

Horticulture Innovation Australia

Final Report

Graduate Alumni Industry Network (GAIN)

Jill Briggs
Rural Training Initiatives

Project Number: VG13036

VG13036

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Summary and Acknowledgements

GAIN has successfully completed three years of delivery. The current project has now concluded and funding has been secured through the three years of delivery of VG15030. Rural Training Initiatives P/L (RTI) manages the GAIN project on behalf of Horticulture Innovation Australia.

GAIN objectives were to:

- To enhance, resource and manage a GAIN social media presence and discussion activities;
- To deliver an annual webinar on a topic that will transfer knowledge from researchers to industry leaders around one of the key industry issues;
- To organize and resource an annual GAIN planning gathering and field trip in connection with one of the current industry stakeholder events;
- To resource ongoing mentoring and coaching for graduates;
- To facilitate one GAIN response to a key industry issue.

GAIN was funded to meet the following targets:

- A connected leadership graduate alumni through social media platforms and one face-to-face activity per annum
- A regular publicly available Alumni activity calendar.
- A research informed leadership group through Alumni face-to-face activities (1/annum), webinar event (1/annum) and social media activity (1/quarter).
- An Alumni with ongoing engagement with industry activities (see above).
- An evaluated Alumni (1 evaluation report/annum)

VG13036 has had some of the GAIN deliverables rolled into the VG15030 and therefore a number of project deliverables have been completed under the new project targets however the following project activities have been delivered: -

- 2014
 - development of three (3) information sharing platforms – LinkedIn; Facebook and twitter
 - twenty (20) communications through social media and email list newsletters
 - one (1) webinar
 - one (1) industry forum activity
 - mentoring and support of graduates
- 2015
 - continual communication via information sharing platforms
 - twenty-five (25) communications
 - two (2) industry forum activities
 - two (2) industry tours
 - mentoring and support of graduates
- 2016 (delivered under the VG15030)
 - continual communication via information sharing platforms
 - six (6) communications
 - two (2) industry forum activities
 - one (1) online forum

Throughout the 2½ years of funding under VG13036 2014 and 2015 project outcomes have been delivered. The project has delivered highly successful outcomes for graduates and has met its objectives. It is recognised, valued and supported by key industry stakeholders and has a reputation as a quality, activity-focused program that is key to the industry's leadership development.

Rural Training Initiatives Pty. Ltd. would like to thank the GAIN Advisory Group who has overseen the

initial 24 months of planning for the GAIN activities.

The advisory group are: -

Deana Said – Fresh Select

Stuart Grigg – Ag-Hort Consulting

Monika Fiebig – Monika’s Organics

The initial advisory group was: -

Alison Anderson – Horticulture Innovation Australia,

Andrew Dewar – self-employed - Grower,

Lukasz Gorajek – Manager, Valley Fruit and Produce,

Tundra Howe – Compliance Manager, Harvest Moon,

Jane Lovell – most recent employment – Ministerial Adviser, The Honourable Senator Richard Colbeck.

Keywords

Leadership, leaders, graduates, vegetable industry, alumni.

Introduction

Alumni networks, and their power as a social connection to disseminate valuable information, are especially effective. This is in part because people often self-select into programs that have social groups with interests closely aligned to their own, which generates both a higher level of interaction and longer-lived relationships. GAIN has been designed and has delivered to maximize the opportunity of the graduate networks of Growing Leaders, Australian Rural Leadership Program, Churchill and Nuffield. It would appear that if, in the case of an alumni, a facilitated and managed process occurs then there is a higher chance of positive outcomes and increased engagement for leaders.

The initial framework for GAIN was developed through the Vegetable Industry Development Program and a workshop of GAIN members provided the direction and structure to deliver the GAIN activities and timetable of events. These activities have been overseen by various graduate advisory groups and in the final 12 months have been managed by Rural Training Initiatives P/L.

The initial research to develop a national vegetable industry leadership alumni was delivered under the Horticulture Australia Limited, Vegetable Industry Alumni project delivered by RTI through RMCG Consultants in 2012.

The consultation undertaken during this project illustrated the need to graduates to be informed about and skilled in the following concept: -

- Advocacy
- Leadership Pathways
- Mentoring

During this project leadership graduates were brought together in Hobart. The assembled graduates participated in a 2-hour workshop. During this workshop the graduates were asked to provide their response to the following question "What does a well-functioning, resourced Alumni look like?" The following are the collated responses: -

- Opportunity for personal development
- A network across the industry
- Linking GAIN activities to industry events e.g. national conference or regional groups or Growing Leaders Program (e.g. dinners)
- Mentoring
- Dedicated administrator
- Social as well as learning

These concepts were then further enhanced through the work of the GAIN Advisory Group and RTI was charged with the responsibility to deliver a project agenda finalised by the Advisory Group.

Methodology

Two advisory groups have guided this project – the original advisory group, Alison Anderson, Andrew Dewar, Lukasz Gorajek, Tundra Howe, Jane Loveless, guided the project through the research phase and to the commencement of the Horticulture Innovation Australia funded project and the second advisory group, Deana Said, Monika Fiebig and Stuart Grigg, set the agenda for the activities during 2014 – 2016. The two advisory groups were formed through GAIN members volunteering to be on the advisory group, therefore there was no need for a formal 'election or selection' process. The advisory groups met regularly during the commencement of GAIN but have had a low level of involvement during the last 12 months of the project due the agenda being set and Rural Training Initiatives being charged, by the advisory group, with the responsibility to deliver the GAIN agenda.

To deliver the GAIN project objectives the following processes were undertaken for each project objective: -

- 1. To enhance, resource and manage a GAIN social media presence and discussion activities;*

RTI sought feedback from graduates regarding industry usage of social media platforms. This feedback was further refined during a GAIN workshop held in 2013 and in discussion with Growing Leaders in 2014 and 2015.

From the gathered information RTI then proceeded to develop GAIN presence in the three most widely used and user-appropriate social media platforms; Facebook (GAIN – closed group); Twitter (GAINOZ) and; LinkedIn (GAIN). It was also established that some GAIN members were present on all three social media platforms however the majority of participants used only one social media platform. (See Appendix 1.1 for Social Media detail)

A calendar of scheduled posting was developed. These scheduled postings were designed to have similar content so that all social media GAIN members were receiving the same information and although there was some inevitable doubling-up of information received this process ensured the widest distribution of information.

- 2. To deliver an annual webinar on a topic that will transfer knowledge from researchers to industry leaders around one of the key industry issues;*

Through consultation and conversation with the project advisory group a schedule of learning teleconferences was scheduled. In 2014 the webinar concept was discussed and the decision by the advisory group to use teleconferencing technology was determined due to familiarity of the technology and known issues with low-speed/low-volume internet availability for GAIN members.

An invitation to the teleconference was distributed widely throughout the GAIN network including email, text messaging and the social media platforms.

An initial topic was developed, a guest speaker was organized, a teleconference and learning materials were developed. The 2014 annual industry webinar was delivered with a guest speaker, 6 participants and one facilitator.

In 2015 the advisory group scheduled teleconference workshop was planned. A topic was established from the schedule of activities. Information regarding this teleconference was distributed through various project platforms but not delivered due to no attendees. Due to the lack of interest in the planned teleconference workshop feedback from GAIN members was to develop a selection of leadership issue videos were filmed and uploaded to YouTube for general viewing.

In 2016 an online leadership guest speaker session has been planned and will be filmed and uploaded for GAIN members access.

(See Appendix 1.2 for delivering information via Teleconference and YouTube)

3. To organize and resource an annual GAIN planning gathering and field trip in connection with one of the current industry stakeholder events;

In 2014 under the direction of the GAIN advisory group a planning session was delivered during the GAIN social gathering at the AUSVEG Convention in Cairns. During this session the GAIN advisory group asked participants to consider three questions; What is the most important industry issue? What is the most important leadership issue for the industry? How can we best deliver information to you (a GAIN member)? The advisory group and RTI then discussed the feedback and reviewed the GAIN processes.

