

AHSPO

Journal



Association of Healthcare Supply and Procurement Officers

October 2024

The AHSPO Journal. The Voice of Procurement.



———— The Conference Wrap-Up Issue ————

The 2024 AHSPO Conference Review

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Membership Report

Total Registered Members: 469
Full Members: 380
Corporate Members: 61
Associates: 3
Life Members: 16
Industrial Liaison
Group Members: 10

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Jeff Bezos

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Snapshots



Australian Government's new SME procurement targets

New guidelines recently announced, effective July, mandate a higher target of sourcing from SMEs: 25 percent of procurements below \$1 billion and 40 percent of procurements below \$20 million must be sourced from our Australian suppliers.

SMEs play a vital role in creating innovation and economic growth in our country. Around 70 percent of Australian suppliers are SMEs, which will help develop our procurement sector. New processes will also be rolled out to help simplify the way the Government engages with SME businesses.

Snapshots

What's an Australian Business? New definition to majorly impact procurement

The federal government will create a standard definition of an Australian business, which aims to drive government spending on local SMEs. Without a definition, Australian companies seeking to win government tenders often struggle against large multinationals. The government released a consultation paper to ask what the definition should be. It's up for debate whether a company's primary business location, tax status and ownership are to be included.

Caliba Group rebrands as Argon & Co following integration

Caliba Group has rebranded to Argon & Co, following the acquisition of one of Australia's leading procurement consultancies. Caliba Group formally specialised in healthcare, heavy industry, transport, food and beverage, government and logistics.

Caliba Group was acquired by Argon & Co in November last year and has now transitioned fully to Argon and Co-Branding. This merger has expanded the smaller team to a powerhouse of 160 consultants with a global presence.

From STIs to severe pain: Australia has a medicine shortage 'problem'

This year, Australia has been facing a medicine shortage, which is impacting our access to vital treatments for STIs or chronic pain. Limited supplies are placing significant pressure on patients and healthcare providers.

There is also increasing pressure on procurement teams trying to secure or manage the dwindling supply of medical inventory. Procurement teams are scrambling to find alternative suppliers or manage limited stock. These supply chain shortages highlight the urgent need for stronger procurement strategies to ensure consistent access to essential medical supplies.

Inquiry to focus on Commonwealth procurement

A federal parliamentary committee has launched an inquiry into Commonwealth procurement contracts and how they are managed. This was in response to reports of mismanagement of several significant projects, including the Australian War Memorial and My Health Record.

The inquiry will investigate contract management, governance, performance measures, procurement expertise, and budget. The project aims to increase accountability and efficiency in government procurement. Watch this space.

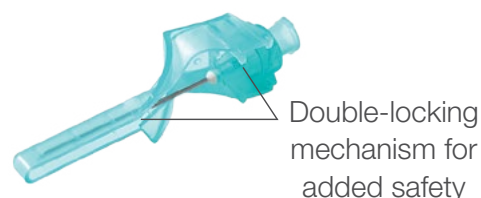
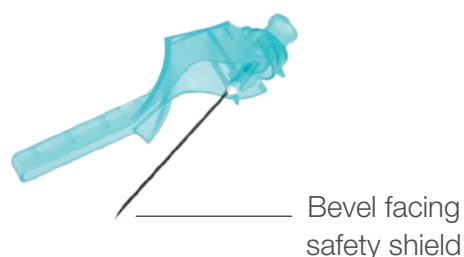


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President's Report

WELCOME TO THE OCTOBER JOURNAL

Welcome to the latest edition of the AHSP0 Journal. The spring edition is always one of my favourites, coming after the Annual Conference. It offers us the chance to reflect on the event and the great speakers we heard from.

ALDO SANTO
PRESIDENT

In this edition you will find a comprehensive wrap of the event with summaries of each session and the usual infamous photos from the Gala evening. The consistent theme that emerged was that while technology is changing how we manage procurement, and particularly while AI will have a huge impact - there will always be a place for human intelligence. We need to retain our emotional core.

Speaking of emotional core. I'd like to make a special mention of our newest Life Member, Joe Hackett. Joe has been an invaluable part of our association for many years - congratulations and well deserved.

Finally, as we move towards the end of the year, there is a lot happening in the association. We appreciate the feedback you provided at the Conference, and we continue to plan our education and events programme. We look forward to sharing updates later in the year.

As always, look after yourselves and each other.

A stylized, handwritten signature in black ink, consisting of several loops and a long horizontal stroke at the end.

ALDO SANTO
PRESIDENT

Building Inclusive Economies

THROUGH SOCIAL PROCUREMENT

Inclusive employment involves adjusting workplace practices, policies, and culture to better support sustainable employment for individuals facing challenges.

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Understanding Inclusive Employment

Inclusive Employment refers to a proactive approach aimed at addressing barriers to work. It involves adjusting workplace practices, policies, and culture to better support sustainable employment for individuals facing challenges.

Social procurement plays a crucial role in fostering inclusive economies. As a buyer, your purchasing decisions can directly impact employment outcomes and business growth for those who have encountered obstacles to full economic participation. By purposefully seeking value beyond mere transactions, you contribute to creating opportunities for a wider group of individuals.

Stimulating Economic Growth – The Ripple Effect

Increasing inclusive employment has broader implications for economic growth. When employment opportunities are distributed fairly across society, it stimulates economic activity. This, in turn, leads to greater productivity, higher incomes, and increased purchasing power.

Moreover, the impact of inclusive employment extends beyond the individual. When a formerly unemployed person secures a job, the positive effects ripple through their family and wider community, reinforcing the foundation of inclusive growth. By promoting inclusive employment practices, organisations contribute not only to their own success but also to the well-being of society as a whole.



Groups that are not fairly represented in the workplace can vary according to context and location

Who are the target groups for Inclusion?

There are many reasons people may face barriers to work or to economically succeed. Groups that are not fairly represented in the workplace can vary according to context and location but can include:

- Indigenous people
- People with a disability
- Young people at risk of disengaging with work and/or education

- Mature people (50+)
- New migrants and refugees
- Long term unemployed people (6 months+)
- Women in non-traditional roles.

During the COVID pandemic, more young people and women lost work than other groups and they have also faced greater barriers getting back into the workforce.

Being inclusive is good for Business too

Inclusive workplaces are not just a moral imperative but also a strategic advantage for businesses. Embracing inclusivity within teams fosters a diversity of perspectives, innovative solutions, and a breadth of thinking that can drive organisational success.

Inclusivity empowers employees to bring their complete identities to their roles, creating a sense of safety and belonging. This has a profound effect on workplace culture, enhancing staff retention and overall wellbeing. An inclusive environment is characterised by its ability to respect and value the unique contributions of all its members, thereby enriching the corporate ethos.

Contemporary international research indicates a shift in workforce priorities, with inclusivity becoming a decisive factor in employment decisions. Job seekers are increasingly drawn to organisations that resonate with their personal values. The expectation for employers to commit to sustainability and inclusivity is growing, with potential employees scrutinising these aspects when considering their career options.

