



# foodagility

Digital Transformation for a Sustainable Food Future



John Westgarth  
Agile Coach

 @jwestgarth

Digital Transformation for  
a Sustainable Food Future



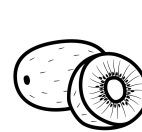
Industry



Research



Government







- > **51%** amount of Australia's landmass occupied by agricultural businesses (87% of this land is used for grazing)
- > **2.5%** of national workforce is employed in agriculture (318,000ppl)
- > **15%** food Australia imports to meet daily food supply needs.
- > Things we export: cattle (\$9.5b), wool (\$4b) + wheat (\$3.6b)























Australia is  
ranked 7<sup>th</sup> in  
the OECD for  
research  
output (from 36)

72<sup>nd</sup>

out of 141 for translating  
research to impact

26<sup>th</sup>

out of 26 for its level of  
collaboration between  
businesses and research  
institutions

23<sup>rd</sup>

out of 32 countries on the  
proportion of research which  
is co-authored by researchers  
and industry sector<sup>7</sup>.

3%

of businesses involved in  
innovation that source ideas  
from universities



# Australia Industry Digitization Index

2016 or latest available data<sup>1</sup>

Relatively low digitization  Relatively high digitization



<sup>1</sup>Based on a set of metrics to assess digitization of assets (6 metrics), labor (5 metrics), and usage (26 metrics).

Source: ABS; Appstore/iTunes, ASX300 annual reports; DIBP; Facebook; Google Play Store; LinkedIn; Twitter; McKinsey analysis

McKinsey&Company

Digital Australia: Seizing opportunities from the Fourth Industrial Revolution (2017)







Handwritten notes on a white paper:

$21\%$   
 $01 = 12.78$   
 $02 = 7.29$

Yellow sticky note:

$158.125.6$   
 $158.5$   
100

White label on a bottle:

4340-L

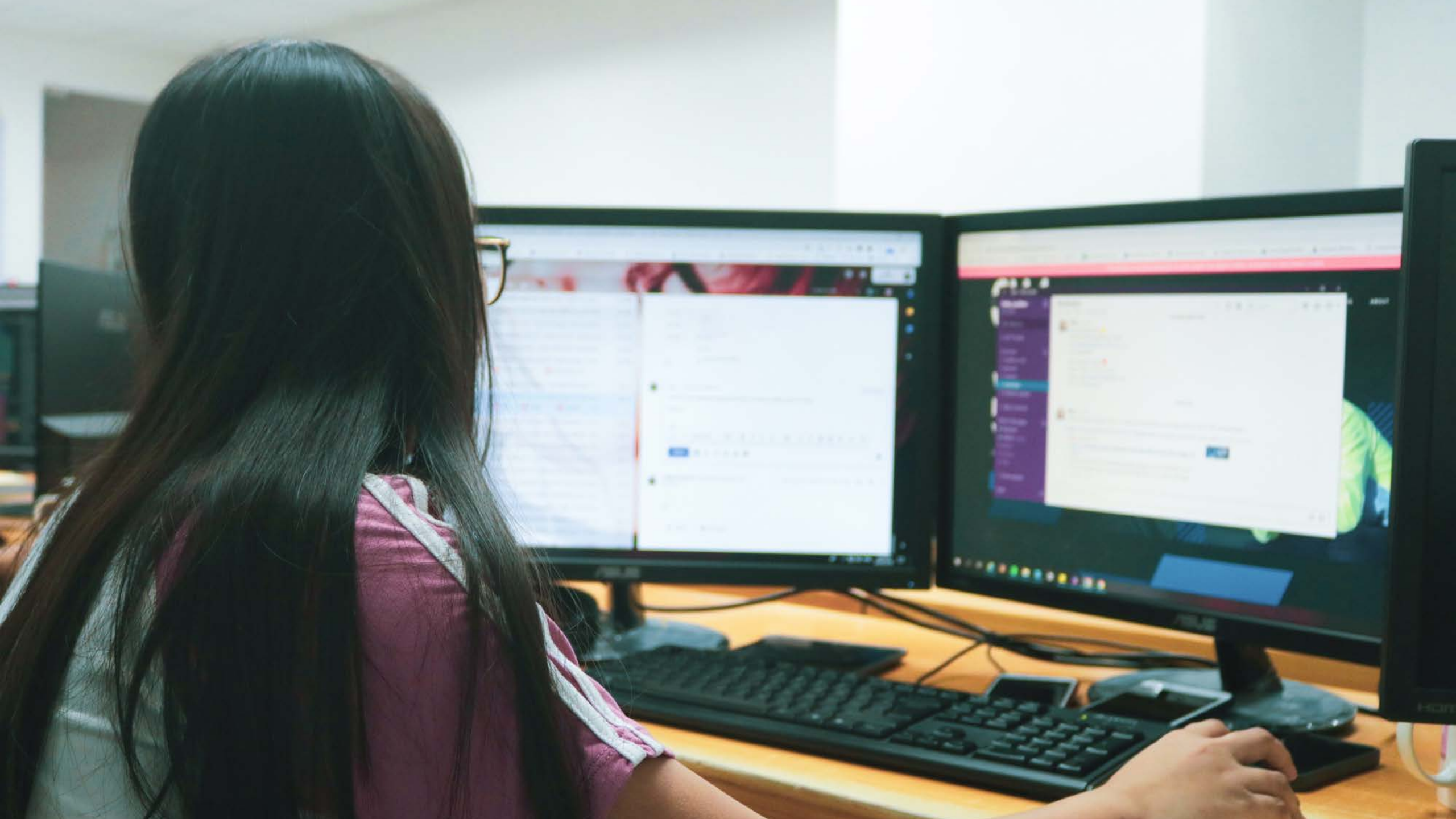
Labels on bottles and containers:

