USING FRESH IDEAS TO ACCELERATE CAREERS

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streamwise LEARNING

INSTITUTE OF FOOD & GROCERY MANAGEMENT

INTERNATIONAL FRESH PRODUCE ASSOCIATION™

2026

17-22 May

WAURN PONDS ESTATE
DEAKIN UNIVERSITY
GEELONG
VICTORIA

IFPA PRODUCE EXECUTIVE PROGRAM

PROGRAM OVERVIEW

Driving the future of the Australia-New Zealand produce industry, the Produce Executive Program is a forum on global trends, next generation innovation and an energising exchange between business insiders, executives and experienced teachers.

Put together with a passion for relevant and experiential learning including talks with industry leaders and experts, this program is a unique combination of personal and professional development.

"Very enjoyable program and provided a number of key learnings to directly assist my development back in the office on Monday."

DAVID LENSINK
– CATEGORY MANAGER, FRESH PRODUCE GROUP

WHO SHOULD ATTEND

Produce Executive Program delegates are high stakes influencers in the Australia and New Zealand produce industry. They have a mix of skills and category experience across all facets of the supply chain from growers through to retailers.

Build your organisations future

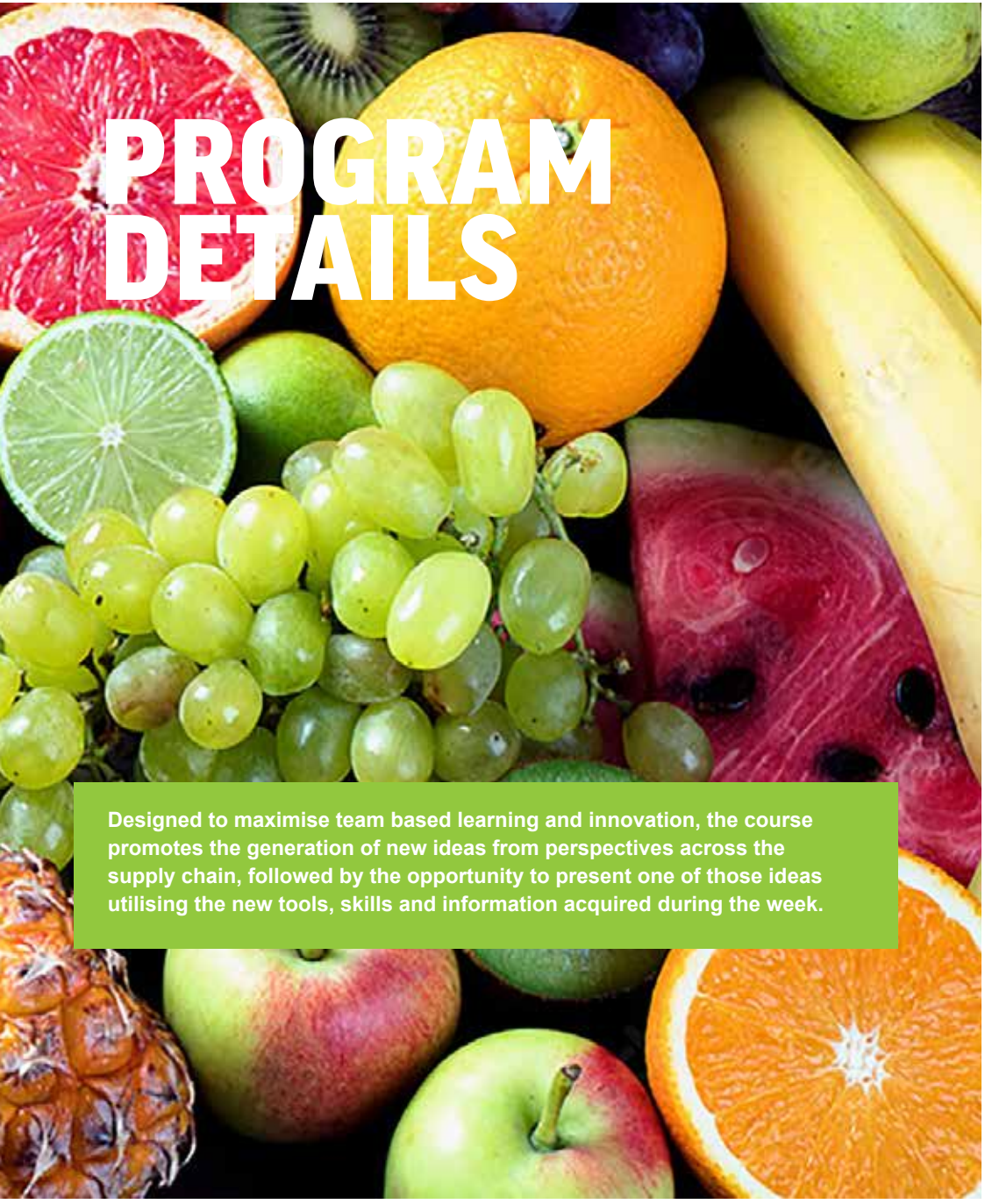
- Access the latest industry thinking to maximise your competitive edge.
- Analyse and understand present market pressures and technology disruptions.
- Prepare your executives of tomorrow for a fast-changing landscape.
- Nurture your best talent, a week of renewal can yield long term loyalty and results.
- Develop industry ambassadors and increase team-wide performance.
- Optimise your workplace for collaborative results, build personal resilience.

