



FORTNIGHTLY BULLETIN

10 April 2018

BULLETIN 6

Dear Scholars

Welcome to the sixth Fortnightly ILFSN Bulletin.

Please note all invitations for ILFSN functions and events will be sent via the ILFSN Bulletin.

COMING EVENTS/DATES

Friday 20 April

Adelaide Universities Regiment (AUR) Exercise Goma, Timings TBC.

This is the second DRSCSA opportunity for Scholars to join Supportive Employers. ILF Scholars are invited to join other employers to observe an exclusive Army Reserve Officer Training session conducted in a field training environment at Murray Bridge Range. The day includes participation in selected activities and an opportunity to observe the many benefits that Army Reserve Officer Training can provide to your employees and your organisation.

The day's activities include:

A rifle shoot under supervision

- Observation of an Officer training tactical leadership activity followed by a Q&A session
- Conduct of a critical decision-making, team building activity
- Participate in a military tactical equipment demonstration
- Speak with current serving soldiers.

Please email your interest to sa.drsc@defence.gov.au, cc Suzi@industryleaders.com.au

TESTIMONIAL RE THE BOOT CAMP HELD LAST MONTH

Michael Riese (ILF 2012)

"On the 23rd of March I had the opportunity to attend Boot Camp 18 with the Defence Reserve Support Council at Keswick Barracks.

The event was created to bring together current and prospective companies that employ and support Defence Reservists in South Australia.

Following an early start at 06:00, group of about 40 people were put through our paces in conducting the ADF entry fitness test, consisting out for press-ups, sit-ups and a shuttle run.

The mood was light-hearted and a number of companies attending had actual teams at the

event.

Defence SA and Badge Construction were the most numerous and it was good to reconnect with some old contacts with Defence SA that were present.

The event clearly demonstrated that there is significant support for Defence Reservists in industry and that employers understand the demand that it puts personally on their employees who are committed to the ADF.

We finished with an excellent breakfast in the officers mess, where we had the opportunity to engage with serving ADF members and get an understanding of the ADFs policy to co-deploy reservists and permanent ADF members.”

“I can highly recommend the event for other ILF members and if given the chance, take part in Exercise Gona in April.”

“Somehow, I ended up being drafted in as a member of the most fit and winning team, Chapel Builders.”

Tuesday 8 May *INVITATION*
ILF Applicant Information Evening

Held at: ILF, Level 1, 45 Greenhill Road, Wayville
Time: 6.00pm to 8.00pm (Includes Canapés & Drinks)

The MC is David Jucha (ILF 2017)
The two speakers for the evening are:
Victoria McClurg (ILF 2015) and Danny Le Feuvre (ILF 2017)

We encourage attendance by Scholars to assist new potential grant applicants with their course choices, and understanding the application process.

The following teaching institutions are participating:

Australian Institute of Company Directors
IESE Business School, Barcelona, Munich, New York, Sao Paulo
IMD Business School, Singapore, Switzerland
INSEAD Business School, France, Singapore, Abu Dhabi
Said Business School, University of Oxford
Shinka Management
The University of Adelaide, Business School
University of Melbourne, Business School
University of SA, MBA & School of Management
University of SA, Centre for Business Growth

Please RSVP to Suzi: suzi@industryleaders.com.au

Tuesday 15 May

**The South Australia Dinner, at the Naval, Military and Air Force Club of SA.
'Innovative wines and the best Italian style cheeses'**

Corrina Wright has inherited a huge responsibility in taking the helm at 6th generation **Oliver's Taranga Vineyard**. Famed for great McLaren Vale reds and more recently for innovative whites, Oliver's has carved out a strong reputation amongst well educated wine drinkers and the public at large. Corrina will talk about her passion for Oliver's, what has contributed to Oliver's special place in a crowded market and her work in the industry more generally.



La Casa Del Formaggio, established by **Claude Cicchiello's** Italian migrant father and mother, was established as a small backyard operation in 1988. Since then it has moved to a factory in Glynde and now provides work to over 130 employees. The company's handmade soft cheese products have built an increasing following throughout Australia and can be found in supermarkets and specialty shops worldwide. Claude will be able to relate the excitement and risks he has experienced in growing the business, his plans for the future and provide some informed views about the future of cheese-making in SA.