Organisations that prioritise inclusivity not only stand to improve their internal dynamics but also position themselves attractively in the competitive job market. An Australian study by the Diversity Council of Australia¹ supported international findings and also reported on Australian attitudes to inclusion and the benefits for employees. Some of the key takeaways include:

- 3 out of 4 Australian workers support or strongly support their organisation taking action to create a workplace which is diverse and inclusive.
- If you work in an inclusive team, you are:
 - 10 times more likely to be highly effective than workers in non-inclusive teams
 - 9 times more likely to innovate
 - 5 times more likely to provide excellent customer/client service
 - 19 times more likely to be very satisfied with your job than workers in non-inclusive teams
 - 4 times more likely to stay with your current employer
 - 2 times more likely to receive regular career development opportunities.

How can organisations make positive change in the workplace? Here's our advice for organisations wanting to focus on Inclusive Employment:

Assess your current workforce composition

Understand your current workforce population before setting your inclusivity goals. Introduce robust reporting mechanisms to stay accountable and support your growth as an inclusive organisation.

Put it in your corporate strategy

If you are committed to an inclusive workforce then it needs to be in your corporate strategy. It's important that the strategy is produced and implemented by your leadership team, and is communicated regularly across your organisation.

Make champions across your business

Once your updated Corporate Strategy has been rolled out, you'll need champions throughout your business. When people feel ownership over the strategy, they will believe in it and start to live it's values.

Take a look at your recruitment practices

Look carefully at if you are excluding people through your recruitment practices, and how you can change those recruitment practices. Often, hiring managers will include a longlist of every ideal experience level, qualification and character trait, which is unrealistic for someone trying to enter or re-enter the job market. Filter your requirements to what you actually need versus the nice-to-have's.

Enhance your Employee Value Proposition (EVP)

Do you know what your Employee Value Proposition is? Crafting your EVP requires you to look carefully at the tangible and intangible reasons that people love to work at your organisation. You should look at the pathways into and through your organisation, values, employee benefits, inclusion and culture. Once you have your EVP – make sure your team can tell that story. Involve your HR, recruitment and marketing teams to find ways to convey your value proposition and inclusivity to potential employees.

Focus on your workplace culture

It is really important to look at culture and a really great starting point could be initiating Indigenous cultural awareness training, disability awareness training or mental health first aid training. However, culture change is more than training – it's a commitment to a change process that needs to be embedded into policy and practice.

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Conference 2024 Wrap



Members and sponsors gathered from August 17th to 19th for three days of learning, networking, and fun at the conference. This year's focus was on how technology impacts the medical procurement space and how to adapt to the challenges and changes tech is having in our industry. Read further on in the conference wrap to find out more.

What truly makes this conference unique each year is the incredible community of members who join us. Our leadership team deeply appreciates the time and energy you dedicate to making these few days together so memorable.

Aldo greeted us with his usual joviality introducing MC Emily Rice, who kicked off Day One by discussing how technology has changed journalism. Emily shared that today many journalists now use the Otter app to automate transcriptions, but Emily still prefers the old-school of writing by hand - demonstrating how all industries, including health procurement, are now shifting ways of working because of the impact of technology.

We've already begun to notice these shifts in our industry, and they became a major discussion point throughout the conference. The development of new technology is set to change how we work, which can be confronting. However, we're grateful to have this strong community where we can come together as an industry group to face these challenges. By connecting, sharing, and collaborating, we can confidently navigate the road ahead.



Aldo Santo, the President of AHSP0, warmly welcomed everyone as he opened the supplier expo, where suppliers from across Australia gathered to showcase their products and services. This event provided brands with a fantastic opportunity to network and connect with potential clients, setting the stage for future collaborations.

We were also privileged to hear from Surf Coast Shire Deputy Mayor Cr Mike Bodsworth, who spoke passionately about the vital role medical procurement plays in our society and the broader impact this conference has on the Lorne region.

The evening was spent in good company, networking and socialising with peers and industry professionals around the sponsor stands, creating connections that will benefit us all in the years to come.



Welcome to AHSPPO 2024!

Aldo Santo, President of AHSPPO

Aldo opened Day Two by honouring Joe Hackett as a Life Member of AHSPPO. Joe has significantly contributed to the medical procurement space and was deservedly recognised. Aldo then introduced the theme of this year's event, discussing how technology impacts the industry and how we work. Aldo emphasised the importance of collaboration and learning from one another to adapt and prepare for the challenges ahead.



Platinum Sponsor Address: Coregas

Alan Watkins

Executive General Manager, Coregas

Our partner, Coregas, kicked off the day with an engaging session led by Alan Watkins, who tackled the hot topic of AI and its transformative impact on the way we work.

Alan began by exploring the rapid rollout of new AI technologies. He highlighted examples like ANNA, an AI banking program that can open a bank account in just 3 minutes, and an AI lawyer capable of providing personalised legal advice based on structured data.

While learning just how advanced AI technology has become is slightly unsettling,

Alan made some compelling points about its practical benefits. For instance, did you know AI can teach robots to perform their tasks more efficiently? AI-powered robots can use cameras to understand their surroundings and learn new skills. We've already begun automating many aspects of the procurement process, from stacking cranes and picking robots to autonomous mobile robots and pallet conveyors.

However, it's crucial to remember that AI is still rapidly evolving and far from perfect. It doesn't always get things right, and there are still significant ethical concerns, particularly around AI's ability to fully understand the morality of its actions. Despite these limitations, AI is expected to eliminate 25% of the administrative workforce in the coming years, underscoring its profound impact on the future of work.

A Leap Into The Future

Stephen Yarwood, Futurist

Our keynote speaker on Day Two was the brilliant Stephen Yarwood. A man of many talents, Stephen is a former Lord Mayor, urban developer, scientist, and futurist. He shared his insights on futurism and our evolving relationship with technology.

Stephen began by challenging us to adopt the “Long Now” mindset, which considers the long-term impacts of our actions and decisions. He encouraged us to think beyond immediate concerns and to reflect on how our choices will affect the next 10,000 years. A key point he raised was the need for greater diversity in positions of power to drive meaningful progress. He urged us to prioritise the greater good over personal gain, both in our personal lives and leadership roles.

Stephen emphasised how technology is already happening all around us.

“Technology is constantly evolving. It’s not all about binary digits. You’re sitting on technology, and these lights are technology. It’s about scientific progress and evolving things to the betterment of society.” Technology does not have to be framed as our enemy. Instead, it should be used as tool for implementing change.

Rather than predicting the future, Stephen emphasised that being a futurist involves making different choices today. He invited us to think more about the long-term consequences of our actions and to adapt our approach to technology. Stephen acknowledged that new technology can be intimidating, but he encouraged us to engage with it more playfully and to work on enhancing our tech literacy.

Stephen pointed out that we often overestimate technology in the short term and underestimate its long-term impact. He revealed that the rapid pace of technological development will propel us into the next era of human history very soon. The next generation will be smarter and more efficient, driven by AI.

He revealed that we are on the brink of a new era, driven by rapid technological development and AI. In just 20 to 30 years, the next generation will be

smarter and more efficient, with AI playing a central role in our daily lives.

He predicted that AI will soon integrate into the operating systems of our phones and computers and that humanoid robots might become common in our homes. Workplaces will increasingly be connected to AI, which is here to stay. While many companies already incorporate AI, Stephen cautioned that it won’t remain free forever. He advised us to explore and experiment with AI while we still can.

