

Package Assisting Small Exporters (PASE) SME Workshops

Logistics Manual



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PASE SME Workshop Objectives



The PASE program Business Challenge

To continue the growth of dairy exports and enable all companies to leverage the strong reputation for safety that Australian dairy products enjoy, we must futureproof our approach to Dairy Export facilitation within a rapidly changing export environment across key industry and government bodies.

To do this we must evolve and develop the tools, systems and activities, particularly targeting Small to Medium Dairy Enterprises (SMEs), that will enhance our industry culture across all stakeholders to protect the reputation of our businesses and the industry in global markets. The PASE Dairy export workshops are aligned to these broader objectives to attract and engage current and prospective SME's in the dairy industry who wish to develop or expand their product offer into domestic and/ or export markets.

Our approach to developing this generic workshop is to ensure companies participating in the workshops obtain the core knowledge required to understand the critical success factors for developing a successful dairy processing business, particularly for export, including:

- The market for dairy in Australia and export considerations including 'passive' exporting
- The regulatory requirements and framework for participating in domestic and export markets
- Challenges faced within the industry and to be considered as part of developing a business strategy
- Support that is available in each state

The workshop includes specific elements from the Department of Agriculture, Water and Resources (DAWR), Food Safety Australia New Zealand (FSANZ), Dairy Australia (DA) and has the flexibility to include the specific elements required for each State Regulatory Authority (SRA).

Generic Workshop Agenda

The PASE workshop is designed in a flexible, modular manner to provide hosts with options to extend, reduce or add various modules to meet the specific needs of the local audience and stakeholders involved in the workshop delivery.

This Active Learning workshop blends a number of short information sharing sessions and tools with time for businesses to briefly use this information to start working on their own business challenge. This approach provides an opportunity for businesses to plan how they will implement what is learned to support rapid adoption, improve ownership and increase the likelihood of improved business performance.

15 mins	Objectives Agende Introductions	
	Objectives, Agenda, Introductions	Host
20 mins	Dairy Market Overview (Domestic and International)	DA
10 mins	You Business Priorities	All
15 mins	Break	
20 mins	The Regulatory Framework (Domestic and Export)	SRA
10 mins	Implications for your business	All
20 mins	Your Business Growth Challenge	DA
20 mins	Where to Go? - Choosing markets and channels	DA
25 mins	Practice using key tools	All
20 mins	BREAK: IDEAL – Local Case Study with Q&A Session	Local
20 mins	How to Win? – Market entry requirements	DA
30 mins	Practice using key tools	All
15 mins	Q&A, Feedback and Close	DA/ Host

Worshop Agenda Options



Meeting and Catering Requirments

Size of meeting room needs to be able to accommodate all participants. Please ensure room size is big enough for participants getting up and moving around

Catering is the responsibility of the host organisation. Please see the agenda for indicative timing with the final agenda timing to be agreed in a workshop kick-off planning meeting. It is preferable to have refreshments served outside the meeting room.

Plenty of natural light in the meeting room (lots of windows would be great!)



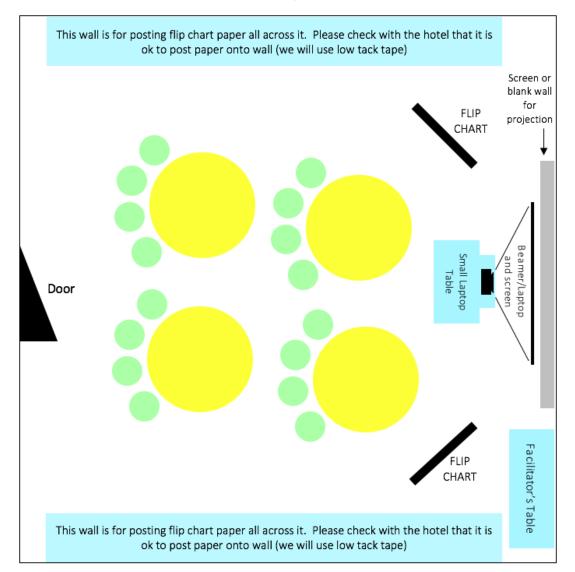
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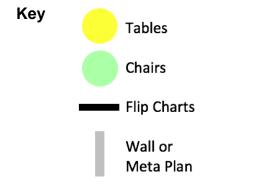
Suggested Room Setup

Basic requirements for facilitation of workshop:

- Screen
- Projector
- 2 flipcharts' (with 2 spare pads of flipchart papers) at front (for facilitator's use)
- 4 round (ideally) tables with 16 chairs 4 per table, plus additional chairs as required for observers (as indicated by the attached diagram)



Materials Requirements



Note

- items are not to scale and placements are for reference only. Please change placement to suit meeting room size.
- *It is preferred that refreshment breaks be held outside meeting room rather than directly in the room.
- Tables to not need to be round, square is fine



Materials	Number	Responsible
Participant name, email, phone number	Per Participant	Dairy Australia – to provide Excel Template Host – complete with all participant details 1 week before the workshop date
Pre-Reading Materials	1 set per participant to be sent electronically	Dairy Australia
Learning Log Books containing resources for use during and post workshop	1 book per participant	Dairy Australia
Flipcharts	3 (see diagram for reference) 1 Note pad per participant	Host
Participant Materials: pens, post- its, sharpies, masking tape	1 set per participant	Dairy Australia
Projector and Screen	1	Host
Breaks	As per Agenda	Host
Tables and Chairs	1 table and 4 chairs per table for participants Extra chairs for observers and presenters as required	Host
Room Set Up	As per diagram	Host

Workshop timing requirements for each workshop participant

You will need to engage with each participant as follows:

Email 1 (see appendix for draft) – Post workshop feedback survey

• Immediately post the workshop for workshop feedback

Post workshop survey reminder

• A follow up reminder email will need to be used if we don't get enough respondants.

Email 2 (see appendix for draft) – Prior to the workshop

- Once participants have completed the post workshop survey
- Link to 'Are You Trade Ready' survey

Appendix



Communication to be sent to Attendees as follows:

A. Post -workshop email 1

Dear

Thank you for attending yesterday's PASE SME Workshop, we hope that you found it valuable to the continuing growth of your business.

We are constantly seeking to improve the content and delivery of our workshops and would greatly appreciate you taking a few minutes to complete this brief post-workshop survey.

Thank you in advance for your assistance.

PASE Post Workshop Survey Link

Kind Regards,

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B. Post - workshop email 2

Dear....

Thank you for your participation in the Dairy PASE Workshop for SME's and workshop feedback.

To assist you in getting the maximum benefit from the day and to provide you with and understanding of your current strengths and weaknesses in relation to developing your dairy manufacturing business, we suggest that you complete the following online self-assessment survey.

Once the survey has been completed you will be provided with a PDF summary to download together with some useful links.

Please choose the appropriate category and follow the online link for access:

Domestic and Export

Are you intending to supply your dairy products for domestic markets and for export? <u>Trade Ready Dom and Ex</u>

Export Only

Are you intending to supply your dairy products for export only?

Trade Ready Ex only

Domestic Only

Are you intending to supply your dairy products to the Australian and/or New Zealand markets only? <u>Trade Ready Dom only</u>

Kind Regards

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