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## On-Shelf Availability-Largest Australasian Study Completed

The on-shelf availability (OSA) survey undertaken in the last half of 2007 is the single biggest and most comprehensive study within Australia and New Zealand.

Its key findings confirm the importance of this topic to the industry and at the same time highlight the need for a more consistent approach to its measurement and management of OSA.

- 93% of suppliers and retailers agree that OSA is now and will continue to be a critical management issue.
- There has been limited success in implementation of recommendations from the 2001 report, highlighting the need to prioritise the areas to attack and to develop an action plan for the most important actions.
- Alignment between suppliers and retailers for OSA related activities is recognised as a key step to achieving progress in this area, with 75% supporting industry wide initiatives.
- Primary impact of poor OSA is financial, with the loss in sales to the industry estimated to be at least AUD 3.2billion but most likely AUD 5.8billion per annum.
- 1/3 of respondents are not measuring OSA, and over 50% are not using it as a KPI, which provides evidence that robust measurements and processes are currently not in place to support the tracking of the true financial impact of low OSA.
- 25% of respondents have identified leaner just in time supply chains as a current trend and future challenge to OSA, highlighting the need for reduced inventory and smaller margins of error in the forecast.

Further work will be undertaken in this area throughout 2008.

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](mailto:samantha.blake@afgc.org.au) or 02 6273 1466) or Marek Rucinski at Accenture ([marek.rucinski@accenture.com](mailto:marek.rucinski@accenture.com) or 02 9005 5069).

## Diary Note - A Sustainable Dimension - Shelf Ready Packaging Workshop

An ECRA workshop will explore 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.

The workshop, to be held in Sydney on **Wednesday 11 June**, will bring together local and international experts in packaging along with local case study examples of how companies are achieving successful implementation within their own organisations. The program will also offer a unique insight to the impact of poor dimensioning data on the supply chain and the proposed industry solutions.

To register your interest in attending the workshop, please contact Mischelle Mehnert at the Secretariat ([mischelle.mehnert@afgc.org.au](mailto:mischelle.mehnert@afgc.org.au) or 02 6273 1466).

## ECR Asia Pacific

The 11th Annual ECR Asia Pacific (ECRAP) Conference and Exhibition. "The winning recipe for the second decade of ECR" will be held in Bangkok, Thailand 15-17 October 2008. Further details are available from [www.ecrasia.com](http://www.ecrasia.com).

## ECR Asia Pacific Award

The ECR Asia Pacific Award has been initiated by ECR Asia Pacific Council with an objective to encourage cooperation and collaboration among trading partners, to recognise great efforts made in the ECR movement and stimulate sharing of learning. For more information visit [www.ecrasia.com](http://www.ecrasia.com).

## CIES - Top of Mind 2008

CIES (The Food Business Forum) has recently released its annual "Top of Mind" report. Based in the views of over 400 retail and consumer goods executives from 52 countries the survey asks decision makers to choose their top three issues for the year ahead, from a list of broad topics. The table below provides detail on the overall ranking for 2008 and further information can be found at [www.ciesnet.com](http://www.ciesnet.com).

Issue	% Resonpdent choosing issue	Ranking	
		2008	2007
1. Corporate responsibility (eg. sustainable development, social standards, corporate governance)	45.2	1	5
2. Food safety (eg. standards, traceability, consumer confidence)	38.3	2	8
3. Consumer health and nutrition (eg. product development, labelling education)	36.6	3	1
4. The economy and consumer demand (eg. energy cost, demographic change, consumer trend)	32.9	4	11
5. Retailer- supplier relations (eg. trade costs, pricing, collaborations)	25.1	5	2
6. Human Resource (eg staff recruitment and retention, operational performance)	22.0	6	7
7. Technology and supply chain (eg. in-store technology, out of stocks, transport, RFID)	21.9	7	4
8. The retail / brand offer (eg. price points, assortment, format/product innovation, diversified services)	20.4	8	3
9. The competitive landscape (eg. consolidation, discount, new channels/ categories)	18.8	9	6
10. Internationalisation (eg. international expansion, global sourcing)	15.2	10	10
11. Consumer marketing (eg. loyalty programmes, promotions customer service, advertising)	14.9	11	9
12. Regulations (eg. store openings, pricing, labelling)	7.6	12	12

## Highlands 2008

The Australian Food and Grocery Council (AFGC) 2008 *Highlands* Senior Executive Forum for AFGC members and invited retailers and other guests will be held at Sheraton Mirage Resort and Spa on the Gold Coast in Queensland from Wednesday 7 May-9 May 2008.