Stephen also warned that those who resist AI



Stephen also warned that those who resist AI risk falling behind

risk falling behind, likening it to using a horse and carriage when cars are available. However, he acknowledged that AI still has limitations, including:

- Machine hallucinations can lead to nonsensical or inaccurate data.
- Generic and often unoriginal AI-generated content.
- A need for emotional intelligence and empathy.
- Challenges with ethics and trust in AI’s accuracy.

Stephen stressed that the most concerning loss in the age of AI is the human touch and customer service. He advised that we embrace our humanity, empathy, and intelligence. “In the future, emotional intelligence, personality and charisma is going to be the key”. Regarding career progression, AI will be more integrated into our workplaces in the future. AI will play an increasingly important role in our workplaces. AI cannot replicate these qualities. Human customer service and relationship-building are irreplaceable, which is our strength.

Looking ahead, our industry must come together to overcome the challenges posed by AI and rapidly advancing technology.

Technological Transformation in Logistics

Shane Grundy, South West Health Care

In the next session, Shane Grundy, Warehouse Logistics Manager at South West Health Care, shared insights into some exciting projects, including the development of the Regional Logistics Distribution Centre. He emphasised the positive impact that technology has had on their organisation, from reducing costs to boosting productivity and improving staff morale.

Shane began his presentation by introducing a series of innovative initiatives:

- A 100-kilowatt solar system
- Two 15,000-liter water tanks
- Electric charging stations
- Drinking stations
- New automation in the linen department
- Dematic Autostore X10 robots
- Enhanced pallet racking
- Dust cleaning and sterilisation capabilities

These systematic upgrades, which came with a price tag of \$10.5 million, have already started paying off. Shane highlighted how the new machinery and technology have not only increased productivity but are also expected to generate long-term savings. For instance, the upgraded pallet racking has expanded storage capacity and improved space organisation, offering 122 grid spaces with room for additional pallets.

One of the standout advancements is the introduction of robot picking. This system efficiently sorts items from A to D, with the most frequently used items organised in a grid. The robot then retrieves the selected product, presenting it in a carousel for picking. This streamlined process not only enhances efficiency but also reduces the number of worker touchpoints, creating a safer work environment, minimising injuries, and boosting employee satisfaction.

Despite the overall success, Shane acknowledged a few challenges, such as the system's inability to track expiry dates and an incident where a robot damaged a charger on its first day of operation.

Another minor drawback is that stock replenishment now takes longer, as it requires manually counting the items being placed into the tote.

With the successful integration of these new technologies and systems, Warrnambool Healthcare is well-positioned to continue achieving remarkable progress.



Creating Better Data Standards

Michel Hulzebos, GS1 Healthcare

As a major player in global data standards, GS1 is pivotal in guiding us through the digital age. Michel Hulzebos shared valuable insights on how enhanced data standards can significantly boost the efficiency of supply chains and the healthcare system.

Michel explained how GS1 Healthcare collaborates with various stakeholder groups, including government entities, industry associations, and solution providers, to co-create improved operational practices and procedures.

He then addressed the current challenges facing healthcare supply chains, such as:

- The need for more reliable technology
- Time-consuming manual processes
- Inefficient inventory management
- Underdeveloped support and processes
- Insufficient tracking of inventory

Michel highlighted that these supply chain shortcomings negatively impact the health system and place additional pressure on healthcare workers. This strain is even more pronounced in Australia, where there is already a shortage of healthcare workers. Caregivers are burdened with slow resourcing, inefficient recalls, and high levels of inventory waste, all of which put patients at risk.

To tackle these issues, Michel suggested that GS1 could assist in implementing identification systems, such as barcodes. The advantages of using barcodes are that they can aid in inventory identification and help establish more efficient stock management systems.

Location tracking is a method for enhancing inventory management. Its benefits include improved visibility and the ability to communicate through visual data, which speeds up the entire supply chain process. Barcodes also reduce the likelihood of errors, such as dispensing incorrect medication or health devices to patients.

GS1 offers comprehensive guidance on implementing UDI programs and barcode systems to ensure compliance with regulatory requirements.

However, Michel noted that one of the main challenges companies face when adopting new systems or technologies is providing effective change management for employees, enabling them to adapt to new ways of working.

Michel's presentation discussed the importance of exploring new approaches and innovation strategies. Being open to new ways of thinking and working keeps our businesses competitive and future-proofs our processes.



The Challenges of Product Innovation in Healthcare

Victoria Harvey, HealthGuard

Victoria Harvey's presentation offered a compelling perspective as a business owner navigating the challenges of introducing products into the medical and healthcare space.

Victoria is the Chief Operations Officer at HealthGuard, a company that provides biotech solutions across a range of products. One of the services she has been focused on bringing to market is MGUARD+, a treatment applied to textiles like carpets, pillows, blankets, and curtains during manufacturing. This treatment creates fabrics resistant to bacteria and infections.

Victoria explained that MGUARD+ operates on a value-based model, which saves money in the long run by preventing infections. A study conducted in a long-term care brain injury ward showed a significant reduction in healthcare-associated infections when regular linens were replaced with MGUARD+-treated fabrics. The study also found a 27% reduction in antibiotic use with the treated textiles.

However, Victoria has found that entering the healthcare market, particularly hospitals and healthcare facilities, has been a challenging process.

Some barriers Victoria has faced getting her product into the market are:

- Meeting product evaluation criteria
- Pitching to the right person can be challenging
- Guidelines and Tenors are updated all the time
- Often present products to clients who want to reverse engineer products to make them cheaper

Despite the barriers that Victoria faces, it is evident that she possesses a strong belief and work ethic to support her products. Victoria has some big goals, and we are excited to see where she goes with her bio-tech solution products in the future.



TGA Step Forward for Procurement Supply Chain Reform

Tracey Duffy, TGA

Our final speaker on Day Two was Tracey Duffy from the Therapeutic Goods Administration (TGA), Department of Health and Aging. Tracey's session was filled with insights on various projects, reforms, and strategies that the TGA is preparing to implement.

The TGA plays a critical role in both pre and post-market medical device reforms, ensuring that consumer-focused changes benefit patients and the devices they depend on. Tracey provided an in-depth look at several key projects currently underway at the TGA, including:

- Strengthening powers to request information during clinical trials involving medical devices
- Developing Unique Device Identifier (UDI) Guidelines
- Collaborating with app developers to ensure compliance with TGA guidelines
- Reviewing the necessity of paper instructions for medical devices with stakeholders
- Planning future consultations on the use of AI in the sector
- Enhancing standards for plastic surgery, particularly regarding breast implants

Tracey also shared a compelling story about how the EU's stringent regulations on medical devices are disrupting the procurement sector. The significant costs and challenges associated with recertifying products in Europe have led us to reconsider our approach. Now, as an industry, we face a pivotal decision: Should we continue pursuing EU certification or shift our focus to markets with more flexible requirements? The direction we choose will undoubtedly shape the future of our industry.

Tracey's speech provided us with valuable insights and highlighted key industry trends on behalf of the TGA, which was both informative and engaging.





