

Collaboration for Success

Summer Land Camels

Jeffrey Flood CEO



CAMELS



Perspective: Collaboration for Success



Collaboration: is the process of multiple people or entities working together to realize or achieve something successfully. Collaboration is very similar to, but more closely aligned than, cooperation.

Success: the accomplishment of an aim or purpose.

Summer Land Camels: A case study in collaborative thinking.

Perspective: Collaboration for Success



For some it may be at first terrifying, for others a joke (done that before).

Today I would like to share with you our perspective with a view to creating new value and opportunity for all.

Who is Summer Land Camels



We are:

- Australia's largest camel dairy and the worlds 3rd or 4th largest camel dairy.
- The most efficient camel dairy on the planet.
- The result of 7 years of planning and 2 years into a 5 year roll-out plan.

We invest into, symbiotically collaborate with and harness our planets Natural Capital to produce:

- The worlds best tasting and most nutritious camel products and wonderful immersive life experiences.

We value add our camels to create:

- Dairy products: Gelato, Cheese, fresh milk products.
- Meat products: Prime cuts, sausages, burgers, cured meats, dried meat products.
- Skincare products: 7 ranges – Premium, Organic, Sensitive skin, Acne, Family , Mother & Baby, Skin lightening.
- Interactive experiences: Immersive experiences that connect people to our products and our way of being. Tourism.

How did this all start?

What is Natural Capital – Why is it important in our business model AND yours!

All things start with an idea



Natural Capital



Natural Capital is the currency of natural systems: The ecological, economic and human interface that yields a flow of valuable goods or services now and into the future within a sustainable framework.

How is this system organised.
Who organises it?



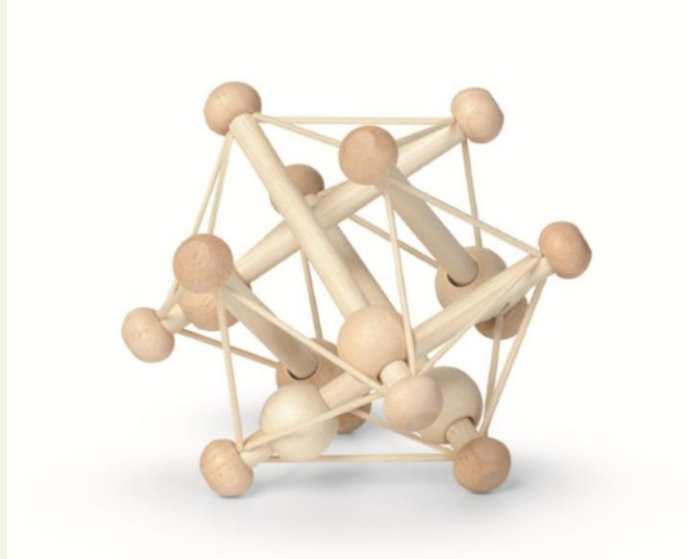
Tensegrity

All natural living systems are held in

Tensegrity:

Defined structural entities interconnected by dynamic relationships to form a natural, sustainable, functional, self organizing, self repairing, efficient and logical system.

