



Unlocking Value and Sales

Workshop series



Story & Brand™

Today / Module 1 / Introduction

12:00 - 12.15pm	Welcome Introductions What the workshop series looks like including dates/times
12:15 - 12:45pm	Round table introductions
12.45 - 1:10pm	The expert speakers
1:10 - 1:15pm	Housekeeping
1.15 - 1.30pm	Questions? Wrap up

Story & Brand



Andy Cooley.
Creative Director.

Highly experienced design and advertising creative.
Passionate about creativity that helps businesses grow.



Iain White.
Communications Strategist.

Extensive regional experience.
Passionate about creativity and effectiveness.



Rena Chatterjee.
Strategy Director.

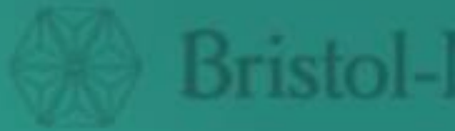
Expertise in brand marketing and communications
Passionate about marketing that builds commercially
successful brands



The Coca-Cola Company



Wyeth®



SUNTORY



TOURISM AUSTRALIA



TELSTRA

Woolworths



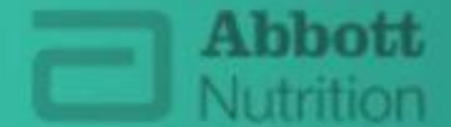
Kellogg's



SONY



TIME



uni

Sunbeam

Mars

goodman fielder
our homegrown food company



Canon



Kao

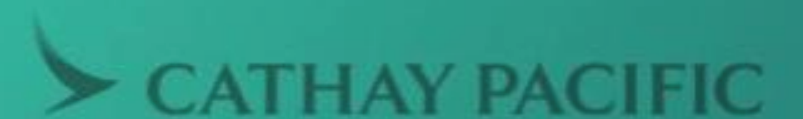
PACIFIC BRANDS



Reebok



acer



Panasonic

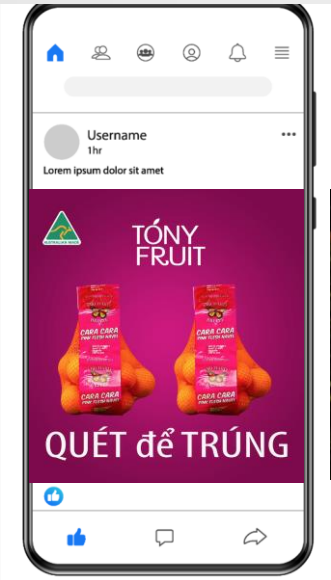
Kellogg's



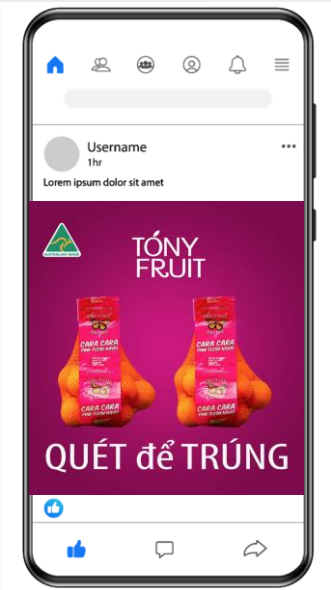
Tels

The company we keep.

Mildura Fruit Co / Vietnam marketing campaign



Title: My Farm to Your Family.



Title: Tastes So Good!





Round table introductions

2 MINS EACH

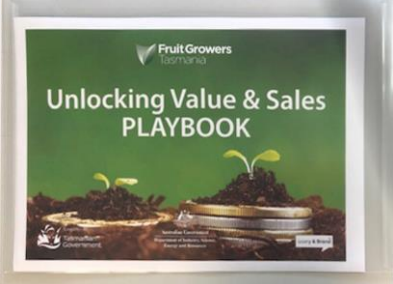
- Introduce yourself and your business
- Where you are
- What you grow
- Where/who you supply to
- Future plans?
- Headwinds?