The Strength of Community

Charity Speaker, Anglesea Community House

This year, we supported Anglesea Community House as the AHSPO Local Charity. Learning about the admirable work and community engagement of Anglesea Community House has left a lasting impression on us. The fact that 50 per cent of the town has a connection to the house is awe-inspiring.

The Anglesea Community House engages in various meaningful initiatives, including creating pouches for kangaroos, producing sanitary pads for Pacific Island countries, and conducting a Fire Safety Assessment program to assist the elderly in preparing for bushfires.

Aldo Santo proudly presented our local charity speaker with a \$3,500 contribution to the charity. Keep up the good work, guys!



Med Tech Rapid Advancements Driving Impactful Change In Our Supply Chain

Shelley Jackson, Australian Medtech Manufacturing Centre
& Dr. Craig Neylon, Industry Capability Network (ICN)

Our first session on Day 3 was a dynamic double feature with Shelley Jackson from the Australian Medtech Manufacturing Centre and Dr. Craig Neylon from the Industry Capability Network (ICN). We gained valuable insights into the fast-evolving world of med-tech and its rapid advancements.

Shelley opened the session by discussing the projects and goals that the Australian Government is actively pursuing. The Australian Medtech Manufacturing Centre aims to increase public interest in health technology while also expanding the industry.

According to Shelley, the government is committed to manufacturing more medicine and medical technology within Australia. The organisation has invested in 35 local med-tech manufacturers, contributing to the growth of our medical procurement industry and the broader economy.

Shelley also highlighted several key initiatives undertaken by the Australian Medtech Manufacturing Centre, including:

- Facilitating med-tech networking
- Developing med-tech manufacturing skills
- Partnering with MedTech Skills and Device Hub
- Empowering clinical staff, in collaboration with Safer Care Victoria, to drive innovation in health technology

She also addressed the challenges facing the med-tech industry. While Australia is a leader in medical research, our manufacturing sector still needs further development, investment, and resources. Shelley suggested encouraging entrepreneurs to invest in local SMEs and advocating for policy reforms that support biotech innovators.

Next, Dr. Craig Neylon from ICN spoke about ICN's crucial role in the supply chain. ICN is an independent body that develops policies and

connects suppliers with logistics companies seeking partnerships. ICN also assists companies in meeting compliance requirements, particularly in sourcing from local suppliers.

ICN strengthens the supply chain by:

- Administering the Local Jobs First policy
- Raising awareness of local med-tech groups
- Operating ICN Gateway, which connects suppliers with potential contracts
- Hosting networking events to foster relationships between suppliers, manufacturers, and health buyers
- Producing the Victorian Manufacturing Directory
- Assisting with compliance and reporting goals

The session was highly informative, showcasing the promising future of Australia's manufacturing and biotech sectors.



Managing Change Management in the Time of Digital Transformation

Neil Rodaway, Health Share Victoria (HSV)

Neil Rodway was the next speaker, representing Health Share Victoria (HSV), an independent public sector provider of the supply chain, procurement and corporate services to Victoria's public health services. Health Share facilitates opportunities for health suppliers to secure contracts for delivering essential goods.

Neil explained that HSV has adapted its customer model to focus primarily on budgeting. While they also prioritise innovation and meeting targets, cost reduction remains the most critical objective.

Neil discussed several ways in which Health Share Victoria is helping clients reduce costs, including risk mapping, earthquake monitoring, and assisting in sourcing medical devices for health services.

Health Share's efforts in cost reduction can also help businesses become more innovative and profitable in the future. Additionally, Health Share aids businesses by conducting workshops on procurement activity planning and pharmaceutical strategy. These efforts play a crucial role in shaping budget forecasts and strategies for implementing a more efficient supply chain, ensuring that inventory is delivered on time, accurately, and within the planned budget.

Neil also shared his thoughts on the future of medical procurement, noting that while AI has potential, it must be used purposefully to ensure the benefits outweigh the costs.





Keynote: Driving Leadership with Purpose

Cameron Ling, AFL Legend

On Day Three, our closing keynote speaker was footy legend Cameron Ling. Accomplished in radio, football, and personal life, Cameron delivered a motivational and moving speech.

Beyond his visible achievements, Cameron's passion for leadership and team building was evident. He emphasised that his success results not just from hard work but from leading with purpose.

Cameron reflected on how every single player was essential to the overall success of the team. "For us, it was that every single player was going to play, join in and be committed to every single part of the game".

He also highlighted that understanding a person's character beyond their performance or skills is

essential for success. A special part of Geelong was they really prioritised seeing the player as a whole person and treated them like one, instead of someone who could just be interchangeable.

Cameron used the Geelong Football Club's strategy as an example for recruiting players based on their values and morals. He explained that having the right team members can significantly enhance an organisation's culture and performance. However, he acknowledged the risks involved, stressing the importance of evaluating whether investing time in developing a player—or team member—is truly worthwhile. Similarly, in our workplaces, fostering a positive team culture often means selecting members who embody the organisation's values.

He then shared several leadership lessons he learned as the team captain of the Geelong Cats:

The Importance of Practice: Cameron recounted a story about Brad Ottens, a ruckman with potential who was initially underperforming. Despite this, Ottens diligently practised bounces and stoppages with his teammates, leading to significant improvement. His dedication culminated in a standout performance in the grand final, illustrating how consistent practice prepares us for high-pressure situations.

Seeing the Bigger Picture: Cameron reflected on a Finals loss caused by a lapse in concentration and teamwork during a critical moment. The lesson was that, in high-pressure situations, maintaining awareness of the bigger picture and understanding our role is essential for success.

Developing and Challenging Your Team: Cameron and his coach pushed their team members to not only perform but also to grow as individuals, embody

the club's values, and serve as role models. This approach highlighted the importance of leadership in fostering both personal and professional development.

Cameron concluded his speech with a truly insightful reflection on Geelong's approach to players: "Well, I think as part of a really great football club culture, you actually let them be who they are and let them have their own personalities within that. Now, if any of that personality goes bounces completely outside of certain standards that you expect and certain behaviours that you expect, well, you have to build them up."

Through his presentation, Cameron Ling provided valuable insights into team building, self-development, self-awareness, and leadership, offering lessons that can transform team performance.

“

Well, I think as part of a really great football club culture, you actually let them be who they are and let them have their own personalities within that...





Leading in times of change

Aldo Santo, President of AHSP0

In his closing address, Aldo extended his thanks to all the AHSP0 members who attended the conference. He also expressed appreciation to the keynote speakers and presenters for delivering excellent sessions. Those interested in accessing any presentations or slideshows should visit the AHSP0 website.

Aldo also praised the AHSP0 committee for their hard work in organising the conference each year and thanked the sponsors for their invaluable support.

In closing, Aldo announced next year's conference will have the theme **"Leading in Times of Change."** This theme will explore how the medical procurement industry is evolving at a structural level, and how we must adapt to new working methods. Thanks to all who attended the Conference, we can't wait to see you next year.

You've Helped Us Measure Up. Thanks For Your Feedback.

