

CANDIDATE BRIEFING DOCUMENT

FINANCIAL CONTROLLER
AUGUST 2023



Table of Contents

Our Story 3

 Our Purpose 4

 Our Values & Manifesto 4

Message from the Managing Director 5

The Advertised Role 6

Position Description 7

Living & Working in Adelaide, South Australia 12

Australia’s Most Liveable City 12

South Australia & Adelaide, Fast Facts 13

Contact Information 14

Important Information 14



Our Story

Since our ancestors settled on this land nearly 200 years ago, we've grown into an iconic Australian-made brand with 100 employees and nearly 100 delicious products. While we might have gotten bigger, what hasn't changed is our commitment to the land we've called home generations, our dedication to fresh produce and home-cooked craftsmanship, and the family values that we live and breathe every day.

1839 - Johann George and Anna Rosina Paech sail with their five children from Prussia to South Australia. With 52 other families, they establish a village in the Adelaide Hills, Hahndorf, naming it after their ship's captain.

1969 - Five generations later, Grant and Carol Paech inherit the farm and diversify by planting a strawberry crop on the fertile pastures. Enterprising from the start, Grant begins to sell strawberries from a roadside tin shed he's built.

1971 - All of these fresh strawberries allow for the best idea of all, the introduction of strawberry jam. They just need a name. Grant settles on 'Beerenberg', meaning 'Berry Hill' in German. The iconic brand is born.

1975 - In the spirit of mouth-watering ideas, Grant and Carol pioneer a 'pick your own strawberries' concept and within a short time, Beerenberg becomes a busy tourist destination for visitors and locals alike.

1980 - A brand new, purpose-built shop and factory is constructed on the property and the original tin shed turned into a farm workshop.

1987 - Beerenberg jam takes flight, literally! Grant reads a newspaper article that mentions Qantas is serving imported jams to their first-class passengers. Grant makes a call, and the rest is history.

1990 - Inspired by the heritage green with gold trim of the famous Princes St bridge in Melbourne, Grant introduces a more premium look to the retail range.

1999 - Business goes from strength to strength and Grant and Carol pass 'Grandma's pan' over to their children – the sixth generation to be involved. Anthony becomes Managing Director, Robert becomes Farm Manager, with Sally joining her brothers as Marketing Director.

2000 - New product development goes into full swing, particularly in the condiments and dressings categories. Our products now take pride of place in independent supermarkets, Coles, Woolworths and gourmet stores.

2013 - This is the year we unveiled our now iconic re-design, heralding our quality, authenticity and provenance. We now proudly display our family, friends, and staff's stories on our jars and domestic sales increase dramatically.

2018 - Beerenberg expands with a major office/warehouse/factory development.

2021 - We expanded once again and in late 2021 unveiled our brand-new tourist experience which includes our farm cafe, ice-creamery, cooking demonstrations and tastings, along with a new farm shop and private event spaces.

Our Purpose

Our purpose is to share a taste of the country life with the whole world. With over 100 products in the range in over 25 countries, we know we're getting there. Beerenberg Strawberry Jam is still our bestselling product, with Tomato Sauce coming a close second. We also have over 150 employees (most of them Adelaide Hills residents). And just quietly, the big overall plan is to become known as an iconic Australian brand internationally, but that's between us and the garden post.

Our Values & Manifesto

Our values and manifesto guide everything we do here at Beerenberg. Living by these values is what makes us so certain that your family will enjoy tasting our products just as much as our family enjoys making them.

- Authentic
- Passionate
- Committed to Excellence
- One Team

We are a proud Australian family with an unwavering passion to make your favourite dishes taste even better. It all started when we first crafted a surplus of strawberries into a rich jam via Grandma's pan. Six generations later, our business continues to grow. As does the homemade love we add to each and every jar and bottle. One of our greatest pleasures is to hear about all the "Wow's", the "Mmm"s and the "Oh-yes-this-is-fantastic!"s that you create in your family kitchen thanks to the fresh produce that we transform in ours. That's why each and every jam, sauce and condiment we create on the Beerenberg farm has to be the best-tasting product in its class. Otherwise, we won't place our name and, therefore, reputation on it. And it's how we can guarantee your family will love it just as much as ours.