Invigorate your career

- Gain clarity of today's key market movements and emerging issues.
- Build a robust skill set for evolving markets.
- Redefine real-world problems with innovative solutions.
- Enhance your management strategy and refine high performing teams.
- Investigate best practice for building more rewarding relationships.
- Expand your network with industry-leading peers throughout the supply chain.
- Step ahead of competitors with executive mentoring opportunities

OUR ALUMNI SPECIALISE IN AREAS INCLUDING:

- **National Sales**
- **National Marketing**
- **Trade Marketing**
- **National/Senior Buying**
- **General Management**
- **National Accounts**
- **Financial Management**
- **Key Accounts**
- **Retail Operations**
- **Category Development**
- **Promotion and Advertising**
- **Supply Chain & Logistics**
- **Regional Management**



PROGRAM DETAILS

Designed to maximise team based learning and innovation, the course promotes the generation of new ideas from perspectives across the supply chain, followed by the opportunity to present one of those ideas utilising the new tools, skills and information acquired during the week.

Mastering Market Realities

Professor David Hughes
Mr Tristan Kitchener

– TRENDS, CUSTOMERS AND MARKETS

A review of the key demographic, economic, lifestyle, shopping pattern and dietary factors which are driving the consumer market for meat, discuss how trends are changing and how meat retailers, foodservice operators, distributors, processors, suppliers and producers will need to respond to sustain their success.

Succeeding at Innovation

Ms Lisa Smith

– PROBLEM SOLVING AND INNOVATION

Practical tools to help solve day-to-day management problems and longer-term strategic issues. A framework for generating and evaluating innovation will be introduced and practised.

Leadership & Collaboration for Business Performance

Mr Gavin Freeman

– LEADERSHIP, MOTIVATION AND DECISION MAKING

The key issues involved in motivating and retaining productive employees to grow the business will be examined. Participants will be provided with a framework to help interpret and understand their own management style and their primary motivating factors and how these can influence their decision-making as leaders.

Mr Lex Dwyer

– COLLABORATIVE ADVANTAGE

A series of experiential activities aimed at understanding collaboration and it's impact on teamwork, goal setting and business performance, identifying the barriers to collaboration and deciding when to collaborate versus compete in order to achieve business growth.

– PERSONAL RESILIENCE

Experiential activities and discussion of the impact of personal health on emotional and mental well being and the connection of well-being with individual and team performance.

Mr Simon Kelland

– COLLABORATIVE NEGOTIATION

Learn and practice the Scotwork mutual gain negotiating process and skills that prioritise sustainable value creation, diverging from the antiquated win-lose mindset that ultimately erodes value and negatively impacts all parties in the long run.

