



**Conference 2014**  
**Saturday 22<sup>nd</sup> & Sunday 23<sup>rd</sup> March 2014**  
**Brentwood Hotel, Kilbirnie, Wellington**



GEA Westfalia Separator NZ Ltd.

## **Effective Marketing**

### **Welcome from Olives New Zealand**

The Executive of Olives New Zealand extends a very warm welcome and invitation to you for Conference 2014, which will be held in conjunction with the Annual General Meeting in March 2014. Our Conference Programme is based on feedback from members that marketing is a key challenge. Conference 2013 focussed on Productivity and Processing so it is timely that members learnt more about effective marketing/selling of their increasing and high quality production.

Saturday will focus on keynote speakers and industry specialists explaining why and how to market New Zealand Extra Virgin Olive Oil as a boutique and artisan product. As well as ensuring you are costing your products appropriately. Our keynote speaker is Richard Shirtcliffe from Tuatara Breweries. From Australia we have Amanda Bailey of The Olive Place. Julie Moore of Moore Wilson will talk about a retailer's perspective in retailing NZ EVOO while Anita Sarginson, President of the NZ Chef Association, will talk about a restaurant's perspective in using NZ EVOO. Our own marketing experts include Shona Thompson - Aquiferra, Helen Meehan - Olivo and Nalini Baruch - Lot Eight. Lionel Sheridan will show you the olive grove costing model he has developed for Olives NZ.

Sunday will offer an optional excursion to Wairarapa to visit some highly successful olive groves with tasting rooms, and The Olive Press, winner of the 2013 Olives New Zealand Innovation Award.

The excellent Presentations and Exhibitors will extend your knowledge of the olive industry and give you some good pointers on how to position and market your olive oil to its best potential.

Conference 2014 will be held at the Brentwood Hotel, which is located close to Wellington Airport and is easily accessible for those driving to the Conference. The airport is 5 minutes away with a free courtesy coach plus there is free car parking at the hotel. The accommodation is very well priced and the catering is of a very good standard. The Brentwood Hotel is a very popular choice for Conferences with a well experienced staff.

Join us on the Friday for drinks to catch up with old friends and make some new ones. The Conference Dinner on the Saturday night will give you the chance to discuss the presentations and also relax and unwind.

We look forward to you joining us in Wellington on the weekend of 22<sup>nd</sup> and 23<sup>rd</sup> March – spoil yourself with an enjoyable weekend away from home before Harvest 2014 starts!



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## PROGRAMME - DAY ONE SATURDAY 22<sup>ND</sup> MARCH

8:00-8:30	Registration Coffee and tea available – Visit our exhibitors	Gayle Sheridan Executive Officer
8:30-9:30	Welcome <i>Annual General Meeting</i>	Andrew Taylor President-Olives New Zealand
9:30-10:00	Morning Tea - Visit our exhibitors	
10:00-12:00	Marketing Principles	Richard Shirtcliffe Tuatara Breweries
12:00-1:00	Lunch - Visit our exhibitors	
1:00-1:30	Calculating Your Grove Costs	Lionel Sheridan
1:30-3:00	How to Sell Retailer Perspective Restaurant Perspective Direct Selling (Markets, etc) Exporting Lot Eight Business Model	Julie Moore – Moore Wilson Anita Sarginson – NZ Chef Assn Shona Thompson – Aquiferra Olives Helen Meehan – Olivo Olives Nalini Baruch – Lot Eight
3:00-3:30	Afternoon Tea	
3:30-5:00	The Australian Scene	Amanda Bailey The Olive Centre
7:00- late	Conference Dinner Dress – Smart Casual Wine will be provided on each table with beer and juice also available. However, there is a fixed budget and then a bar tab will operate. ☺	

## PROGRAMME - DAY TWO SUNDAY 23<sup>RD</sup> MARCH

### Wairarapa Excursion

8.30 am	Depart Brentwood Hotel
9.45 – 10.30	Juno Olives, Greytown
10.45 – 11.30	Lot Eight, Martinborough
11.35 – 12.10	Olivo, Martinborough
12.15 – 1.15	Lunch at Martinborough
2.00 – 2.45	The Olive Press, Masterton
2.45    ETA 4.30pm	Depart Masterton for Wellington Airport



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## **Our Presenters**

### **Richard Shirtcliffe**

Richard Shirtcliffe is the CEO of the boutique and highly successful Tuatara Brewery. Prior to this, Richard was an investor & head of Global Marketing at Wellington's phil&teds.