For more information visit <https://beerenberg.com.au>

Message from the Managing Director



People always ask us “why is it that Beerenberg strawberries taste so good?” We tell them, it’s no accident. It’s the result of risk, hard work and long-term commitment.

Almost 200 years ago, our ancestors, George and Anna Paech and their young family, embarked on a courageous journey from their home in German-speaking Prussia to South Australia – a land they knew little about – thousands of miles away on the other side of the world. They dreamed of a happy life here, free to farm and build prosperous and healthy lives for themselves and future generations.

They were fortunate to settle on land in the Adelaide Hills, which offered nutrient-rich soil with gentle north-facing slopes, perfect for growing fruit and vegetables. They worked hard over the years, seeing themselves as stewards of the land and starting a tradition for farming that would continue for generations.

Six generations later, we, the Paech family, still 100% own, farm and live on the property, which is now known as The Beerenberg Family Farm. The name Beerenberg means ‘Berry Hill’ in German, a nod to our heritage, our produce and our hillside location.

In 1970, our parents, Grant and Carol, made the decision to concentrate solely on growing strawberries. Grant infused traditional farming practices and his deep knowledge of the land with new technology and techniques to produce the most spectacular tasting berries.

The first batch of strawberry jam in 1971 was the start of Beerenberg as we know it today, a thriving family-owned farm, tourist destination and crafter of best-selling jams, chutneys, sauces and dressings available across Australia and beyond.

Today, I, Sally Paech (marketing director) and Robert Paech (farm manager) are proud to continue the family tradition of farming, land stewardship and food craftsmanship, supported by our mum Carol. We also opened our Visitor Experience Centre late November 2021 which we further transformed the Family farm experience for our visitors and customers.

In order to continue our heritage and tradition, we are seeking a Financial Controller to work as a member of the leadership team and support and drive our team to financial and operational success ensuring legislative and regulatory requirements are met. We look forward to hearing from you.

Anthony Paech
Managing Director

The Advertised Role

Financial Controller

- **Iconic South Australian Brand**
- **CPA Qualified**

Beerenberg is a proud Australian family-owned business with an unwavering passion to enrich people's lives through taste. For six generations on their pristine family farm in Hahndorf they've transformed fresh farm produce into traditional home-style jams, sauces and condiments enjoyed by consumers worldwide, all of which are naturally delicious, for at Beerenberg, they add nothing artificial - that includes their staff. Learn more here: <https://beerenberg.com.au>

Reporting to the Managing Director, this crucial role undertakes all aspects of financial management with key accountabilities including, but not limited to:

- Leading the finance team and financial aspects of the organization ensuring all legislative and regulatory requirements are met
- Management and reporting of financial data
- Regulatory and financial reporting
- Budget and forecast preparation and presentation
- Development of internal control policies and procedures
- Financial analysis for various projects in conjunction with relevant departments
- Management of business cash flow and banking
- Capital expenditure analysis
- Timely preparation and support of month-end and year-end close processes


The successful candidate will demonstrate a successful and proven track record of combined accounting and finance experience within an FMCG organisation or similar fast-paced environments.

Apart from possessing a thorough knowledge of accounting principles and procedures, excellent accounting software and administration skills, you will also display highly developed analytical, lateral thinking and problem-solving abilities and be able to effectively collaborate across functional and organisational boundaries to provide creative and conceptual solutions.

You will be a clear communicator who can effectively tailor messaging relevant to the audience and possess strong "finishing skills" that enables timely completion of tasks whilst also ensuring compliance and standards are consistently achieved. Relevant tertiary and CPA qualifications are also requirements for this position.

For details of the Position Description visit www.vuca.com.au/bfc. For further enquiries, contact VUCA Senior Associate, Paul Bell on 0412 552 302 for a confidential discussion during business hours. Please forward your letter of application and CV in MS Word format to bfc@vuca.com.au by COB Friday 15 September 2023.

