

# ***Disruptive Innovation***

**Industry forum powered by** Food&Drink BUSINESS **live** + PKN PACKAGING **live**

*Australia's premier business event for the food and beverage production, packaging and branding business professional.*



**► 8:00-17:15 THURSDAY 13 AUGUST 2015 ◀  
ROYAL RANDWICK RACECOURSE, SYDNEY**

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## 08.00 **Registration**

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### 08.30 **Welcome**

LINDY HUGHSON, Publisher, Food & Drink Business and PKN Packaging News  
AMANDA BRYAN, Editor, Food & Drink Business

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### 08.35 **Driving Change**

RICHARD SAUERMAN, *The Brand Guy*

Richard presents his strategies and advice on how you can personally adapt to this rapidly changing world, including change, how it looks, feels and smells; the three ways to 'deal' with a changing world; the key attributes needed to drive change; how change is making us immigrants in a new time; and how companies don't make things happen, people do.

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### 09.00 **Collaborative Innovation: The sum of the parts**

NICK HICKFORD, GM Sales, Marketing & Innovation, Bulla Dairy Foods

Nick is tasked with driving the Bulla brand into exciting new markets, but transitioning from a production-led business into an innovation-led business has required evolution. Winning at innovation against global giants, when you're a medium size business, bears little resemblance to textbook marketing. Nick shares how Bulla reshaped its marketing agenda, and is driving disruptive innovation in partnership with creative startups.

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### 09.30 **Impossibility is not fact, just someone's opinion**

DANIEL FLYNN, Managing Director & Co-founder, Thankyou

Starting from scratch, Thankyou Group's founders have turned a blue sky idea into a thriving social enterprise that allows consumers to fund projects in developing countries by purchasing its products. Thankyou MD and co-founder, Daniel Flynn, will be sharing the story and the lessons learned so far on their world-changing journey.

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## 10.05 **Morning Tea**

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### 10.30 **Reboot your approach to lean to take the lead in your field**

TIM MCLEAN, Managing Director, TXM Principal

Lean was supposed to revolutionise a business's ability to innovate, but it hasn't worked out that way for many in the food and beverage industry. So what's going wrong? How does the model need to be adapted to the specific needs of this industry? McLean shares examples of those companies that got it right, and how it's helped them become a disruptive force in their category.

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### 11.00 **Digital Disruption in Food and Beverage: It's on the way**

DAVID BAVEYSTOCK, Director, Comet Line Consulting

Technology has disrupted many industry sectors: entertainment, taxis, accommodation – but until now, food and beverage has remained relatively unscathed. This is set to change. David shares which digital business models are making the biggest dent on traditional channels and how this could impact food and beverage companies.

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### 11.20 **Think, act, adjust and innovate like a startup**

DERMOTT DOWLING, Managing Director, Creatovate

How can traditional food and beverage companies innovate like a startup? Dermott will look at the different ways traditional food and beverage companies can break out of their current innovation paradigms. He will explore new thinking models and share case studies of incumbents who have adjusted their approach successfully.

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### **11.40 Panel: De-risking innovation**

**DANIEL FLYNN**, Co-founder and Managing Director, Thankyou

**ALAN JONES**, Chief Growth Guy, Blue Chilli

**NICK HICKFORD**, GM Sales, Marketing & Innovation, Bulla Dairy Foods

**DERMOTT DOWLING**, Managing Director, Creatovate

**DAVE MALCOLM**, MD & Co-founder, Marley Spoon

**DAVID BAVEYSTOCK**, Director, Comet Line Consulting

It's not just the tech sector that is startup crazy – technology is a key enabler of disruptive innovation in every industry, and food and beverage is no exception. For startups and incumbents alike, however, the failure rates are getting worse not better for new product development – so how do you build and maintain innovative culture without risking everything? Our panel will share their insights on addressing this conundrum.

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### **12.30 Lunch**



### **13.00 Private Label: Learning from the past to help create for the future**

**ADAM ROBINSON**, Senior Packaging Technologist, Coles Brand

As the evolution of private label continues to move at pace, Adam will look at how customers have come to love and trust supermarket's own brands. Adam will delve into why and how shopping behaviours have changed and why the progressive world of private label has emerged as a key avenue for innovation.

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### **13.35 Winning on the digital shelf**

**ADAM RANSOM**, Group Managing Director, APAC, SGK

Adam will cover how the continual growth of online shopping is impacting retail; and discuss the price of complacency for both FMCG companies and retailers; the part packaging now plays online and how the changing consumer purchasing behaviours will impact traditional retailing.

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### **14.05 Up The Garden Path: A disruptive journey**

**JACQUI WILSON-SMITH**, Head of Marketing & Innovation, Gourmet Garden

Gourmet Garden's award winning herb system is disruptive innovation from a processing and packaging standpoint. Jacqui will present Gourmet Garden's design-led innovation journey, and look at the shifts in traditional consumer research methodology and approaching new product development with an entrepreneurial spirit and a "fail fast" approach.

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### **14.40 Consumer-led Design: Unlocking the user experience to create disruptive design**

**MICHAEL GRIMA**, Founder and Chief Cat Herder, QDesign Enterprises

Michael will discuss the journey for FMCG brand owners from insight conversion through stage-gate development right to commercial launch, and how unlocking the user experience is key to creating design solutions with disruptive potential. He will reveal ways to engage the consumer's functional needs and emotional desires, and how to use consumer insights to determine the packaging format and brand position.

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### **15.05 Afternoon tea**



### **15.30 Adventures in the digital landscape**

**JASON BECKLEY**, Segment Manager, Labels and Packaging SPAC, HP

It's no secret HP Indigo is leading the charge in the digital 'revolution' in packaging printing. Jason will use industry case studies to demonstrate the endless possibilities that digital printing offers brands when it comes to disruption, including customisation and personalisation.

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## 16.00 **Don't follow the pack, lead it**

TABY TAYLOR ZIANE, Strategic Director, Boxer & Co

Translating consumer trends into design allows us to lead the pack, not follow it, engaging with people at a visceral level and transcending traditional category codes. Taby will share her professional insight and passion for finding the perfect intersection between consumer insight, commercial benefit and creative genius.



## 16.30 **Panel: Design fast forward**

TABY TAYLOR ZIANE, Strategic Director, Boxer & Co

JACQUI WILSON-SMITH, Head of Marketing & Innovation, Gourmet Garden

MICHAEL GRIMA, Founder, QDesign Enterprises and National President AIP

ADAM ROBINSON, Senior Packaging Technologist, Coles Brand



The FAST in FMCG keeps getting faster: as brand owners focus on increasing speed to market, and delivering engaging propositions on shelf, designers are employing 3D prototyping tools and digital printing to develop design solutions fast. Is our Design Thinking fast enough? And are our design ideas of today going to be fit for purpose in the future? What's on the horizon for brand and pack design and innovation?

## 17.15 **Conference close with networking drinks**

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