

Central Coast Food Alliance (CCFA) 'Future Food Innovation Program'



Proudly funded by the NSW Government
through the Greater Cities Commission

Our Vision -

The program helps Food and Beverage producers on the NSW Central Coast successfully launch innovation which sets them apart, makes them proud and helps them grow confidently. With the support of CCFA and their local industry peers, business leaders will learn and apply best practice thinking and tools tailored for SMEs, to identify and accelerate tangible growth opportunities for their business.

The main element of the program is -

- 'Innovating for Growth' training program - Capability-building & coaching for a small cohort SME Food or Beverage producers over 5 x ½ day in-person workshops from Feb – May '24, designed to upskill businesses to innovate effectively at speed.

In addition, the program also offers...

- 'Innovation Bites' Workshops - Series of short and focussed in-person and online activities designed to develop participants' understanding of innovation concepts and tools, spark new ideas and enhance collaboration. Each session will comprise a mix of knowledge sharing activities and informal networking.

What makes this Program unique –

The Program has been specifically designed 'from the ground up' to address the needs and challenges of small and medium sized Food and Beverage producers. We understand the challenge of working 'on' and 'in' your Business and therefore the program will support you to work through tangible and relevant growth opportunities, in a straightforward, supportive and collaborative way.

Read more and REGISTER...

Central Coast Food Alliance (CCFA)

‘Innovating for Growth’ training program

“You can’t just sit back and wait for the money to roll in because competitors will catch-up. If you don’t continue to evolve and grow, you will go backwards”.

Food Producer*

Only **57%** of SMEs
are satisfied with their
ability to innovate
effectively.*



*CCFA Innovation Needs Analysis, Aug 2023

What -

Join a small cohort of like-minded local Food and Beverage producers in a tailored program of capability-building workshops designed to upskill businesses to innovate effectively at speed.

Why -

This Training program is designed specifically for leaders in small and medium sized Food and Beverage production businesses on the Central Coast, striving to improve business performance (growth, productivity, cost reductions, etc.), but struggling to find time and the most effective ways to optimise their current approach to developing growth opportunities.

How -

Over 5 x ½ day sessions, participants will learn best-practice methodologies and tools, receive coaching from experts, work closely with industry peers and develop real growth opportunities relevant to their Business.

Check out details for each of the 5 sessions on the next page.

When - February 2024 – May 2024

Cost – No cost for SME Food or Beverage producers, thanks to NSW Government subsidy. Catering provided.

Venue – ALL sessions are held in-person at the Business Incubator, University of Newcastle, Ourimbah Campus, Loop Road Ourimbah.

REGISTER NOW - Contact Alex Blow, CCFA Manager via email - alex@centralcoastfoodalliance.com.au or 0418 665 226. LIMITED PLACES AVAILABLE and registrations CLOSE Fri 15th Dec '23.

Central Coast Food Alliance (CCFA) ‘Innovating for Growth’ training program



<p>Session 1.</p> <p>Fundamentals</p>	<ul style="list-style-type: none"> • Explore Innovation Frameworks & pathways and what works best in a SME, Food & Bev environment (process vs framework) • Learn about different pathways for new ideas (what to apply, when) • Learn about key decision-making moments and options when developing new ideas - Persevere/Pivot/Perish • Consider different ‘lenses’ to apply to Innovation - Desirability, Feasibility and Viability 	<p>14th Feb 2024</p> <p>9am – 12.30pm</p>
<p>Session 2.</p> <p>Explore & Define</p>	<ul style="list-style-type: none"> • How the Business Model Canvas (BMC) and Customer Value Proposition (CVP) tools can help you innovate more effectively • Explore ways to indicatively predict the ‘size of demand’ for innovation • Explore different approaches to researching, prototyping and testing your ideas 	<p>5th March 2024</p> <p>9am – 12.30pm</p>
<p>Session 3.</p> <p>Iterate & Validate</p>	<ul style="list-style-type: none"> • Practice prototyping and testing with customers to validate CVP assumptions and refine your ideas • Deep dive into Channels and Relationships • Explore different pathways to access resources and technologies (leveraging networks, partnerships) to enable your innovation • Explore ways to model indicative revenue / costs for innovation 	<p>27th March 2024</p> <p>9am – 12.30pm</p>
<p>Session 4.</p> <p>Detail & Test</p>	<ul style="list-style-type: none"> • How to develop a Go-To-Market (GTM) plan • Product development on a shoestring budget • Pricing and volume forecasting • How to ‘pitch’ ideas successfully to Customers, Stakeholders, employees, etc 	<p>17th April 2024</p> <p>9am – 12.30pm</p>
<p>Session 5.</p> <p>Launch & Measure</p>	<ul style="list-style-type: none"> • Explore things to consider prior to launching at scale, including; production testing / transport trial / accelerated shelf-life testing - what, why and how to do this effectively? • Running a small pilot launch - objective, where, for how long, defining key learning objectives • Measuring success post launch 	<p>8th May 2024</p> <p>9am – 12.30pm</p>