Position Description

	<p>Beerenberg Pty Ltd</p> <p>POSITION DESCRIPTION</p>
Position Title:	Financial Controller
Department:	Administration
Site:	Hahndorf
Reports to:	Managing Director
Direct Reports:	Four
Special Conditions:	<p>Whilst salaried staff have a degree of flexibility with working hours, the needs of the business and our customers must not be compromised. It is anticipated that to achieve the outcomes of this role, hours will generally be between 38 – 42 hours per week. Flexibility is required as the hours that are worked may include, weekends, public holidays and some evenings.</p>
Beerenberg Pty Ltd Overview:	<p>We're a proud Australian family-owned business with an unwavering passion to enrich people's lives through taste. For six generations, on our pristine family farm in Hahndorf, we've transformed fresh farm produce into traditional home-style jams, sauces and condiments enjoyed by consumers worldwide, all of which are naturally delicious. At Beerenberg, we add nothing artificial, that includes our staff.</p>
Department Overview:	<p>The Administration department provides financial, sales and administrative support to the business in a pro-active and supportive way.</p> <p>The department ensures all financial legislative and regulatory requirements are met.</p>

Summary of key purpose of role:	<p>The Financial Controller undertakes all aspects of financial management, including corporate accounting, regulatory and financial reporting, budget and forecasts preparation, as well as development of internal control policies and procedures.</p>
--	---

Key Result Areas / Accountabilities:

- Leading the finance team and financial aspects of the organization ensuring all legislative and regulatory requirements are met
- Management and reporting of financial data, including reconciliations, finance policies and procedures, and reporting to the executive and shareholder, including making recommendations on financial decisions
- Coordinate and direct the preparation of the budget and financial forecasts and report on variances.
- Prepare financial reports including the analysis and publishing of timely monthly financial statements
- Financial analysis for projects in liaison with the relevant department head to provide appropriate information, analysis and oversight
- Coordinate the preparation of regulatory reporting and insurances
- Ensure timely preparation and support of month-end and year-end close processes
- Ensure quality control over financial transactions and financial reporting
- Manage the cash flow and banking for the business
- An understanding of manufacturing costings
- Capital expenditure analysis and reporting
- Preparation of the financial aspects of monthly shareholder reporting and monthly Board reports
- Support and manage the external account functions provided by the external agency
- Ensure the integrity of the pricing and costing systems for price reviews and product costings
- Analyse and evaluate opportunities to improve efficiency and effectiveness of the finance function
- Comply with all Beerenberg policies, procedures and work instructions.
- Undertake any other duties as requested that are within level of competence and consistent with the scope of the position.

Performance Expectations & Indicators:

The person/people in this role will be provided with regular feedback, both formally and informally, focussing on the strengths of their performance and identifying development opportunities that will assist employees reach their greatest potential in the following three key areas.

We foster a culture of feedback, conducted in a respectful and honest way. The focus of all feedback should always be to assist the employee to grow and develop in order to become the very best version of themselves that they can be.

a) Achieving key responsibilities and goals each year

We expect our employees to succeed and to execute the responsibilities of their role to the best of their ability and to be authentic and genuine in their efforts. We expect employees to aim high and be innovative and resourceful in achieving mutually agreed goals. Together, we can achieve the highest quality and standard. There is no compromising on safety or quality.

b) General behaviours and values

As Beerenberg people, we value Authenticity, Excellence and Passion. We are One Team.

We are team players who are:

- Trustworthy and reliable. and understand our decisions and actions impact others;
- resourceful in finding new and better ways of doing things,
- passionate, enthusiastic, hard-working people that do more than only what is required

We also:

- take responsibly for our actions, give great attention to detail, learn from our mistakes.
- arrive at work ready, willing and able to perform our roles and
- see when our teammates need a hand and offer assistance.

We don't:

- blame others for our mistakes, miss deadlines, do the bare minimum or accept the status quo.

We are not:

- judgemental, negative, late or dishonest or
- compromise on quality or safety.

c) Wellbeing

We encourage our employees to take care of themselves & promote a balance between work, play and learning. We encourage our employees to:

- have personal interests & hobbies that they pursue outside of work.
- exercise regularly, eat a healthy, well balanced diet and make positive lifestyle choices.
- take leave and spend time with family & friends.