Further information will soon be available on the AFGC website: [www.afgc.org.au](http://www.afgc.org.au) or by contacting Mischelle Mehnert at the AFGC Secretariat ([mischelle.mehnert@afgc.org.au](mailto:mischelle.mehnert@afgc.org.au) or 02 6273 1466).

## Web site

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.ecraustralia.org.au](http://www.ecraustralia.org.au).

## GS1 Data Quality Framework—Version 2 Reloaded

The Data Quality Framework has been written and revised with the input from many retailers, manufacturers, industry associations, certification bodies and others.

The objective of this new version of the Data Quality Framework (V2) is to enable companies to take a practical approach to the implementation of a Data Quality Management System (DQMS). Version 2 incorporates the self-assessment and self-declaration chapter developed by AIM, Capgemini and GS1. Additionally, a key performance indicator (KPI) model for master data is now included as a way to effectively assess the quality of the information. The KPI model also provides validation to a proper implementation of a Data Quality Management System.

The **Data Quality Framework** can be downloaded from [http://www.gs1.org/docs/gdsn/gdsn\\_data\\_quality\\_framework.pdf](http://www.gs1.org/docs/gdsn/gdsn_data_quality_framework.pdf).

If you would like further information on data quality and the Framework contact GS1 Australia. National Number 1300 366 033 or [www.gs1au.org](http://www.gs1au.org).

## Dimensioning work progresses

As part of the carton dimensioning survey, GS1 New Zealand also undertook a survey of items in the New Zealand supply chain to complement the data in Australia. Results were similar to those found in Australia - 14% of samples had dimension errors beyond the 4% tolerance: Height 9%, Width 3%, Depth 3%.

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

## Supply Chain Capability Development Program- First to Graduate

### What's new?

Based on feedback from our users and evolving technologies, we are very pleased to announce a new Supply Chain Academy site for SCCD! We have significantly improved the navigation and usability of the site interface, and introduced a new course architecture for increased interactivity and flexibility.

- Clean new interface
- More on-screen content space
- Tab-based navigation
- New "My Curriculum" page allows you to sort your course history and filter based on completion status
- Improved course tracking helps ensure accurate course completion history
- More interactive courses with more animation and activities
- Register for all courses in a Learning Series at the click of a button
- Faster online performance

...and more!

**Ready to Take the Exam?** If you plan to take the exam between March 27 and April 4 please notify the [SCA Helpdesk](#) to ensure your access is properly configured in advance. If possible it is advisable to postpone your exam for a few days and take the exam on the new SCCD 2.0 platform.

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

## Publications

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

Available publications are:

- Introducing ECR Australasia
- 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.

## GS1 DataBar™ introduction

GS1 Global Office has announced a global sunrise date of January 2010 for all scanning systems to read GS1 DataBar (previously referred to as Reduced Space Symbology) codes on trade item.

GS1 DataBar was designed to answer the business needs in the fresh produce and healthcare sectors; however it can also help organisations comply with growing global concern over traceability, bioterrorism and increased international regulations for the establishment and maintenance of records.

The GS1 Databar family consists of seven symbols, the following site provides details on each:

[http://gs1au.org/assets/documents/products/gs1\\_system/datacarriers/p\\_gs\\_dc\\_databar\\_symbolsumm.pdf](http://gs1au.org/assets/documents/products/gs1_system/datacarriers/p_gs_dc_databar_symbolsumm.pdf).

