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Website

The ECRA website contains, along with this newsletter, information and presentations from ECRA projects, reports and seminars.

We encourage you to visit us at ecraustralasia.org.au

ECRA announces the launch of the Supply Chain Capability Development Program

ECR Australasia in conjunction with Accenture and the University of Wollongong's Graduate School of Business is pleased to offer the newly developed Supply Chain Capability Development (SSCD) Program.

The web based program, aimed at supply chain professionals, focuses on inventory management and replenishment functions and is appropriate for both retailer and supplier organisations. The program meets a range of industry challenges and works on common standards and consistent and definable processes.

The program is completely flexible and can be completed online in 50 hours through any internet enabled computer. The uniquely tailored program covers approximately 50 hours of self-paced on-line learning over a twelve month period. The curriculum focuses on six core topics:

- Supply Chain Fundamentals
- Forecasting and Planning
- Inventory Management

- Performance Metrics
- Statistics, probability and spreadsheet simulations
- Process integration and knowledge application.

Organisations participating in the program will build skills to assist in informed decision making, develop consistency in process and terminology, access world class content, use inventory, replenishment and forecasting competencies to drive a competitive edge whilst developing the skills of their workforce. Further information or to access a free three day trial please visit the ECRA website www.ecraustralasia.org.au

The course fee has been set at \$2,400. A registration form is attached at the end of this newsletter.

For further information contact Samantha Blake at the Australian Food and Grocery Council (samantha.blake@afgc.org.au) or Craig Hogan at Accenture. (craig.hogan@accenture.com)

Retail Ready Packaging – Guideline development continues

A group of retailers, suppliers, packaging companies and industry organisations are working closely on the development of a clear and comprehensive set of guidelines for Retail Ready Packaging aimed at facilitating efficient shelf replenishment processes.

The project which commenced in late May aims to publish not only a set of industry

guidelines but also additional tools to assist trading partners negotiate the introduction of retail ready packaging formats. It is anticipated this work stream will be complete by the end of 2006. Further details will be made available at this time.

For an update on the project contact Samantha Blake (samantha.blake@afgc.org.au or

“ECR principles support the belief that business success comes from delighting the consumer through meeting or exceeding their expectations”.

Product Introduction and Delisting Project Finalised

New Product Introductions are business critical and opportunities to improve supply chain involvement have been explored in the recently released project *Product Introduction and Delisting, Improving the Supply Chain Efficiency and Effectiveness*.

The report examines the role of the supply chain, focusing on the need to increase the efficiency and cost effectiveness of the new product introductions and delisting.

A cross industry project team conducted a detailed survey, a review of global best-practice and a number of industry workshops to understand current performance levels, underlying issues and to identify a set of recommended improvement actions.

The report provides practical examples of effective new product introductions and delisting through a range of case studies, a suggested new product

partnership framework, a self assessment tool and examples of product lifecycle management processes.

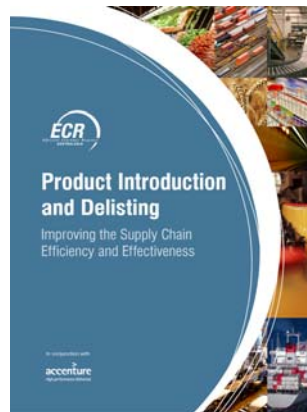
The report examines the role of the supply chain, focusing on the need to increase the efficiency and cost effectiveness of the new product introductions and delisting.

Two breakfast seminars will explore the need to increase efficiency and cost effectiveness of the supply chain in support of this critical activity leading to successful business execution. It will provide an opportunity to hear first hand the key findings and recommendations from the report. Detailed information on the seminars is at the end of the newsletter.

ECRA has partnered with Accenture for this project, further information is available from Samantha Blake

(samantha.blake@afgc.org.au) or Craig Hogan from Accenture (craig.hogan@accenture.com)

Supply Chain budget 'over-runs' for product introductions and delists are on average ~1% of revenue p.a.



Global sunrise date announced for new smaller barcodes

The international numbering organisation, GS1, recently announced a global sunrise date of Jan. 1, 2010, for a new smaller barcode called Reduced Space Symbology. This new barcode carries more data, is approved for Global Trade Item Identification and is a new identification solution for hard-to-mark products.

The announcement follows a compelling business case review by a global task force comprising retailers, consumer goods manufacturers, pharmaceutical companies, GS1 member organisations and industry

trade associations.