Key Competencies	Requirement (Essential / Highly Desirable / Desirable)
Qualification / Education / Training	
Proven working experience as a Financial Controller	Essential
5+ years of overall combined accounting and finance experience	Essential
CPA qualified	Essential
Knowledge / Skills / Attributes	
Thorough knowledge of accounting principles and procedures	Essential
Experience with creating financial statements	Essential
Experience with general ledger functions and the month-end/year end close process	Essential
Excellent accounting software user and administration skills	Essential
Demonstrated success and experience within a FMCG organisation or similar fast paced environment	Highly desirable
Highly developed analytical skills. Able to evaluate information and present findings relevant to the audience	Essential
Effective lateral thinking & problem-solving skills	Essential
Is innovative, naturally able to provide creative and conceptual solutions. Broad strategic thinking attributes	Essential
Highly motivated and strong abilities around the establishment of strong connections and relationships with others.	Essential
Previous experience working in a team environment. Work cooperatively with other staff, managers, suppliers & customers.	Essential
Highly developed numerical, written & verbal communication and interpersonal skills that facilitates effective communication with a diverse range of people	Essential
Is able to be assertive when required in order to provide clear and decisive direction to a team.	Essential

Is collaborative by nature and able to effectively engage with, listen to, and articulate the ideas of a group. Has genuine concern for the needs of others and prefers working in a team to working independently.	Essential
Is highly optimistic and resilient. After a setback, is able refocus a group and present changes as opportunities.	Essential
Strong “finishing” skills, being able to focus on the detail and completion of tasks on time, while ensuring compliance standards are achieved. Has a clear understanding of effective personal time management.	Essential
A self-starter who is highly motivated. A team player, willing to foster & encourage continual improvement.	Essential
Is passionate, enthusiastic, hardworking and prepared to go over and above basic requirements.	Essential
Be physically fit and be able to bend, stretch and twist unrestricted. Be able to successfully pass a medical assessment if required, including a drug & alcohol test.	Essential
Have effective computer skills utilising MS Office & PC based software & accounting systems such as Attaché	Essential
Have an interest in food, flavour and taste.	Desirable
Basic Quality Management, Risk Management & WHS Training	Essential

.....

Signature of Employee

.....

Signature of Manager

.....

Date

.....

Date

Living & Working in Adelaide, South Australia

Australia's Most Liveable City

Adelaide is one of the most liveable cities on the planet. It is well known for its arts festivals, fine foods and wine, retail and dining experience and spirit of entrepreneurship and innovation. It has an advanced economy, world class universities and a flourishing multicultural heritage. Adelaide is the traditional home of the Kurna people and has a strong indigenous culture today.

LIFESTYLE

Adelaide is known for its **Mediterranean style climate**, where the weather is pleasant and moderate most of the year. Year-round big blue skies mean average winter temperatures of 16 degrees Celsius (°C) and 28°C in summer. Hot days can be real sizzlers and easily reach 40°C though!

Adelaide is a city that offers the physical and emotional space to breathe. There is a sense of freedom here – of expression, of movement, of thought. With a **diverse and eclectic array of accessible experiences**, it's a city that allows time for immersion, paired with a sense of space and freedom that actively encourages true indulgence.

The Adelaide Hills which are home to many villages, towns, wildlife parks and natural resources to explore, are less than half an hour drive from the City Centre. You'll never be far away from some of the most **pristine beaches** and water sanctuaries in the world, with almost 30km of beaches bordering Adelaide. Our beaches are famous for the beautiful waters and wide sandy foreshores. Beachside areas like Glenelg, Brighton and Henley Beach are only 15-minute drives from the City and offer **cosmopolitan hearts with retail and dining opportunities**. Within short drives from the city centre are Port Willunga where you can scuba dive in natural and man-made reefs, Port Adelaide where you can frolic with dolphins and St Kilda where you can wander the mangroves and natural reserves, also home to Dolphins and other Australian fauna.

A number of international measures rate metropolitan Adelaide highly for liveability, quality of life and cost of living. The Economic Intelligence Unit undertakes an annual Liveability Ranking and Overview of 140 cities around the world and Adelaide has in recent years consistently ranked 5th in the world. The Property Council of Australia undertakes its own annual survey

on liveability of Australia's top 10 biggest cities. In this survey Adelaide is ranked second only to Canberra, our nation's capital, and above all other capital cities. The Mercer Quality of Living Survey compares global cities and is primarily used to inform multi-national companies regarding optimal office locations and employee conditions. Adelaide was most recently listed as 29th in the World and has consistently ranked highly in this survey. Mercer's Cost of Living Report measures the comparative cost of over 100 items and Adelaide continues to outperform other Australian Capital Cities in this report.