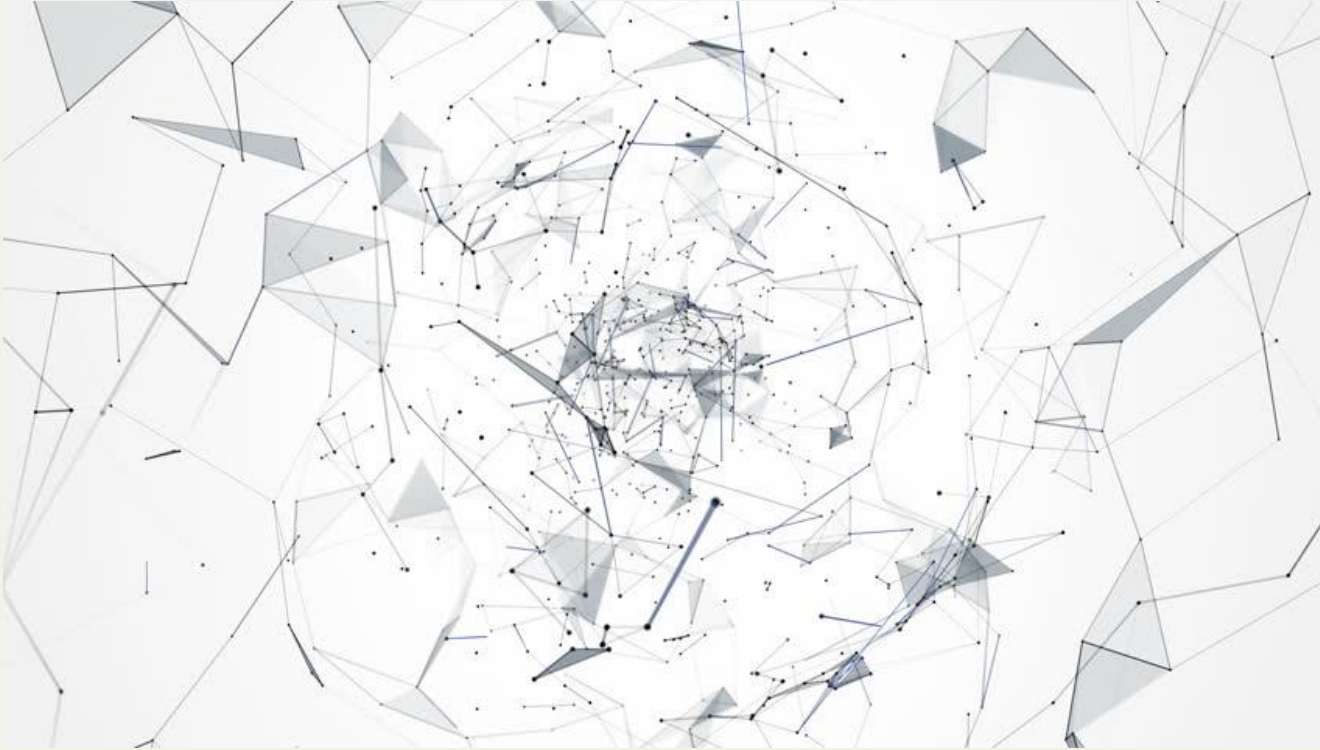
Our financial, business & product development, operational, marketing, sales and management models seek to be based around these principals yielding, like natural systems, sustainable long term positive returns and a sustainable future.



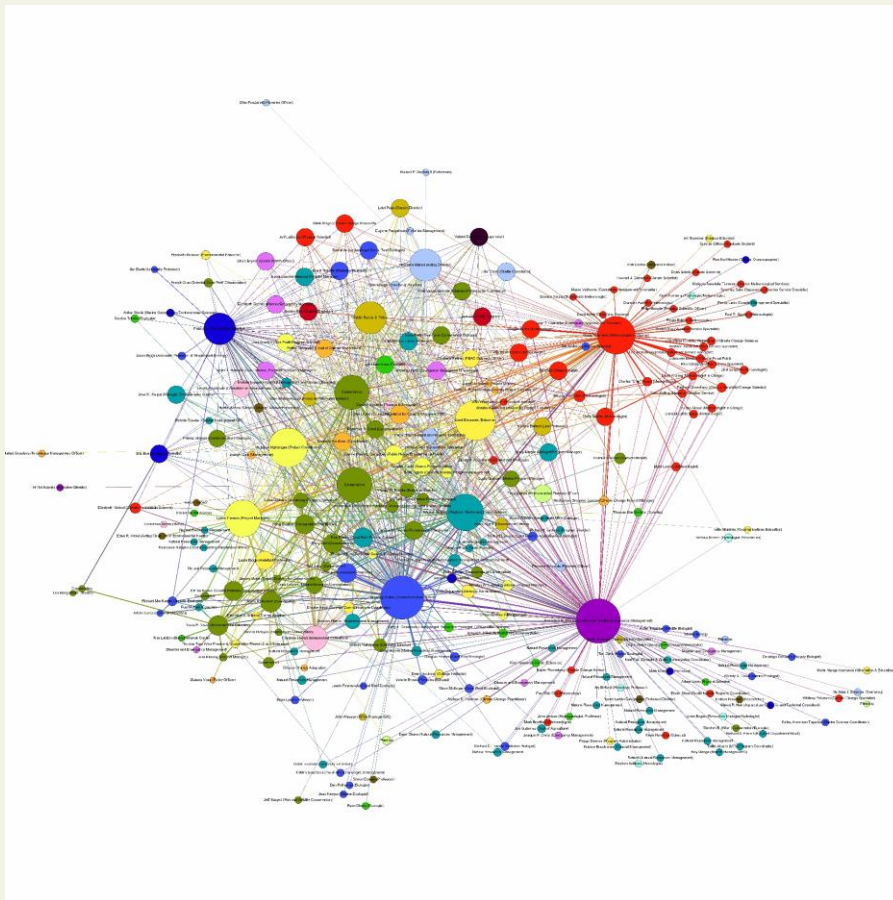
All things start with an idea



Examples: Blockchain.



Examples: Social Media



Examples: Wikipedia entry



Perspective: Collaboration for Success



Where does your company start and finish?