SURVEY RESULTS

AHSPO Member Survey 2024: Findings Summary

WORDS BY JAIME WATTS, STAFF WRITER

At AHSPO we're focused on professional and personal growth, and the same thinking can be applied to the organisations own growth. With this in mind, it was with much excitement that we conducted our annual feedback survey. This year we delivered it digitally, and opened up to broader feedback.

The survey itself aimed to understand more about our members, the content and news you like to engage with, and most importantly what you enjoy about AHSPO and what you need from our organisation.

The survey was extremely helpful in identifying our strengths and areas for improvement within the program. It also provided valuable feedback from our members, giving us insights into your preferences and suggestions for future enhancements.

Full results will be shared. Here are some highlights.

We learned that 71% of members have read the latest journal, showing its continued importance as an information source for procurement. The top suggestions for improving the journal included featuring more guest contributor articles and industry updates. We are taking note of these

71% of members have read the latest journal.

suggestions for upcoming editions of the journal and would love to hear more ideas from our members.

We also discovered that the majority of our members have worked in the medical procurement for 15-20 years. This highlights the need to attract younger members to our association and, importantly, the opportunity to share deep experience and knowledge with the next generation of procurement professionals. Bringing in younger professionals will help diversify our peer group, creating a more inclusive representation of our industry, which aligns with AHSPO's mission.

While most members are aware of our Education Program, there is still room for growth. Member feedback reveals an appetite for in-person training opportunities to complement existing online offerings. It's also revealing that the top channels for procurement news remain email newsletters, followed by general news sites. AHSPO acknowledges the opportunity to connect further with our members through website and email content.

ArcBlue training continues to be available and we encourage all of our members to take advantage of this free resource.

Continuing the theme of in-person events, the annual conference continues to be our flagship event. Survey results show both corporate and full members see value in the event, and also have a great interest in more networking and social events. As procurement professionals we all appreciate the importance

54% of respondents
wanted more networking
and event opportunities.

of networking with suppliers and like-minded individuals and we'll endeavour to offer more of such opportunities in the future.

Thank you to those who responded to the survey. We value your feedback and wil use these insights to continue improving how we serve our members.



Join the AHSPO LinkedIn Community

“Bringing together passionate minds to discuss and debate topics dear to all our hearts is brilliant for us as individuals in procurement and for the profession as a whole.”

ALDO SANTO, PRESIDENT

[linkedin.com/company/ahspo](https://www.linkedin.com/company/ahspo)



Follow us to
keep up to date

Social Pages

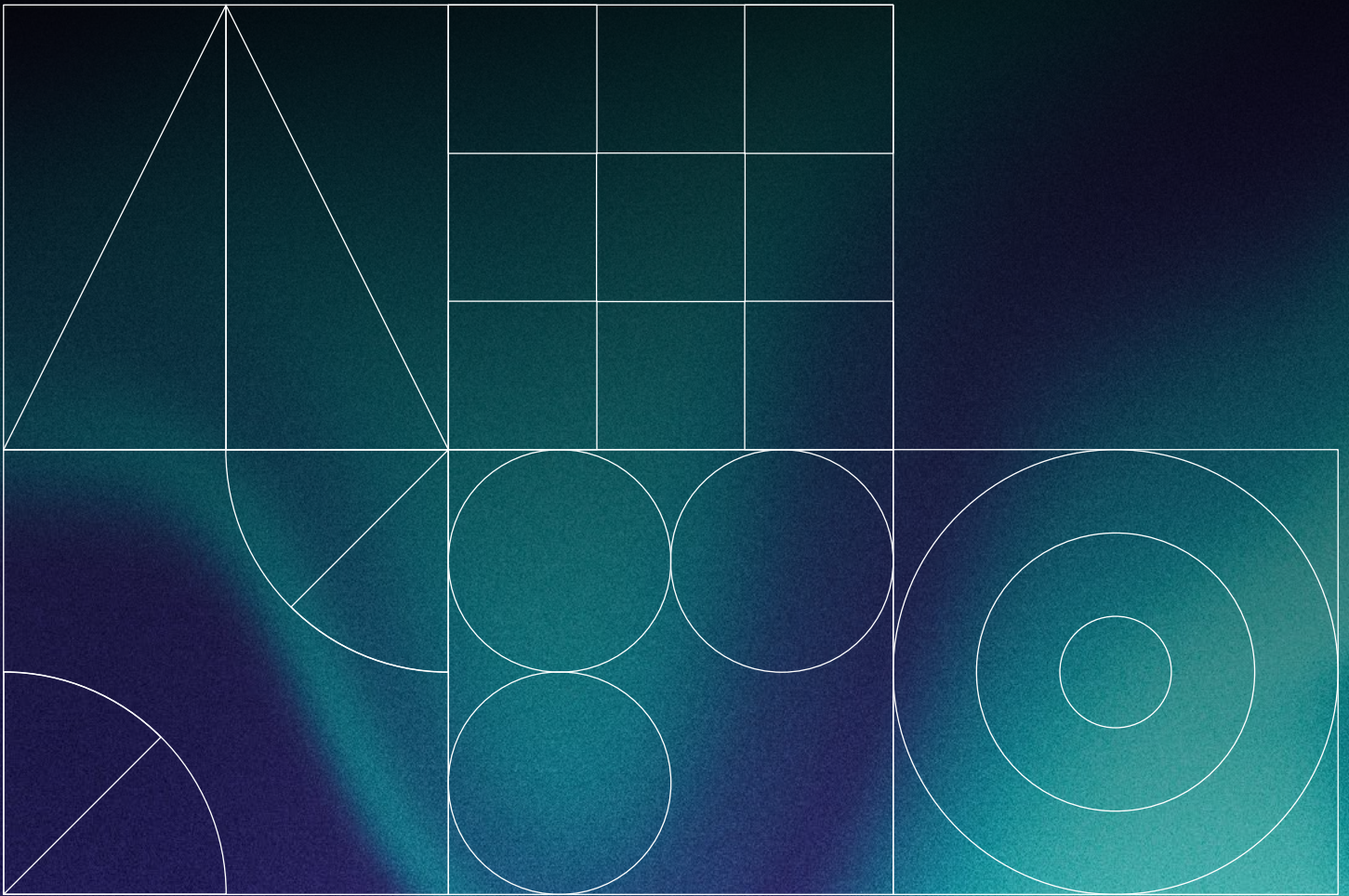
CONFERENCE 2024

Here are some of our favourite shots from this year's conference. See if you can spot yourself and your friends!









35th Annual Conference
13 – 15 August 2025

Sponsorship Opportunities

Leading the way in times of change

Why Partner With Us

Every year, the annual AHSP0 conference brings together key players in the healthcare procurement industry for three days of networking, learning and connecting.

The AHSP0 conference is a premier opportunity to showcase your brand and leave a lasting impression amongst Australia's experienced healthcare supply chain professionals. When you sponsor the AHSP0 conference, you will have the unparalleled opportunity to market directly to potential customers, and build network connections across the industry.

AHSP0 members are highly connected, influential and engaged participants in the supply chain community. By becoming a sponsor, you'll gain direct access to our network, opening doors to valuable partnerships, collaboration and industry insights.

