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## Dimensioning Work Completes First Step

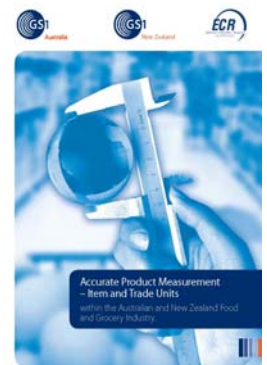
Efficient Consumer Response Australasia in partnership with GS1 Australia and GS1 New Zealand officially released its latest report *Accurate Product Measurement – Items and Trade Units within the Australia and New Zealand Grocery Industry* on Wednesday 11 June.

The report provides a concise summary of the key findings of an industry wide measurement audit and details the importance of accurate item and carton measurements, including the ongoing maintenance of this data in master data files. It also offers practical information on measurement rules; standard tolerances; and data quality management.

Presentations by Richard Jones (GS1 Australia), Geoff Shore (Woolworths) and Andrew Bowers (Unilever) brought the topic to life, and provided great insight into the opportunities for individual companies and trading partners to improve the business critical processes of dimensioning data alignment.

The report is available free of charge from the website [www.ecraustralasia.org.au](http://www.ecraustralasia.org.au).

For further information contact Samantha Blake ([samantha.blake@afgc.org.au](mailto:samantha.blake@afgc.org.au) or 02 6273 1466).



## Retail Ready Packaging - Successful Workshop

The Australian Food and Grocery Council (AFGC) and Efficient Consumer Response Australasia co-hosted a workshop aimed at exploring the current status of retail ready packaging and sustainability on Wednesday 11 June – *A Sustainable Dimensions – Retail Ready Packaging*. The workshop attracted 60 delegates.

The workshop explored the current status of retail ready packaging and the activities underway, globally and locally, that deliver operational and environmental efficient packaging whilst supporting product availability and ease of shopping.

- International expert James Tupper (IGD, UK) provided details on the relationship between retail ready packaging and sustainability, highlighting current activities underway globally.
- Tony Mahar (AFGC) looked specifically at the Australian industry and focused on two key elements sustainability and the National Packaging Covenant.
- Andrew Jackson (Amcor) examined the packaging manufactures perspective.
- Richard Brown (Coles Group) detailed their progress to date.
- An industry panel including Justine Piris (Bulla Dairies) John Higgins (Visy Board) and Tony Mahar (AFGC) explored some of the sensitive issues surrounding shelf ready packaging.
- A unique insight into the impact of packaging master data on trading partner activities with presentations from Woolworths, GS1 Australia and Unilever Australasia.

## Supporting Organisations

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

ECR Australasia is strongly supported by all major Australian and New Zealand retailers and wholesalers.

Visit us at [www.ecraustralasia.org.au](http://www.ecraustralasia.org.au)

## Publications

ECR Australasia publications are freely available to all AFGC, NZFGC, Board member companies and participating organisations.

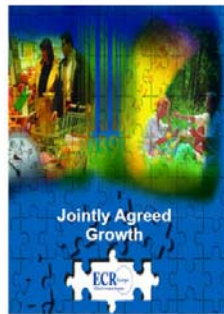
A list of available publications can be found at the end of this newsletter.

## ECR Europe Forum and Marketplace

The key message from the welcome plenary at the ECR Europe Forum & Marketplace in Berlin included the joint platforms of sustainability and value creation.

ECR Europe Co-Chairs Peter Brabeck-Letmathe (Nestlé) and Dick Boer (Ahold) said that against a backdrop of price hikes in fuel and key food stuffs, and increasing anxiety about food shortages, many consumers are demonstrating more responsible decision-making in the products they purchase to reduce their own environmental footprint.

But whilst these complexities and uncertainties also present opportunities for the industry to innovate, it is really only through greater collaboration between retailers and suppliers that shopper needs can be truly and effectively met by the industry.



In recognition of the need for a more consumer-centric and collaborative approach to growth, ECR Europe launched its '**Joint Agreed Growth**' (JAG) Framework, a fact-based 5-step approach to change and develop new working practices and business behaviours. <http://www.ecrnet.org/>

In addition to the plenary sessions five key breakout streams were explored over the two and a half day program. These included: shopper; sustainability; supply chain; enabling technologies; and business strategies. Further information is available at [www.ecrnet.org](http://www.ecrnet.org).

## Supply Chain Capability Development Program

The Supply Chain Capability Development Program is a challenging and rewarding educational program that focuses specifically on inventory management and forecasting skills. The web based program seeks to raise participants decision making capabilities by providing foundational concepts and skills across the supply chain.

Efficient Consumer Response Australasia is pleased to announce Phajongkit Sothanayongkul, David Breedon, Ramesh Reddy Touti Reddy and Pradeep Dhavalikar from Nestle Australia have recently successfully completed the program. Presenting the certificates were Stephen Ray, Oceania Supply Chain Director - Nestle and Samantha Blake, Manager - ECRA Secretariat. Congratulations to all.

For further information or to register to participate in the program contact Kim Riggans. ([kim.riggans@afgc.org.au](mailto:kim.riggans@afgc.org.au)).