What defines who you are?

How do you separate yourself from the crowd?
Create your brand?

How do you grow? Innovate? Collaborate?

How do you become successful?



Perspective: Collaboration for Success



- Clearly define who you are, what you want and how you will achieve this outcome through giving. Vision & Purpose.
- Operate with a clear purpose, to a plan and a fearlessly positive mindset.
- Build agility and creative problem solving into your operational systems.
- Implement with accuracy.
- Let the system provide feedback and enjoy responding within your vision.
- Nurture and invest into relationships.
 - Don't seek to control out of fear of losing.
- Create NEW value
 - DON'T just exchange value AND definitely do not seek to damage others.
- Build your capacity to engage – become brighter.
 - Culture.
 - Knowledge systems.
 - Training systems.
 - Measure everything – engage the crowd with purpose
- **Collaborate**

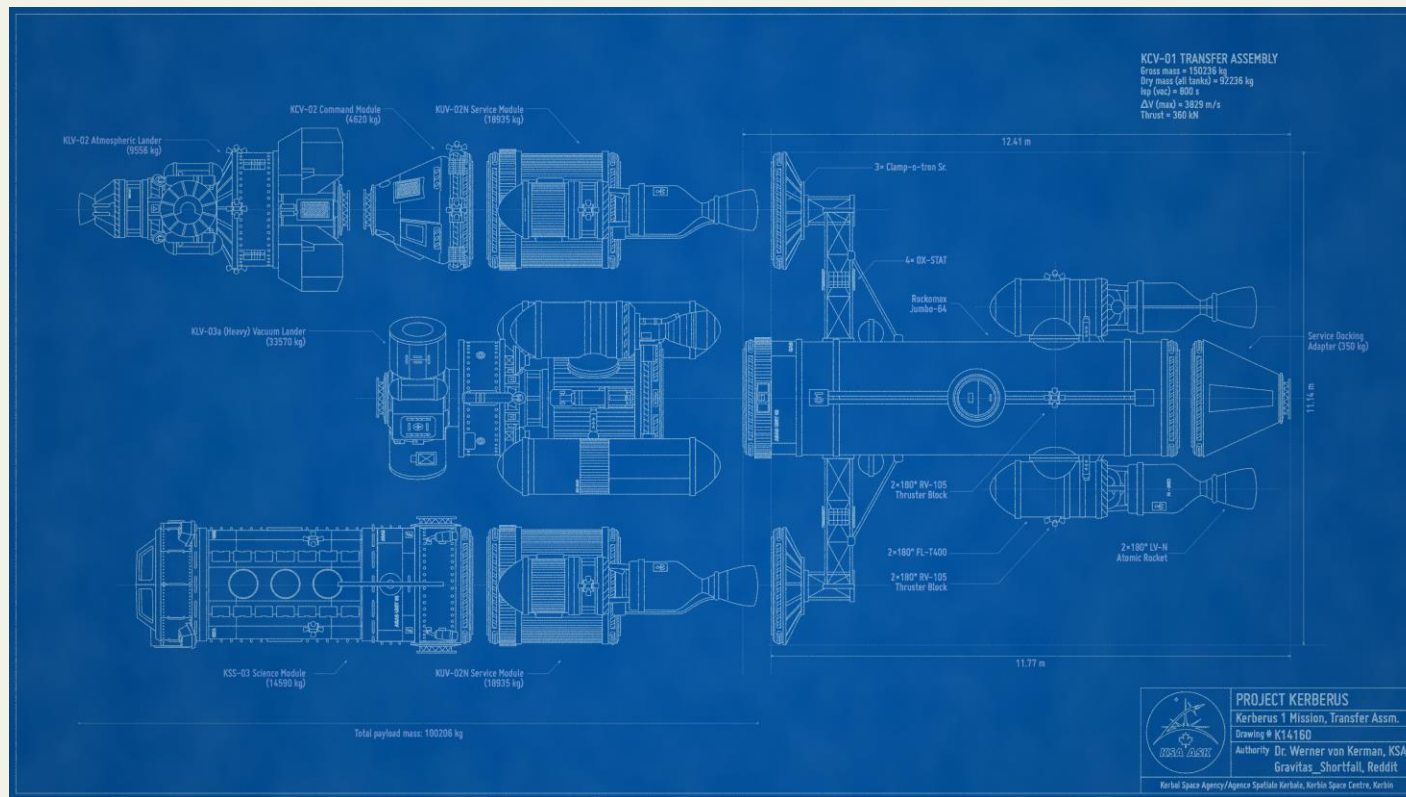
Looking Forward



Looking Forward



Looking Forward: We have plans



The Future: Camel Rides with a difference