Here are just some of the benefits of becoming a sponsor:

- Advertise twice in our industry publication, the AHSP0 Journal.
- A NEW central location sponsor stand, new size stands for Top 5 Sponsors, as well as a new floor plan overall for this year's AHSP0 Conference.
- Use our LinkedIn following to extend your reach.
- Free corporate membership for your company unlocks access to networking events, workshops, educational content and more.
- The opportunity to promote your company's name and offerings throughout

Take advantage of this limited opportunity to become a sponsor of the AHSP0 Conference in 2025!

About the Conference

The Association of Healthcare Supply and Procurement Officers has been around since 1956, supporting and championing the professional growth of our members.

We give our members access to events, workshops, and educational opportunities, allowing them to network and strive for excellence in the supply chain industry. We also focus on ensuring all facets of the supply chain are ethical and modernised with new approaches and ways of working.

THIS YEAR'S EVENT

Leading the way in times of change.

Join us for the 35th Annual Conference, where we will explore the major structural shifts in our industry and how change is being navigated across Australia.

CONFERENCE FAST FACTS

150

delegates attend each year

Key roles

Procurement leaders, Purchasing Managers, Procurement Managers, CPAs and more.

20+ years

Deeply experienced audience:
42% of respondents have
20+ years of experience

50+

sponsors

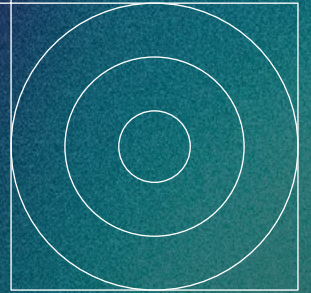
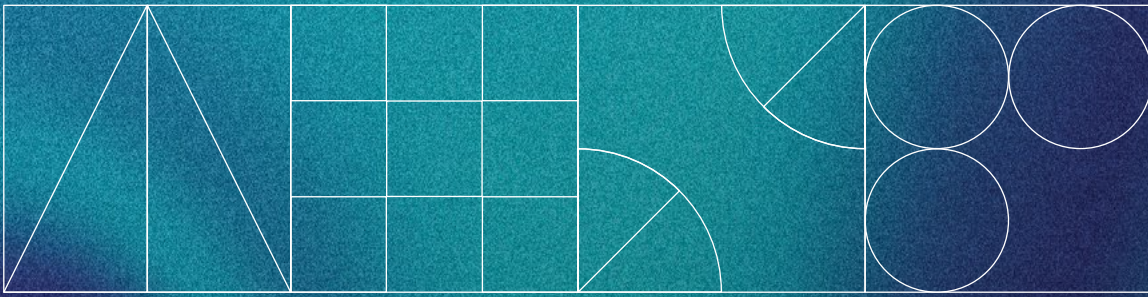
41%

of respondents said networking and the AHSPPO conference was primary reason for membership

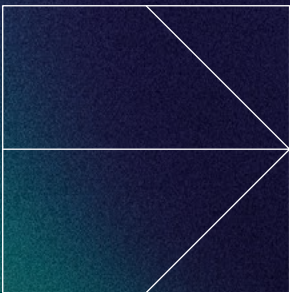
Notable speakers

Notable keynote speakers over the years: Kevin Sheedy, Alicia Camplin, Stephen Yarwood, Cameron Ling, Jo Stanley

Interested in becoming a sponsor? Explore the prospectus for further information on sponsorship opportunities.



How To Apply For Sponsorship



If you are interested in becoming a sponsor, follow the instructions below.

Sponsorship opportunities registration will be via Eventbrite, which you can access by following this link:

<https://bit.ly/3U4QQUV>

The link is not live until the 13th November 2024 at 12pm AEDT.

The password to access is:

Platinum Sponsorship

EXCLUSIVE

\$18,000
Investment

WHAT'S INCLUDED

- A new larger **6m x 6m** Platinum Stand space at the center of the trade space.
- An opportunity for one of your company representatives to make a 10-minute presentation at the opening of day two of the conference. The opening should preferably be relevant to the conference theme.
- Naming rights to the Thursday evening Gala Dinner. Wait staff will wear polo shirts supplied by you, with your company logo.
- AHSPPO will promote your company with at least 1 post to feature on the AHSPPO LinkedIn page.
- Full conference registration for 4 company representatives (includes attendance at all AHSPPO official conference sessions and AHSPPO sanctioned social events).
- Invitation for 1 extra company representative to attend the Gala Dinner Thursday evening (accommodation not included).
- Your company will be introduced during the final "Magic Minute" conference presentation.
- A 100-word profile will be featured for 12 months, along with your corporate logo on the AHSPPO website.
- Your logo on speaker lectern.
- Fascia signage, spotlights, table, and chair if required, tablecloth and all power during the exhibition.
- Display banner on the conference room stage.
- Corporate membership for your company for the 2025/2026 membership year.
- The Executive Committee sponsors a full AHSPPO member to attend the conference on your behalf.
- A4 advertising feature in 2 editions of the AHSPPO Journal.
- An A4 insert and/or small gift with your company logo (provided by the sponsor) placed in all delegates' welcome bags.

Diamond Sponsorship

EXCLUSIVE

\$14,000
Investment

WHAT'S INCLUDED

- A guaranteed sponsor stand allocated from the floor plan, at the new larger size of **6m x 3m**.
- Naming rights to our Exhibition and Welcome Reception, to be held on the evening of Wednesday, 13th August 2025. Wait staff will wear polo shirts, supplied by you, with your company logo.
- Full conference registration for 3 company representatives (includes attendance to all AHSP0 official conference sessions and sanctioned social events).
- AHSP0 will promote your company with at least 1 post on the AHSP0 LinkedIn page.
- Invitation for 1 extra company representative to attend the Gala Dinner Thursday evening (accommodation not included).
- A 50-word profile will be featured for 12 months, along with your corporate logo on the AHSP0 website.
- Fascia signage, spotlights, table and chairs, tablecloth, and all power during exhibition.
- Display banner in the conference room.
- Corporate membership for your company for the 2025/2026 membership year.
- The Executive Committee sponsors a full AHSP0 member to attend the conference on your behalf.
- A4 advertising feature in 2 editions of the AHSP0 Journal.
- An A4 insert and/or small gift with your company logo (provided by the sponsor) placed in all delegates' welcome bags.

Gold Sponsorship

EXCLUSIVE

\$13,000
Investment

WHAT'S INCLUDED

- Guaranteed sponsor stand allocated from the floor plan, 3m x 3m.
- Naming sponsorship for one delegate gift celebrating the 35th Conference. Placed in every delegate bag with your company logo alongside the AHSPPO logo.
- AHSPPO will promote your company with at least 1 post on the AHSPPO LinkedIn page.
- Full conference registration for 3 company representatives (includes attendance to all AHSPPO official conference sessions and sanctioned social events).
- A 50-word profile will be featured for 12 months, along with your corporate logo on the AHSPPO website.
- Fascia signage, spotlights, table and chairs if required, tablecloth and all power during exhibition.
- Invitation for one extra company representative to attend the Gala Conference dinner Thursday evening (accommodation not included).
- Display banner in the conference room.
- Corporate membership for your company for the 2025/2026 membership year.
- The Executive Committee will sponsor a full AHSPPO member to attend the conference on your behalf.
- A4 advertising feature in 2 editions of the AHSPPO Journal.
- An A4 insert and/or small gift with your company logo (provided by the sponsor) placed in all delegates' welcome bags.