There are no plans to discontinue the EAN/UPC bar code. Further information is available from Samantha Blake at the AFGC Secretariat ([samantha.blake@afgc.org.au](mailto:samantha.blake@afgc.org.au) or 02 6273 1466) or Rachel Kairuz at GS1 ([rkairuz@gs1au.org](mailto:rkairuz@gs1au.org) or 03 9550 3423).

## GS1—Training Courses

GS1 Australia Supply Chain Knowledge Centre is a state-of-the-art training facility, built to:

- be able to demonstrate the full system of GS1 standards in the context of the entire supply chain;
- present a vision of what going beyond customer compliance could look like;
- show what supply chain integration and collaboration are, and how to achieve them;
- show the physical and logical supply chains as separate entities and how they interact to create efficiency;
- a showcase for the demonstration of the latest in supply chain theory and practice.

A number of different programs are available within the centre.

### Standards in Action - Free 1 hour session

The Standards in Action module allows you to physically see and experience the GS1 System of standards working in practice – numbering, data carriers and eMessaging all deployed to support a fully integrated supply chain.

### EPC/RFID in Action - Free 1 hour session

You will see and experience EPC/RFID fully deployed across the entire supply chain. Evaluate it against existing best practice processes, against your processes, see what it will and won't do, and evaluate what it could do for you.

### Chain Reaction Program

Learn what supply chain really is, and how you can collaborate, to integrate your supply chain with your trading partners. The Chain Reaction Program is made up of six modules and tutorials which were constructed with the assistance of instructional designers against the SCOR model for supply chain.

For further information contact Patricia Sterling on 03 9550 3471 or visit [http://www.gs1au.org/services/education\\_and\\_training/sckc/](http://www.gs1au.org/services/education_and_training/sckc/)

## ECR Updates from Overseas

### ECR Europe

'Creating sustainable shopping value' is the theme for the ECR Europe Forum and Marketplace to be held in Berlin on 27-29 May 2008. 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. For further information visit <http://forum.ecrnet.org>.

## 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

**Richard Brown**  
Coles Group Ltd

**Steve Anderson**  
Foodstuffs (South Island) Ltd

**Gary Tempny**  
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 Wrigley Co Pty Ltd

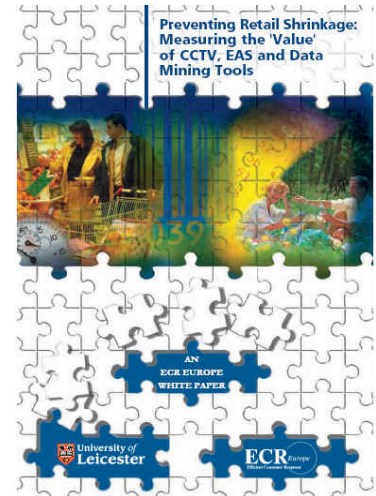
## **ECR Europe announces new report**

ECR Europe has released a white paper on "Preventing Retail Shrinkage: Measuring the Value of CCTV, EAS and Data Mining Tools."

The paper has been compiled by ECR Europe and the University of Leicester.

The white paper aims to increase understanding of how retail loss prevention practitioners calculate the value of investments in CCTV, EAS and Data Mining technologies, develop better practise in this area and provide practical steps for the loss prevention community in measuring the impact of various types of technologies.

It can be downloaded free of charge from:  
<http://www.ecrnet.org/ECR%20Measuring%20Value%20of%20shrinkage%20technologies%20Report%20final.pdf>.



## **International Commerce Review**

The International Commerce Institute is the link between global thought leaders in academia, retailing and the consumer goods business.

The most recent of the new issue of The International Commerce Review includes interviews with CEO Danny Wegman, a case study about Innovating Innovation at 7-11 Japan and a lead article on Why Fairness Matters.

For online access to these articles and further details visit <http://www.ecr-institute.org>.



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**Supporting Organisations**  
Australian Food & Grocery Council  
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](http://www.ecraustralasia.org.au).