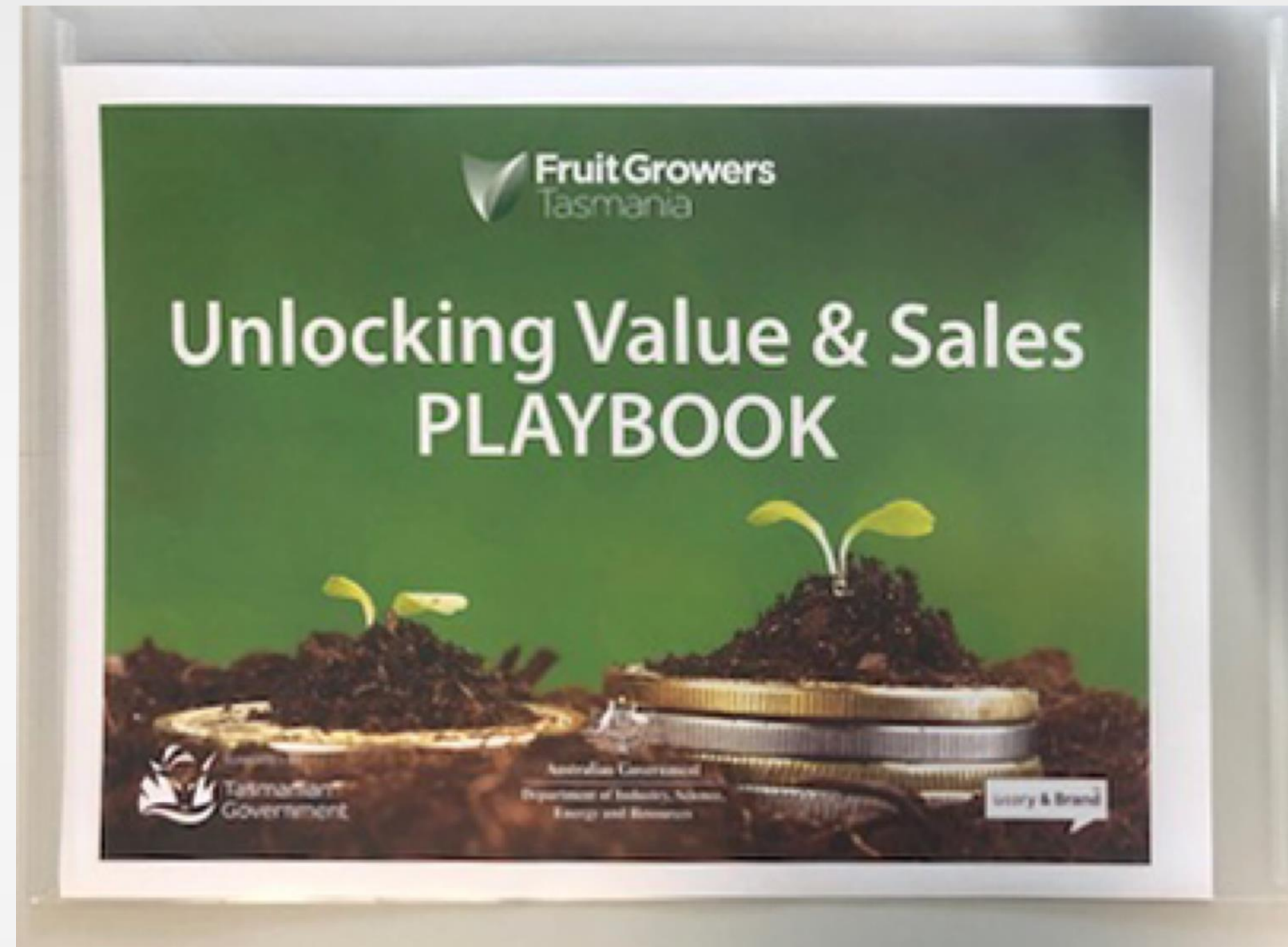
○ What you'd like to get from this series?



