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## Breakfast Seminar - "The On-Shelf Availability Challenge 2007-2008"

The results and key findings from the on-shelf availability (OSA) survey undertaken in late 2007 will be launched at an industry breakfast seminar in Melbourne on Wednesday 12 November 2008. The survey was the single biggest and most comprehensive ECRA study to be completed 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 the measurement and management of OSA.

- 93% of suppliers and retailers agree that OSA is a critical management issue;
- 75% support industry wide initiatives with alignment between retailers and suppliers;
- Lost sales impact of poor OSA is estimated to be at least AUD \$3.2b, but most likely \$5.8b annually;
- 39% of industry players are not currently measuring OSA;
- 25% of respondents have identified leaner "JIT" supply chains as a challenge to OSA.

Senior executives from the supplier and retailer communities will address the seminar, and project partner Accenture will provide detailed findings from the survey and many aspects of the issue of OSA. A panel discussion will follow.

An attendee pack, including a copy of the report, will be provided at the seminar.

More information and a registration form is available by logging on to <http://www.ecraustralasia.org.au/seminars>, or by contacting Kim Riggans at the Secretariat ([kim.riggans@afgc.org.au](mailto:kim.riggans@afgc.org.au)) or by telephone on 02 6273 1466.

## Next Steps for OSA, Post Survey and Release of Report

As part of the OSA survey process, a workshop was held earlier in 2008, at which working group members considered the key learnings from the survey results, and determined the priority next steps the industry could take in addressing the major issues identified. The group determined that first two areas for focus were measuring OSA and root causes of out of stocks.

As a result two projects have been planned and Board approved. Firstly "Measuring OSA – What gets Measured gets Fixed", set to run from October 08 to February 09, and secondly "Root Cause Pilot – Learning by Doing" to commence immediately thereafter and for completion by mid 2009.

A project team who will work through the two projects has been formed. ECR Extra will keep readers informed of progress in the coming months.

For further details contact John Cawley at the Secretariat ([john.cawley@afgc.org.au](mailto:john.cawley@afgc.org.au)) or by telephone on 02 6273 1466.

## 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)

## Coming Soon

Tuesday 11 November in Melbourne and Thursday 13 November in Sydney are earmarked for an industry call to action to improve product dimensions.

Further information will be available shortly or contact Samantha Blake ([samantha.blake@afgc.org.au](mailto:samantha.blake@afgc.org.au) or 02 6273 1466)

## 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.

## ECRA welcomes new Board members



**Tristram Wilkinson, General Manager, Kimberly-Clark NZ**

Tristram Wilkinson was appointed General Manager of Kimberly-Clark New Zealand in April 2008. He brings 14 years experience from Kimberly-Clark Europe where he was European Category Director and most recently the Global Business Unit Director responsible for the Tesco account. Tristram holds a MA Honours degree in Management from the University of St Andrews in Scotland.

**Murray Johnston  
General Manager, Merchandise Packaged Goods  
Progressive Enterprises Ltd**



Murray is a long term Woolworths employee having been at the retailer for over 32 years. He has worked in a range of retail areas including Store Manager, Category Manager, Regional Manager (NSW) and General Manager Merchandise.



**Matt Swindells, National Replenishment Manager  
Coles Group**

Matt Swindells has been with Coles for 4 years. He has held positions in Supply Chain Forecasting and also Replenishment Manager.

Matt's previously worked in the UK at Virgin Retail for 15 years and has a broad cross section of retail experience.

## Find out how your electronic trading operations rate

Australian and New Zealand suppliers and retailers have an opportunity to benchmark their electronic trading operations against global best practice through participation in the Global Commerce Initiative (GCI) Scorecard. ([www.globalscorecard.net](http://www.globalscorecard.net))

This year the focus is on 'enablers' which includes product identification, data management, quality and processing capability; critical fundamentals for accurate and timely communication and registration of goods flow between trading partners.

Participating in the web based survey should take less than 60 minutes and is free of charge. All participating companies will receive a full report detailing local and global maturity and company benchmarks.

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

## Impetus 2008

Australia's premier supply chain conference, Impetus 2008, will be held on October 23 and 24 at the Sofitel, Melbourne. Don't miss this opportunity to hear speakers from Australia's food and grocery sector discuss the latest developments and challenges in supply chain management. For more information visit [www.impetus.gs1au.org](http://www.impetus.gs1au.org).

## ECR Updates from Overseas

### ECR Asia

The 11th Asia Pacific Conference and Exhibition is scheduled for 15 -17 October and will held in Bangkok, Thailand this year.

The program, *The Winning Recipe for the Second Decade of ECR*, and conference details are available at the following site. <http://www>

### ECR Europe Forum & Marketplace 2009

The ECR Europe Forum and Marketplace will be held on 3-4 June 2009 in Barcelona, Spain.

