



MEDIA RELEASE

FOR IMMEDIATE RELEASE

OCTOBER 2016

Frosty Boy joins with UQ Business School to up-skill its leaders

Leading dessert and beverage base manufacturer, Frosty Boy Australia continues to invest in its people, most recently up-skilling its team through an exclusively designed eight-month leadership program.

The company partnered with The University of Queensland's Business School Executive Education to deliver eight modules across the subjects of leading people and teams, decision-making, sales, influencing people and finance.

Frosty Boy CEO Dirk Pretorius said the course was an exceptional opportunity for team members to expand their skills, while benefitting the day-to-day running of the company.

"We were pleased to work with UQ on this course, with each module conveniently delivered onsite by the school's facilitators," Mr Pretorius said.

"Providing these courses are important in maintaining our streamlined processes which have helped Frosty Boy stand out as one of the most trusted manufacturers in the world.

"We decided to this time focus on our middle and senior management teams to ensure they can be the best leaders, which positively influences the business across all levels and departments.

"Other courses in the past have included Certificates 3 and 4 for production staff, Workplace Health and Safety, First Aid, with various other one day seminars."



MEDIA RELEASE

Course results are currently being finalised, however, Mr Pretorius was pleased by the participants' efforts.

"They made excellent students and I'm sure their results will reflect their dedication to the course and their ongoing commitment to our company," he said.

"Investing in our people is one of the best things we can do and we look forward to taking part in future beneficial courses such as this leadership program.

"I'd like to thank the team members who participated and UQ Business School. It was an incredibly streamlined process and we were grateful to be involved."

For more information on Frosty Boy, visit www.frostyboy.com.au.

-ENDS-

Frosty Boy Australia, with its production warehouse in Yatala, Gold Coast, specialises in producing a high quality range of powdered base products including soft serve, frozen yoghurt and beverage bases for cafes, convenience stores and quick service restaurants and has been operating for 40 years.

To schedule an interview time, for more information or images, please contact:

Maree Butterworth

Elevate Communication Manager

(p) 07 3180 3666

(m) 0402 083 060

(e) maree@elevatecom.com.au