The next 8 weeks looks like

Module 1 2 May / Monday 12:00-1:30pm	Module 2 9 May / Monday 12:00-1:30pm	Module 3 16 May / Monday 12:00-1:30pm	Module 4 23 May / Monday 12:00-1:30pm	Module 5 30 May / Monday 12:00-1:30pm	Module 6 6 June / Monday 12:00-1:30pm	Module 7 13 June / Monday 12:00-1:30pm	Module 8 20 Jun / Monday 12:00-1:30pm
Introduction ----- About this course content & playbook/tools. Speakers – Who’s who. Schedule - Get it in diaries Round room to check participants and vett ----- Homework: View the Module 2 Export Marketing pre-watch video. Speakers: Peter Cornish Andy Cooley Rena Chatterjee	Finding new markets from domestic to export. ----- Pre watch video. ----- Expert session. Live Q&A with expert from the pre-watch. Live Case Study with expert and their tool(s) for participants ----- Homework: Complete the Find Your Export market tool/exercise. + Pre-Watch: Module 3 Supply Chain video Speakers: Tristan Kitchener Kitchener Partners Wayne Prowse Fresh Intelligence. MC: Andy Cooley	Supply Chain ----- Pre watch video. ----- Expert session. Live Q&A with expert from the pre-watch. Live Case Study with expert and their tool(s) for participants ----- Homework: Complete the Supply chain tool/exercise. + Pre-Watch: Module 4 Know your customer video Speakers: Jenny Ekman AHR Christian Patterson Escavox MC: Andy Cooley	Know your customer. ----- Pre watch video. ----- Expert session. Live Q&A with expert from the pre-watch. Live Case Study with expert and their tool(s) for participants ----- Homework: Know your customer tool/exercise. + Pre-Watch: Module 5 Your Brand Story Speakers: Louise Beard – Forward Insight MC: Andy Cooley	Your Brand Story.(1) ----- Pre watch video. ----- Expert session. Live Q&A with expert from the pre-watch. Live Case Study with expert and their tool(s) for participants ----- Homework: Complete your brand story. + No prewatch Speakers: Andy Cooley Iain White	Your Brand Story.(2) ----- Pre watch video. ----- Expert session. Live Q&A with expert from the pre-watch. Live Case Study with expert and their tool(s) for participants ----- Homework: Complete the Your Brand Story tool/exercise. + Pre-Watch: Module 7 The Pitch Speakers: Andy Cooley Iain White	Your Pitch. ----- Pre watch video. ----- Expert session. Live pitch practice to audience. Live Case Study with expert and their tool(s) for participants ----- Homework: Your Pitch Complete Your Pitch Tool + Pre-Watch: Module 8 Marketing Speakers: Andy Cooley Iain White	Marketing. ----- Pre watch video. ----- Expert session. Live Q&A with expert from the pre-watch. Live Case Study with expert and their tool(s) for participants ----- Homework: Your Marketing Speakers: BJ PLUMMER Rena Chatterjee
	Tool worksheet	Tool worksheet	Tool worksheet	Tool worksheet	Tool worksheet	Tool worksheet	Tool worksheet
	Feedback Friday 13 May / 8:00-9:00am Speakers + S&B	Feedback Friday 20 May / 8:00-9:00am Speakers + S&B	Feedback Friday 27 June / 8:00-9:00am Speakers + S&B	Feedback Friday 3 June / 8:00-9:00am S&B	Feedback Friday 10 June / 8:00-9:00am S&B	Feedback Friday 17 June / 8:00-9:00am S&B	Feedback Friday 24 June / 8:00-9:00am Speakers + S&B





What to expect over the next 8 weeks

- A series of 8 workshops delivered by an industry expert
- Each workshop will comprise
 - A pre-recorded video of a presentation for each module
 - A downloadable tool that will help you apply your learning to your business from day 1
 - A live Q&A session with each expert for you to ask questions and discuss the issues that you are facing
 - The live Q&A session will include a demonstration of the tool using one of the participant's business
 - 'Homework' which will be when you complete the tool as it applies to your business
 - A feedback session during which you will share your completed tool with the group and get input from the experts

The workshop flow

Every Friday - You'll receive an email with links to;

1. WATCH NEXT VIDEO

Module 2 video ***Finding New Markets from Domestic to Export***

1. DOWNLOAD WORKSHEET(S)

'Customer Value Proposition' and ***'Find Your Export Market'***


1. Monday 9th 12PM LIVE Q&A SESSION

Guest speakers answer your questions from the video
Worksheet walkthrough

1. FEEDBACK FRIDAY 13th 8AM


1 hour live session where we review your homework

How to watch the videos.


[Manage Videos](#)
[Resources](#)
[Features](#)
[Watch](#)
[Upgrade](#)
[Contact sales](#)

Unlock Value & Sales Workshops

Click on the video link it will open a new page,
Enter your password.
You will see the below...




MODULE 2
Finding new markets
from domestic to export

Module 2 - Finding new markets
from domestic to export.

Fruit Growers Tasmania Inc

What you'll learn...

- Advice and support along the grocery value chain




MODULE 3
Supply Chain

Module 3 - Supply Chain

Fruit Growers Tasmania Inc

What you'll learn...

- Post harvest quality management




MODULE 4
Know Your Customer

Module 4 - Know Your Customer

Fruit Growers Tasmania Inc

What you'll learn...

- How to make better connections and keep them.



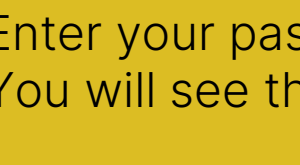
MODULE 5 & 6
Your Brand Story

Module 5&6 - Your Brand Story

Fruit Growers Tasmania Inc

What you'll learn...

