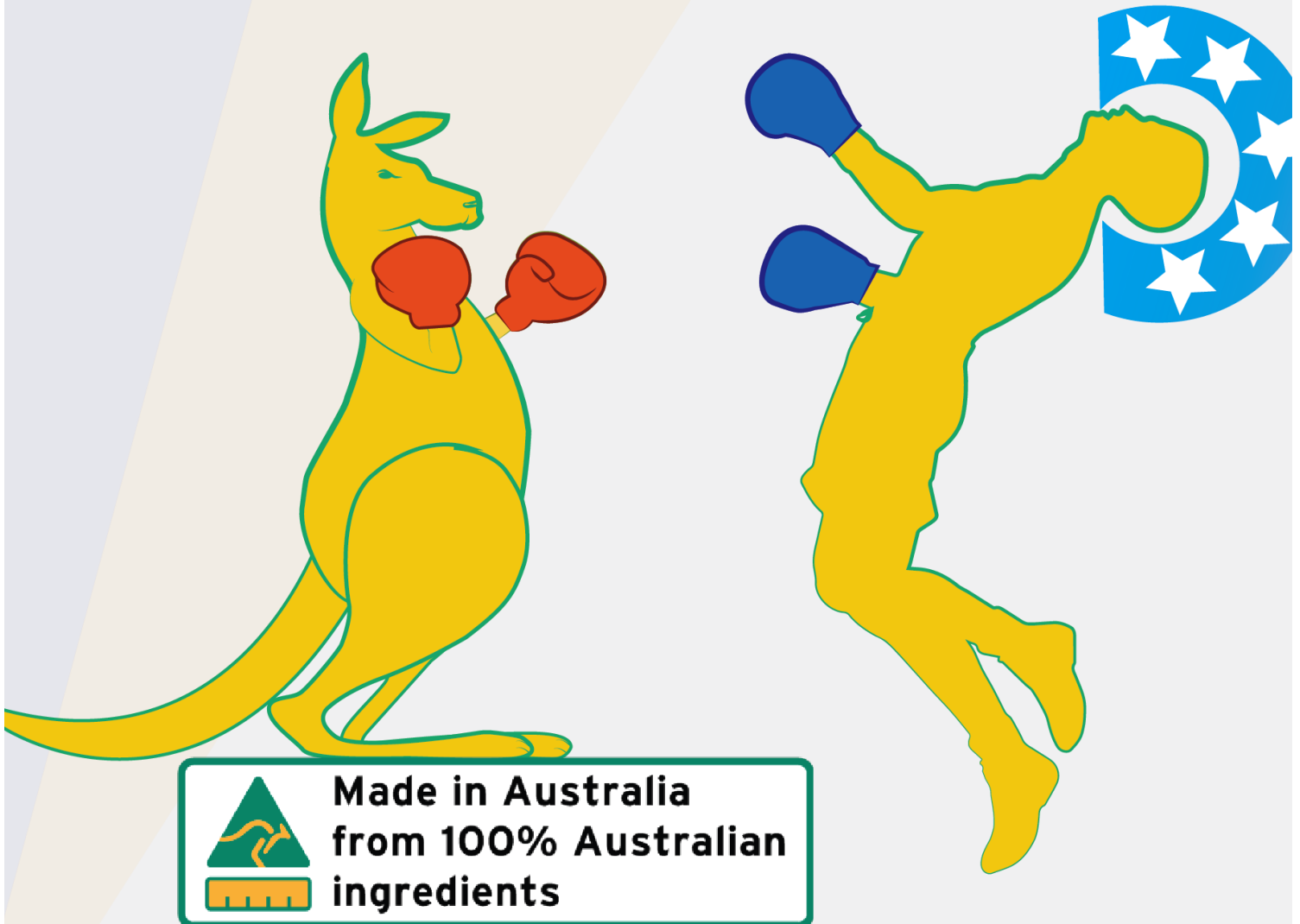


FOODLEGAL SYMPOSIUM

# Fighting for your Front of Pack

MELBOURNE CBD  
Thursday, 17<sup>th</sup> August 2017

8:30 AM – 1:30 PM



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# Speaker Profiles and Topics



**Joe Lederman** (FoodLegal)

Joe is the Managing Principal of FoodLegal Lawyers and Consultants specialising in Food Industry law and regulatory compliance

**Topic: Introduction and welcome**



**Nicholas Heys** (ACCC)

Nicholas Heys is the Deputy General Manager in the Enforcement Coordination Division of the Australian Competition and Consumer Commission (ACCC).