Lanyard Sponsorship

EXCLUSIVE

\$11,000
Investment

WHAT'S INCLUDED

- Guaranteed sponsor stand allocated from the floor plan, 3m x 3m.
- Your logo exclusively displayed alongside the AHSPPO logo on the Conference Lanyard straps
- AHSPPO will promote your company with at least 1 post on the AHSPPO LinkedIn page.
- Full conference registration for 3 company representatives (includes attendance to all AHSPPO official conference sessions and sanctioned social events).
- A 50-word profile will be featured for 12 months, along with your corporate logo on the AHSPPO website.
- Fascia signage, spotlights, table and chairs, tablecloth, and all power during the exhibition.
- Invitation for one extra company representative to attend the Gala Conference dinner Thursday evening (accommodation not included).
- Display banner in the conference room.
- Corporate membership for your company for the 2025/2026 membership year.
- The Executive Committee will sponsor a full AHSPPO member to attend the conference on your behalf.
- A4 advertising feature in 2 editions of the AHSPPO Journal.
- An A4 insert and/or small gift with your company logo (provided by the sponsor) placed in all delegates' welcome bags.

Silver Sponsorship

EXCLUSIVE

\$11,000
Investment

WHAT'S INCLUDED

- Guaranteed sponsor stand allocated from floor plan, at the new larger size of **3m x 3m**.
- AHSPo will promote your company with at least 1 post on the AHSPo LinkedIn page.
- Full conference registration for two company representatives, (includes attendance to all official AHSPo conference sessions and sanctioned social events).
- A 100-word profile will be featured for 12 months, along with your corporate logo on the AHSPo website.
- Fascia signage, spotlights, table and chairs if required, table cloth and all power during exhibition.
- Invitation for one extra company representative to attend the Gala Conference dinner Thursday evening (accommodation not included).
- Display banner in the conference room.
- Corporate membership for your company for the 2025/2026 membership year.
- The Executive Committee will sponsor a full AHSPo member to attend the conference on your behalf.
- A4 advertising feature in 2 editions of the AHSPo Journal.
- An A4 insert and/or small gift with your company logo (provided by the sponsor) placed in all delegates' welcome bags.

MC Sponsorship

EXCLUSIVE

\$10,000
Investment

WHAT'S INCLUDED

- Guaranteed sponsor stand allocated from the floor plan, 3m x 3m.
- MC will wear a shirt (x 2 provided by the sponsor) with your company logo for the entire conference.
- AHSP0 will promote your company with at least 1 post on the AHSP0 LinkedIn page.
- Full conference registration for 2 company representatives (includes attendance to all official AHSP0 conference sessions and sanctioned social events).
- A 50-word profile will be featured for 12 months, along with your corporate logo on the AHSP0 website.
- Fascia signage, spotlights, tables and chairs, tablecloths, and all power during the exhibition.
- Invitation for one extra company representative to attend the Gala Conference dinner Thursday evening (accommodation not included).
- Display banner in the conference room.
- Corporate membership for your company for the 2025/2026 membership year.
- The Executive Committee will sponsor a full AHSP0 member to attend the conference on your behalf.
- A4 advertising feature in 2 editions of the AHSP0 Journal.
- An A4 insert and/or small gift with your company logo (provided by the sponsor) placed in all delegates' welcome bags.

Keynote Sponsorship

EXCLUSIVE

\$7,500
Investment

WHAT'S INCLUDED

- Guaranteed sponsor stand allocated from the floor plan, 3m x 1.5m.
- MC will acknowledge sponsor ahead of the Keynote Speaker presentation.
- AHSP0 will promote your company with a minimum 1 post on the AHSP0 LinkedIn page
- Full conference registration for two company representatives (includes attendance to all official AHSP0 conference sessions and sanctioned social events).
- A 50-word profile will be featured for 12 months, along with your corporate logo on the AHSP0 website.
- Fascia signage, spotlights, a table, chair, tablecloth, and all power during the exhibition.
- Display banner in the conference room.
- Corporate membership for your company for the 2025/2026 membership year.
- The Executive Committee will sponsor a full AHSP0 member to attend the conference on your behalf.
- A4 advertising feature in 2 editions of the AHSP0 Journal.
- An A4 insert and/or small gift with your company logo (provided by the sponsor) placed in all delegates' welcome bags.

Friday Takeaway Sponsorship

EXCLUSIVE

\$7,500
Investment

WHAT'S INCLUDED

- Guaranteed sponsor stand allocated from the floor plan, 3m x 1.5m.
- The Friday lunch takeaway bag will feature your company's logo.
- AHSP0 will promote your company with at least 1 post on the AHSP0 LinkedIn page.
- Full conference registration for two company representatives. (Includes attendance to all official AHSP0 conference sessions and sanctioned social events).
- A 50-word profile will be featured for 12 months, along with your corporate logo on the AHSP0 website.
- Fascia signage, spotlights, table, and chair if required, tablecloth and all power during the exhibition.
- Display banner in the conference room.
- Corporate membership for your company for the 2025/2026 membership year.
- The Executive Committee sponsor a full AHSP0 member to attend the conference on your behalf.
- A4 advertising feature in 2 editions of the AHSP0 Journal.
- An A4 insert and/or small gift with your company logo (provided by the sponsor) placed in all delegates' welcome bags.

Meal Break Sponsorship

\$7,000
Investment

WHAT'S INCLUDED

- Guaranteed sponsor stand allocated from the floor plan, 3m x 1.5m.
- Meal Breaks sponsors will have a corporate name and logo on every refreshment stand for their allocated break.
- AHSP0 will promote your company with at least 1 post on the AHSP0 LinkedIn page.
- MC will acknowledge the sponsor ahead of their Meal Break.
- Corporate membership for your company for the 2025/2026 membership year.
- Full conference registration for two company representatives (includes attendance to all official AHSP0 conference sessions and sanctioned social events).
- A 50-word profile will be featured for 12 months, along with your corporate logo on the AHSP0 website.
- Fascia signage, spotlights, table, and chair if required, tablecloth and all power during the exhibition.
- Display banner in the conference room.
- Corporate membership for your company for the 2025/2026 membership year.
- The Executive Committee will sponsor a full AHSP0 member to attend the conference on your behalf.
- A4 advertising feature in 2 editions of the AHSP0 Journal.
- An A4 insert and/or small gift with your company logo (provided by the sponsor) placed in all delegates' welcome bags.

Bronze Sponsorship

\$4,500
Investment

WHAT'S INCLUDED

- Guaranteed sponsor stand allocated from the floor plan, 3m x 1.5m.
- AHSP0 will promote your company with at least 1 post on AHSP0 LinkedIn page.
- Full conference registration for two company representatives (includes attendance to all official AHSP0 conference sessions and sanctioned social events).
- Your corporate logo featured on the AHSP0 website for 12 months.
- Fascia signage, spotlights, table, and chair if required, tablecloth and all power during the exhibition.
- Display banner in the conference room.
- Corporate membership for your company for the 2025/2026 membership year.
- The Executive Committee will sponsor a full AHSP0 member to attend the conference on your behalf.
- A4 advertising feature in 2 editions of the AHSP0 Journal.
- An A4 insert and/or small gift with your company logo (provided by the sponsor) placed in all delegates' welcome bags.

