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ECRA Board announces three year strategy

The Efficient Consumer Response Australasia Board, has over the past six months, developed a robust three year strategy. The strategy will guide the development and progress of outcomes that deliver benefits to grocery industry trading partners. This is done by working together to better meet consumer needs and add value through building standard industry practices and developing successful business approaches.

The strategy will support an annual business plan that will detail the work activities and project streams to be undertaken by industry for industry. Project and work activities rely on the valuable and essential input from industry participants and are often supported on a pro bono basis from a number of consultant organisations.

Our Vision

Working together in the Supply Chain for total customer 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 and standards.
- Collaborate on outcomes.
- Adopt worlds leading practice.
- Achieve efficiency and streamlining of process.
- Reduce costs throughout the supply chain.

Educate & Communicate

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

Measure Effectiveness

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

Delivering Results

- Strong organisational capabilities
- Effective stakeholder relations
- Strong alliances

Publications

ECR Australasia

publications are freely available to all AFGC, NZFGC, ECRA Board member companies and participating organisations. A list of available publications can be found at www.ecraustralasia.org.au

- 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
- 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.

ECRA launches the Retail Ready Packaging Toolkit

There has been a strong, positive early response to the launch of the Retail Ready Packaging Industry Toolkit.



Ralph Moyle (Golden Circle) Samantha Blake (ECRA) Adrian Williams (IGD UK) Russ Neal (ECRA) at the Brisbane launch of the Toolkit.

The toolkit was launched in April with a series of Breakfast seminars in Melbourne and Sydney and most recently a combined Australian Institute of Packaging and Supply Chain Logistics Association of Australia event in Brisbane.

The Board saw a clear need to build common industry standards and guidelines to help retailers, suppliers, wholesalers and packaging companies implement shelf ready packaging solutions.

Easy to access and free to download, the Toolkit offers a practical, commonsense guide on the issue of developing long term sustainable solutions. To obtain your copy simply visit www.ecraustralasia.org.au and follow the links Retail Ready Packaging Toolkit.

For further information contact Samantha Blake at the Australian Food and Grocery Council (samantha.blake@afgc.org.au).

GS1 Data Quality Framework

Data synchronisation is the efficient electronic exchange of master transactional data between trading partners that take part in a commercial transaction.

Today, many efforts are being carried out in order to ensure that data complies with standards and is of good quality. In order to support the goal of creating lasting solutions for data quality, leading companies and organisations in the industry created the **Data Quality Framework**. The framework establishes the requirements for an effective data quality management system (DQMS) which, if implemented properly, can ensure continuous data quality for trading partners in a sustainable, cost and resource-effective manner.

The **Data Quality Framework** can be downloaded from http://www.gs1.org/docs/gdsn/gdsn_data_quality_framework.pdf

The Framework is a valuable resource as it assists in creating lasting data quality processes in companies and is useful in identifying internal opportunities and gives way to improvements in data management.

If you would like further information on data quality and the Framework contact GS1 Australia. National Number 1300 366 033 or www.gs1au.org or GS1 New Zealand +64 4 494 1050 or www.gs1nz.org.

Dimensioning work progresses

Good quality data, including carton dimensional data, will improve internal business processes for manufacturers, retailers and wholesalers. For trading partners it will assist in reducing costs, improving productivity and accelerate product speed to market.

GS1 Australia completed an audit of carton dimensions at distribution centre and results indicated that 16.5% of product tested had measurements greater than 4% of the stated dimension. Height was the worst offender.

To understand the impact of this level of error the working group are currently developing a business case to assist in identifying the cost the error rate has on the supply chain.

It is anticipated that further details will be available in the first quarter of 2008.

For further information or this work stream contact Samantha Blake (samantha.blake@afgc.org.au or 02 6270 9012).

Product Introduction and Delisting Report Available

The Product Introduction and Delisting report evaluates the operational inefficiencies and unnecessary costs for supplier, retailers and wholesalers through the introduction of new product lines and delisting of others, and outlines processes aimed at optimising the management of ranging decisions.

To get your copy of the report contact Samantha Blake (samantha.blake@afgc.org.au or 06 6273 1466)

Industry Survey - On-Shelf Availability

On-shelf availability continues to be an area of key focus for the food and grocery industry in Australia and New Zealand. As such the ECRA Board is seeking to identify the current status of on-shelf availability; review the adoption of recommendations from the 2001 report; and identify underlying concerns affecting this top of mind issue. This will assist your organisation and the industry, determine where the biggest improvements to advancing on-shelf availability are and what can be done to increase availability.

Your organisation has recently been provided the opportunity to participate in this work by completing an on-line survey. The objective is to gain an understanding of the current status and review the issues leading to improved practices and procedures. This is the first step in an industry project aimed at achieving a world class performance in this area. The project is being facilitated by Accenture. This is a crucial opportunity to review the current status of on-shelf availability as an industry. Its success depends on comprehensive responses from the food and grocery businesses.

The information requested in the survey is highly sensitive. Responses remain strictly confidential and cannot be linked to the company providing the information. All information is collated into one database. We encourage your organisation to participate by completing one consolidated response, the survey can be accessed via the following <http://www.ecraustralia.org.au/survey.php>.

Should you require any further information, or have any questions, about the survey, please contact Samantha Blake at the AFGC Secretariat (samantha.blake@afgc.org.au or 02 6273 1466) or Marek Rucinski at Accenture (marek.rucinski@accenture.com) or Anisa Makalic (anisa.makalic@accenture.com).

RFID/EPC Code of Privacy Launched

The Radio Frequency Identification (RFID) in Retail Consumer Privacy Code of Practice was officially launched at this years RFID World in Sydney.