During this same year the project organized two field trips. One trip to coincide with the AUSVEG convention. This first field trip was organized under the guidance of the GAIN Advisory Group and included planning for 2 enterprise visits and a lunch. Transport and enterprise visits were managed by RTI and invitations and communication about the event was organized 6 weeks in advance. Due to lack of numbers this event was cancelled.

The second field trip, through the guidance of the advisory group, was a tour of PMA A-NZ Fresh Connections in Melbourne. Through assistance from PMA A-NZ an opportunity to attend a number of speaker sessions and get to know the trade exhibitors was developed. GAIN members were invited via all GAIN communication channels and also using PMA A-NZ networks also. GAIN members were managed by RTI and the tour was organized across a 3-hour time slot. GAIN members responded positively to the event and additional GAIN members attended on the day.

As a direct result of the success of the 2014 planning and social event the 2015 GAIN planning and social event was organised for delivery at the AUSVEG Convention. Through the invitation process GAIN members were asked to come prepared to discuss the future needs of the industry regarding leadership. Discussion were informal through facilitators circulating throughout the event and information was collated after the event.

The field trip organized during 2015 was an information session at the request of the Advisory group. RTI liaised with the Commonwealth Scientific and Industrial Research Organisation (CSIRO) and the National Arboretum. Five scientist were engaged to provide information on specie identification and international co-operation; climate change and horticultural cropping futures; robotics; and genetic manipulation and trialing. GAIN members who attended were transported to and from the locations and catering was provided for the 3-hour event.

During 2016 the GAIN information session has included a guest speaking panel where GAIN members addressed a group of growers regarding current growing practices and the wholesale sector of the industry. GAIN members were invited to participate in the event in Melbourne in April 2016. These project activities will be reported through the VG15030.

Planned activities to complete the 2016 calendar are an online leadership panel session on the theme of the "supply chain" and a social and planning activity at AUSVEG National Horticulture Convention 2016. Both of these activities have been developed through the advice from the Advisory group and will be reported through the VG15030

(See Appendix 1.3 Annual Planning and Social Event and Field Trip)

4. To resource ongoing mentoring and coaching for graduates;

The methodology to ensure that mentoring and coaching happens for GAIN members commences with the resourcing of the industry with mentoring materials and then through mentoring activities during the

Growing Leaders program. At the conclusion of the Growing Leaders program participants continue to receive information and support from their mentors and RTI. This support comes in the form of an email newsletter and an open phone line that mentors and mentees can access.

RTI also provided informal and formal coaching to graduates of the Growing Leaders program and other leadership programs. This came in the form of career discussions, ongoing mentoring and workplace problem-solving. These opportunities are provided during industry forum, scheduled meetings and electronic communication. RTI also provided general workplace, industry and leadership commentary and resources through our online presences once a week. Many graduates and their workplaces access this information.

(See Appendix 1.4 for Mentoring evidence)

5. To facilitate one GAIN response to a key industry issue.

GAIN members have worked on one (1) response to a key industry issue in 2014. The methodology to bring the GAIN members together to discuss industry issues was attempted via teleconference, online and face-to-face. The opportunity to finalise a paper to the industry was managed through the facilitation of RTI and a discussion paper regarding employment and management was developed and circulated across the GAIN members and through to the wider industry there have been no further papers developed by GAIN members despite valuable and insightful discussions. An 'industry issues' paper was developed and delivered to the industry in 2015 through the collation of written feedback from GAIN members.

(See Appendix 1.5 for Issues Papers evidence)

The project was developed using adult learning principles, focusing on experiential learning and engaged learners.

Outputs

All of the outputs of the GAIN project have been delivered under the directions provided by the project Advisory Group.

The GAIN database has been built from a small group of Growing Leaders graduates to a significantly larger database which includes Growing Leaders, Churchill, Nuffield and Australian Rural Leadership Program graduates/scholars.

(See Appendix 2.1 – GAIN Database)

However apart from consolidating the horticulture industry leadership graduates into a single database which has allowed for connection across the wide variety of graduates, the project has delivered the following outputs under the objectives set out in the project.

1. To enhance, resource and manage a GAIN social media presence and discussion activities. The outputs for this component of the project have been the following: -

Three social media platforms have been developed and managed during the GAIN Project; Facebook – GAIN (closed), Twitter - GAIN_OZ and LinkedIn - GAIN

Each of these social media platforms are used to communicate GAIN information and activities.

GAIN Facebook has delivered the following outputs: -

- Membership - 43
- Posts – curator posts 12 per annum (average)
- Comments - minimal
- Discussion topics – 3 per annum (average)
- Images - numerous

GAIN_OZ Twitter has delivered the following outputs: -

- Followers – 160
- Tweets – tweets mostly about but not only connected to #GAIN_OZ activity.
- Retweets – tweets mostly about but not only connected to #GAIN_OZ activity

GAIN LinkedIn has delivered the following outputs: -

- Connections – 33 connections
- Posts – curated posts 12 per annum (average)
- Comments - numerous

Four additional Growing Leaders platforms are connected to the GAIN Activities

- AFFECT (Rural Training Initiatives graduate group - closed)
- Rural Training Initiatives (Facebook page)
- RTILead (Rural Training Initiatives twitter account) and
- GROWLEAD (Growing Leaders twitter account). – 375 followers

The four platforms have also ensured the profile of GAIN members and activities have been distributed to a wider cross-section of the vegetable industry.

(See Appendix 2.2 for Social Media activity)

2. To deliver an annual webinar on a topic that will transfer knowledge from researchers to industry leaders around one of the key industry issues;

On the recommendation from the project advisory group a more practical focus was taken for the

webinar themes.

2014 (delivered March 2015)– Managing Staff

- John Said – Speaker;
- Jill Briggs – Facilitator;
- RSVPs – 13;
- Attendees 6
- Materials – Invite; Agenda; Information document

2015 – (first loaded October 2015) YouTube Industry Issues presented by emerging vegetable leaders

Views

- Topics –
 - How to get kids into growing produce
 - Brand power and how to maximize this for the vegetable industry
 - Working with social media
 - A road map for exporting product
 - Australian vegetable industry as an international aide donor.
 - 15 videos
- 55 views
- 1 pdf handout

2016 – (scheduled 21st June 2016) – Understanding the vegetable industry value chain

- Speakers
 - Growcom – Rachel McKenzie
 - Dep Primary Industry, QLD – Julie O’Halloran
 - Whitloff Farms – Sharron Whitloff
- Attendees – 16
- Views – unknown
- 1 pdf handout
- 3 videos

(See Appendix 2.3 for Teleconference and Online evidence)

3. To organize and resource an annual GAIN planning gathering and field trip in connection with one of the current industry stakeholder events;

From its inception in 2012 the GAIN Planning and Social Gathering event has been held in conjunction with the AUSVEG Convention. Throughout the project delivery this has remained a successful model for bringing GAIN members together and introducing current industry leaders to the members for discussions and social interaction.

2014 – GAIN Planning and Social Gathering

- Location - Cairns 19th June 2014 5.00pm – 7.00pm
- RSVP’s – 28
- Attendees – 20;
- Growing Leaders 15
- Nuffield: 1
- Employers: 2
- Partners: 2
- Age Spread – 30 – 55
- Gender Split 7 women 13men

Issues Raised during the planning discussions

Value Chain – understanding who we sell to; building closer links to our customers; building

consumer awareness; and building positive publicity; supermarkets and grower relationships --- this is important and consumer awareness

Workforce – engaging young people; building a skilled labour force; and understanding where tomorrow's growers are...it is a reoccurring theme and understanding the cost of training and re-training – family structure of the vegetable industry;

Industry Management – Understanding the impact of HAL Review; Transparency of levy distribution; and managing consultants; bureaucrats and politicians.

