

**aga.**

The Australian  
Grocery Academy.

# Open House Program

Accelerating the  
development and  
performance of  
Grocery's key  
commercial talent



**BOOKINGS NOW OPEN**

**MELBOURNE 5-9 MAY 2025 | SYDNEY 20-24 OCT 2025**



AUSTRALIAN  
**FOOD &  
GROCERY**  
COUNCIL



**Real World**  
Marketing

**Advantage**  
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## About the program

The Australian Grocery Academy (AGA) is a uniquely Australian education program, aimed at the specific needs of the FMCG industry. This interactive and outcome-focused program equips delegates with the thinking and tools to work better with FMCG retailers and deliver improved top and bottom-line results.

Developed in partnership with Real World Marketing, with input from the foremost experts in supplier and retailer engagement, The Advantage Group, the program is endorsed by the Australian Food and Grocery Council (AFGC) to equip your teams for success now and into the future. Built by industry, for industry, the program is delivered by a faculty of industry experts with real world experience and specifically designed to drive commercial performance.

Our Open House program is an in-person learning opportunity available to all industry professionals and especially valuable for Sales, Marketing, Category and Commercial Finance roles. Run twice each year - once each in both Melbourne and Sydney - each one-day module is dedicated to a key commercial FMCG discipline. A networking lunch further allows delegates to make valuable cross-industry connections. Delegates can attend one or more individual modules of their choosing.

## Delegate Benefits

### Practical training delivered by industry experts

Created and delivered by Real World Marketing, FMCG capability and best practice experts with a deep understanding of the retailer-supplier interface and how to unlock joint value creation

### Tools that can be used from day one

Industry best practice tools and frameworks delivered via interactive sessions with practical exercises that help demonstrate principles and translate theory into action

### Reflective of latest industry and retailer needs

Curriculum designed in partnership with the AFGC and industry Sales Directors, with input from the Advantage Group, to reflect latest retailer needs and best practice that help sets top performing suppliers apart

## Pricing & Location \*

\$2,000 AUD per person/per module for AFGC members (Non members \$2,300)\*

Complete the full program and receive 5 hours 1-to-1 coaching (valued up to \$2,925)

**Melbourne:** Karstens, 123 Queen Street, Melbourne

**Sydney:** Karstens, 111 Harrington Street, The Rocks

*\*Each day includes a networking lunch plus a ready supply of tea, coffee & snacks*

# MELBOURNE 5-9 MAY 2025 | SYDNEY 20-24 OCT 2025

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
 Customer Joint Value Creation	 Strategic Category Management	 Revenue Growth Management	 Intro to E-Com Strategy for FMCG	 Joint Business Planning

**In House training** for all modules is available all year round (min. 10 pax)

## CUSTOMER JOINT VALUE CREATION

*Understand how to develop a customer centric growth culture and the conditions to enable success as an FMCG organisation*



1. Explore how Customer's think about Suppliers and what great engagement looks like from their perspective
2. Understand and evaluate how Customer Centric you and your business are today
  - a. Review your key processes and strategies through the lens of your Customer
  - b. Understand how to integrate the voice of the Customer into your business
  - c. Create the conditions for success – enablers of a successful customer centric culture
3. Learn about the principles that underpin successful collaboration

## STRATEGIC CATEGORY MANAGEMENT

*Understand how to develop and execute a best-in-class Category Growth Strategy*



1. Learn about the role and benefits of strategic category development
2. Identify the core components of a good category growth strategy
3. Assess a category for growth opportunities and create compelling insights
4. Learn how to engage Customers by connecting strategy to their agenda
5. Explore how to use category strategy to inform brand and portfolio choices

## REVENUE GROWTH MANAGEMENT

*Understand how to develop and execute the full range of Revenue Growth Management opportunities for Joint Value Creation*