**Topic: Enforcement priorities and ACCC issues in relation to food**



**Charles Fisher** (FoodLegal)

Charles is a Principal of FoodLegal, and is the food regulatory and compliance advisor to leading Australian and international food and beverage companies including food regulatory issues and product risk assessment and advice in relation to new product development projects and product marketing campaigns.

**Topic: Front-of-pack war stories**



**Dr Greg Gambrill** (Sanitarium and AFGC representative on Health Star Rating Technical Advisory Group)

Dr Greg Gambrill has worked in the Australian food industry in operational and technical positions for more than 30 years, including R&D, manufacturing operations and corporate management. At Sanitarium Health and Wellbeing, he manages all company technical standards and systems in relation to procurement, manufacturing and distribution, and is responsible for regulatory compliance. Greg is currently a member of the Health Star Rating Technical Advisory Group, which oversees the technical aspects of the Health Star Rating algorithm.

**Topic: Food industry response and initiative in relation to front-of-pack and Health Star Rating scheme**

## **Dr Elizabeth Neale (University of Wollongong)**



Dr Elizabeth Neale is a lecturer at the University of Wollongong. Elizabeth's research interests include the evidence-based framework, particularly systematic literature reviews, in nutrition and the health effects of foods such as fish and nuts. Elizabeth has expertise in food composition databases. She completed her PhD in nutrition at the University of Wollongong in 2012 and is also an Accredited Practising Dietitian. Elizabeth served as a director at Landmark Nutrition, a nutrition research consulting company from 2012 – 2016.

**Topic: Connecting nutrients and whole foods in the Health Star Rating Calculations: What does the nutrition evidence base tell us?**

## **Rebecca Rees (Leading Food Marketer and Category and Brand Manager)**



Rebecca has more than 15 years' industry experience in Category Management, Space Management, Brand Management, Sales & Marketing Management, Strategy Direction, and Market/Shopper/ Consumer Analyst & Insights Management. With a strong understanding of academic, retailer, supplier and agency perspectives, Rebecca has worked within the market leading FMCG suppliers, Grocery retailers, Market Research and Data Agency companies, is currently the Managing Director of her own private consultancy company "InsightsDR", and is completing a PhD at Monash University.

**Topic: Why Innovation on the Front of Pack is not enough**

## **Mark Fletcher ( ShopScience )**



Mark is a director of ShopScience and a consumer decision specialist with over two decades' experience advising large corporations and government bodies on how to engage and influence consumers. His focus is the practical interpretation and integration of consumer insights from multiple primary and secondary sources, and in contextualising them via a journey mapping approach. Mark is the former head of insights at ANZ, and his extensive local and international consulting experience spans FMCG, retail and consumer services.

**Topic: New marketing insights on consumer perceptions and applications for Health Star Ratings and other front-of-pack opportunities**