Industry Insights and Opportunities

Michael Simonetta - Perfection Fresh
Marie Gallagher - Woolworths
John Said - Fresh Select (Aust)
Belinda Wilson - IFPA
Frank Barillo - ROC Partners
Jenna Lindbeck - ROC Partners
Will Onus - Ruminati
Veronica Papacosta - AFPA
Anthony Di Pietro - Premier Fresh
Jason Colosimo - Coles
Lachlan Hardisty - KPMG Australia

* Note: Some aspects of the program may be subject to slight alteration.

THE FACULTY

Mr Tristan Kitchener

DIRECTOR - PRODUCE EXECUTIVE PROGRAM

Tristan is an ex-retailer, having previously held senior positions with Sainsbury's (UK) and Coles supermarkets, and is now a management consultant providing advice and support along the grocery value chain, from major retailers through to manufacturers and primary producers. He has a focus upon fresh foods and was the Group Merchandise Manager, Fresh Produce, at Coles Supermarkets (2005-09).

Professor David Hughes

EMERITUS PROFESSOR OF FOOD MARKETING

David has an international reputation on food industry marketing and management issues and fresh food in particular. He is an international advisory board member with food companies on three continents. Professor Hughes has developed and sold successful food businesses and been and adviser to McDonald's, Waitrose, and J Sainsbury, and more recently, with major value-added fresh produce businesses in North America, Europe and Australasia. David is a strong proponent of building strong alliances between key chain members.

Mr Simon Kelland

SCOTWORK

Simon is the Chairman of Streamwise Learning and a Partner at Scotwork Australia, the local arm of the world's leader in negotiation skills training. Since its establishment in 1994, Scotwork Australia has trained more than 10,000 negotiators and currently provides training and consulting services to the majority of the top 50 Australian companies and many state and federal government agencies. Simon was previously a senior executive with the ANZ Banking Group with portfolio responsibility in specialist asset finance. Earlier in his career he had more than a decade in investment banking with Bankers Trust Australia and Macquarie Bank.

Mr Lex Dwyer

FACILITATOR - CORPORATE FITNESS SERVICE

CFS business forum facilitator Lex Dwyer has been refining his craft for over 25 years. That is, enabling accelerated learning for individuals and teams participating in business forums, executive training and development, and leadership programs. Lex has worked with, and observed the world's best presenters and facilitators. This experience, combined with his own insights, has enabled Lex to create his unique style of bringing business forums to life. His facilitation is people-friendly and business savvy. It offers both substance and fun, grounded in proven processes that deliver outcomes for individuals, teams and organisations.

Ms Lisa Smith

MINDS AT WORK

Lisa Smith is the driving force behind the Minds at Work unique "Problem Solving Program" in which role she has been sharing the organisation's thinking strategies with corporate high fliers, "community builders", principals, teachers, crack police response teams, fire fighters, SES, truck builders, produce industry executives, food industry executives, meat industry executives, seafood industry executives, leading farmers and bull semen traders. She will challenge you to open up your potential for more creative thinking and provide you with action and evaluation tools for effective problem solving.

Mr Gavin Freeman

DIRECTOR - BUSINESS OLYMPIAN CONSULTING

Gavin is a sport / corporate psychologist who has bridged the gap between sport and the business world. After supporting elite athletes from 1998 to 2006 and being fortunate enough to be a part of several Olympic Campaigns, he moved into the corporate world. His passion is sharing information and providing a humanist and psychological explanation to everyday events. Not shy in front of a camera or behind a mic, Gavin has been commenting in the media for over 20 years. Always keen to share and provide commentary.

Ms Kara Hurry

FOUNDER, ENTENTE AGENCY

Kara founded Entente Agency, a boutique marketing firm, in 2016 and has since led global marketing strategy and brand projects across fashion, arts, food, beverage and agriculture - working with brands from Christian Dior to Pernod Ricard Winemakers, Hawkes Brewing Company to 555 Superfoods. Kara is a current Senior Marketing Advisor for transparency technology FibreTrace, climate positive Good Earth Cotton, carbon assessment experts Carbon Friendly, and My Childe, an Australian start up on a mission to reduce the environmental impact for 0-3 year olds.

