

aga.

The Australian
Grocery Academy.

2023 Open House Program

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



MELBOURNE 1-5 MAY

SYDNEY 8-12 MAY



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 industry. The interactive and outcome-focused program equips delegates with the thinking and tools to work better with supermarket 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, and endorsed by the Australian Food and Grocery Council (AFGC), the AGA will equip your teams for success now and into the future. Built by industry, for industry the Open House program comprises five modules, each delivered by a faculty of industry experts with real world experience and specifically designed to drive commercial performance.

Open House programs are returning to in-person learning in 2023, with AGA Bootcamps in both Sydney and Melbourne in May and October. Each day will be dedicated to 1 module, with a networking lunch allowing delegates to make valuable cross-industry connections. Delegates can attend the full week program, or 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*

\$1,800 per person/per module for AFGC members (Non members \$2,100)
Complete the full program and receive 5 hours 1-to-1 coaching (valued up to \$2,925)

**Includes central venue location and networking lunch, tea and coffee*

MELBOURNE 1-5 MAY

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

Intro to Negotiation training is available In House all year round (min. 10 pax)

CUSTOMER CENTRIC GROWTH

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



1. Understand Customer Centricity to be able to evaluate how Customer Centric you and your business are
 - a. Review your key processes and strategies for how Customer centric they are
 - b. Understand how to integrate understanding and voice of Customer across your business
 - c. Creating the conditions for success – enablers to a successful customer centric culture
2. Understand how Customer's think about Suppliers and what great engagement looks like from their perspective
3. Understand the principles that underpin successful collaboration

STRATEGIC CATEGORY MANAGEMENT

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



1. Learn about the role and benefits of category development
2. Understand how to assess a category for actionable insights that uncover quantified commercial growth opportunities
3. Understand the core components of a category growth strategy
4. Understand how to engage customers and sell in a category centric way
5. Identify how to execute the category strategy via a Point of Purchase Vision

STRATEGIC REVENUE 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 Revenue Management, and how Companies have used it to drive improved profitability beyond price rises
2. Understand Retailer key performance indicators and how 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 Revenue Management opportunities
5. Identify ways to embed Revenue Management capability into the business

INTRO TO E-COM STRATEGY FOR FMCG

Understand how to create an E-Com strategy to win at the digital shelf with omnichannel grocery shoppers



1. Understand the need for an omnichannel approach to succeed in today's consumer/retail landscape
 2. Reflecting on the role of E-Com for Fast Moving Consumer Goods (FMCG) businesses and how to create a winning strategy
 3. View E-Com through the eyes of the shopper, identifying key points of the path to purchase to maximise conversion
 4. Understand how to win at the digital shelf with merchandising and activations
 5. Learn how to integrate E-Commerce internally and into Commercial plans
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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 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
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INTRO TO NEGOTIATION – AVAILABLE IN HOUSE ONLY

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 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

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



James Tan

Retail specialist, Ex Buyer, Merchandising Manager and Head of Promotions for Tesco and Sainsburys UK and Woolworths AUS



Nicole Stallard

Category, POP, Commercial and E-Commerce specialist with experience across AUS and META Grocery, Pharmacy and Alcohol

About Real World Marketing

Real World Marketing is a boutique consultancy that focusses on joint value creation and capability across multiple commercial disciplines from Category and Revenue Management to Integrated Planning and Joint Business Planning. Their team knows what sets best-in-class Suppliers apart when it comes to engaging with retailers for mutual success, having worked with market leading suppliers across Australia, the UK and Europe.

Real World Marketing understands the retailer–supplier interface and the capabilities needed to succeed, which forms a critical foundation of the Australian Grocery Academy program. They understand strategy must live in a business long after a project and are proven experts in business training. Ensuring the needs and dynamics of customers and industry is completely up to date, the Advantage Group will contribute to course content and materials.

Real World’s philosophy is grounded on the need for suppliers and retailers to work together to create mutual value that drives both growth and profitability.

- ✓ Growth comes from ***understanding and providing solutions for consumers*** and shoppers in meeting needs in optimal and inspiring ways across a range of pre and in store opportunities.
- ✓ Growth is accessed when ***shoppers transact in-store*** or online and what is critical is that the in-store focus clearly understands how it is targeting incremental value.
- ✓ Ensuring that this agenda for growth focuses and, if needed, re-directs investment so that activities are clearly purposed and reviewed for ***sustainable growth creation*** sits at the heart of our Real-World approach.

Find Out More and Register

For questions and more information, [email the team](#)

For delegate registrations, [registration here](#)