The use of RSS bar codes will support product authentication traceability, and quality and they can carry GS1 Application Identifiers including serial numbers, lot numbers and expiration dates.

ECR Australasia will develop a strategy and a roadmap for implementation through its current product identification group. Further information is available at the GS1 Australia website www.gs1au.org.

ECR Updates from Overseas

ECR Europe

The annual ECR Europe conference is scheduled for 8 -10 May 2007 in Milan - Passion for Growth, Innovation and Execution in a Changing World.

Initial information is available from the following link and the site will have further detail including an agenda in due course.

<http://conference.ecrnet.org>

ECR Asia

The 9th ECR Asia conference will be held at the Kuala Lumpur Convention Centre (KLCC) Kuala Lumpur, Malaysia from November 13 to 16, 2006 with the theme ECR and Free Trade -The Challenge for Cross Border Supply Chain Management.

Further details are available at <http://commitnet.com/ecr1509/>

GS1 Education & Training Road Show

The Road Show, which takes place in October 2006, will visit Melbourne, Sydney and Canberra to give you the opportunity to attend a GS1 System training session close to home.

To further increase awareness of the GS1 System, GS1 Australia will work with Supply Chain experts and Alliance Partners as part of its Education & Training Road Show.

If you're involved in using or allocating GS1 System numbers, designing and/or printing labels and packaging, are a user of EANnet®, or want the low-down on how your industry is adopting the GS1 System – then attending the full-day program will provide you with relevant and practical insights into

how you can help your business succeed and prosper.

The full-day Road Show program has been structured into two streams to provide different subject matter training for different member groups. Participants can choose during the day which topics they wish to attend.

LEARN Classroom

The LEARN Classroom session runs throughout the day and allows new members to understand, and existing members to refresh their knowledge of the GS1 System.

Those interested in this participating in this training should contact Patricia Slattery on 1300 366 033 or email

Location / Dates

GS1 Sydney

Date: 17 October 2006
Location: Lakes Business Park Building 4B, 2-4 Lord Street, Botany
Time: 9.30am to 4.30pm

Canberra

Date: 19 October 2006
Location: TBA
Times: 9.30am to 4.30pm

GS1 Melbourne

Date: 24 October 2006
Location: Axxess Corporate Park 100/45 Gilby Road, Mount Waverley
Time: 9.30am to 4.30pm

There is no cost for these training sessions they are FREE

ECR Australasia Structure

“ECR announces new manager”

ECR Australasia has pleasure in announcing the appointment of Mr Russ Neal to the position of ECR Manager and Director Industry Policy for the Australian Food and Grocery Council.

Russ comes to the role from Minister McGauran's office with a career in industry policy and politics. He was CEO of the Australian Seafood Council for six years and understands the challenges of working on business concepts with trading partners aimed at better satisfying consumer needs.



ECR AUSTRALASIA BOARD

The ECR Australasia Board comprises senior executive reps from food and grocery retailers, wholesalers and suppliers. The full membership of the Board is:

Andrew Cummings (Chairman)
Managing Director, Clorox Australia

Richard Brown
General Manager Fuel, Food & Liquor Supply Chain, Coles Myer

Steve Anderson
Managing Director, Foodstuffs (South Island)

Peter Tedesco
Chief Executive Officer, Green's Foods

Andrew Reitzer
Chief Executive Officer, Metcash Trading

Mark Brosnan
General Manager Merchandise, Progressive Enterprise

Peter McClure
Chief Executive Officer, NZ Dairy Foods

Pete Manuel
Managing Director, Procter & Gamble and Gillette Australia Pty Ltd

Ian McDonald
General Manager, Grocery Woolworths Ltd

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Supporting Organisations
Australian Food & Grocery Council
New Zealand Food & Grocery Council

ECR Australasia is strongly supported by all major Australian and New Zealand retailers and wholesalers. Visit us at:
www.ecraaustralasia.org.au

Publications

ECR Australasia publications are freely available to all AFGC, NZFGC, Board member companies and participating organisations. A list of available publications can be found at the ECR website www.ecraaustralasia.org.au.