Food Production – Profitability; understanding climate change; future technology and adoption practices; sustaining growers; open traceable produce.

2014 – GAIN Tour 22nd June 2014 8.45am – 1.45pm (cancelled)

- 3 RSVP's

2014 Tour Replacement – 13th June 2015 PMA –ANZ Fresh Connections Tour

- RSVP's 15
- Attendees 13
- Growing Leaders 12
- Nuffield 1
- Age Spread 24 – 40
- Gender Split 5 women 8 men
- Tour Content
 - Meet with Industry Leaders
 - Network with leading businesses across the whole value chain
 - Find new customers for your products
 - New and exciting packaging innovations
- Invitation issued 4 times – email, postal and social media.

2015 GAIN Gathering in conjunction with the AUSVEG Convention – Gold Coast

- 16 RSVP's
- 42 Attended
- Growing Leaders 23
 - Nuffield: 3
 - Churchill: 2
 - Employers: 4
 - Partners: 4
- Age Spread – 23 – 55
- Gender Split 12 women 30 men
- Issues Raised during the discussions: - industry future direction; labour force management and labour-hire companies; international trade; industry representation and bringing new leaders into the decision-making organisations.

2015 Tour – CSIRO and National Arboretum Tour 4th September 2015

- Speakers 5 National Scientists –
 - Dr. Brendan Lepschi,
 - Dr. Daniel Walker,
 - Dr. Trevor Garnett and senior staff (x2)
- RSVP's – 6
- Attendees – 4
- Growing Leaders 4
- Gender Split 3 women 1 man

4. *To resource ongoing mentoring and coaching for graduates;*

The mentoring component is delivered to the GAIN network via the following outputs: -

- 1 annual workshop delivered via a teleconference (2014 and 2015) and via YouTube (2016)
 - 2014 6 GAIN members attended
 - 2015 5 GAIN members attended
 - 2016 – to be delivered
- A mentoring registration and connecting service. The outputs include general information mentoring information; a registration sheet and introductory processes
- A mentoring resource booklet delivered through hardcopy and/or electronic copy to mentors and mentees
- Phone support to mentors and mentees on request

(See Appendix 2.4 for Mentoring material evidence)

The coaching component of the project is significantly more fluid however annually the outputs of this project activity have included: -

- Informal career conversations (an average of 10 per annum via phone, email or face-to-face)
- Formal mentoring activities with graduates (currently two graduates are being formally mentored by Rural Training Initiatives)
- Informal coaching conversations with small groups and individually (an average of 20 conversations via phone, email or face-to-face)
- Formal written communication on behalf of graduates for job applications; board positions; scholarship application forms; industry award nominations (on average 8 per year)

5. *To facilitate one GAIN response to a key industry issue.*

The GAIN Advisory Group identified a number of key issues that the Australian vegetable industry would benefit understanding more deeply. Through the delivery of the Objective 2 (detailed above) the GAIN members indicated that the opportunity to share the new knowledge through these activities with the wider industry. GAIN members charged RTI with the responsibility of developing the paper and distributing it to the industry. The output for 2014 was an Information Issues Paper the industry was presented with a paper on managing staff.

The output for 2015 for a generalist paper that was provided to industry organisations identifying the pressing needs of the industry rather than a position paper from the GAIN members. The GAIN members were clear that there needed to be a general consultation, facilitated during the AUSVEG Convention, to be distributed via the GAIN network for members to forward to organisations and individuals.

The 2016 output will be delivered in 2016.

Outcomes

1. *To enhance, resource and manage a GAIN social media presence and discussion activities;*

GAIN has delivered three active social media platforms for the members and the wider industry community. The project outcomes have ensured the following for the members and the wider industry: -

- A virtually connected GAIN membership
 - A membership that is informed about industry and wider primary industry and leadership issues
 - Members skilled in communicating in a respectful and intelligent manner through social media platforms
 - From over a decade of leadership capacity investment for the vegetable industry, GAIN members were provided with common information and opportunities to communicate.
2. *To deliver an annual webinar on a topic that will transfer knowledge from researchers to industry leaders around one of the key industry issues;*

The opportunity for the advisory group to review and make recommendations to RTI regarding a revised method of delivery ensured that the the GAIN members were still provided with strong personal, workplace and industry outcomes. Outcomes are: -

- Individual knowledge enhancement through hearing information about management of people
- Workplace skill development and problem-solving through the question and answer session with the guest speaker
- Industry capacity building through the learning material distribution
- Industry knowledge enhancement through the uptake of information from the YouTube clips.

3. *To organize and resource an annual GAIN planning gathering and field trip in connection with one of the current industry stakeholder events;*

Outcomes for the individual members of GAIN are challenging to measure however feedback from attends establish that the following outcomes have been achieved.

- Industry issues aired and discussed
- Common understanding across the value chain
- Increased knowledge through attending presentations by researchers
- Building a professional leadership industry-wide network
- Connecting leadership program graduates with current industry leaders

4. *To resource ongoing mentoring and coaching for graduates;*

Outcomes for GAIN members and the wider vegetable industry are: -

- Increased industry knowledge through distribution of information about mentoring, mentors and mentee through the industry and beyond
- Industry skill development through mentees and mentors having attended the online workshop
- The building of professional connections and supportive relationships between mentors and

mentees

5. To facilitate one GAIN response to a key industry issue.

The outcome this project element has delivered is opportunity for GAIN members to impact on industry discussion through the development of two information papers and the distribution of those papers.

Evaluation and Discussion

Method

Qualitative evaluation was used to undertake the program evaluation which involved GAIN member's opinions gathered during the two and a half years of the project delivery. Members were asked evaluation questions at the conclusion of the face-to-face and online interactive activities. The questions evaluated the activity management, content and structure.

Qualitative information gathered from the conversations were examined and analysed and key themes identified to inform the final project report and add to the recommendations.

Evaluation Results

The evaluation found that GAIN members identified that the GAIN events achieved strong outcomes for members, their businesses and the industry. They spoke very highly of informal but effective nature of all the activities and the value of the social media communication platforms.

Evaluation of Project Activities

- A connected leadership graduate alumni through social media platforms and one face-to-face activity per annum
- A research informed leadership group through Alumni face-to-face activities (1/annum), webinar event (1/annum) and social media activity (1/quarter).
- An Alumni with ongoing engagement with industry activities.

Social Media

Feedback GAIN Members have provided regarding the social media component. The evaluation indicated that GAIN Members accessed the social media platforms and that when there was activity people engaged with the mediums. Members had a range of engagement from regular to frequent to prompted by alerts. Members spoke about activity on the social media platforms and spoke about the value of the links and files that are posted on the various forums. Members also indicated that they engaged as observers rather than contributors. There was a sense from interviewed members that these platforms have been useful.

Webinar/Online Activities

The feedback suggested that the webinar was well run and provided useful information for the participants. Responses also suggested that the project managers should investigate a more cost effective way of distributing current information. Feedback from the YouTube industry issues are drawn through analytics and suggest a bigger uptake of information with 55 views with the highest viewing time being evening, 85% of viewings being a full video viewing. Internal project review would suggest that (with permission from speakers) that GAIN videos might be circulated wider.

GAIN planning and social gathering

The 2014 GAIN planning session and social gathering was evaluated as useful and people enjoyed the facilitation of that process and some suggested that more time would have been better and GAIN members also commented that the social nature of the activity was positive. A new member of GAIN mentioned that they were unclear about the purpose of the event but enjoyed the catch-up.