Who Am I?

GUESS THIS AMERICAN BUSINESS MAGNATE

I was born on January 12th, 1964, in Albuquerque and raised in Houston. I graduated from Princeton University in 1986 with a degree in electrical engineering and computer science.

I worked on Wall Street until 1994, when I started my own company. I am an American businessman known for founding a well-known company. My company started as an online bookstore and later expanded to sell various products and services.

My company is the world's largest e-commerce and cloud computing company. We now sell products, services, video and audio streaming, cloud computing, and artificial intelligence. Additionally, our website is the largest provider of online virtual assistants and cloud infrastructure.

I founded an aerospace manufacturing company and a sub-orbital spaceflight company called Blue Origin in 2000. I also purchased a major American newspaper called The Washington Post in 2013

I am currently the second wealthiest person in the world. I was the first centibillionaire on the Forbes Real Time Billionaires Index. You have most likely ordered something from my website or used our video streaming services before.

Who am I?

CHECK THE ANSWER HIDDEN ON THE CONTENTS PAGE

SMART SERVICES REAL SAVINGS

At **Coregas Healthcare**, we are dedicated to enhancing efficiency and reducing costs with our hospital focused solutions. Over the years of experience, we have worked with our valued clients to develop practical and accurate services that enable the complexities of cylinders in hospitals.

Hospitals face numerous operational challenges when managing medical gases efficiently. We have risen to this challenge with three innovative solutions:



CORESERVICE™

CORESERVICE™ provides hospitals with greater control over gas and rental costs across multiple facilities. With real-time tracking, you can capture real savings without compromising patient care.



CORETRACK™

CORETRACK™ offers advanced real-time tracking for complex facilities, allowing ward-level insights into inventory. This reduces waste and optimises resources with the flexibility of using your own staff.



CORECARE™

CORECARE™ delivers a seamless supply service by on demand Coregas personnel. Offering auto-replenishment, detailed inventory and consumption data and analytics ensures efficient and reliable support for smart patient care.



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Secret Wine Business



Welcome to my second Secret Wine Business Article for **2024** and in what is a first for me in all the years I have been writing these reviews, I am reviewing a non-Australian Wine.

WORDS BY PETER LACK

Back in November last year, together with one of my work colleagues, we attended Medica, a Trade Fair for Medical Technology & Healthcare, held annually in Dusseldorf Germany.

While there we went to a Spanish Restaurant, based on a recommendation from our hotel concierge.

As both my colleague and I had little knowledge on Spanish Wines we asked our waiter for a recommendation, which was the **Marqués de Riscal Reserva Vintage 2018**. It was that good we had to order another one just to be sure.

The next day I messaged my son, who works at a Dan Murphy's to see if they stocked it in Australia, his response was "yes, it's one of our bestselling Spanish Wines".

So, when asked to write an article for this edition of the journal, I started to do some additional research. I found out the wine, is a Rioja which is a red wine

blend from the Rioja Region of northern Spain. The blend is made from a variety of grapes, with Tempranillo being the dominant grape and, in this wine, blended with Graciano which is a grape variety grown primarily in Rioja. This type of wine is known for its structure and tannins, like Cabernet Sauvignon, but it has a fruity character and the Graciano gives the wine the ability to age well.

Since being home, I have continued to drink this wine on a regular basis as I have now introduced it to my family and friends. Though it has a ALC./VOL of 14.5%, it drinks like a lighter wine, so over the warmer months we have it slightly chilled. Please note this is not only the first non-Australian wine I have reviewed but also one of the more expensive. It's a wine that you enjoy or share with the special person/people in your life or when you need to feel special yourself!

As I always say, **I am no wine expert**, and only like what I like, so let's see what true experts think of this wine.

This type of wine is known for its structure and tannins, like Cabernet Sauvignon, but it has a fruity character and the Graciano gives the wine the ability to age well.



“Intense black-cherry colour with good depth and hardly any signs of evolution. Very expressive aromas, with notes of liquorice, cinnamon and black pepper. Fresh and easy to drink on the palate with a good backbone and polished tannins. The long persistent finish leaves gentle balsamic reminders of the finest quality”. WOW, what a mouth full, but I must agree... **it's easy to drink.**

Adding to the allure of this wine and making it easy to find in the wine stores, is the unique gold mesh netting that envelops the bottle. Originally conceived to prevent counterfeiting wine makers from passing off inferior wines in Marqués de Riscal bottles, it is now become a distinctive feature of their brand.

ACCOMPANY

As the old phrase goes, “A picture is worth a thousand words” This is what we ate with this wine in Germany and it matched well with everything!

AVAILABILITY

We got ours from Dan Murphy's but it's also available online from various good wine suppliers for \$28-\$36/ bottle. Shop around and look for quantity buys.

And remember keep the comments coming.... as you know I always say, the only thing better than drinking the wines, is to be able to talk to someone about them!



“GOOD QUAFFING”

PETER LACK

Life Member & ILG Advisor

FSG

PRINTING & 3PL SERVICES

3PL SOLUTIONS

From **bulk and palletised storage** through to contract **packing and transportation**, FSG deliver tailor-made, flexible and innovative **third-party logistics, storage and e-commerce services** that seamlessly integrate with a comprehensive range of printing, graphic design and marketing capabilities. We can organise all stages of the online shopping experience, from **website design through to domain name registration, hosting and order fulfillment and dispatch**.

Inventory is managed through our **Warehouse Management System** and reports are available to track stock movement and sales.

DIGITAL & OFFSET + WIDE-FORMAT PRINTING

FSG has a wide range of **digital and offset presses** and **wide-format printers** and we are well equipped to handle a broad range of work, from single colour to sophisticated multi-colour requirements with embellishments, to make your job look great. Our printing equipment is complemented by a comprehensive **in-house bindery and finishing department**, allowing us to be a **complete one-stop-shop**.

ON-LINE PRINT MANAGEMENT + WAREHOUSE MANAGEMENT

Our system allows you to order products and manage inventory through **custom made eStore portals**, tailor-made for your company using its **corporate branding**, showcasing products with all necessary information and prices.

Our Software Development, Programming, Web Design and Graphic Design is handled in house, so we can design, build and **manage your entire online presence**, and integrate this with product warehousing, printing and distribution.

Our Warehouse Management System collects orders from the most popular shopping cart systems including Shopify, Magento and WooCommerce. **We can manage returns and reverse logistics** to ensure customer satisfaction.

GRAPHIC DESIGN

FSG operates a **full in-house graphic design studio**. Our experienced graphic design team understands the importance of brand recognition and consistency in communications. We work with you in finding **creative strategies** that allow you to stand out from your marketplace and effectively communicate your message.

DIRECT MAIL & DISTRIBUTION

Direct Mail can still be one of the most cost-effective and efficient ways to **communicate with your audience**, and expand your business' opportunities. Rather than crossing your fingers and hoping that your audience will find your message, Direct Mail literally finds them by landing on their doorstep.

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