

aga.

The Australian
Grocery Academy.

Open House Program

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



BOOKINGS NOW OPEN

MELBOURNE 11-15 MAY 2026 | SYDNEY 19-23 OCT 2026



AUSTRALIAN
**FOOD &
GROCERY**
COUNCIL



Real World
Marketing

Advantage_

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 \$2,250)*

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
				
Strategic Category Management	Shopper Marketing & POP Vision	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)



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



SHOPPER MARKETING & POINT OF PURCHASE VISION

Understand how Category Strategy is activated along the path to purchase to help shoppers buy your category & brand

1. Understand the scope of P2P, the role of Shopper Marketing and Point of Purchase execution levers
2. Learn how to connect and assess the Shopper Conversion Funnel through the lens of category and brand strategy
3. Learn to develop a Point of Purchase Vision and Case for Change
4. Explore key Barriers to Purchase, execution levers and best-practice principles
5. Discuss the emerging role of Retail Media in delivering path-to-purchase plans



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

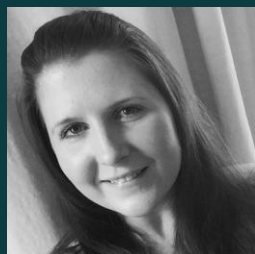
1. Know how to identify joint value outcomes
2. Understand the negotiation framework
3. Develop your negotiation objectives and detailed negotiation plan
4. Prepare for your negotiation
5. Practice and refine the execution approach to ensure successful implementation

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

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