The 2015 GAIN planning session and social gathering although not formally evaluated provided evidence that the (unplanned) informality of the evening still allowed for valuable conversations to occur. GAIN members suggested that the venue was too noisy and conversations were difficult to hear. Internal reviewing indicated that a more private space might be more valuable for networking and provide the opportunity to fully facilitated planning opportunity.

GAIN Tours

2014 Tour was cancelled due to lack of interest however feedback was useful suggesting that the design of the tour which required GAIN Members to 'add on' an extra day to the AUSVEG Convention may have been the reason for lack of numbers. A revised delivery process was developed and the first 2015 tour was embedded in an industry forum rather than 'added on'.

Feedback for the first 2015 tour was positive, GAIN Members more fully understood another whole of industry organisations and forum (PM-ANZ Fresh Connections) and made connections with key-note speakers and suppliers. A valuable response from a GAIN Member was to continue to provide tours if they are seen as value for money.

The second 2015 was another tour connected to an industry event (Growing Leaders 2015 Graduation event). This event was very positively evaluated with attendees speaking about the extensive and high level information they were provided with during the tour. One member spoke about the disappointment that so many missed out on the event and encouraged GAIN and Rural Training Initiatives to circulate the information earlier to the Growing Leaders graduates.

Quotes from GAIN members who provided feedback.

Social Media

"When twitter is 'going off' and I get reminders I tweet and retweet" Growing Leaders

"I like knowing where I can find GAIN" Growing Leader

"it would be good if more GAIN members engaged but not sure how that might happen" Growing Leader

"I have found the activity very useful and the links" Growing Leaders

Webinar/Online Activities

"Great to have a highly knowledgeable speaker" Leadership Victoria graduate

Planning and Social Gathering

"You did really well to wrangle us" Nuffield Scholar

"Great to do this annual catch-up with the peers" Nuffield Scholar

"Good to talk through industry issues with industry leaders" Churchill Graduate

Tour

"It was excellent to connect with some of the international speakers in the conversation corners" Nuffield Scholar

"So impressed to see the scale of the arboretum and understand the important role of the specie collection and exchange internationally" Growing Leader

(See Appendix 3 for Evaluation detail).

Recommendations

The recommendation section has been separated into four sections – social media activities; webinar/online activities; planning and social gathering and; tours.

Social Media activities Recommendations

Recommendation 1 – continue to use the three social media platforms as per previous years.

Recommendation 2 – continue to seek involvement by posting a series of pieces about alumni social media engagement principles.

Webinar/Online activities Recommendations

Recommendation 3 – continue to post YouTube videos of industry speaking sessions.

Recommendation 4 – communicate more effectively with the GAIN members about the availability of the YouTube videos.

Planning and Social Gathering Activities Recommendations

Recommendation 5 – continue to deliver a combined planning and social gathering at the AUSVEG Convention annually.

Recommendation 6 – review venues for the planning and social gathering and ensure that a sectioned room is available to allow for planning conversations.

Tour Activities Recommendations

Recommendation 7 – continue to organize an annual tour for GAIN Members and ensure that the tour remains embedded in an industry event/forum.

Recommendation 8 – ensure that tour information is circulated 3 months prior to the event to ensure GAIN members have appropriate time to plan for the event.

Intellectual Property/Commercialisation

No commercial IP generated

Appendices

Appendix 1 – Methodology

Appendix 1.1 Social Media Evidence of GAIN Social Media Platforms

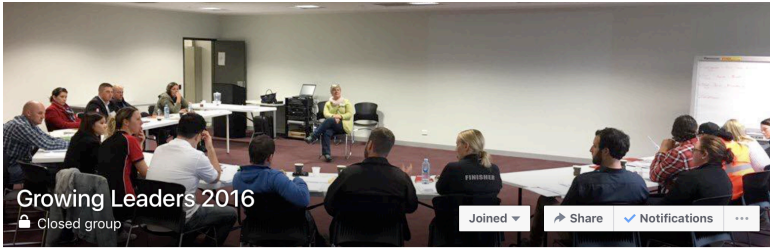
Facebook



Twitter

LinkedIn


Evidence of Rural Training Initiatives P/L Social Media Platforms




Growing Leaders 2016
 Closed group Joined Share Notifications ...

Discussion Members Events Photos Files


Write Post Add Photo/Video Create poll More

 Write something...

RECENT ACTIVITY

 **Anna McCowan**
 7 June at 09:25 · Bowen, QLD

ADD MEMBERS i

MEMBERS 14 members


Message · Invite by Email


DESCRIPTION
 Facebook page for participants of Growing Leaders 2016




Rural Training Initiatives P/L - Leadership and Capacity Building
 Consulting/Business Services Add a Button Liked Message ...

Timeline About Services Reviews More

Consulting/Business Services · Norong, Victoria, Australia
 5.0 ★★★★★

 465 likes +4 this week
 Janet Judd and 201 other friends


 11 were here 0 this week
 Chris Calogeras and 4 others

See Pages Feed
 Posts from Pages that you've liked as your Page

Invite friends to like this Page

1,034 post reach this week

Let people find Rural Training Initiatives P/L - Leadership and Capacity Building
 Use a Get Directions button to

Status Photo/Video Offer, Event+ ...
 Write something...

 **Rural Training Initiatives P/L - Leadership and Capacity Building**
 Yesterday at 17:30 · ...

#SUNDAYMUSINGS
 Get out of your mindset and spend a couple of minutes reading through this interesting article.
 The ah ha words might be..... [See more](#)





Edit profile

Growing Leaders

@GrowLead

233 FOLLOWING 375 FOLLOWERS

- Tweets
- Media
- Likes

In reply to Hugh Reardon



Growing Leaders @Gro... 29/04/2016

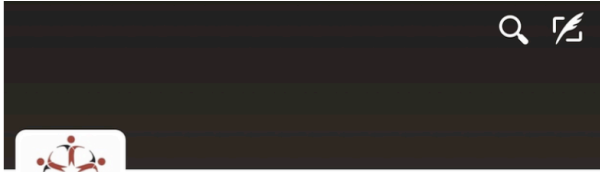
Awesome @hugh_reardon @e_cotterill I am sure will ensure that happens - looking forward to catching up!!



Growing Leaders @Gro... 29/04/2016

Pop this in your diary - GAIN Event #1 for 2016 - rsvp's folks @cynth_mahons @AdamSchreurs @SGAgHort @JessicaLye





Edit profile

RuralTrainInitiative

@RTILead

Rural Training Initiatives - leadership people & rural Aust.-building leadership skills for the future. Tweets curated-Jill Briggs @ji11b

Norong, NE Victoria Australia

ruraltraininginitiatives.com.au

1,353 FOLLOWING 1,200 FOLLOWERS

- Tweets
- Media
- Likes



RuralTrainInitiative @RTILead 1d
#SUNDAYMUSINGS

Get out of your mindset and spend a couple of minutes reading through this interesting article....
fb.me/4QMrySxq9



Appendix 1.2 for delivering information via Teleconference and Youtube



You are invited to...

GAIN 2015 Activity #1
Teleconference Information Session

Join John Said to hear about and discuss...
Being a Good Boss.



What: 'Being a Good Boss Tips Session'

When: 8.00pm – 9.00pm (EDST) Thursday, March 12th 2015.

Who: Join Special Guest John Said, Chief Executive Office, Fresh Select who will join facilitator Jill Briggs to talk about "Being a Good Boss". This will be followed by discussions about how to implement some improvements in your own workplace.

Why: In response to requests we are providing this discussion session. We have been asked by businesses ... "How do I manage/lead better so that my staff remain committed to my business?" This discussion teleconference will help you understand how to make some adjustments that should result in workplace improvements.