Richard says he 'escaped law in the early 90's' to market NZ Endeavour's winning Whitbread campaign, the NZ Festival of the Arts, and the NZ Dragon Boat festival, and social market at Smokefree; before not so serendipitously launching NZ/UK techco Netenz the day of the tech crash. He sold Netenz in 2003 to UK fast trackers Imano before kite surfing home in 2004, managing Australasian sales for Icebreaker, then joining phil&teds.

He led the rebrands and web business establishment of phil&teds, Mountain Buggy and Prorack, and sat on the Prorack board that negotiated the business's sale to Yakima USA. He currently sits on boards/advisory boards for several emergent Wellington businesses, while trying to convince Wellington to be the entrepreneurial capital through a "smart capital" campaign.

Richard has a passion for helping to build global businesses, out of NZ, with a combination of unique IP, and unfulfilled brand, channel expansion and cost reduction potential. He will talk at Conference on Marketing Principles using analogies from his precious experiences and relating these to the New Zealand olive industry.

### **Amanda Bailey**

Amanda is the Managing Director of The Olive Centre, which specialises in supplying equipment and machinery for the needs of olive growers in Australia and other major olive producing countries.

Amanda also runs Australia's first online marketplace for Australian Olives "The Olive Planet". The Olive Planet promotes and provides access to olives & extra virgin olive oil. The aim is to educate people on the benefits of using a fresh product in improving their life & well-being every day.

Amanda is also a Director of the Australian Olive Association and is a contributor to the Australian and New Zealand Olivegrower and Processor Magazine.

### **Julie Moore**

Julie Moore co-owns the specialist food store Moore Wilson, alongside dad Graeme, and is the 4<sup>th</sup> generation to be involved in this family business. Together, they won the business category at the Wellingtonian of the Year Awards.

Founded in 1918 as a general wholesale merchant, Moore Wilson now has stores in Masterton, Porirua and Lower Hutt, as well as its flagship Tory St store. It is renowned as The Foodie Store in the greater Wellington area and is a huge supported of NZ EVOO and other NZ produced products.

### **Anita Sarginson**

Anita is a professional chef with experience in managing impressive eateries in New Zealand and Australia, as well as having involvement in developing chef training programmes. Currently she is



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with The Flying Burrito Brothers and is involved in franchise work, compliance work around food safety, host responsibility and workplace safety, product development and staff training and of course cooking an enormous amount of Mole!

Anita is the President of the NZ Chefs Association actively involved with business in the branches, and attending Local, National and International cooking competitions. Anita featured in the Olives NZ promotional DVD "NZ EVOO – Simply the Best" extolling the virtues of the OliveMark.

### **Lionel Sheridan**

Lionel has been involved in olive groves since 2000 and was co-owner of La Casa Toscana Olive Grove in Akaroa which was a consistent medal winner in the NZ EVOO Awards, including Best in Show in 2009. Lionel developed and supports the Olives NZ management database system and previously developed an olive grove management system. Drawing on this experience Lionel has developed an Olive Grove Costing System which he will demonstrate at Conference. The programme, which runs under Excel, will show you how to collate all of the costs associated with olive production so that you are able to price your products accordingly.

### **Nalini Baruch**

Nalini Baruch is founder of the very successful 'Lot Eight' olive grove and boutique based in Martinborough. As well as offering their NZ EVOO for sale, 'Lot Eight' has developed a range of additional complementary products. 'Lot Eight' has a product tasting room and commercial kitchen, where courses in using its products are conducted. This olive grove as well as supplying these products to the New Zealand market, has also developed a successful export market. Nalini will talk about the 'Lot Eight' business model.

### **Helen Meehan**

Helen is the co-owner of one of the oldest commercial olive groves in New Zealand and comprises approximately 1200 trees. 'Olivo' has developed a range of complementary products as well as their EVOO and 'adventurous' infused olive oils, all of which can be sampled at their purpose built tasting room. The Meehans, with business partners, Mike and Margaret Hanson of Blue Earth Olives have been exporting for seven years, particularly focussed on North America. Helen will be sharing this experience with Conference attendees.