- How a strong, authentic brand story can provide a



MODULE 7
Your Pitch

Module 7 - Your Pitch

Fruit Growers Tasmania Inc

What you'll learn...

- How to build your perfect pitch...

Click on the video title. Open into a new window, and the full description will be visible, here you will find the links to the worksheet(s) to download.

Tool
worksheet

So... What you need to do for each Module

Watch Video



Download
Worksheet



Participate in
Live Monday
Session



Complete
Worksheet



Participate in
Feedback
Friday



Fruit Growers
Tasmania

MODULE 2

Finding new markets from domestic to export

Tristan Kitchener - Kitchener Partners

Wayne Prowse - Fresh Intelligence



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Australian Government
Department of Industry, Science,
Energy and Resources

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Meet the speaker -

Tristan Kitchener, Kitchener Partners

About: Tristan is a management consultant, advisory and a subject matter expert in the area of grocery retailing. Having formerly been in Strategic Planning and Merchandising of Produce at Coles and prior to that a Produce Buyer at Sainsburys in the UK

Tristan is a specialist in Fast Moving Consumer Goods

What you'll learn

- Advice and support along the grocery value chain.
- The changing Australian Retail Market
- Top tips on achieving profitable growth

Tristan will be sharing his thinking on achieving growth in domestic markets.

Playbook worksheet: Customer Value Proposition



Meet the speaker - Wayne Prowse, Fresh Intelligence

About: Wayne specialises in sourcing market information for strategic planning and decision making.

Wayne will be sharing with you his practical knowledge of exporting for fruit and vegetable growers.

What you'll learn:

- The importance of using statistical information databases
- 30 years' marketing, developing sound, evidence based strategies
- Expertise in the produce industry having analysed domestic and global trade for 20 years
- Understands the importance of information gathering for a successful strategy

Playbook worksheet: Find Your Export Market





Fruit Growers
Tasmania

MODULE 3

Supply Chain

Jenny Ekman - Applied Horticultural Research

Christian Patterson - Escavox



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Australian Government
Department of Industry, Science,
Energy and Resources

Story & BrandTM

Meet the speaker -

Jenny Ekman, Applied Horticultural Research

About: Jenny is one of a team of scientists specialising in soil health, irrigation, crop nutrition and post-harvest handling.

Jenny will be sharing her valuable insights on post-harvest management to help ensure that crops get delivered in the best possible condition.

What you'll learn:

- Post-harvest quality management
- How to build robust crop production systems from the ground up
- Using technical information to growers, advisors and industry

Playbook worksheet: Post Harvest Management



Meet the speaker – Christian Patterson, Escavox

About: Christian is the Sales Director of Escavox, a company that tracks produce through the supply chain, providing vital information to growers to ensure that their produce arrives in market in perfect condition.

What you'll learn:

- The importance of 'giving a voice' to fresh food in the supply chain
- The power of data to help you make better informed decisions
- How to use technology for quality assurance and better customer service

Playbook worksheet: Optimising the Supply Chain





Fruit Growers
Tasmania

MODULE 4

Know your customer/consumer

Louise Beard - Forward Insights



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Energy and Resources

Story & Brand™

Meet the speaker - Louise Beard, Forward Insights

About: Forward Insights expertise in the global primary sector food and beverage research is second to none.

Louise will be taking to us about how we can get to know our customers and consumers better to help make better connections with them.

What you'll learn:

- Understanding Customers and their needs
- Understanding shopper and consumer as a way to unlock value

Playbook worksheet: Know Your Customer/Consumer





MODULE 5

Your Brand Story

Andy Cooley - Story & Brand
Iain White - Story & Brand



Meet the speakers -

Andy Cooley and Iain White, Story & Brand

About: Story & Brand helps brand owners to unlock value by commercialising compelling brand stories in ways that WOW.

What you'll learn:

- How a strong, authentic brand story can provide a point of difference even in 'commodity' markets.
- How to craft a brand stories
- Using brand stories as a springboard to all of your brand communications - everything from your sales pitch to your packaging and design work

Playbook worksheet: Your Brand Story





MODULE 7

Your Pitch

Andy Cooley - Story & Brand
Iain White - Story & Brand



Meet the speakers -

Andy Cooley and Iain White, Story & Brand

What you'll learn:

- We have proven that a strong, authentic brand story can provide a point of difference even in 'commodity' markets.
- Well crafted brand stories are a springboard to all of your brand communications including everything from your sales pitch to your packaging and design work.
- We will also be talking to you about how to build your perfect pitch story, so you can nail that sale everytime!

