

## Efficient Consumer Response Australasia – Business Plan 2009-2010



<b>Vision</b>	Working together in the Supply Chain for total customer satisfaction.				
<b>Mission</b>	To drive the adoption of cost effective, efficient and consumer focused value chains through industry wide collaboration.				
<b>Unique Purpose</b>	A centre of excellence for retailers, wholesalers, manufacturers and suppliers to work <b>together</b> to deliver innovation, thought leadership and strategy on non-competitive issues.				
<b>Key Focus Areas</b>	<b>ECRA Initiatives</b> <i>Undertake projects and initiatives that bring Suppliers and Retailers together to drive mutually beneficial outcomes against ECR related matters.</i>	<b>Benchmarking</b> <i>Undertake a range of activities to measure the effectiveness and adoption of ECRA principles and to benchmark Australia / New Zealand against global standards.</i>	<b>Best Practice and Industry Standards</b> <i>Industry level coordinators for best practice development and standardisation relating to ECR</i>	<b>Issues Management</b> <i>Identify key issues ECRA constituents are experiencing due to lack of industry standard practices and facilitate solutions.</i>	<b>Education and communication</b> <i>Provide and support avenues for dissemination of relevant information to the Grocery Industry on ECR related matters</i>
	<b>On-shelf availability project</b> Optimise inventory levels and improve on-shelf availability through ongoing industry focus.	<b>Measure effectiveness of adoption and knowledge of ECRA principles.</b> Measure the impact of completed ECRA activities to determine the adoption and effectiveness of work streams on the industry.	<b>Shelf Ready Packaging.</b> Provide guidance to the industry on the adoption of sustainable shelf ready packaging solutions that deliver benefit to the consumer without negatively impacting the supply chain in a cost effective manner.	<b>Winning in January</b> Develop a range of tools and measures to drive improvements in service levels and product availability in the month of January 2010. Review results and identify next steps	<b>ECRA Conference.</b> Focus on raising awareness of ECR principles and provide the opportunity for retailers, wholesalers, suppliers and manufactures to collectively examine issues.
	<b>Shrink/Loss Prevention Project:</b> Identify and share better practices that could reduce stock losses and increase on-shelf availability to consumers.	<b>Benchmark</b> Develop capability to complete local and global benchmarking for specific ECRA initiatives.  Quantify full ECRA implementation – what have we achieved, what is still left.	<b>PENDING</b> <b>Product Recall Portal</b> Reduce inefficiencies and unnecessary costs for the industry through the application of a product recall portal to facilitate consistent data requirements and processes for product recalls and withdrawals.		<b>ECR Extra Newsletter</b> ECRA electronic newsletter communicating to constituents key activities underway locally and globally. <b>Website</b> The primary communication vehicle detailing current and past activities.
					<b>SCCD</b> Facilitate and manage Australian and New Zealand enrolments in the Accenture driven Supply Chain Capability Development program aimed at driving industry improvements in inventory management.