1. Learn about the role and benefits of Strategic Revenue Management including how companies can drive improved profitability beyond price increases.
2. Understand Retailer key performance indicators and how Strategic Revenue Management should deliver Joint Value Creation
3. Deep dive key approaches that enable optimisation of revenue, growth and profitability
4. Understand how to execute Strategic Revenue Management opportunities
5. Identify ways to embed Strategic Revenue Management capability into your business

## INTRO to eCOM STRATEGY FOR FMCG

*Understand how to create an eCom strategy to win at the digital shelf with omnichannel shoppers*



1. Explore the need for an omnichannel approach to succeed in today's retail landscape
2. Reflect on the role of eCom for Fast Moving Consumer Goods (FMCG) businesses and learn the key steps to creating a winning strategy
3. Learn to view eCom through the eyes of the shopper, identifying key points along the path to purchase to maximise conversion
4. Understand the digital shelf and how to win with merchandising and activations
5. Discuss how to integrate eCommerce internally and into commercial plans

## JOINT BUSINESS PLANNING

*Understand how to develop and execute a best-in-class Joint Business Plan that delivers Joint Value Creation (JVC) for sustainable growth*



1. Understand the need for a JVC approach and what this entails
2. Be able to align strategically with Retailers and identify what is most important for JVC
3. Understand how to create a great Joint Business Plan that integrates Category Strategy and Strategic Revenue Management for improved mutual growth and profitability
4. Understand how to engage and sell the Joint Business Plan
5. Understand how to track, measure and review the Joint Business Plan

## INTRO TO NEGOTIATION – AVAILABLE IN HOUSE ONLY

*Understand the process and principles of negotiating for Joint Value Creation (JVC) outcomes*



1. Know how to identify joint value outcomes
2. Understand the negotiation framework
3. Develop your negotiation objectives and detailed negotiation plan
4. Prepare for your negotiation
5. Practice and refine the execution approach to ensure successful implementation

## Meet the Trainers



### Simon Mosley

Commercial and Marketing specialist, Ex Sales Director and Marketing Manager for General Mills ANZ, NBM and Category at Mondelez



### Rebecca Jones

Insights, Category and Customer Marketing specialist with agency & supplier experience across AUS, UK and European Grocery and Alcohol



### Nicole Stallard

Category, Point of Purchase, Commercial and e-Commerce specialist with experience across AUS and international Grocery, Pharmacy and Alcohol

## About Real World Marketing

Real World Marketing is a boutique consultancy that focuses on building capability for Joint Value Creation across multiple commercial disciplines from Integrated Strategic Planning through Category Strategy and Revenue Management to Joint Business Planning and execution. Their team knows what sets best-in-class suppliers apart when it comes to engaging with FMCG retailers for mutual success, having worked with market leading suppliers and retailers across Australia, the UK and other international markets.

Real World Marketing understands the retailer–supplier interface and the capabilities needed to succeed. As proven experts in business strategy and coaching for performance, they bring their expertise and benchmarked best-practice to form the critical foundation of the Australian Grocery Academy program. Working ongoing in the Australian market and a part of The Advantage Group family of companies, they ensure the up-to-date needs and dynamics of the local industry are reflected in the course curriculum.

Real World Marketing’s philosophy is grounded on the need for suppliers and retailers to work together to create mutual value that drives both growth and profitability. Sustainable growth creation sits at the heart of our approach:

- ✓ Sustainable growth comes from understanding and providing solutions for the needs of **consumers and shoppers** that deliver incremental value.
- ✓ Growth is accessed when **shoppers transact in-store or online** and what is critical is that the path to purchase inspires behaviour change across a range of pre and in store opportunities.
- ✓ Ensuring that the **agenda for growth is aligned internally and externally** to direct effort and investment in a way that is clearly purposed and maximises return on investment.

## Learn More, Register Your Interest or Book Now

For more information, email us at: [info@theaustraliangroceryacademy.com.au](mailto:info@theaustraliangroceryacademy.com.au)

To book online: <https://afgc.eventsair.com/aga-bootcamp/registration>