Central Coast Food Alliance (CCFA)
**‘Innovating for Growth’
training program**

Things to know –

- Participation limited to 8 businesses to encourage interaction and optimise learning
- Only open to Small or Medium sized Food and Beverage producers based on the NSW Central Coast
- 1-2 people from each participating Business is optimal
- All sessions are in-person at the Business Incubator, University of Newcastle, Ourimbah Campus
- Participants should ideally have responsibility for growth / business development / innovation in their business (or are developing towards it)
- Participants expected to attend ALL 5 training sessions in person + attendance at ‘Innovation Bites’ workshops 4 & 5 is strongly recommended
- Participants will need to allow time for ‘homework’ tasks between training sessions
- Coaching calls are available to support participants outside of training sessions and ongoing support available via CCFA and our network
- Participants will work on real innovation opportunities and be encouraged to share openly with trainers and industry peers (no requirement to share confidential or business critical information)
- Participants expected to agree to conditions of participation including considerations regarding Intellectual Property and Confidentiality



Central Coast Food Alliance (CCFA) 'Innovation Bites' Workshops

64% of SMEs believe

“having a supportive peer network” would help them innovate more effectively.*

86% of SMEs are open

to sharing their business challenges and innovation opportunities with industry peers and working with others on innovation projects.*



*CCFA Innovation Needs Analysis, Aug 2023

What -

Series of short and tailored workshops designed to spark fresh thinking, new ideas and develop your 'toolkit' to help grow your business. In addition to learning new skills, each workshop offers the opportunity for informal networking with like-minded local industry peers.

Why -

Sessions are designed specifically for leaders in small and medium sized Food and Beverage production businesses on the Central Coast, striving to improve business performance (growth, productivity, cost reductions, etc.) but struggling to find time and the most effective ways to optimise their current approach to developing growth opportunities.

Workshops Topics -

Each 1.5 – 2.5 hr workshop focuses on different aspects of discovering, developing and launching new growth opportunities. Participants will learn best-practice methodologies and tools, hear from experts and peers and have the chance to apply learnings to their business with fun and practical exercises. We encourage people to attend all sessions, but you can opt in to as many sessions as you wish.

Check out details for each session and REGISTER via the following page.

Cost – No cost for SME Food or Beverage producers, thanks to NSW Government subsidy. Catering provided.

Questions?

Contact Alex Blow, CCFA Manager via email - alex@centralcoastfoodalliance.com.au OR 0418 665 226.

Central Coast Food Alliance (CCFA) 'Innovation Bites' Workshops



<p>8th Nov 2023</p>	<p>'Innovation Bites' Workshop 1. Ten Types of Innovation</p> <p>Stretch your thinking beyond new product and services and explore what's possible when it comes to innovation and growing your business</p> <p>PLUS – Duff's Ice Cream new Flavour tasting with Founder and 'Ice Cream Architect' Olivia Duffin</p>	<p>5.00 pm - 7.30 pm</p> <p>In person - Business Incubator, University of Newcastle Ourimbah Campus</p>	<p>Register HERE</p>
<p>29th Nov 2023</p>	<p>'Innovation Bites' Workshop 2. External forces including Sustainability and Circular Economy deep dive</p> <p>Explore how 'external forces', like shifts in Consumer behaviour, emerging trends and technology create opportunities for growth through innovation. Explore Sustainability and Circular Economy as a platform for innovation, e.g., implications for product, processing, marketing, etc..</p> <p>Hear from Guest presenters working towards building more sustainable Food and Drink production businesses.</p>	<p>5.00 pm - 7.30 pm</p> <p>In person - Business Incubator, University of Newcastle Ourimbah Campus</p>	<p>Register HERE</p>
<p>7th Feb 2024</p>	<p>'Innovation Bites' Workshop 3. Aligning Innovation to Strategy</p> <p>Discover the role and importance of connecting Innovation to your Strategic objectives. Consider different strategic planning horizons and the value of building a manageable pipeline of growth opportunities</p>	<p>5.00 pm - 6.30 pm</p> <p>Online via Zoom Meeting Link Meeting ID: 839 3857 1282</p>	<p>Register HERE</p>
<p>28th Feb 2024</p>	<p>'Innovation Bites' Workshop 4. Capturing, Framing & Prioritising new Ideas</p> <p>Learn and apply how 'framing' ideas help you organise and refine your thinking and more clearly share ideas with others. Explore criteria and tools to prioritise ideas and practice prioritising your growth opportunities</p>	<p>5.00 pm - 6.30 pm</p> <p>Online via Zoom Meeting Link Meeting ID: 885 5520 7990</p>	<p>Register HERE</p>
<p>13th Mar 2024</p>	<p>'Innovation Bites' Workshop 5. Market Research, Prototyping and Testing to Learn</p> <p>Explore why Empathy is important and the risks to innovation if not applied. Learn about Customer Research and testing methodologies across various stages of the innovation process. What tools are there and what to use when?</p>	<p>5.00 pm - 6.30 pm</p> <p>Online via Zoom Meeting Link Meeting ID: 814 4920 3689</p>	<p>Register HERE</p>
<p>10th Apr 2024</p>	<p>'Innovation Bites' Workshop 6. Marketing as Innovation & role of Marketing in Innovation success</p> <p>Deep Dive into the role of Marketing to unlock growth opportunities and differentiate from competitors.</p>	<p>5.00 pm - 7.30 pm</p> <p>In person - Business Incubator, University of Newcastle Ourimbah Campus</p>	<p>Register HERE</p>
<p>1st May 2024</p>	<p>'Innovation Bites' Workshop 7. Measuring Innovation Success</p> <p>Explore ways to measure innovation. Re-defining failure. Know when to make the call to Pivot, Persevere or Perish.</p>	<p>5.00 pm - 7.30 pm</p> <p>In person - Business Incubator, University of Newcastle Ourimbah Campus</p>	<p>Register HERE</p>