Please register for this activity
RSVP by Monday 9th March 2015
Rina Cooper admin@ruraltraininginitiatives.com.au
OR
0417535822

Horticulture
Innovation
Australia



YouTube AU

Search



Upload



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42 views • 2 months ago



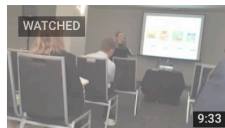
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Julian 1and2
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Julie O'Halloran
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Brett Lacey
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Lauren East



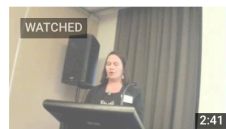
Rachel Commens



Charmaine Archer



Craig Fox



Suzie McEnally

Appendix 1.3 Planning and Social event and Trip

Event #2

Sunday Morning GAIN Members Tour

22nd June 2014

8.45am – Meet at Cairns Holiday Inn

121-123 The Esplanade, Cairns.

1.45pm - Cairns Airport drop off and then Cairns Holiday Inn.

It has never been more important to keep ahead of industry trends and changes and this tour will give GAIN members an opportunity to visit other horticultural growing systems and hear from industry members. The bus tour has been organised to take the GAIN members beyond the production of vegetables. The tour has been developed to assist you transfer knowledge from beyond vegetable growing into your enterprise. It will incorporate the inspection of horticulture growing operations at coffee and herb farms. Information gained from this experience will cover the following concepts:-

- learning about difference production systems
- hearing about regional industry organisations
- developing greater understanding of environmental pressures.

BYO Snacks and Drinks; \$10 contribution to the bus hire (prepaid)

We request that you register for these activities

RSVP for both or one event by 9th June 2014
Rina Cooper admin@ruraltraininginitiatives.com.au
 OR
0417535822



**MELBOURNE CONVENTION AND EXHIBITION CENTRE
 WEDNESDAY 13 MAY 2015**

PMA A-NZ FRESH CONNECTIONS TRADE SHOW

What – A small group customised tour of the 2015 PMA A-NZ Fresh Connections Trade Show

You will have the opportunity to meet with key exhibitors at Melbourne Convention & Exhibition centre and talk about the issues that are affecting the horticultural industry. PMA A-NZ will provide an expert guide ensuring that you meet industry representatives that will positively impact your business.

Who should attend?

ALL GAIN Members – graduates of Growing Leaders, ARLP, Nuffield and Churchill are welcome to join the tour.

Benefits of attending for you and your business

- Meet with Industry Leaders
- Influence your business to meet your future needs
- Network with leading businesses across the whole value chain
- Find new customers for your products
- New and exciting packaging innovations

Details

Cost - PMA A-NZ Trade Show all day pass \$75 each
Guided tour time – Free Tour 1.00pm to 3.00pm, 13th May 2015.
Location – PMA-NZ Fresh Connections - Melbourne Convention and Exhibition Centre, Melbourne
Afternoon Tea – Free afternoon tea provided at the conclusion of guided tour
RSVP – 4th May 2015 admin@ruraltraininginitiatives.com.au



Register now at pmafreshconnections.com.au/registration



GAIN 2015 Activity #4. This activity is delivered by Rural Training Initiatives P/L and funded by Horticulture Innovation Australia.

[VIEW THIS OFFER IN YOUR browser](#)

**PUT THE CSIRO TOUR IN YOUR CALENDAR
 11th September 2015**

GAIN Activity #4 2015



CSIRO Information Tour

- Understanding the Facility
- Insight into the CSIRO Research
- Information about Food Security and the CSIRO

FREE EVENT

RSVP 4th September

**Commences 11.00am, 11th September
 Rydges Capital Hill
 Canberra**

**RSVP to - admin@ruraltraininginitiatives.com.au
 by 4/9/2015**



You are invited to

2015 GAIN Event #3

AUSVEG Convention Event



**Thursday Evening GAIN Social Gathering
 (Free Event)**

When - Thursday 25th June 2015

Where - Jupiters Casino,

Gold Coast Hwy, Gold Coast

What - 5.00pm - Drinks and finger food.
 6.45pm – Concludes

Who - GAIN Members are welcome (ARLP, Churchill, Growing Leaders and Nuffield graduates) to gather for casual networking and conversation.

We request that you register for this GAIN activity

RSVP by 18th June 2015

Rina Cooper -
 admin@ruraltraininginitiatives.com.au



Appendix 1.4 Mentoring materials

Mentoring and
GAIN

Mentoring
Information and
Learning Package



HAL The Hospitality Industry Development Program is funded by HAL using the appropriate fees and resources available from the Australian Government.
Australia's Quality

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Advocacy and
GAIN

Advocacy
Information Package



HAL The Hospitality Industry Development Program is funded by HAL using the appropriate fees and resources available from the Australian Government.
Australia's Quality

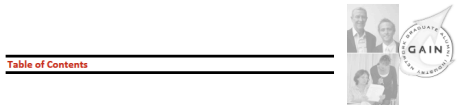


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HAL The Hospitality Industry Development Program is funded by HAL using the appropriate fees and resources available from the Australian Government.
Australia's Quality

Vegetable Industry Issues.

GAIN Members gathered in Cairns for a social evening prior to the commencement of the AUSVEG. GAIN members were asked to identify the most important issue to be 'tackled' within the next 12 – 24 months.

Raw Data

- Consultants, bureaucrats and politicians
- Connecting with who we sell to.
- Adoption of technology and practices – why don't they adopt and what information do they need.
- Profitability and margins
- Growers and supermarket and the supply chain
- Education on climate change
- Understanding fresh produce
- Grower sustainability or expect more rationalization.
- HAL review – how will this impact on growers.
- Engaging young people into agribusiness.
- Skilled/Quality labour
- Export and consumer awareness
- Product traceability GTIN/GTW
- Positive Publicity
- Transparency in levy funds – Spinach growers case-study – levied but no results
- Supply Chain management – closer links to our customers
- Industry sustainability – where are tomorrows growers.

Themes

Value Chain – understanding who we sell to; building closer links to our customers; building consumer awareness; and building positive publicity; supermarkets and grower relationships --- this is important and consumer awareness

Workforce – engaging young people; building a skilled labour force; and understanding where tomorrow's growers are...it is a reoccurring theme and understanding the cost of training and re-training – family structure of the vegetable industry;

Industry Management – Understanding the impact of HAL Review; Transparency of levy distribution; and managing consultants; bureaucrats and politicians.

Food Production – Profitability; understanding climate change; future technology and adoption practices; sustaining growers; open traceable produce.

Possibilities

- Deliver a free webinar on one of the topics
- Post information on social media about themes
- Organise a 'tour' (meeting) in Canberra with key influencers about one of the topics.

Being a Good Boss – NOTES

Rural Training Initiatives P/L managed event; GAIN is funded through Horticulture Innovation Australia Ltd

Leadership background of attendees - Australian Rural Leadership Program, Growing Leaders, Leadership Victoria, Australian Institute of Company Directors.

Rural Training Initiatives P/L provided an overview of positive activities and knowledge required by boss to be 'good' managers (see previously sent materials).

John Said spent 25 minutes speaking to the group about what is required to be an 'effective boss'. John covered the following key areas in his address: -

That being a good boss is about being an effective boss. That involves ensuring that my vision is more than this - that it is the workplace vision and that celebrating success occurs.

Skills and Passion –

Identify people's skills and passion and provide opportunity for each staff member to follow develop and deliver a special project. That this special project assists in getting to the vision. That the special project gives opportunity for people to express themselves. In doing the special project each person then has the power to find new knowledge and develop skills for future use; brings external learning into the business that feeds further learning. This special project allows staff to think about how to put into the vision and how to change the company positively.

Feedback –

Is also a major part of being an effective boss - can I tell you about you or would you be able to tell me about myself? Developing a respectful way that is focused on complementing and being assertive about areas of improvement with empathy as your guide.