The Code demonstrated the collaboration between retailers, suppliers, consumers and the technology industry in developing guidelines for the use of RFID in retail and dispute procedures for consumers.

Administered by Australian Retailers Association, supported by the retail sector, the Code provides the mechanism for the industry to self regulate in the context of general legislation such as Trade Practices Act, Privacy Act and various state surveillance laws.

Under the Code, RFID enabled stores are required to ensure the privacy of consumers is protected by:

- Giving consumers clear **notice** of the presence of RFID tags on products which are actively used at retail point of sale.
- Providing details of the **retention, use and protection of specific data** gathered on purchased items by the use of the RFID technology.
- Allowing ready access to information to **educate** consumers about the technology and its capabilities within the scope of the retailers operation.
- Providing **choice** for consumers during or after purchase of RFID labelled products.

The Code can be accessed through the ARA website <http://www.ara.com.au/765.html>

For further information contact Samantha Blake at the secretariat. (samantha.blake@afgc.org.au or 02 6273 1466).

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

New Work Stream for 2007 - DataBar introduction

GS1 has announced a global sunrise date of January 2010 for all scanning systems to read DataBar (previously referred to as Reduced Space Symbology) codes on trade item. The DataBar provides more information into half the space of the standard EAN/UPC bar code currently used for retail point of sale scanning.

An initial meeting of industry leaders was recently convened with the purpose of detailing how DataBar will be implemented; what the impact will be; and address any industry concerns. The outcome is likely to be a set of Guidelines for the implementation of the DataBar in Australasia.

Further information is available from Samantha Blake (samantha.blake@afgc.org.au) or Rachel Kairuz at GS1 (RKairuz@gs1au.org).

Supply Chain Capability Development Program

With over 55 participants commencing the web based training the Supply Chain Capability Development (SCCD) program is well underway.

In coordination with Accenture and the University of Wollongong the recently launched SCCD program concentrates on inventory management. The program is an online certification program that draws on Accenture's Supply Chain Academy and takes the best thinking from academic, industry and functional experts to train supply chain professionals. The ECRA-certified program for the food and grocery industry is designed for retailers and their suppliers. Certification is specifically for those professionals involved in the inventory management and replenishment functions at both retailers and suppliers.

The program sets a standard of professional excellence and quality and will provide a consistent, definable, repeatable process for retailers and suppliers. It's a completely flexible program that can be accessed through any Internet-enabled computer.

To learn more or to sign up, please contact either Accenture's Amrish Bhatia (amrish.s.bhatia@accenture.com) or Samantha Blake (samantha.blake@afgc.org.au).

ECR Updates from Overseas

ECR Europe

'Creating sustainable shopping value' will be the theme for next years ECR Europe Forum & Marketplace to be held in Berlin. This is in a sense a return to the ECR basic principle of fulfilling consumer wishes better, faster and at less cost, but at the same time introduces the current hot topic of sustainability. The theme mentions shopping value rather than shopper value. The difference is subtle - one defines the action, while the other describes the actor. However, ECR Europe will go beyond focussing on the person for whom we create value to a focus on how we create value and what shopping value is.

Information, program and registration details will be available shortly from the following link www.ecrnet.org.

ECR Asia

The 10th ECR Asia Pacific Conference and Exhibition is scheduled for 22-24 October in Singapore. Further details are available at www.ecrasia.com.

ECR AUSTRALASIA BOARD

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

Andrew Cummings

(Chairman)
Clorox Australia Pty Ltd

Richard Brown

Coles Group Ltd

Steve Anderson

Foodstuffs (South Island) Ltd

Peter Tedesco

Green's Foods Ltd

Gary Tempany

Metcash Trading Ltd

Mark Brosnan

Progressive Enterprises Ltd

Peter McClure

Fonterra Brands (NZ) Ltd

Pete Manuel

Procter & Gamble Australia Pty Ltd

Lindsay Mouat

Unilever (NZ) Australasia

Ian McDonald

Woolworths Ltd

ECR Updates from Overseas *Cont'd*

International Commerce Institute gets underway

Following a decision by the ECR Europe Executive Board on 1 July 2005, the International Commerce Institute was officially constituted by its Board of Directors on 29 September 2005. Creation of the Institute is consistent with the heavy investment ECR Europe has made in the creation and dissemination of ECR knowledge since its foundation in 1994.

The mission of the International Commerce Institute (ICI) is to bring about a behavioural change in relationships among thousands of consumer goods practitioners by promoting joint value creation through shared learning and the implementation of ECR best practice. The Institute's activities will include:

- accreditation and industry qualification programmes to ensure consistency and a high-level of quality across national boundaries;
- executive and vocational education programmes to foster broad-scale change in the way business is conducted within and between retailer and manufacturer companies;
- partnerships with academia to ensure that ECR knowledge is developed, shared and disseminated both in academic curricula and within retailer and manufacturer companies throughout the world;
- publications to disseminate ECR knowledge.

Further information is available at www.ecr-institute.org.

New Board Member Announced

Andrew Reitzer (Chief Executive Officer, Metcash Trading) after many years of active participation in the activities of the ECRA Board has resigned his directorship.

The Board expressed their deep gratitude for his advice, guidance and direction to the significant and valuable work program. The success of the ECRA organisation is due in large part to his contribution.

The Board welcomes Mr Gary Tempany from Metcash. Gary is the General Manager Merchandise and Marketing and his contribution to the activities of ECRA will be essential in furthering its reach.



Mr A. Reitzer

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New Zealand Food & Grocery Council

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