



# Efficient Consumer Response Australasia Strategy for 2007-2010

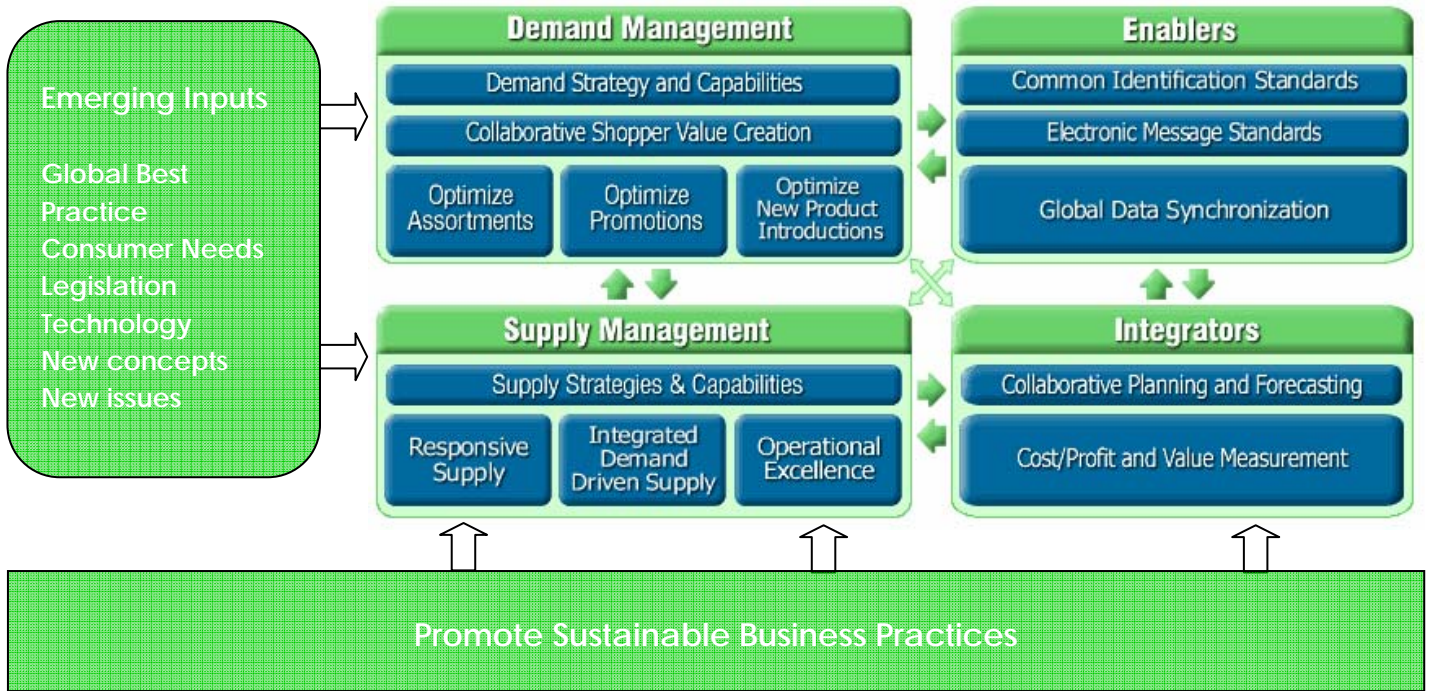
## Our Vision

Working together in the Supply Chain for total consumer satisfaction.

## Our Mission

To drive the adoption of cost effective, efficient and consumer focused supply chain through industry-wide collaboration.

## Core Concepts



## Implementation Pillars

### Execute

Develop industry best practice guides & standards.  
Collaborate on outcomes.  
Adopt worlds leading practice.  
Achieve efficiency & streamlining of process.  
Reduce costs throughout the supply chain.

### Educate & Communicate

Improve knowledge of ECR concepts.  
Build relationships with overseas ECR organisation.  
Relevant & quality ECR education courses.  
Improve and promote ECR knowledge.

### Measure Effectiveness

Assessment of the impact of ECR via various local & global tools and techniques.

### Delivering Results

Strong industry engagement  
Effective stakeholder relations  
Strong alliances