Vision and Strategy –

Develop a company vision but then work hard to develop a clear strategy - know where you are heading and then enact it. However, in this industry you also need to be nimble and flexible so that when, for instance with difficult trading conditions currently, your vision and strategy must be able to flex to see the opportunities as they present. An effective boss then makes the decisions to flex and bring everyone with them.

Defining success - is important - an effective boss sees success as success of the people and their idea of success must be incorporated into the concept of business success. And celebrating that success is really important.

Appendix 2

Appendix 2.1 GAIN Database

Allison	Anderson	Chris	De Ieso		
Monika	Fiebig	James	Fuller	Matthew	Neumann
Jim	Geltch	Cherie	Gambley	Alan	Norden
Andrew	Craigie	Nick	Greig	Camilla	Philip
Geoffrey	Foster	Bryony	Hackett	Nathan	Plant
Michelle	Foster	Ewen	Holzberger	Graham	Ramsay
Stuart	Grigg	Max	Hovarth	Daniel	Scavo
Sarah	Simpson	Tundra	Howe	Derek	Schulz
Deana	Said	Scott	Humphreys	Jonathan	Shaw
Anthony	Brandsema	Daniel	Jacometti	Matthew	Simmons
Marcus	Brandsema	Jarryd	Janke	Brad	Stillard
Clem	Hodgman	Noel	Jansz	Mathew	Stott
Craig	Arnott	Andrew	Jones	Richard	Weston
Mark	Boersma	Gavin	Kerr	Harry	Singh Turna
Ivan	Bogicevic			Jo	Slattery
Emma	Bogicevic				
Joe	Boratto	Denise	Kyremborg		
Robert	Bradley	Conrad	Leeks		
Vince	Brancatisano	Sarah	Limpus		
Lisa	Breaden	Mark	Lorenzetto		
Linton	Brimblecombe	Tom	Loveless	Linda	Snart
Andrew	Bulmer	Minh Hieu	Ly	Luke	Spittles
David	Carey	Suzanne	Maier	Carolyn	Thomas
Colin	Chaplin	Chris	Manning	Frances	Tolson
Sean	Christensen	Chris	McKenna	David	Troldahl
Barry	Christie	Phillip	McLaughlin	Frances	Vella
Callum	Cormack	Jack	Milbank	Kees	Versteeg
Lisa	Crooks	Stuart	Millwood	Kim	Vincent
Tim	Walker	Dennis	Moon	Michael	Vorrasi
		Steve	Northrop		
Calum	Wilson	Shaun	Reina		
Brodie	Wolfenden	Adam	Schreurs		
Pedro	Zimmerman	Corey	Weier		
Soazig	Le Bot	Ben	Winter		
David	Bertino	Vandy	Yon	Julian	Segafredo
Alex	Emerick	Anne Maree	Boland	Julie	O'Halloran
Richard	Foley	Andrew	Bishop M.Agr.S	Karine	Cadoret
Nathan	Free	Andrew	Meurant	Lachlan	Brownhalls
Gillian	Hay	Anthony	Palma	Lauren	East
Duane	Lihou	Charmaine	Archer	Mandy	Tennant
Qiang (John)	Lo	Claire	Russell	Phuong	Truong
Annelies	McGaw	David	Campbell	Rachel	Commens
		Graeme (Brett)	Lacey	Robert	Rowley

Appendix 2.2 - Social Media activity

Cynthia Mahoney
20 November 2014 · Melbourne

Just came across this today that some of you might be interested in 😊
<http://www.agriculture.gov.au/abares/display...>

ABARES Publication Details
Overview Since 2007 ABARES has conducted an annual survey of vegetable growing farm businesses. These surveys provide comprehensive information on the physical and financial characteristics of vegetable growing farms in each state. This report contains

AGRICULTURE.GOV.AU

Like · Comment · Share

Seen by 9

Write a comment...

You uploaded a file.
17 November 2014

Thought about encouraging someone to experience the transforming Growing Leaders? Pass it on folks...

Growing Leaders 2015 - Registration Information Sheet - FINAL.pdf
Portable Document Format

Download Preview Upload Revision

Like · Comment

Cynthia Mahoney, Deana Said and Nathan Plant like this. Seen by 11

Jill Briggs try this also...<http://www.ruraltraininginitiatives.com.au/.../Vegetables/>

RURAL
Vegetables

RURALTRAININGINITIATIVES.COM.AU

17 November 2014 at 18:22 · Like · Remove Preview

Write a comment...

Jill Briggs
15 December 2014

Hey folks - you need to head here and have a look at your new RDC - looks smick reckon the substance might be there also...have a look
<http://www.horticulture.com.au/>

Horticulture Innovation Australia | Australia's horticulture RDC
HORTICULTURE.COM.AU

Like · Comment · Share

Pedro Zimmermann likes this. Seen by 10

Jill Briggs
22 December 2014

What is the best new technology your business has implemented in 2014? How did you demonstrate leadership regarding the uptake of this new technology? Who was in the team that made this a success for your business???

During the Growing Leaders Cynthia Mahoney does an awesome job of assisting the participants to understand (some reluctantly 😊) that Social Media is essential for leadership and operating in the 21st century in primary industries...adding to that is the rapid and marvellous world of 'cloud'.

Here are some tips (from the AICD) to get you thinking about this opportunity in 2015.

TEN THINGS TO CONSIDER WHEN PLANNING CLOUD, BIG DATA AND SOCIAL MEDIA PROJECTS

- 1. FIND THE RIGHT CLOUD PARTNER**
There is a difference between cloud services designed for consumer use and the cloud designed for enterprise use. It is important to find a cloud provider who is ready to help you with your specific needs. Look for a cloud provider that has the right infrastructure, security, compliance, performance and service level agreements (SLAs) for your business.
- 2. WATCH THE SERVICE LEVEL AGREEMENT (SLA)**
Check the SLA for your cloud provider and make sure it is suitable for your business. Look for a cloud provider that is able to deliver SLA terms for your own business needs.
- 3. LOCK AT SYSTEM INTEGRATION**
Cloud services are designed to be used for a long time. It is important to ensure that your system is able to integrate with the cloud. The right cloud provider will be able to help you with this.
- 4. MAKE SECURITY A PRIORITY**
Security is a top priority for cloud services. It is important to ensure that your data is secure. Look for a cloud provider that has a strong security record and a proven track record.
- 5. DATA QUALITY AND INTEGRITY IS IMPORTANT**
Data quality and integrity are important for cloud services. It is important to ensure that your data is accurate and up-to-date. Look for a cloud provider that has a strong data management record.
- 6. PROVIDE ACCESS TO DATA TO A WIDER BUSINESS POPULATION**
The ability to access data is important for cloud services. It is important to ensure that your data is accessible to the right people. Look for a cloud provider that has a strong data access record.
- 7. ENSURE YOUR BUSINESS TO REMAINS TRUSTED**
Trust is a key factor in cloud services. It is important to ensure that your business remains trusted. Look for a cloud provider that has a strong trust record.
- 8. HANDLE CHANGE MANAGEMENT WELL**
Change management is important for cloud services. It is important to ensure that your business is able to handle change. Look for a cloud provider that has a strong change management record.
- 9. DO NOT FORGET RESILIENCE**
Resilience is important for cloud services. It is important to ensure that your business is able to recover from a disaster. Look for a cloud provider that has a strong resilience record.
- 10. CONSIDER ALL COSTS AND NOT JUST THE INITIAL INVESTMENT**
Cost is a key factor in cloud services. It is important to consider all costs, not just the initial investment. Look for a cloud provider that has a strong cost record.

Like · Comment

Seen by 9

Jill Briggs
9 February

First of many...be part of it! Register for the first GAIN 2015 activity.

