

The sweet taste of success

CAMERON ENGLAND

“TERROIR” might be a term more often used in relation to South Australia’s famous wine industry, but one taste of Gelista’s artisan-grade ice cream confirms why a dedication to sourcing the best ingredients is a core value at the premium Adelaide food manufacturer.

Gelista, which started life in 2009 with an aspiration and a tiny batch freezer capable of turning out small amounts of premium ice cream, has grown into a business which exports interstate and is available throughout SA.

It also is a story of managing director Peter Cox’s courage to back his dream to value add to Australian premium foods, and jump from a career as an accountant into one as an artisan food producer.

Ms Cox trained as an accountant, but had always been troubled by the economics of the dairy industry.

“I originally grew up on a dairy farm, it was in the north eastern part of Tasmania,” Mr Cox said. “I graduated as an accountant and then worked for a dairy processor . . . but I always had an interest in value-adding to Australian products.

“I wasn’t really particularly happy that after the milk goes past the farm gate at my family’s property, that’s the last thing they had to do with it.”

While working as accountant, Mr Cox researched his passion, and settled on ice cream as an area which showed opportunity.

“The time came when I saw a real niche in making artisan-



PREMIUM PRODUCTS: Gelista managing director Peter Cox with his range of ice creams.

Picture: BRENTON EDWARDS/AAP

grade ice cream products available to the wholesale market.

“Back in those days no chefs could buy artisan-grade quality products.”

Mr Cox said mass-produced products include a lot of injected air to make it creamy, plus colours and preservatives.

He believed there was a space for something different.

“One of our core values is to use what we call ingredients with terroir. We take a really deep interest in what ingredients we use and where we source them from.

“The thing that I really love about food, if Gelista grows for example, we buy our ingredients from people like La Casa Del Formaggio, from Nippy’s,

we buy many, many products here locally. Every litre of lemon juice that we use in production here started somewhere in the Riverland.

“By people supporting Gelista your money recirculates in the local economy.”

An agreement to supply the Prairie Hotel at Parachilna with products incorporating

native Australian flavours was an early win for the company.

A rebrand in 2015 involved the company developing a higher-end look for its packaging, and Gelista is now available across Australia, including in Foodland supermarkets locally. Mr Cox said the company was on track to grow 25-50 per cent next year.

Mr Cox said Gelista’s success was based on listening to its customers and adapting.

“With ice cream there’s an experience there I want to bring to the consumer. Food is to be an experience . . . something we do to entertain, and I wanted to bring a depth of experience to the consumer which I didn’t think they had.”

Legend has it profit’s up

LEGEND Corporation shares jumped more than 6 per cent after the company said its profit for the financial year would be well up on last year.

The Adelaide technology goods company said net profit

for the year to the end of June was forecast to be about \$5.7 million, up from \$3.7 million.

Legend chief executive Bard Dowe said the electrical, power and infrastructure sectors had continued to deliver sustained

earnings growth. Profit from the recently acquired Celeatrix Group was expected to be minimal, taking into account acquisition and other related costs. Legend shares closed 1.5c higher at 25c yesterday.

Stocks close flat as Telstra leads losses

THE local share market closed steady yesterday, with strong gains by the healthcare and utilities sectors countering yet another fall by Telstra and weakness among the banks and miners.

The benchmark S&P/ASX200 index closed down 2.9 points, or 0.05 per cent, at 6084.5 points, while the broader All Ordinaries was down 0.7 points, or 0.01 per cent at 6190.2 points.

Macquarie Private Wealth division director Lucinda Chan said a heavy fall by the telecommunications sector led by Telstra, and falls for banks and miners, had offset gains in healthcare and utilities stocks.

“The health sector has really jumped, with CSL and Cochlear both rallying for no particular reason given there was no company specific re-

ports or news for that sector,” Ms Chan said.

Telstra dragged the telecommunications sector into the red after suffering its second widespread network outage in a month on the back of an unfavourable trading update a week ago. Telstra shares hit a new all-time low of \$2.80, down 5c, or 1.8 per cent.

There was also weakness among the miners after iron ore fell overnight on Sunday by 1.6 per cent to \$US66.70 a tonne, with Fortescue Metals down 15c, or 3.1 per cent, to \$4.71, while BHP Billiton and Rio Tinto shed 0.4 per cent and 0.9 per cent respectively.

The major banks were mostly lower, given the banking royal commission restarted hearings yesterday, except for ANZ, which bucked the trend to rise 0.5 per cent.

Important events for small business

RETAIL AND COMMERCIAL LEASING

A guide for tenants on their rights and obligations under the *Retail and Commercial Leases Act 1995*, as well as essential information on the key requirements of a lease agreement.

Monday
28 May 2018
5:00pm - 6:30pm

Mount Barker District Council, 6 Dutton Road, Mount Barker

SIMPLE STEPS TO SAFETY

Understanding work, health and safety for the small business workplace doesn’t have to be difficult! SafeWork SA’s Simple Steps to Safety resources provides essential information for understanding workplace safety.

Tuesday
5 June 2018
5:30pm - 7:00pm

Small Business Centre, Level 13, 99 Gawler Place, Adelaide

Registration is free but bookings are essential.
To register visit www.sasbc.sa.gov.au or phone 8303 2026



FOR OPPORTUNITY.
FLEXIBILITY. PURPOSE.
I WORK FOR SA

EXECUTIVE DIRECTOR, INDUSTRIAL RELATIONS AND POLICY

Department of Treasury and Finance
Adelaide CBD

The Government of South Australia is seeking an executive level industrial relations professional.

The incumbent will provide strategic leadership and management of whole of government industrial relations, including industrial relations capability and policy, enterprise bargaining, and advisory services. The Executive Director will build constructive relationships with key senior stakeholders, including Ministers, the Chief Executive DTF and the Commissioner for Public Sector Employment to drive across government industrial relations reform.

The Executive Director will have extensive experience in industrial relations at a senior level, preferably in a government setting. The successful candidate will be strategically minded and an exceptional leader, with proven experience in driving reform.

3 year executive contract.

Relevant tertiary qualification(s) in either Industrial Relations, Law, Human Resource Management, or Business.

Enquiries and Applications to:

Kristian Holling
Principal HR Account Manager
Phone: 8226 3038, email HumanResources5@sa.gov.au

A copy of the Role Statement is available from the I Work for SA website, iworkfor.sa.gov.au, vacancy number 312957. Applications close on Friday 1 June 2018.

IWORKFOR.SA.GOV.AU

