

THE FRESH CONNECTION

the ultimate supply chain experience

INTEGRATE OPTIMISE IMPROVE

2011 NATIONAL SUPPLY CHAIN COMPETITION: 7 WEEKS OF SOPHISTICATED LEARNING

The Fresh Connection is an advanced web-based business simulation that challenges participants to demonstrate and improve their knowledge of the Supply Chain. Commencing March 2011, your company is **challenged to work as a team** to save the fictional company, The Fresh Connection, from financial ruin. The challenge: to **collaborate** with fellow team members, craft a strategy, integrate decisions, implement change, make effective strategic and tactical decisions, and to completely **transform the Supply Chain** of The Fresh Connection company so as to make it profitable again.



THE FRESH CONNECTION
.COM.AU



BUSINESS BENEFITS OF PARTICIPATION

- Increase Supply Chain knowledge
- Develop advanced decision making skills
- Learn how to effectively manage trade-offs
- Enhance cross-functional awareness
- Build effective teams
- Gain knowledge of how to put strategy into action
- Achieve national and international recognition
- Be rewarded for excellence in Supply Chain Management
- Become the Australian Supply Chain Champion

The Fresh Connection is a Global Competition now in:

Please contact us for information about becoming involved as a sponsor

Facilitated and endorsed by



Gold Partner



Media Partners



Print Partner



Sustainability Partner



THE FRESH CONNECTION

the ultimate supply chain experience

REGISTER
TODAY

HOW TO TAKE THE CHALLENGE

To participate your company first needs to form teams of up to 4 participants who will assume the functional roles of Purchasing, Sales, Operations, and Supply Chain. There is no limit to the number of teams companies can enter, and so there is also an opportunity to simultaneously conduct an internal competition.

Commencing 14 March, 2011, company teams will then for 7 weeks compete to make the best Supply Chain and Business Decisions. Each week teams will participate in one round as they are challenged to make the most effective decisions as opportunities and risks become evident. Decisions will be able to be made or adjusted at any time during the week, with a weekly leader board enabling teams to track their performance. Team members need not be co-located- making virtual team building a possibility. Typically 1-2 hours per week will be required.

At the conclusion of 7 weeks, the leading 20 teams will earn the right to participate in the National Final in Sydney. On 24 May, 2011 the finalists will battle it out over three final rounds of intense competition for the right to claim the title of:

2011 AUSTRALIAN SUPPLY CHAIN CHAMPION

"End-to-end supply chain optimisation can provide a sustainable competitive advantage"

Carter McNabb, Partner, GRA.

GRA

Supply Chain Strategy,
Planning & Execution

The Champion team
will win a trip to Italy
to represent both their
company and Australia in
The Fresh Connection
Global Final to be held in
September, 2011

TEAM REGISTRATION FORM

Company Name _____

Contact Person _____

Email _____

Address _____

City _____

Postcode _____

Phone No. _____

Mobile No. (optional) _____

WE WANT TO REGISTER FOR:

QTY

Pre-competition learning experience workshop – \$900 per person (\$990 inc. GST)
(During February & March 2011 in various locations, contact for details)

Post-competition Performance Evaluation Report - \$900 per team (\$990 inc. GST)

National Competition Team Entry - \$1,750 per team (\$1925 inc. GST)

Electronic Funds Transfer (EFT) – Please fax remittance advice to +61 2 9891 1220
A/C Name: Supply Chain Institute of Education and Research
BSB: 062 223 A/C Number: 10993830

Credit Card – Please debit my credit card listed below for the GST inclusive amount \$ _____
Card Type: AMEX / MCARD / VISA

Card Number _____

Card Holder Name _____

Expiry _____

/

Signature _____

Date _____

FOR FURTHER INFORMATION:

Contact **Matthew Gardner**

E: matthew.gardner@apics.org.au

P: +61 449 088 771 F: +61 2 9891 1220

W: www.thefreshconnection.com.au

(Registrations may also be made online)

PLEASE RETURN COMPLETED FORM TO:

apics c/o SCIER, PO Box 249
Parramatta NSW 2124 Australia

OR Email: matthew.gardner@apics.org.au

ABN: 16 062 326 907