



THINKING *fresh.*

**SOUTH AUSTRALIAN PRODUCE MARKET LIMITED (SAPML)**

**CHIEF EXECUTIVE OFFICER**

**JOB & PERSON SPECIFICATION**

## **JOB SPECIFICATION**

**POSITION:** CHIEF EXECUTIVE OFFICER  
**REPORTS TO:** BOARD  
**EMPLOYMENT STATUS:** FIXED TERM CONTRACT TO BE NEGOTIATED

### **The Organisation**

The South Australian Produce Market Limited (SAPML), an unlisted public company, is the State's premier wholesale hub for fresh fruit and vegetables, trading over 265,000 tonnes of produce annually with a wholesale value exceeding \$600m. Located on a 36-hectare site, SAPML provides advanced facilities for cold storage, logistics, quality control, and biosecurity, and is committed to sustainability, innovation, and supporting South Australia's horticultural sector.

With an estimated 10,000 individuals accessing the market site each week, the market offers freedom of choice, with an extensive range of product variety, quality and price and provides users with access to a large customer base and the ability to develop business and industry contacts by providing a unique environment that promotes healthy and open competition.

### **Broad role scope**

The Chief Executive Officer (CEO) is responsible for providing leadership in implementing SAPML's strategies, policies and decisions, managing the various functions and activities of the business, overseeing finances, assets, operations, human resources, marketing and communications, information technology and key strategic projects.

### **Key responsibilities**

- developing and driving strategy for the organisation;
- ensuring all business decisions are implemented and reasonable action is taken in a timely and effective manner;
- assisting and advising in developing initiatives for business improvement, effectiveness and growth;
- working closely with the Board and senior management to develop, communicate and implement the overall strategic and business plans for SAPML;
- ensuring that SAPML's human, physical and financial resources are effectively managed and services are provided efficiently and in a manner which meets the Company's needs and business requirements;
- finding and developing talent to assist with business growth and progression;
- representing the Company in necessary external forums and networking events as required.

### **Key result areas**

1. Leadership, Strategic Planning and Communication
2. People, Culture & Safety Leadership
3. Financial & Asset Management
4. Operations Management & Major Projects
5. Information Technology
6. Performance Improvement & Innovation
7. Risk & Compliance

## **JOB SPECIFICATION**

### **1. Leadership, Strategic Planning and Communication**

- 1.1** effectively communicating and exemplifying SAPML's vision, mission, objectives, values and strategies to its staff and where relevant, key stakeholders;
- 1.2** performing the pivotal leadership role for SAPML's administration;
- 1.3** working closely with the Board to ensure strategic plans are prepared, implemented and communicated effectively;
- 1.4** maintaining a continuous review of SAPML's progress in attaining the objectives and strategies of the corporate, strategic and business plans;
- 1.5** identifying and mitigating risks and developing appropriate strategies to manage risk;
- 1.6** working with the Board to identify, measure and deliver on agreed annual key performance indicators;
- 1.7** ensuring effective communication and transparency with the Board;
- 1.8** develop and monitor individual, team and organisational KPIs;
- 1.9** understanding, interpretation and appropriate implementation of ESG principles;
- 1.10** develop and oversee marketing and communications strategies to promote SAPML's brand, engage stakeholders and support strategic objectives;
- 1.11** report to the Board at Board meetings and coordinate the preparation of agendas, papers, minutes and record keeping.

### **2. People, Culture and Safety Leadership**

- 2.1** leading, developing, motivating and managing the human resources of SAPML;
- 2.2** regularly reviewing the organisational structure (including area management) to ensure it is flexible and appropriate;
- 2.3** ensuring recruitment is undertaken in line with effective workforce planning strategies and in line with contemporary and equal opportunity principles and practices;
- 2.4** ensuring professional development and training opportunities, where appropriate, are available to employees;
- 2.5** identifying attraction, retention, induction, remuneration and succession planning;
- 2.6** ensuring a harmonious and participative employee relations culture and providing appropriate conflict management;
- 2.7** creating and maintaining a positive, constructive and productive staff culture towards positioning SAPML as an employer of choice;
- 2.8** ensuring that SAPML complies with all statutory and legal obligations including but not limited to all relevant work health and safety obligations;
- 2.9** ensuring accountability for productivity outcomes.