- WVRI 2000
- 2M Tris Buffer
- Water
- Not dangerous goods

Other visible text:

- 4340-L
- 158.125.6
- 158.5
- 100







...but there  
are  
challenges  
to overcome

- Organisational Cultures
- Divergent Goals (novel academic vs commercial outputs)
- Bureaucracy
- Communication
- Organisational stresses
- Trust















# 5 Conversations we have with Project Leads



Customer feedback



A large, messy stack of papers and folders in an office setting. The papers are of various colors (white, yellow, green, brown) and are piled haphazardly, creating a sense of clutter and disorganization. The background is blurred, showing office furniture and lighting.

What is your 'product'?





WHAT ARE YOUR  
METRICS?



A woman with curly hair, wearing a light-colored sweater, is smiling and working on a VR headset. She is holding a small component of the headset. The desk in front of her has a laptop, a keyboard, a mouse, and various papers. The background is slightly blurred, showing a workshop or office environment. The text "WHAT DOES AN ITERATIVE RELEASE LOOK LIKE?" is overlaid in the center of the image.

WHAT DOES AN  
ITERATIVE RELEASE  
LOOK LIKE?



A group of four people, two women and two men, are standing on a grassy hill at sunset. They are all facing away from the camera, looking out over a vast, hazy landscape. The person on the far left is a woman with long dark hair, wearing a light-colored jacket and dark pants. Next to her is a man with short hair, wearing a dark shirt and shorts. Then is another man with short hair, wearing a white t-shirt and dark shorts. On the far right is a man with short hair, wearing a light-colored shirt with a graphic and dark shorts. They are all standing close together, with their arms around each other's shoulders, suggesting a strong bond or teamwork. The sun is low on the horizon, creating a warm, golden glow that fills the sky and the landscape. The text "BUILDING A HEALTHY TEAM" is overlaid in the center of the image in a white, sans-serif font. The overall mood is one of accomplishment, unity, and looking forward to the future.

# BUILDING A HEALTHY TEAM



What we have  
learned  
implementing  
agile in  
research...



Be clear on what  
you're optimising for

Change Management  
Mindset is crucial  
(ADKAR)

Reward what IS  
working, and make  
more of that happen





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