REGIONAL EXPERIENCE:

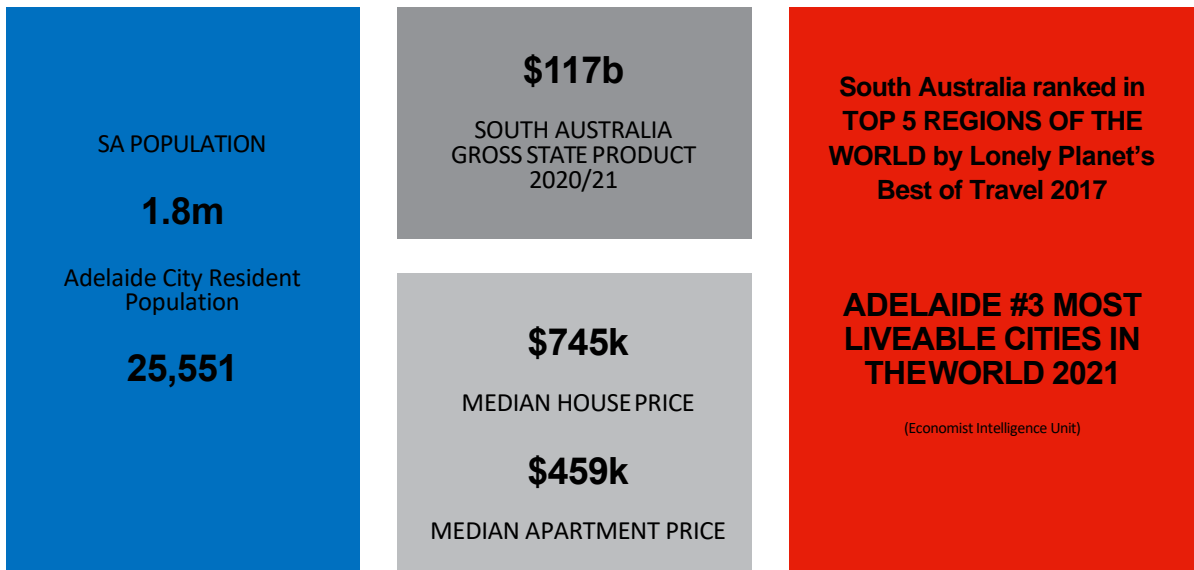
The regions surrounding Adelaide offer a unique experience with gourmet food offerings, internationally renowned wine, villages to explore and wildlife and natural attractions.

Adelaide is a city that lives well beyond its conveniently designed square mile epicentre, flowing seamlessly into world-famous wine and food regions such as Barossa, just an hour's drive north, or coastal escapes in the Fleurieu or Yorke Peninsula. You'll be spoilt for choice.

Travel another hour north and you'll reach the Clare Valley, which is famous for its Rieslings. The Adelaide Hills has some stunning whites and there's McLaren Vale and Langhorne Creek on the Fleurieu Peninsula – about an hour's drive south of the city. Drive yourself or join a guided tour of Adelaide and its surrounds - the choice is yours. Take a road trip and discover the reds from the Coonawarra on the Limestone Coast.

Kangaroo Island is an iconic destination, just two hours' drive and a short ferry ride south of Adelaide. It has pristine beaches, unique wildlife, awesome sunsets and fantastic food and wine.

South Australia & Adelaide, Fast Facts



One of the world's most liveable cities

Adelaide offers a relaxed, easy-going lifestyle, and is rated as the world's 3rd most liveable city in the world (Economist Intelligence Unit). It is located in a beautiful region of South Australia, which is also ranked in the top 5 of the world's regions.

Australia's most affordable mainland capital

Your money will go much further in Adelaide. Studies show it costs 18% more to live in Melbourne and 30% more to live in Sydney than Adelaide. Adelaide is around 11% cheaper than Brisbane and Perth, meaning you will have more money to discover Australia during your weekends and holidays.



Contact Information

For further enquiries and a confidential discussion regarding the Financial Controller position, please contact VUCA Senior Associate, Paul Bell on 0412 552 302 during business hours.

Applications including your current CV and letter of introduction are to be forwarded in MS Word format to bfc@vuca.com.au.

Applications close 5pm, Friday 15 September 2023.

Important Information

Please note that VUCA Trusted Advisors believes that while the information contained in this document is true to the best of the Company's knowledge at the time of writing, such information may change without notice. Further, the information herein is the property of the Company and must not be published or attributed unless explicitly agreed.