### **3. Financial & Asset Management**

- 3.1** providing financial oversight regarding business and company accounts, bank tenders, bank facilities, audits and financial forecasts;
- 3.2** building a profitable and sustainable business, by ensuring annual and long term financial plans and budgets are prepared, monitored and controlled;
- 3.3** identifying and implementing cost savings and driving financial efficiency;
- 3.4** ensuring the Board is provided with timely and accurate management and financial reports to aid key decision making;
- 3.5** effectively managing and monitoring SAPML's operating revenue and expenditure, maintaining a focus on net operating profit;
- 3.6** lead and manage the budget and remuneration processes;

- 3.7 ensuring long term asset management plans are in place and closely monitored;
- 3.8 overseeing capital works and other property related projects in-line with master planning directives to ensure they are managed and delivered within agreed budgetary and time constraints;
- 3.9 ensuring SAPML meets all its statutory, legal, governance and reporting obligations within contemporary frameworks;
- 3.10 retention of quality long-term lessor / lessee relationships, whilst at the same time seeking to attract new quality lessee's;
- 3.11 presenting the Audited reports at the AGM;
- 3.12 monitoring and controlling cashflow.

#### **4. Operations Management & Major Projects**

- 4.1 providing an overview of the various operational areas of the business and reporting to the Board on a regular basis regarding improvement initiatives;
- 4.2 ensuring major projects are completed in-line with master planning directives and with time and budgetary constraints and project status regularly monitored and communicated;
- 4.3 maximising overall site development potential.

#### **5. Information Technology**

- 5.1 identify, implement and review SAPML's IT systems to ensure effective operation and security of commercial data and cyber security impacts;
- 5.2 ensure SAPML has appropriate IT infrastructure that enables the business to achieve its strategic objectives;
- 5.3 deliver an annual IT plan to the Board that balances SAPML's requirements for stable flexible and effective IT platforms within appropriate risk and financial constraints;
- 5.4 give due consideration to potential AI initiatives.

#### **6. Performance Improvement & Innovation**

- 6.1 drive the execution of key performance improvement projects to deliver measurable benefits across the business. This includes managing key resources and process improvement budgets and to regularly report to the Board on the status of projects as defined by annual business plans;
- 6.2 a key responsibility of the CEO is to ensure SAPML is operating efficiently by:
  - a) critically analysing each operational business process;
  - b) re-designing key business processes to produce more efficient and effective outcomes; and;
  - c) help the Board to ensure that the business focuses with absolute discipline on its key objectives.

#### **7. Risk & Compliance**

- 7.1 ensure SAPML's statutory and legal obligations are met; monitor and enforce internal policies and procedures;
- 7.2 manage enterprise risk including insurance coverage to protect SAPML assets; maintain risk registers and controls;
- 7.3 uphold contemporary governance frameworks and board reporting standards; ensuring transparency and accountability.

## **PERSON SPECIFICATION**

- senior executive experience in a comparably complex, asset-intensive or logistics-driven environment;
- highly developed strategic and commercial acumen with a proven ability to deliver transformational change while maintaining operational excellence;
- strong leadership and people management capability, able to build a culture of accountability, respect, performance and safety;
- financial literacy and governance expertise, including budgeting, capital works and risk and compliance management;
- exceptional stakeholder engagement and communication skills across government, industry and community;
- resilience, adaptability and an innovation mindset, comfortable with technology-enabled transformation;
- high personal integrity, personable and authentic with the ability to build trust across the market community;
- knowledge of wholesale markets or agribusiness will be advantageous;
- experience with public companies and reporting under the Corporations Act 2001 is desired;
- tertiary or executive leadership qualifications in a relevant discipline will be highly regarded;
- availability to attend some out-of-business-hours work, including weekends and early shifts as necessary to meet the operational needs of the market.



## HOW TO APPLY

Applications including a cover letter and CV should be addressed to Andrew Reed and Bernie Dyer.  
Please visit [henderconsulting.com.au](http://henderconsulting.com.au) to apply.

For a confidential discussion, please call (08) 8100 8848.

### **Please Note**

Your application will be automatically acknowledged by a return email.