

DEVELOPING THE NEXT GENERATION OF POTATO GROWERS AND GREATER BUSINESS RESILIENCE



We Grow Goodness™



BRYAN HART - POTATO CROP MANAGER

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POTATO CROP MANAGER • GROWING

Attracting, developing & retaining highly talented Individuals is the most significant challenge to the potato industry.

It will determine the trajectory of growth and prosperity for growers, shareholders and sector stakeholders in the future.



AS WILCOX & SONS LTD

A GRASS ROOTS HISTORY



- > First Vegetable crops planted in 1946
- > 4th generation, family owned and operated company
- > Potatoes, onions, carrots, broccolini and watermelon
- > Particular focus on the premium end of the retail market
- > Approximately 220 staff
- > Vertically integrated servicing key customers nationally



OUR PURPOSE & VALUES

OUR PURPOSE

“Growing Healthy Communities
From The Ground Up”

OUR VALUES

Respect at our core

Expect the best

Together growing



“We embrace everyone as our equal in the way we speak and listen”

“We are self-motivated and own our responsibilities”

“We actively challenge ourselves to find a better way”

DEVELOPING & RETAINING STAFF

IT'S NOT ROCKET SCIENCE, BUT IT IS CHALLENGING...



INDUCTION & TRAINING
COMMON PURPOSE & VALUES

LEADERSHIP
COMMUNICATION, FEEDBACK & RECOGNITION

AUTONOMY & INNOVATION
CAREER PATHWAYS
DEVELOPMENT OPPORTUNITIES

FLEXIBILITY

SUSTAINABILITY

**WE ENCOURAGE A
"LEADERFUL ORGANIZATION"
– PROJECT CHAMPIONS**



WE HARNESS ENERGY FROM STAFF INTERESTS – DRIVE CHANGE



**WE PROVIDE
TECHNICAL and
OPERATIONAL
LEARNING
EXPERIENCES**



WE PROVIDE PERSONAL GROWTH OPPORTUNITIES



- > Executive Mentoring Workshops
- > Apprenticeships and Post graduate Tertiary Study

WE RECOGNIZE TENURE & ACHIEVEMENT



From 1 year  through to 25 years

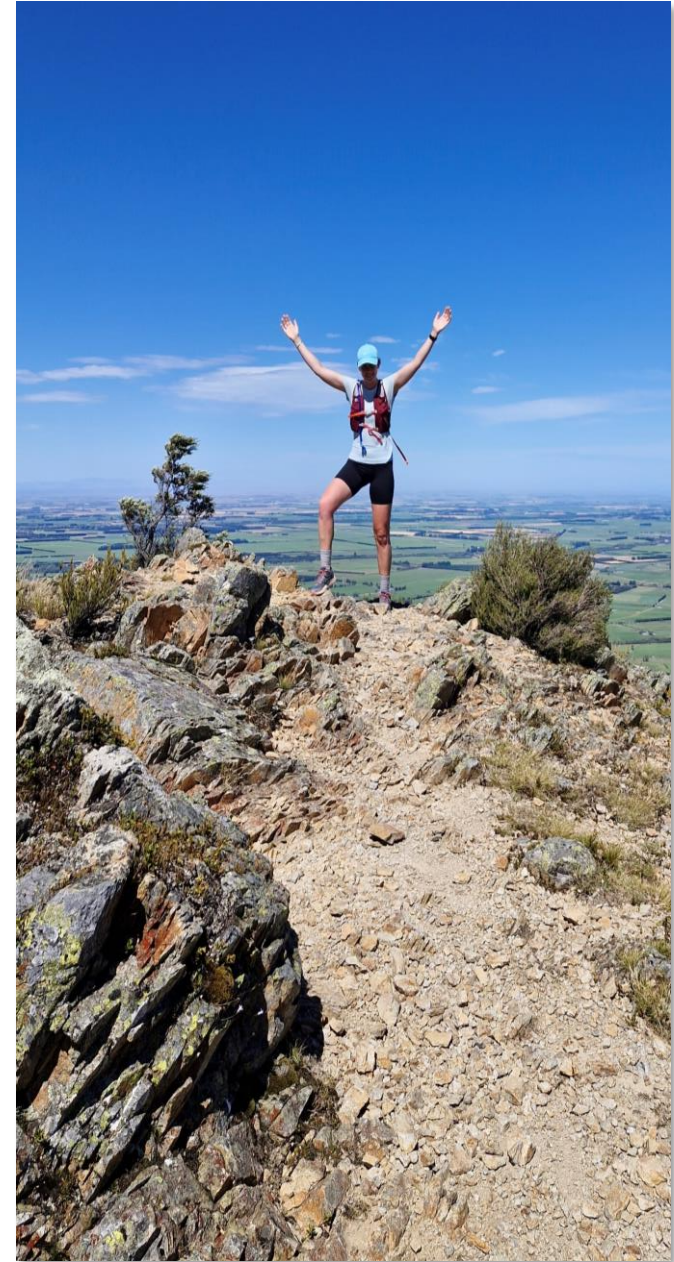
WE PROVIDE FLEXIBILITY IN WORK / LIFE GOALS



*Helping People
Achieve Or Get
Closer To Their
Dreams Counts
For A Lot*

BUT HOW CAN WE ATTRACT NEW PEOPLE INTO OUR INDUSTRY?

- > **COLLABORATE** with universities by participating as Guest Lecturers or hosting Study Groups to help communicate “real world” information to students
- > **RAISE THE PROFILE** of both Potato sector and Wilcox to graduates looking at career pathways.
- > Use **SOCIAL MEDIA**
- > **ADVERTISE** targeting **OUTSIDE INTERESTS** groups



**WE WANT TO
ATTRACT
RESULTS
ORIENTATED
GOAL
SETTER'S**



CLOSING COMMENT



Our **FOCUS ON CULTURE AND VALUES**, which our staff were involved in developing, – has led to...

- > Improved business resilience
- > Enhanced company performance and
- > Career development pathways

...for the next generation of growers at Wilcox.



THANK YOU

I'm happy to take questions, or you're welcome to talk to me during the rest of the conference



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