You are invited to...
GAIN 2015 Activity #1
Independent Information Session

John Aiken said to hear about and discuss... Being a Good Boss.

When: 8:00pm - 9:00pm (EST) Thursday, March 12th 2015.

With: John Special Guest John Said, Chief Executive Officer, Fresh Select who will join facilitator Jill Briggs to talk about "Being a Good Boss". This will be followed by discussions about how to implement some improvements in your own workplace.

Why: In response to requests we are providing this discussion session. We have been asked by businesses "How do I manage/lead better so that my staff remain committed to my business?" This discussion conference will help you understand how to make some adjustments that should result in workplace improvements.

























Please register for this activity close to Monday 9th March 2015
John Cooper john@horticulture.com.au
08 94528811

Horticulture Innovation Australia

Like · Comment

Deana Said and Cynthia Mahoney like this. Seen by 8

Cynthia Mahoney Looks great Jill! Nice work 😊 Hope it goes fabulously!
9 February at 18:06 · Unlike · 1

27/02/2015 08:45		it's free... Are you part of the Australian Vegetable Industry? Are you a graduate of Growing Leaders,			64	
26/02/2015 23:15		Rural Training Initiatives P/L - Leadership and Capacity Building shared their photo.			37	
26/02/2015 19:46		As the food labeling conversation 'moves forward ' I would encourage people to have a look at this -			36	
24/02/2015 09:15		Timeline Photos			714	
23/02/2015 23:16		Rural Training Initiatives P/L - Leadership and Capacity Building shared their photo.			30	
23/02/2015 12:45		If you are a graduate of an Australian leadership program AND part of the vegetable industry value			79	



What is on the agenda for GAIN in 2015... Wait for it.... at least five activities.... Online, face-to-face and lots more - stay tuned!

Jill Briggs

Managing Director at Rural Training Initiatives

Like • Comment • Unfollow • 3 months ago



Have you had a look at this - your new RDC - very smick me thinks...

Jill Briggs

Managing Director at Rural Training Initiatives

<http://www.horticulture.com.au/>



[Horticulture Innovation Australia horticulture.com.au](http://www.horticulture.com.au/)

Horticulture Innovation Australia Limited (HIA) is a not-for-profit, grower-owned Research and Development Corporation (RDC) for Australia's \$9.5 billion horticulture industry. It works in partnership with Australia's horticulture industries to...



Don't forget - GAIN 2015 Event #2 - ONLY A COUPLE OF WEEKS AWAY

Jill Briggs

Managing Director at Rural Training Initiatives


2015 GAIN Activity...really excited about this opportunity and hoping that we can all get together for this amazing opportunity to network with leaders of the produce world at PMA.

Check the file attached but...

Who - All GAIN Members


What - A ...



 RURAL TRAINING INITIATIVES

Being a Good Boss

8.00pm	Opening Comments – Jill Briggs
8.05pm	Introductions – Attendees
8.10pm	Being a good boss – Jill Briggs
8.20pm	Guest Speaker- John Said.
8.40pm	Group Discussion – Attendees and Jill Briggs
8.55pm	Next Steps and Close – Jill Briggs



STRATEGY | BRANDING

AUSTRALIAN GROWN PRODUCE
A HOLISTIC BRANDING APPROACH



AUSTRALIAN GROWN SUPPORTING AUSTRALIAN JOBS AWARD WINNING HEALTHY OPTION BACKED BY STRICT QUALITY CONTROL EXPORT READY

STAPLE IT=MAKE 5 AUSSIE GROWN VEG PART OF YOUR DAILY STAPLE DIET

AUSTRALIAN GROWN PRODUCE
IN STORE EXPERIENCE - EXAMPLE 1 [PRICE TAG]



CURRENT BRANDING



PROPOSED BRANDING

AUSTRALIAN GROWN PRODUCE
IN STORE EXPERIENCE – EXAMPLE 2 [PRICE TAG]

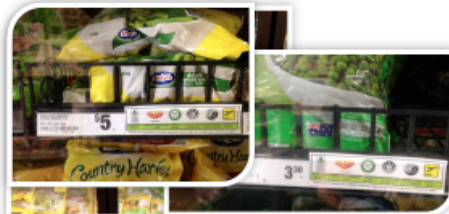


CURRENT BRANDING



PROPOSED BRANDING

AUSTRALIAN GROWN PRODUCE
IN STORE EXPERIENCE – EXAMPLE 3 [FROZEN VEG]



PROPOSED BRANDING APPROACH
Clearly highlights all virtues of Australian grown produce

STRATEGY | BRANDING

AUSTRALIAN GROWN PRODUCE
A HOLISTIC BRANDING APPROACH

AUSTRALIAN GROWN **SUPPORTING AUSTRALIAN JOBS** **100% AUSSIE** **90% AUSSIE** **HEALTHY OPTION BACKED BY STRICT QUALITY CONTROL** **EXPORT READY!**

STAPLE IT=MAKE 5 AUSSIE GROWN VEG PART OF YOUR DAILY STAPLE DIET

AUSTRALIAN GROWN PRODUCE
IN STORE EXPERIENCE - EXAMPLE 1 (PRICE TAG)

CURRENT BRANDING **PROPOSED BRANDING**

AUSTRALIAN GROWN PRODUCE
IN STORE EXPERIENCE – EXAMPLE 2 (PRICE TAG)

CURRENT BRANDING **PROPOSED BRANDING**

AUSTRALIAN GROWN PRODUCE
IN STORE EXPERIENCE – EXAMPLE 3 (FROZEN VEG)

PROPOSED BRANDING APPROACH
Clearly highlights all virtues of Australian grown produce

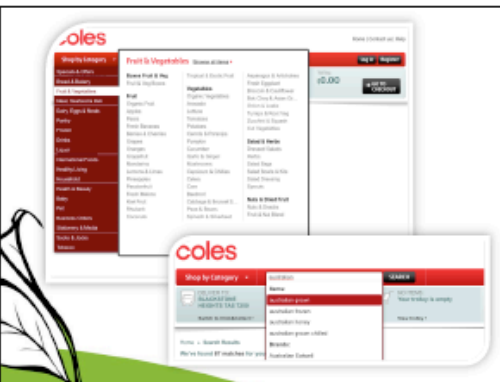
AUSTRALIAN GROWN PRODUCE
IN STORE EXPERIENCE – EXAMPLE 4 [FRESH VEG]

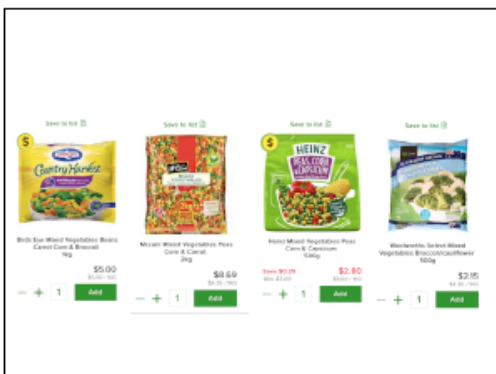
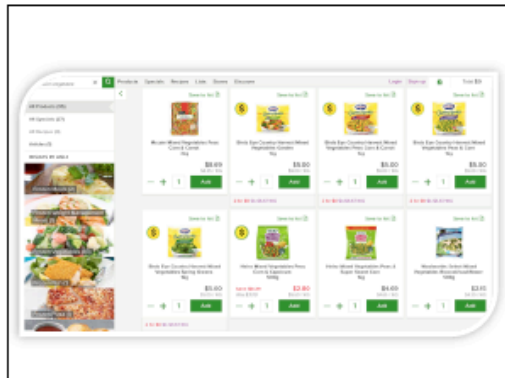
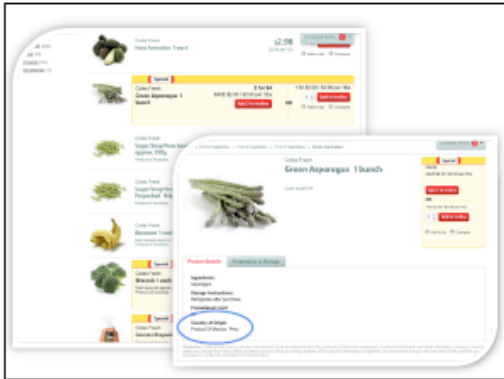


AUSTRALIAN GROWN PRODUCE
PROPOSED BRANDING – EXAMPLE 5 [PRIVATE BRAND]



AUSTRALIAN GROWN PRODUCE
ONLINE SHOPPING EXPERIENCE





Appendix 2.4 Mentoring Evidence



Registration Sheet

Mentoring & GAIN

Rural Training Initiatives P/L developed the GAIN – Graduate Alumni Industry Network mentoring materials to provide vegetable industry leadership graduates with an opportunity to form informed mentoring relationships. We extend you an invitation to become a GAIN mentor or mentee.

