

FORTNIGHTLY BULLETIN

8 May 2018

BULLETIN 8

Dear Scholars

Welcome to the eighth Fortnightly ILFSN Bulletin.

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

Be sure to rsvp for the Digital Marketing Workshop held on Monday afternoon on the 4 June. (See below for details)

COMING EVENTS/DATES

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

EXTERNAL PROGRAMS

Business SA are holding -

The Export Ready Program (for further info click onto the links below) has been developed especially for South Australian businesses who are:

- New to exporting
- Not yet exporting but seriously considering taking the next big step
- Already exporting but looking to increase and optimise your results

The 2018 program will encompass **6 workshops**, each focusing on a particular area of exporting. Participants will be provided with a range of practical tools and advice that you can utilise specifically for your business.

As a value add, each participant will also receive ongoing **individual mentoring and coaching** from our experienced export adviser on areas specific to your business. You will also receive access to an online portal to Export Ready Program to access program related documents & templates and networking opportunities.

Program participants will complete the program with an **Export Business Plan**, including a **Marketing and Action Plan**, a **costing calculator**, and a **company profile document**.

The total cost for the six workshops is AUD \$1,600 (inclusive of GST). Currently, this price is heavily subsidised by the Department of State Development.

<https://industryleaders.com.au/wp-content/uploads/2018/05/Export-Ready-Program-outline.pdf>

<https://industryleaders.com.au/wp-content/uploads/2018/05/ERP-2018-Dates-group-2-and-group-3.pdf>

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

Cold Logic (Dr Michael Riese ILF 2012 & Eddie Lane ILF 2012) develop refrigeration specifications for the new multi-million dollar Haigh's factory.

https://industryleaders.com.au/wp-content/uploads/2018/05/05-18-HVAC-001_Haighs.pdf

Anthony Kittel (ILF 2010) in good company with Frank Seeley AM as both are awarded Honorary Doctorates by Flinders University.

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

Woodside Cheese Wrights, Kris Lloyd (ILF 2014) in for a slice of the USA.

<https://industryleaders.com.au/wp-content/uploads/2018/04/Kris-Lloyd-USA.pdf>

Seeley International (John Seeley ILF 2014 and Michael Hamilton ILF 2016) becomes the Wizard of Oz Schools.

<https://industryleaders.com.au/wp-content/uploads/2018/04/Seeley-school-wizard-adv-Apr-30.pdf>

Supashock (Oscar Fiorinotto ILF 2017) held up as shining example in SA Tech Start up ecosystem.

<https://industryleaders.com.au/wp-content/uploads/2018/05/Supershock-founder-Oscar-Fiorinotto.pdf>

Century Engineering (David Heaslip ILF 2012) hosts Australia's most advanced commercially available metal 3D printing facility.

<https://industryleaders.com.au/wp-content/uploads/2018/05/3D-metal-printers--century.pdf>

Smithsonian recognises Australian Wine Research Institute (Dan Johnson ILF 2016) contribution to world's oldest beer.

<https://industryleaders.com.au/wp-content/uploads/2018/05/AWRI-Beer.pdf>

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