### **Shona Thompson**

Shona is the co-owner of Ngatarawa Enterprises which produces the Aquiferra brand of NZ EVOO, including a Gold medal winner at the 2013 NZ EVOO Awards. The olive grove is boutique in size with 650 trees planted in 2003 and already producing more than 6.5 tonnes of fruit. Aquiferra has bucked the trend in Hawke's Bay, the largest olive growing area in New Zealand. Rather than supply their raw olives or processed oil to one of the supermarket brands located in the region, Aquiferra has chosen to develop their own brand and direct sell. Accordingly Aquiferra supplies to a number of fine dining establishments in Hawke's Bay and a high end boutique retail outlet, as well as having regular stalls at both the Black Barn and Napier Farmers Markets. Shona will talk about direct selling, with a key focus on Farmers Markets.

In her professional life, Shona teaches on the Masters in Nursing programme at the Eastern Institute of Technology and is involved in related research.

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### **Conference Pack**

There will be a satchel for each attendee which will contain a Conference booklet with copies of presentations, an attendee list, product brochures etc. You can collect this at the Conference Registration Desk.

### **Exhibitors**

There will be plenty of opportunities throughout the Saturday to visit with the exhibitors and see what their latest offerings are. This will be a great opportunity to see key suppliers to the industry in a central location.

### **Conference Dinner**

Join us for the Conference Dinner starting at 7pm on Saturday 22nd. A great smorgasbord has been planned and the price includes your beverages (beer, wine, juice) until the tab runs out. The Conference Dinner is a great opportunity to meet other growers and industry people, network and tell 'stories'.

### **Accommodation**

We will happily collate your accommodation requests and pass on to the hotel to action. The room rate is \$140.

### **Wairarapa Excursion**

This will be a great opportunity to visit some very successful olive groves in Greytown and Martinborough to see not only the olive groves but also their production, racking and storage facilities as well as their tasting rooms. A bonus will be visiting one of New Zealand's largest processing facilities, The Olive Press at Masterton. In between the visits to the groves and the Olive Press there will be time for lunch in Martinborough, which is not included in the registration fee.

The excursion bus will leave the Brentwood Hotel at 8.30am and return to the Wellington Airport by 4.30pm.

You are also welcome to follow the excursion bus if you have your own transport.



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## REGISTRATION FORM

Company Name: \_\_\_\_\_

Preferred Email \_\_\_\_\_ (OK to include on Attendees List – Yes/No)

Please list attendees and tick the sessions they wish to attend:

Attendee Name (Please note any special dietary needs)	Saturday 22 <sup>nd</sup> Conference	Sunday 23 <sup>rd</sup> Wairarapa Excursion

Registration Fees Payable	Fee per Person (inc GST)	No. Attending	\$
Saturday 22 <sup>nd</sup> - Conference	After 14 February Members @ \$180 Non-members @ \$300		
Sunday 23 <sup>rd</sup> – Wairarapa Excursion	Members @ \$60 Non-members @ \$100 Own transport @ \$10		
<b>TOTAL REGISTRATION FEES</b>			<b>\$</b>

### Saturday Evening Conference Dinner

Number attending _____	@ \$ 85 per person	\$
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**Total Payable (Registration Fees + Conference Dinner) = \$ \_\_\_\_\_**

Please post this Registration Form & cheque (payable to Olives New Zealand) for Total Payable to:  
 Olives New Zealand, PO Box 28140, Havelock North 4157.

Alternatively, email the form to [admin@olivesnz.org.nz](mailto:admin@olivesnz.org.nz) and deposit the Total Payable to:  
 ASB account 123157-0113576-00 and show your surname in the Reference field.

A GST Invoice/Receipt will be emailed once payment has been processed.

### Accommodation Request (this will be passed on to the Hotel)

Arrival Date	Departure Date	No. of Rooms

**EARLY BIRD REGISTRATIONS CLOSE 14<sup>th</sup> FEBRUARY 2013 – REGISTER NOW!**  
**FINAL DATE FOR REGISTRATIONS 7<sup>th</sup> MARCH**