GUEST SPEAKERS

Mr Michael Simonetta

CHIEF EXECUTIVE OFFICER, PERFECTION FRESH

Michael Simonetta joined the Perfection Fresh sales team in 1984, was promoted to General Manager in 1988 and became CEO in 1991 when he and his brothers took control of the Company. They have grown a small operation in the Sydney Markets into a major marketer of fresh fruits and vegetables with particular emphasis on unique branded products such as baby broccoli and grape tomato. Michael is very involved in industry organisations and policy making in NSW, nationally and internationally. In May 2009 Michael was appointed Chairman of PMA's first-ever affiliate, PMA Australia/New Zealand. In 2005 Michael received an Award for Excellence as the inaugural Rabobank Agribusiness Emerging Leader of the Year.

Mr Frank Barillaro

PARTNER AND AGRICULTURAL LEAD, ROC PARTNERS

ROC Partners is a major investor in the Australian food and agriculture sector with about $9 billion invested in private equity funds, co-investments and directly into portfolio companies, including the oyster farm Australian Oyster Coast, wagyu specialist Stone Axe Pastoral Company, Australia's biggest independent chicken farmer ProTen and a stake in Capilano Honey. In 2020, ROC acquired a stake in family-owned vegetable grower Flavorite, which is best known for its greenhouse tomatoes. Frank will discuss ROC's approach to making investment decisions and selection of management teams in regard to leadership skillset.

Ms Belinda Wilson

MANAGING DIRECTOR A-NZ, IFPA

Belinda Wilson is the Managing Director of IFPA ANZ, representing a $17 billion fresh produce industry. A governance and advocacy expert, she has led policy reform, sustainability initiatives, and industry innovation across fresh produce, seafood, and membership organisations. She is a passionate advocate for food security, regulatory efficiency, and industry-led growth.

Ms Marie Gallagher

COMMERCIAL DIRECTOR - FRUIT & VEGETABLES, WOOLWORTHS

Marie has had almost 20 years' experience in Grocery retailing in both Australia and Ireland. Marie has spent her career implementing category management strategies, building teams and establishing strong relationships with suppliers. The last 6 years have been spent with the Woolworths Fruit & Veg Team learning the horticultural industry in Australia. She is currently responsible for the Buying and Category teams for Fruit in Woolworths.

Mr John Said

CHIEF EXECUTIVE OFFICER, FRESH SELECT (AUST)

John is currently the CEO of Fresh Select (Aust) Pty Ltd and Executive Chairman of Nutri V Pty Ltd. John has devoted majority of his working life to the horticulture industry. Prior to this he spent some early years as an Aircraft Maintenance Engineer. John has had years of experience as a Board member and Chair of various Boards across both national and global Horticultural Associations equipping him with high level skills and knowledge in governance and compliance. Having established and successfully managed a thriving fresh produce company for the last 30 years, John brings great strength in strategy and business management.

Ms Jenna Lindbeck

SENIOR ASSOCIATE - ROC PARTNERS

Jenna is a Senior Associate in the Responsible Investment team at Roc Partners, a specialist private markets investment manager with $1.7bn in assets under management in food and agriculture. Jenna leads ESG due diligence on prospective assets, collaborates with management teams to identify ESG risks and opportunities, and delivers bespoke projects that drive value creation. She also oversees the firm's ESG reporting, supporting Roc Partners' commitment to transparency and the integration of ESG considerations across its portfolio. Prior to joining Roc Partners, Jenna worked in KPMG's Climate Change and Sustainability team.

Mr Lachlan Hardisty

DIRECTOR OF AI LAB - KPMG AUSTRALIA

Lachlan is the Financial Services Head of Strategy - developing firm-wide propositions and supporting strategic business development - in the Clients and Markets Division of KPMG Australia. He specialises in Financial, Statistical, and Strategic Modelling and building client value through ideation, innovation, and development of solutions.