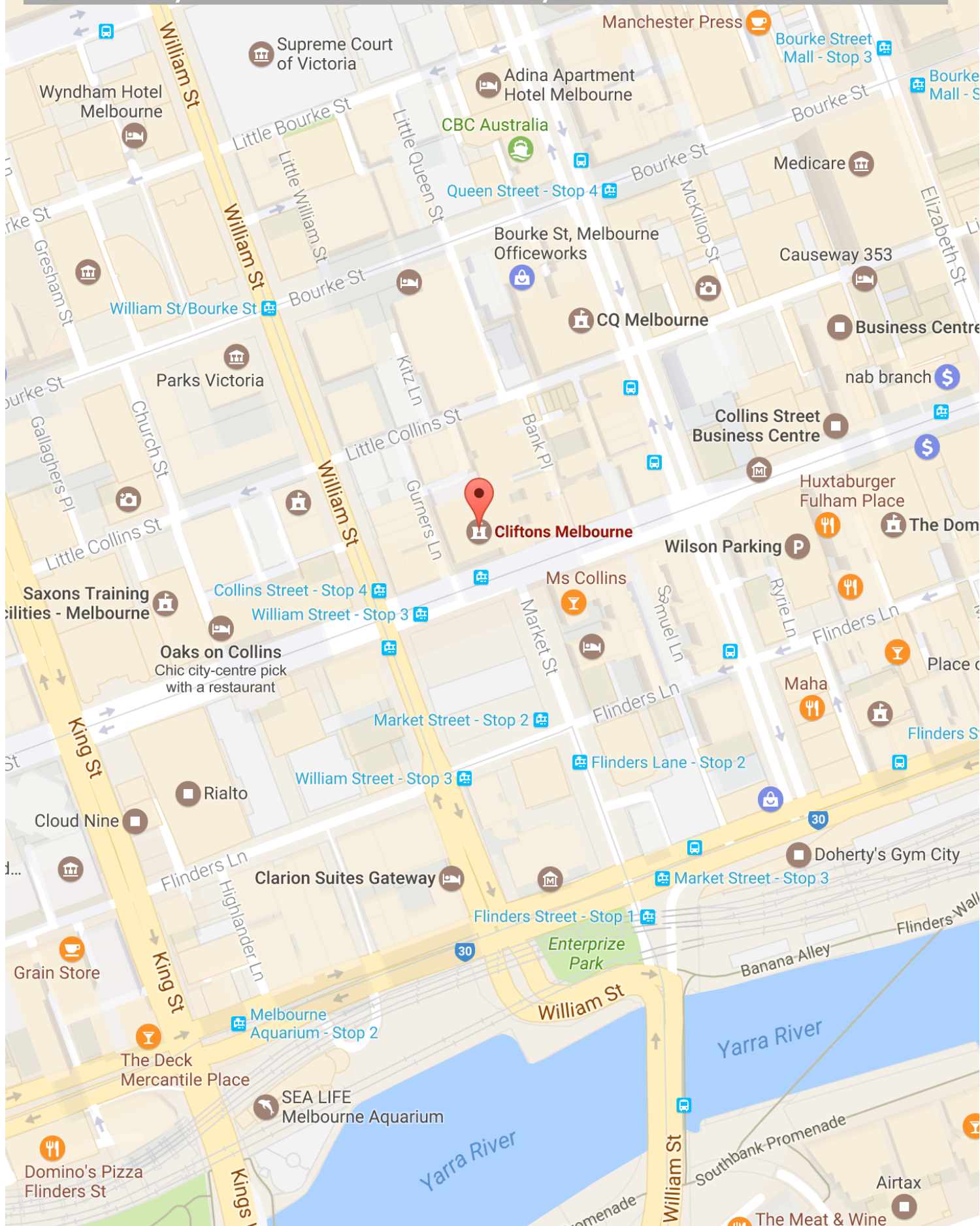
## **Dr Sameera Sirisena ( FoodLegal )**



Sameera Sirisena is a food science researcher at FoodLegal and a researcher in the school of Agriculture and Food, at The University of Melbourne, specialised in food chemistry. She recently received her PhD for studies of plant bioactive compounds including polyphenols, specifically examining their chemistry, bioactivities, bioaccessibility and colonic fermentation.

**Topic: Opportunities in food reformulation and new technological innovations**

# Level 1, 440 Collins Street, Melbourne VIC 3000







FoodLegal Symposium: New Food Standards Code 2015 Speakers Joe Lederman & Charles Fisher (FoodLegal) David Cusack (NSWFA), Chris Preston (AFGC), Cathie Humphries (FSANZ)



The Audience at FoodLegal Symposium 2015

## Attendee comments on past FoodLegal events

***“Lots of relevant and workable examples”***

*“Exactly what I needed!”*

***“Very informative. Every person involved in the food industry should attend”***

***“Very informative and provided a great insight”***

