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ECRA Announces Inaugural Conference - Diary Date

ECRA is pleased to announce that it will be hosting the inaugural ECR Conference this year. The event will take place in Sydney, Australia on **Thursday 22 October** and **Friday 23 October 2009**.

ECRA is in a unique position to bring together the key participants of Australasian food and grocery supply and retail organisations and provide an exceptional program based on topical issues facing our industry both locally and globally.

Conference programming is currently underway with commitments from **Coles Group**, **Metcash Trading**, **Woolworths Ltd**, **Westfield**, **GRA**, and **Citi** to address the forum.

The event is specially designed and suitable for logistics and supply chain professionals; sales and account managers; demand planners and senior analysts within the grocery industry.

Great Reasons to Attend

- Hear directly from leading retailers and suppliers on industry critical directions.
- Identify top of mind issues facing the industry and learn how companies are responding both locally and globally.
- Examine case studies detailing best in class practices employed by leading consumer goods organisations.
- Explore new ways of working together.

Please note the Conference dates; a program and registration brochure will be available shortly. Inquiries regarding this event can be directed to Samantha Blake. E: samantha.blake@afgc.org.au or T: 02 6270 1466.

ECRA 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 www.ecraustralasia.org.au

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Supporting Organisations

ECR Australasia would like to thank the following organisations for their ongoing support, along with all major Australian and New Zealand retailers and wholesalers.

- Australian Food and Grocery Council
- New Zealand Food and Grocery Council

Availability in January - Australian Event

Every year the industry places great focus on driving availability over the Christmas period, but what happens in January?

To explore this issue ECRA is offering a unique one day workshop 'Winning in January'. Leading retail and supply organisations have been invited to showcase the issue and participate in dialogue on how the industry can improve service level performance and deliver in-store excellence.

This timely one day session to be held on Tuesday 31 March will help bring logistics professionals; sales / account managers; and analysts together to focus on improving January 2010 performance across the industry for the consumer.

To be part of the solution contact Samantha Blake (E: samantha.blake@afgc.org.au or T: 02 6273 1466) and register to participate.

Great Reasons to Attend

- Hear direct from retail / wholesale and major supplier companies on the trends impacting January performance across their business environment.
- Seize the opportunity to get up-to-speed with industry wide performance issues.
- Shape the debate by participating in breakout sessions with retailers aimed at understanding January performance and driving improvements.
- Identify which issues should be on your radar and understand what it will take to succeed in the future.
- Capitalise on networking opportunities to make new contacts and build business relationships.

On-line Learning and Development Program for Supply Chain Professionals

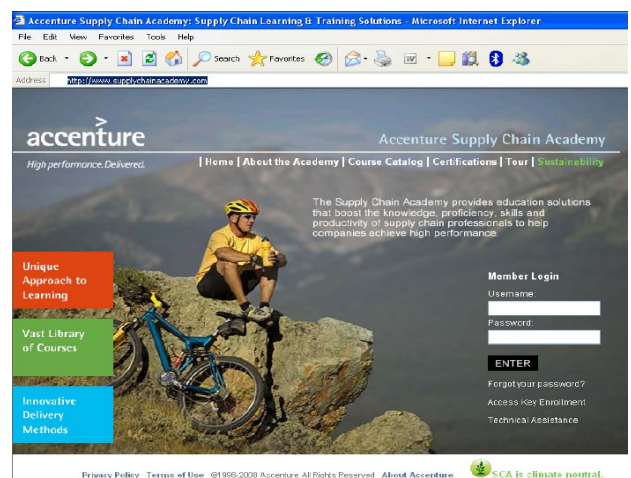
The Supply Chain Capability Development (SCCD) program is an on-line learning opportunity for Supply Chain professionals. The program is particularly focussed around forecasting and inventory management skills, and is primarily targeted towards those with roles in:

- Demand Planning
- Replenishment Management
- Retail Merchandising Management

The SCCD program has been developed by Accenture, and is designed as a set curriculum to be completed over a 12 month period. Passing an optional on-line exam after this study offers students a chance to gain certification in recognition of their efforts.

To learn more about the SCCD program, and to take advantage of a FREE TRIAL please use the following link to a simple guide.

<http://www.ecraustralasia.org.au/files/file/How%20to%20check%20out%20the%20SCCD.pdf>



On-Shelf Availability - The Next Steps

In the December issue of ECR Extra we announced that a working group, which includes representatives from Australasian retailers and suppliers, is undertaking a work plan to address key opportunities highlighted in the 2008 Report *On-Shelf Availability Challenge* (see the ECR Australasia website for information about accessing the report).

Work has progressed against each of the three objectives as detailed in December's issue of ECR Extra. They are:

- The working group is developing a guide to a **common language** for the availability measurements undertaken and the root causes of out-of-stocks identified through different stages of the value chain.
- A **framework** showing how business partners can engage in collaborative efforts to improve OSA is being developed. This will assist industry participants by providing them an OSA Improvement Roadmap by which to get started once agreement has been reached to undertake a collaborative effort to improve OSA.
- The working group members are considering pilot projects that can be undertaken between retailers and suppliers to grow OSA. These pilots' also serve to validate proof of concept for the OSA Improvement Roadmap.



Further updates on progress will be provided in future issues of ECR Extra. For information on this project please contact John Cawley E: john.cawley@afgc.org.au or T: 02 6273 1466.