GUEST SPEAKERS

Mr Will Onus

COO AND FOUNDER - RUMINATI

Will brings hands-on experience from running his grazing enterprise 'Woodside.' Committed to supporting farmer-led sustainability, Will champions Ruminati's mission to simplify emissions reporting, helping every producer tell their sustainability story and drive positive change within the industry in a straightforward, no-nonsense way.

Ms Veronica Papacosta

CEO, AUSTRALIAN FRESH PRODUCE ALLIANCE

Veronica is the CEO of AFPA and is a highly regarded agrifood industry leader with more than 20 years' experience spanning retail, supply chain management, and industry representation. She has served as CEO of Seafood Industry Australia (SIA) since 2020, where she has led the national peak body through a period of significant growth and reform. With a background that bridges industry operations and strategic policy, Veronica brings a unique perspective on the intersection between primary production, retail, and consumer trust. Her appointment reflects the AFPA's continued commitment to strong leadership and practical advocacy on behalf of Australia's fruit and vegetable growers.

Mr Anthony Di Pietro

CEO, PREMIER FRESH AUSTRALIA

Anthony is a Group CEO of Premier Fresh Australia. Premier's fresh produce operations include open-field and protected cropping across Australia, working with strategic grower partners to supply premium produce nationally, and up to 18 countries worldwide. Anthony is a current director and previously Chair of the Australian Fresh Produce Alliance (AFPA). Anthony holds a Bachelor of Commerce degree from the University of Melbourne and remains an active alumnus of the Melbourne University Faculty of Business & Economics Alumni, proudly supporting the Di Pietro Family 'First in the Family' scholarship. Anthony is a Member of the Australian Institute of Company Directors (MAICD).

Mr Jason Colosimo

ACTING GENERAL MANAGER - FRESH PRODUCE COLES GROUP

Jason is the Acting General Manager for Fresh Produce at Coles, with over 15 years of commercial leadership across professional services (various industries) and supermarket retail. For the past 11 years at Coles Group, Jason has focused on the agricultural and horticulture sectors in roles spanning commercial strategy, category management, sustainability and supplier partnerships. Jason is passionate about farming and enjoys leading teams to maximise their personal and professional development and to build strong partnerships across the fresh produce industry.

PROGRAM INFORMATION

COURSE DATES

The program will be held from

Sunday 17 May 2026

through to

Friday 22 May 2026

REGISTRATION FEE

The registration fee is $9,295 plus GST for IFPA members or $10,295 plus GST for non members. The fee includes instruction, accommodation, all meals, books and supplies. No refunds are possible for any part of package not taken. Telephone and personal expenses, such as laundry and extra drinks, are not included.

REGISTRATION & PAYMENT

Your registration should be completed online no later than 20 April 2026. A tax invoice will be issued when this is received. Payment can be made by EFT or credit card.

CANCELLATION

Any cancellation within eight weeks of program start will incur 50% of the program fee. Any cancellation with four weeks of program start will incur the full program fee. However, a company may send a replacement (subject to approval by the Program Director) if cancellation of the intended participant is necessary.

PARTICIPATION

Participation in the program is limited. The Program Director reserves the right to select participants to achieve a desired balance of occupational and professional backgrounds and responsibilities. If an accepted applicant finds it necessary to withdraw from the program, the sponsoring organisation may send a replacement subject to approval by the Program Director.

Optional Post- Program Support
Over the six weeks following the program we provide tailored guidance, using online tools, to help you embed key learnings into your work and personal routine. Through targeted coaching, practical resources, and ongoing accountability, you'll turn insights into lasting habits ensuring meaningful, long-term growth.

For more information about the program or any general information about Streamwise Learning please contact:

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VENUE & ACCOMMODATION

Waurn Ponds Estate, Deakin University – Geelong
Nicol Drive South, Waurn Ponds, Victoria

Tucked away on Deakin University's Waurn Ponds Campus, the Estate is surrounded by a beautiful, distraction free rural environment with complimentary car parking. The Estate is approximately one hour drive from Melbourne and 30 minutes' drive from Avalon Airport. The Estate consists of 60 contemporary refurbished accommodation rooms, eight technology rich conference rooms, extensive breakout areas, gym, swimming pool and a stunning restaurant leading to the kitchen garden.