Playbook worksheet: Your Pitch Script





Fruit Growers
Tasmania

MODULE 8

Your Marketing

BJ Plummer - Asia Expert
Rena Chatterjee - Story & Brand



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Energy and Resources

Story & Brand™

Meet the speaker -

BJ Plummer

About: BJ is an expert in the sales and marketing of premium food, beverage and Fast Moving Consumer Goods, generating revenue and tangible results to clients.

Rena is Story & Brand Strategy and Communications director. She has had marketing leadership roles for brands such as Mount Franklin and Moccona as well as many, many less well known brands

What you'll learn:

- How to unlock premium brand sales domestic and export markets.
- Brand development with strategic direction
- Communication and relationship building skills with

Playbook worksheet: Your Marketing



Housekeeping

- Timekeeping
- Zoom etiquette
- Sharing is caring - we can all learn from each other
- Use the Q&A sessions to get the most out of your time with the experts. Come prepared with questions or discussion points.
Keep on topic!
- Be prepared to have some fun!
- Find videos on VIMEO via Friday's email link
- Any issues contact
 - kate@fruitgrowerstas.org.au
■ Ph:0459 039 664
 - rena@storyandbrand.com.au
Ph:0410 102 733



Recap: Next steps

Every Friday - You'll receive an email with links to;

1. WATCH NEXT VIDEO

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1. DOWNLOAD WORKSHEET(S)

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1. Monday 9th 12PM LIVE Q&A SESSION

Guest speakers answer your questions from the video
Worksheet walkthrough

1. FEEDBACK FRIDAY 13th 8AM

1 hour live session where we review your homework

Any questions?

TELL OTHER GROWERS TO REGISTER!



Thank you





MODULE 1

Introduction

Peter Cornish - CEO Fruit Growers Tasmania

Jo Palmer - Minister for Trade and Industry



Australian Government
Department of Industry, Science,
Energy and Resources

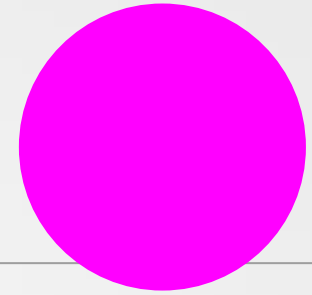


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Story & Brand™

Introduction to the 'Unlocking Value and Sales' Workshop series

12-12.15	<p>Introduction and welcome from Peter Cornish.</p> <ul style="list-style-type: none"> - Purpose of the workshop series - What do we hope you'll get out of it <p>Introduce Andy from S&B</p>
12.15-12.30	<p>Introduction from S&B - who we are and what our involvement is</p> <ul style="list-style-type: none"> - What's coming up - Check calendars
12.30-1.00	<p>Round room introduction - a few minutes each to introduce yourselves, tell us a little about your business, history and ambitions</p>
1-1.15	<p>Watch the pre-recorded videos in the vimeo link</p> <p>Download the worksheets</p> <p>What to expect from the live sessions</p> <p>Q&A - ask the expert</p> <p>'Winner-winner-chicken-dinner'</p> <p>Feedback Friday</p> <p>Zoom etiquette</p> <p>Sharing is caring - we can all learn from each other</p>
1.15 - 1.30	<p>Any questions?</p> <p>Wrap</p> <p>Your contacts:</p> <p>Rena Chatterjee</p> <p>Kate Dickinson</p>



Why did we put this workshop series together?

- What are the opportunities/needs that we have identified for Tasmanian growers?
- Many of our growers face similar challenges and opportunities
- Tasmanian growers need to compete not just with mainland growers but with global operators
- Need to elevate the conversation with buyers beyond price alone
- Aims for the workshop series;
- Do better business;
 - Give access to industry experts who will share their wisdom
 - Provide practical knowledge that can be applied to your business
 - The FGT workshop team: Kate Dickinson, Michael Tarbath and Story & Brand
- Seek feedback on the workshop series to understand how we can support you better.



Introduction - Minister for Primary Industries, Jo Palmer

- The support provided in recognition that growing produce for the fresh food market is challenging with many variables to manage.
- COVID has added to these challenges for growers..
- Building capability aligns with the Tasmanian Liberal Government's objective to achieve farmgate value of agriculture, fisheries and aquaculture of \$10 billion by 2050
- Horticulture is pivotal to the strategy, with a current farmgate value of \$605 million and a increase of 16% from previous period.



Andy Cooley, Story & Brand

- What are we bringing to the party?
- 100 years worth of cumulative expertise that transcends brands and geography.
- Our credentials - 100s businesses helped to achieve their potential.
- Brands ranging from huge multi-nationals to ambitious start-ups and businesses ready to take the next step to reach their potential.