Retail Ready Packaging - Future Work Focus

Following the successful launch of the ECRA Retail Ready Packaging Toolkit in July 2007 shelf ready packaging has become a reality. Over the past two and a half years ECRA has monitored its progress and development.

The Toolkit has been successful in providing a shared understanding of how shelf ready packaging solutions can be developed; the principles of engagement; and the functional guidelines required to offer fit for purpose solutions.

An online poll of Australian Food and Grocery Council members in 2007 found current uptake of SRP was growing – although slowly. Part of this was due to:

- a realisation that SRP is not the solution for all products or all categories;
- a greater focus on evaluating category needs, priorities and issues;
- consideration of best practice solutions; and
- a whole of chain evaluation of the impact of solutions.

The most significant finding from the survey was the poor in-store execution of products in shelf ready packaging. With this as the backdrop, the ECRA Board commissioned work to examine in-store practices with a view to developing practical guidelines similar to those outlined in the Toolkit to drive usage of shelf ready packaging.

Under the leadership of the Board a working group has been developing additional resources including best practice guides to supplement the Toolkit. It is anticipated these will be available mid 2009.

For further information on this project or to participate in the working group activities please contact Samantha Blake E: samantha.blake@afgc.org.au or T: 02 6273 1466.

New Report from Global Commerce Initiative

Building on the 2016 Future Value Chain, the 2018 report, published by the Global Commerce Initiative (GCI), Capgemini, HP and SAP AG, brings together insights and analysis of 130 of the industry's leading figures from Europe, North America, China, India, Japan and across Asia and examines the changing trends and dynamics that will impact the industry in the coming decade.

The report identifies how the industry can continue to meet the needs of consumers around the world despite the current challenging market conditions.



The study is the result of a series of workshops conducted in June and September 2007 in the Netherlands, Hong Kong, India and Japan, that brought together a wide range of retailers, manufacturers, academics and industry organisations. These sessions revealed that the declining economy, given added impetus by the recent credit crisis, and the resulting market volatility, along with fluctuating raw material costs and concerns about environmental sustainability, were trends that have accelerated more rapidly than expected. The workshops found that only by working much closer together will manufacturers and retailers be able to meet consumer needs and demands.

But the 2018 Future Value Chain program is not simply about identifying future industry trends over the coming decade; it also assesses their practical implications, recommending clear industry actions at a day-to-day operational level; some of which are already underway. Recommendations include prioritizing the importance of consumer insight, acting quickly on issues such as sustainability and preparing for new, hybrid business models that better serve consumer needs. <http://gci-net.org/gci/content/e29/e5840/>

ECR Australasia Board

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

Andrew Cummings (Chair) Clorox Australia Pty Ltd

Gary Tempany Metcash Trading Ltd

Matthew Foster Procter & Gamble Australia Pty Ltd

Sarah Kennedy Healtheries of NZ

Steve Anderson Foodstuffs (South Island) Ltd

Peter McClure Fonterra Brands (NZ) Ltd

Paul Harker Woolworths Ltd

Murray Johnston Progressive Enterprises Ltd

Tristram Wilkinson Kimberly-Clark NZ

Matt Swindells Coles Group

Kevin Jackson Sanitarium Health Food Co

 **Kimberly-Clark** New Zealand





















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 end of this newsletter.

Spotlight on ECR Around the World...

ECR Europe



The 2009 ECR Europe Forum and Marketplace conference is being held June 3-5 in Barcelona. The theme for this year's event is *Living with Change*, reflecting the message: "our world is changing, our consumers are more demanding". For those interested in attending the event or to see the program, simply visit the ECR Europe website at www.ecrnet.org.

Participants in the Forum tell us the value they get comes from three directions:

- **Vision / widening horizons:** Barcelona will contribute a substantial programme on parapharma and its growing importance for retailers and brand manufacturers alike.
- **Learn about ECR projects and how to implement them:** the Barcelona programme includes session on ECR Europe's priority JAG and sustainability projects, numerous practical break-out sessions and crash courses, including one given by the anti-trust counsels of ECR Europe on do's and don'ts in demand side collaboration. The Marketplace adds a hands-on dimension of its own to this learning experience.
- **Networking:** The ECR Europe Forum and Marketplace is the largest event of this kind in Europe.

For further information visit the ECR Europe website at www.ecrnet.org.

ECR Asia Pacific



The 11th ECR Asia Pacific Conference was held in Bangkok towards the end of 2008. The attendance of several hundred participants from many countries across Asia demonstrated confidence in the contribution of ECR to FMCG businesses and industry in the region.

As well as addressing practical matters such as pallet standardisation, balancing demand and supply, managing returnable packaging, RFID, EDI, and influencing shopper behaviour, the program also afforded the opportunity for site visits to manufacturing plants, distribution centres and stores. For further information visit the ECR Asia Pacific website <http://www.ecrasia.com>

ECRA Publications

If you have any ideas as to how the resources of ECRA could be improved please email samantha.blake@afgc.org.au with your comments. Please also forward this email to your colleagues and trade partners so they too can benefit from these resources. Available publications are:

- The On-Shelf Availability Challenge 2007-2008
- Accurate Product Measurement – Items and Trade Units within the Australia and New Zealand Grocery Industry
- A Guide to Collaborative Loss Prevention
- 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
- From Barcode to Electronic Code
- Product Introduction and Delisting, improving the supply chain efficiency and effectiveness.
- 2006 Food and Grocery Industry Tracking Study
- Retail Ready Packaging - A focus on shelf ready packaging an industry toolkit.