Corrina has generously offered to supply the club with some of Oliver's most innovative wines so members can see why Oliver's has such a strong following. Claude has similarly agreed to provide some fantastic cheese which will be carefully added by our highly skilled Club chefs to the menu to ensure we all experience a gourmet evening.

Time: 1800—2000

Location: 111 Hutt Street, Adelaide

Price: \$60.00 - Includes two-course dinner and Club beverages

Dress: Jacket and Tie

RSVP: By Friday, 11 May 2018 Please contact Sarah on 8223 2422 or by email

sarah.lewis@navmil.org

* Late booking fee applies

Monday 4 June ILFSN INVITATION

DIGITAL MARKETING PLAN 360 WORKSHOP with facilitator Geoff Kwitko

Held at: ILF, Level 1, 45 Greenhill Road, Wayville

Time: 12.30pm to 6.30pm (Includes lunch, afternoon tea and networking drinks)

This 4 hour workshop is for business owners who want to gain a high level understanding of digital marketing so they can better lead and manage their marketing team. The workshop includes a concise and practical explanation of every important aspect of digital marketing. You will immediately apply your new

knowledge by quickly creating a five page internet marketing plan, based on easy to use questionnaires and checklists. This workshop will cover the following topics

1. **Start a digital relationship**
 - a. Social Media
 - b. Blogging
 - c. Video Marketing
2. **Attract website traffic**
 - a. Search Engine Optimisation
 - b. Online Advertising
3. **Capture leads**
 - a. Copywriting
 - b. Web Page Design
 - c. Content Marketing
 - d. Competitions
4. **Nurture leads**
 - a. Webinars
 - b. Email marketing
5. **Convert sales**
 - a. Sales Automation
 - b. CRM systems
6. **Reactivate sales**
 - a. Customer Retention Strategies
 - b. CRM Systems
7. **Strategic Review**
 - a. Internet Marketing Plans
 - b. Funnels / Data / Metrics / Goals

Read about Geoff Kwitko:

<https://industryleaders.com.au/wp-content/uploads/2018/03/About-Geoff-Kwitko-Digital-Marketing.pdf>

Please RSVP to Suzi: suzi@industryleaders.com.au

RECOGNITION OPPORTUNITIES

New Award for SA's Business Leaders

InDaily has launched a new award to find and recognise the next generation of business leaders and entrepreneurs, called **40 Under 40**. Find out more [here](#).

SCHOLARS IN THE MEDIA *(Click on the link to read the article)*

The Prime Minister visits Wirra Wirra (**Andrew Kay ILF 2014**).

<https://industryleaders.com.au/wp-content/uploads/2018/03/The-Prime-Minister-visits-Wirra-Wirra.pdf>

TGR BioSciences, **Anne Hinton (ILF 2014)** rapid growth has attracted a takeover offer from SYGNIS AG. This is good for an ILF goal, “more wealth generated in SA”. Anne has told ILF that it is intended that production will continue, ticking a second ILF goal of employment growth here.

<http://techinsa.com.au/news/sygnis-ag-to-raise-capital-to-acquire-tgr-biosciences/>

Many ILF Scholars and their businesses appeared in the Defence Business Magazine Feb/Mar/Apr 2018 Issue.

<https://industryleaders.com.au/wp-content/uploads/2018/03/Articles-from-Defence-Business.pdf>

Kelly Engineering (**Shane Kelly ILF 2013**), growing through R&D.

<https://industryleaders.com.au/wp-content/uploads/2018/04/Kelly-Adv-180418.pdf>

Hall of Fame accolade for Robern Menz, **Richard Sims (ILF 2012)** and **Phil Sims (ILF 2017)** in Eastside Business Awards.

<https://industryleaders.com.au/wp-content/uploads/2018/04/Robern-messenger-1809404.pdf>

Seeley International, Jon Seeley (ILF 2014) and Michael Hamilton (ILF 2016) wins huge \$50m Mecca contract.

<https://industryleaders.com.au/wp-content/uploads/2018/04/seeley-mecca-180409.pdf>

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