ECR Publications

Publications available include:

- A Guide to Collaborative Loss Prevention (electronic copy on CD only)
- A Guide to Demand Forecasting within the Grocery Industry
- A Guide to KPI Development within the Grocery Industry
- The Profit Impact of ECR
- A Guide to Efficient Replenishment & Reducing "Stock Outs" Within the Grocery Industry
- Efficient Product Movement
- Data Integrity & Synchronisation

ECRA and GS1 – Join forces on a new project

ECRA and GS1 Australia have joined forces to focus on a project that will drive the adoption of data quality across the Australian and New Zealand food and grocery industry, with particular emphasis on product dimensions.

In late 2004 early 2005 a number of different industry and country specific work groups were independently formed to address data quality issues. The potential for the work groups to create multiple solutions was discussed resulting in the Global Commerce Industry Board creating the Joint Business Planning Data Accuracy Task Force in April 2005. The charter was to develop a framework for a global data quality solution.

The task force created *Data Quality Framework* which incorporated *Data Quality Guiding Principles* and *Data Quality Protocol*, including for industry review a *Data Quality Management System*, *Data Inspections Procedures* and *Implementation guide*.

A foundation to data quality is the physical products characteristics. Products identified with the same GTIN can have some inherent

variability in gross weights and dimensions due to manufacturing variability, environmental factors, transportation impacts etc. Acceptable variances and tolerances are an essential element to appropriate dimensioning. Inaccurate data results in unnecessary costs associated with order inaccuracies, invoice deductions, transport/storage under or over utilisation, planogram errors and material handling equipment problems.

The ECRA GS1 project's objective is to

"Drive the adoption of Data Quality Protocol across the Australian and New Zealand food and grocery industry through the adoption of appropriate best practice and collaborative commerce with particular focus on product dimensioning".

Further information is available from Samantha Blake (samantha.blake@afgc.org.au 02 6273 1466) or from Mark Fuller at GS1 Australia. (03 9558 9559).



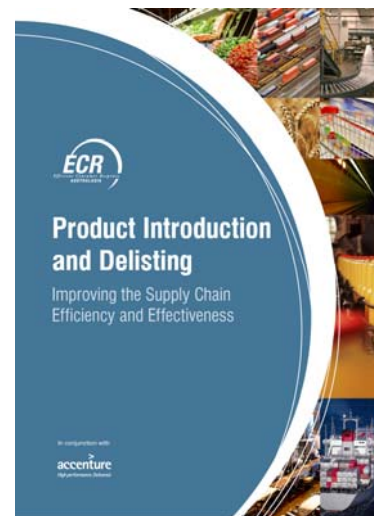
New Product Introductions are business critical.

Supply Chain budget 'over-runs' for product introductions and delists are on average ~1% of revenue p.a.

Find out how to improve supply chain effectiveness and efficiency at an ECRA breakfast seminar.

Efficient Consumer Response Australasia (ECRA) invites you to join us for the exclusive launch of our latest report - ***Product Introduction and Delisting, Improving the Supply Chain Efficiency and Effectiveness.***

As market pressure and competition increases, as consumers demand new solutions, and as shareholders place greater value on growth capabilities, the need for Australasian food and grocery companies to successfully bring new products to the market has never been more important.



The breakfast seminar will explore the need to increase efficiency and cost effectiveness of the supply chain in support of this critical activity of successful new product introduction execution. It will provide an opportunity to hear first hand the key findings and recommendations from the recently completed report.

The seminar program is a chance to question the speakers and discuss the issues as they arise. This is a unique seminar and therefore necessary to register early as places are strictly limited.

in conjunction with:



Friday 20 October – Sydney

7.45am till 9.30am

Radisson Hotel
72 Liverpool St
Sydney 2000

Tuesday 24 October – Melbourne

7.45am till 9.30am

Hotel Y
489 Elizabeth St
Melbourne 3000

To register your attendance please complete the attached registration form. A cost recovery amount of \$60 will be charged to attend the seminar, which includes a light breakfast.

Registration Form

Fax your registration to (=61 2) 62731477

Attending: Friday 20 October – Sydney
 Tuesday 24 October – Melbourne.

Delegate Name: _____

Position: _____

Organisation: _____

Mailing Address: _____

Phone: _____ **Fax:** _____

Email: _____

Payment Details

My cheque for \$..... is enclosed (made payable to the Australian Food & Grocery Council)

Please debit my:

Visa AMEX Master Card Bank Card Diners

Card No.: ____ / ____ / ____ / ____ Exp date: __ / __

For the amount of \$_____ Cardholders Name: _____

Cardholder's Signature: _____