(From L to R Phajongkit Sothanayongkul, Stephen Ray, David Breedon and Samantha Blake)

## ECR Updates from Overseas

### *ECR Europe – released sustainable transport roadmap and self assessment tool*

The ECR Europe Road Map Self Assessment Tool contains a list of focus areas that relate to sustainable transport. Intelligent and varied usage of the tool will allow companies to take steps in their own organisation to plan for and seek to deliver savings in the distance travelled on the road, and savings in the cost of operating transport. For further detail <http://www.ecrnet.org/05-projects/05-projects-sustainable-roadmap.html>.

### *ECR Asia Pacific*

The 11<sup>th</sup> Asia Pacific Conference and Exhibition is scheduled for 15 to 17 October and will be held in Bangkok, Thailand this year.

The program's tagline is "The Winning Recipe for the Second Decade of ECR" and further information will be available shortly at the following web location, [www.ecrasia.com](http://www.ecrasia.com).

## GS1 Australia - Be inspired at Impetus 2008

Australia's premier supply chain conference, Impetus 2008, offers an impressive line-up of keynote speakers including representatives of US and Australian retailers.

Simon Langford, Director - EPC Strategies for US retailer Wal-Mart, will share strategy and learning's with EPC/RFID at Wal-Mart and the Sam's Club wholesale club chain. Richard Umbers, General Manager Customer Engagement, Woolworths will also deliver a keynote address looking at the current and future supply chain challenges faced by the retailer.

Dr Sanjay Sarma, Associate Professor of Mechanical Engineering at Massachusetts Institute of Technology (MIT) will discuss the latest developments in RFID technology across the globe and what implications they will have in Australia. Dr Sarma is widely credited with defining and developing many of the standards and technologies that form the foundation of the commercial RFID industry.

On Day Two the keynote address will be given by Steven Newton, Metcash Limited National Technical Manager, on Business Continuity Planning for a Supply Chain in a Pandemic Scenario. He will address what businesses need to consider when facing a pandemic, what technologies need to be in place and what security measures must be activated to ensure vital supplies are delivered to those in need.

Conference delegates will also hear from the CEOs of Australian industry associations. Other speakers will relate their hands-on implementation experience in supply chains across sectors such as hardware, retail, healthcare, automotive and food and grocery. Speakers representing the government and education sectors will also participate.

Impetus 2008 will be held on Thursday, October 23 and Friday, October 24 at the Sofitel Hotel, 25 Collins Street, Melbourne. For more information on Impetus 2008 visit [www.impetus.gs1au.org](http://www.impetus.gs1au.org)

## GS1 New Zealand - Upcoming Seminar Series

The GS1 New Zealand Bar Code and GS1net (data synchronisation) foundation seminars are held quarterly in Auckland, Wellington and Christchurch. Registrations are now being taken for the next round of these seminars scheduled for August and September.

The **Bar Code Foundation** seminar is a 'must' for new GS1 members. It provides a thorough grounding in how bar code numbering works, and how bar codes are created and managed (plus some startling insight into the repercussions of poor quality bar coding). This seminar is also a great refresher for people needing to re-acquaint themselves with bar coding and a particular aid for companies where staff turnover requires frequent training of new recruits.

The **GS1net (data synchronisation) Foundation** seminar will be of particular importance for suppliers to major retail groups in New Zealand starting with Foodstuffs, Mitre 10 and The Warehouse Stationery. GS1net is an electronic data synchronisation catalogue that gives suppliers the ability to provide product information including pricing, promotion and trading terms online, instantly to these retailers.

**Wine industry seminars** are also a focus for GS1 New Zealand with several regional seminars being held this July to provide a thorough grounding in the creation and use of bar codes by wine producers and their customers. The seminars will also give insight into GS1net, emerging technologies and traceability using the GS1 system.

For further information on any of these upcoming seminars, please contact Pauline Prince phone + 64 4 494 1067, email [pauline.prince@gs1nz.org](mailto:pauline.prince@gs1nz.org) or visit <http://www.gs1nz.org/SeminarCalendar.aspx>.

## 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**

(Chair)  
Clorox Australia Pty Ltd

**Steve Anderson**

Foodstuffs (South Island) Ltd

**Gary Tempany**

Metcash Trading Ltd

**Peter McClure**

Fonterra Brands (NZ) Ltd

**Jeff Strong**

Procter & Gamble Australia Pty Ltd

**Ian McDonald**

Woolworths Ltd

**Sarah Kennedy**

Healtheries of NZ

**Michael Watt**

The Wigley Co Pty Ltd

## 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](http://www.ecraustralasia.org.au)

## ECRA Publications

Available publications are listed below:

- Introducing ECR Australasia
- Accurate Product Measurement – Items and Trade Units within the Australia and New Zealand Grocery Industry
- 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.

If you have any ideas as to how the resources of ECRA could be improved please email [samantha.blake@afgc.org.au](mailto: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.

## New Appointment

John Cawley joined the ECRA Secretariat in August 2008. John brings 17 years experience in the FMCG industry in Australia and New Zealand. His background spans both Commercial and Supply Chain management, through a number of roles with Nestle and Procter and Gamble. John holds a Bachelor of Business degree from the University of New England.

In the role of Assistant Manager, John has responsibility for supporting initiatives resulting from the key platforms of the ECRA strategy and business plans.

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