Mentor/Mentee Registration Sheet

It is anticipated that in completing this form you understand the following:

- The mentor/mentee relationship will be for a minimum of twelve (12) months
- That a regular contact process is essential for the relationship to be successful – a minimum of six contacts over the 12 months is suggested
- That contact can be via any method that is suitable but it must be appropriate for mentor and mentee
- That attendance at the occasional gathering is encouraged, although not essential; and
- That mentor/mentee resource materials will be considered.

FURTHER INFORMATION WILL BE PROVIDED WHEN THE RELATIONSHIPS HAVE FORMED.

PLEASE RETURN THIS SHEET TO:

Jill Briggs – Project Manager – [GAIN via email at jill@ruraltraininginitiatives.com.au](mailto:jill@ruraltraininginitiatives.com.au)

Post
Jill Briggs
Rural Training Initiatives
1095 Kings Rd
Norong, 3682, Victoria



Tick the appropriate answer:-

- I am nominating to be a GAIN mentor AND/OR;
 I am nominating to be a GAIN mentee.

Please complete the following:

Mentee Name: <i>(this may be you or the person you are going to mentor)</i>	
Postal Address:	
Email:	
Phone:	Mobile:
Fax:	

Mentor Name: <i>(this may be you or the person who will mentor you)</i>	
Postal Address:	
Email:	
Phone:	Mobile:
Fax:	

1. Outline the reasons you have personally for wanting to participate in GAIN mentoring?
2. Outline the reasons you have for your business/organisation's involvement in GAIN mentoring?
3. What outcomes would you expect from a mentoring relationship?
4. What are your career goals for the next 5 years?
5. What skills do you bring?
6. What knowledge, within or beyond the vegetable industry, do you bring?
7. Provide three (3) BRIEF career highlights
8. What is your greatest achievement?
9. Consider the vegetable industry - what are you passionate about?

Appendix 3 – Evaluation Details

Social Media Feedback

(6 discussions with GAIN members)

2014 – 2 Growing Leaders Members

Do you access the social media platforms?

Yes, I look at the Facebook page possibly once a month

When twitter is "going off" and I get reminders I tweet and retweet

Are they useful

Yes, it keeps me connected even if it seems rarely

I am not sure but I enjoy the information flow

How else could we use the platforms

Not sure, I like knowing where to find GAIN

It would be good if more GAIN members engaged but now sure how that might happen

2015 – 4 Growing Leaders Members

Do you access the social media platforms?

Yes, occasionally

Not very much

Yes, I do, I check the Facebook page when I get a notification

Yes, when I can see that there is twitter activity but I rarely retweet.

What is the most useful aspect of the social media platforms

I have found the twitter activity very useful and the links

Even though LinkedIn seems a little static I like the additional information you supply

Not really sure but I read the GAIN and AFFECT sites

The connections to the current group of Growing Leaders activities.

Webinar/Online Activities

2014 – 6 attendees

Webinar

Well run

Useful information

Great to have a highly knowledgeable speaker

This was good pity more people didn't attend

There needs to be a more effective way of using funds, unfortunately, suggest you consider online videos.

2015 - YouTube Videos

Analytics from the viewed videos indicate the following

Viewing time

Evening (5.00pm – 7.00pm)

Viewing Audience (55)

GAIN Members (44)

Employers (6);

Industry organisations (3) and;

General public (2)

Watch Time Average

85% Complete video
15% less than 3% of the video.

2015 GAIN planning and social gathering (AUSVEG Convention)

What are the issues facing the industry?

Raw Data

- Consultants, bureaucrats and politicians
- Connecting with who we sell to.
- Adoption of technology and practices – why don't they adopt and what information do they need.
- Profitability and margins
- Growers and supermarket and the supply chain
- Education on climate change
- Understanding fresh produce
- Grower sustainability or expect more rationalization.
- HAL review – how will this impact on growers.
- Engaging young people into agribusiness.
- Skilled/Quality labour
- Export and consumer awareness
- Product traceability GTIN/GTW
- Positive Publicity
- Transparency in levy funds – Spinach growers case-study – levied but no results
- Supply Chain management – closer links to our customers
- Industry sustainability – where are tomorrows growers.

6 attendees interviewed

Was the planning session useful?

Yes 6; No 0

Were opinions heard?

Yes 6; No 0

Loved the use of the nametags to gather information

Would have liked even more time to think through the issues

Was the social time valuable?

Yes 5; No 1

Really enjoyed talking to GAIN members across programs

I think it was a little unclear about why we were gathered but it was still fun to catch-up

2015 GAIN planning and social gathering (AUSVEG Convention)

16 RSVP's

42 Attended

No formal evaluation was undertaken however 14 attendees were informally asked about the event and these were the responses.

Great event

Good to talk through industry issues with industry leaders

Very noisy and hard to hear but lots of people talking about important concepts

You did really well to wrangle us but perhaps a quieter venue would have been better

Great to do this annual catch-up with my peers

Awesome to see industry leaders valuing the event

Looking forward to next year
Good couple of hours
Great way to connect the GAIN members prior to the convention start.
Good event (2)
Too noisy/venue too open (3)

2014 GAIN Tours_

22nd June 2014 8.45am – 1.45pm (cancelled) 3 RSVP'd

Feedback

- There is too much on at the AUSVEG Convention
- You needed to get the activity within the AUSVEG Convention schedule
- Great idea loved the plan but could stay for an extra day for 4 hours
- Try the tour attached to another event

2015 - 2014 Tour Replacement – 13th June 2015 PM –ANZ Fresh Connections Tour

(3 attendees interviewed.)

Why did you attend?

I have not been to PMA before and the tour provided me with the opportunity to attend

I was going to PMA so this was a great add-on

Wanted to get the full benefit from PMA and this was great.

Was it valuable?

It was excellent to connect with some of the speakers in the conversation corners

Well it was a valuable add-on to my registration and nice to have an afternoon tea provided

I now have a better understanding of PMA and why it exists and its value to me as a grower.

Should GAIN continue to provide such unique opportunities?

This is difficult – it is a great chance but how to find the GAIN members to get involved is probably the question.

Yes, if it is cost effective and valued

Yes, please love someone else organising things for me

2015 Tour – CSIRO and National Arboretum Tour 4th September 2015

Absolutely excellent amazing information

So impressed to see the scale of the arboretum and understand the important role of the specie collection and exchange internationally

Such a pity that so few attended – getting an understanding of the CSIRO and the importance of the climate change area was invaluable

Very valuable use of my time. Excellent.

How could we make this a bigger event?

Get the information out earlier to the current group of Growing Leaders so that they can be better planned for the event.