**Our world is changing – our shoppers demand more** will be the theme. The macro-economic, social and environmental conditions influencing the industry are changing fundamentally. Oil price, raw materials cost, carbon footprint reduction, economic recession, corporate social responsibility... to name only a few. Balancing this reality with shoppers' continually increasing expectations will be the red thread of the programme in Barcelona.

Further information is available from <http://ecrasia2008.org/>

## GS1 Australia - Validator keeps your data sharp

The true cost of poor data quality to business is enormous. As bad information moves through a process, the cost of correcting the bad information increases. Consider these estimates:

- Poor data quality costs US businesses more than \$US600 billion each year according to the Data Warehousing Institute.
- The cost of bad data for an individual business can be put at 15 to 20 per cent of revenues according to the Insurance Data Management Association.

Whichever way you choose to measure the cost of bad data, it is huge, and if you are exchanging data with trading partners through a data pool such as GS1net, the impact will be felt well beyond your own business.

Now a new tool automatically sweeps data as it is uploaded to GS1net, keeping catalogues more accurate and offering troubleshooting advice when things do go wrong. The validator, says GS1 Australia's Richard Jones, continues the good work done by companies as they prepare to trade online. "When companies are becoming GS1net Ready, we traditionally ran a once-off check to ensure their data meets all the business requirements of their trading partners," he said. "The validator does the same thing but operates quietly in the background every time new data is uploaded."

The validator checks data against all GDSN syntax rules and local industry requirements. In fact, Mr Jones said, different rules can be turned on and off to suit different industry sectors, making it easy for suppliers to match the needs of varied customer requirements.

Any errors that are detected are colour-coded according to their importance and either passed with warnings or blocked altogether. An email is sent to the company that loaded the file with a full report on the errors and how they can be solved.

Now GS1 Australia is adding an additional service through their bar code verification process to check and compare the dimension data of products in GS1net.

## ECR Europe Inspiring 100's of Companies to Deliver Fewer Friendlier Miles

ECR Europe recently launched a Road Map Self Assessment Tool which will assist in driving sustainable transport practices. The tool can be downloaded free of charge <http://www.ecrnet.org/> and provides detail on how to take steps in your 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.

## GS1net

The most recent facts on GS1net industry status indicate Australasia is at the forefront of adoption of standards:

- Over 1500 companies are currently registered with GS1net (Aust & NZ).
- In Australia there are over 1100 suppliers registered for GS1net.
- In NZ there are over 250 suppliers registered for GS1net.
- Over 500 suppliers are GS1net Live™ with at least one retailer.
- Synchronising over 300 fields of data including price.
- All of the *Retail World* Top 100 Suppliers are registered on GS1net.
- GS1net is the first GDSN certified data pool to successfully host synchronisation of both item and price.

## 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 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

**Murray Johnston**

Progressive Enterprises Ltd

**Tristram Wilkinson**

Kimberly-Clark NZ

**Matt Swindells**

Coles Group

## 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)

## GS1 New Zealand - Connecting the Dots 2009

The 2009 GS1 New Zealand "Connecting the Dots" conference will be the next big opportunity for New Zealand business people to keep abreast of developments in the world of global standards for automatic identification and data capture, and for efficient supply chain management.

The conference will be held on 25<sup>th</sup> and 26<sup>th</sup> February 2009, at the Heritage Auckland Hotel, in Hobson Street, Auckland Central. This event will be a double celebration with GS1 New Zealand commemorating its 30<sup>th</sup> anniversary as part of the conference proceedings.

Planning is well underway, with a great lineup of key note presenters already secured. They include:

- Michelle Adams – Lowe's Companies Inc, USA – Director of Merchandising Operations
- Richard Leonard – Tesco Asia – Group Director, Loss Prevention and Shrinkage
- Peter McClure – Fonterra Brands – Managing Director
- Mark Roberti – RFDI Journal – Editor
- Peter Smith – Progressive Enterprises – Managing Director
- Michel van der Heijden – GS1 Global – New Sectors & Healthcare President and Chief Financial Officer
- Neil Lawrence – UK National Health Service - Connecting for Health's Auto-ID project manager
- Sanjay Sarma – Associate Professor of Mechanical Engineering and Former Chairman of Research and Co-Founder of The Auto-ID Centre, Massachusetts Institute of Technology

The conference will also focus on the primary and rural sectors along with presentations from GS1 New Zealand's Premium Alliance Partners – Gen-i and SATO New Zealand Limited.

An RFID field trip to a major EPC/RFID implementation is also being planned in addition to the conference.

2009 marks the 30<sup>th</sup> anniversary for GS1 New Zealand, a key milestone which we plan to celebrate with an anniversary dinner bringing together some of our original members and staff from past years and much more from our historical archives.

For GS1, this is another key step in its drive to promote awareness and take-up in New Zealand of global standards for identification of goods, services and assets, and in information systems that make supply chain management more efficient and valuable for all participants. For more information about Connecting the Dots 2009, please contact Pauline Prince on +64 4 494 1067 or [pauline.prince@gs1nz.org](mailto:pauline.prince@gs1nz.org).

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