

Making an ethical imprint on the retail environment

GREEN FROM THE INSIDE OUT

A SUSTAINABLE BIOME FOR THE FUTURE OF RETAIL

SELLING SUSTAINABILITY IN RETAIL, STARTING WITH YOUR STAFF



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Australian Retailers

Association

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FROM THE **Executive Director**

ith the Federal election taking place this month, the Australian Retailers Association (ARA), expects to see many changes to the structure of the government.

The current government has experienced a number of resignations, which is bound to affect the formation of the Coalition. As a result, we could potentially see a complete change of government.

With the industry continuing to be riddled by challenges from online and overseas retailers, high energy prices and uncertain economic conditions, the ARA hopes the newly elected Government will encourage Australian retail to compete and grow.

No matter who is instated into Parliament, the ARA is committed to working with both sides of the government.

As we proceed into the busy second quarter of 2019, it is important to acknowledge and commend some of the achievements made by the retail industry so far.

In late November last year, the ARA acknowledged the passage of the Modern Slavery Bill 2018 through Federal Parliament. The new legislation introduces a mandatory reporting requirement for large businesses and organisations, among other means designed to tackle modern day slavery.

Under the new laws, businesses exceeding \$100 million in annual turnover will be required to investigate their supply chains and report on their activities to stamp out instances of modern slavery.

The ARA continues to be the only retail organisation advocating for a pragmatic approach in regards to this issue and expects the first modern slavery reports to be completed by the end of the 2019/2020 financial year.

In a bid to eviscerate the detrimental effects of plastic pollution to marine water life and landfill, the distribution of lightweight plastic bags are now banned across most parts of Australia.

The ARA supports voluntary and industry-led initiatives to reduce unnecessary packaging, increase recycling and promote sustainable lowcost alternatives. The ARA will continue to work with the industry and regulators to encourage the use of sustainable alternatives.

The rise of the conscious consumer is becoming ever-present within society and consumers are now, more than ever, purchasing products and services from retailers with a transparent and ethical supply chains. As a response to this shift in consumer preferences, retailers across the globe including Amazon, Burberry, Tiffany and Co and H&M have worked towards developing initiatives and pledges to reduce waste and instil sustainable alternatives into their supply chains to minimise their impact on the environment.

Based on the changes in the retail paradigm, the ARA have centered the second quarter of *The Retailer* around sustainability, with a strong emphasis on making an ethical imprint on the retail environment.

This edition will highlight and outline the various working parts of the retail industry and how retailers can embed sustainable practices across their organisation, from corporate social responsibility to business operations and human resources.

As the peak retail industry body that employs 1.3 million Australians, our association is dedicated to ensuring the \$320 billion-dollar sector continues to prosper and thrive for the future retail leaders of the next generation.

In alignment with the theme of sustainable retailing, *The Retailer* is proud to be an online digital publication.

We would also like to remind you to that nominations for the 2019 eftpos ARA Australian Retail Awards are open. All submissions are free and category details, eligibility and registration forms are available now at **retail.org.au/2019ara-retail-awards**.

We encourage all retailers to submit an entry or nominate an extraordinary retail employee before Friday 17 May.

The ARA are pleased with the results from the first quarter of the year and are excited to see what's in-store for the remainder of 2019.

Wishing you all a happy and healthy trade.

Russell Zimmerman Executive Director Australian Retailers Association

THE AUSTRALIAN RETAILERS ASSOCIATION COUNCIL

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RETAIL NEWS FROM ACROSS AUSTRALIA

BY CHIARA LA ROCCA [ARA]

AMAZON ANNOUNCES 500 NEW JOBS

ot long after opening its second fulfilment centre in Sydney, Amazon continues to invest in Australia by creating 500 new permanent jobs in its fulfilment network over the next year, starting with its Dandenong South facility in Victoria.

"We are committed to being a great employer in Australia and, as we grow our local operations, we will be transitioning the majority of the associates to full time permanent employees," commented Robert Bruce, Director of Operations at Amazon Australia.

New employees will receive Amazon's competitive-leading benefits, which include up to six weeks of paid parental leave and access to heavily subsidised comprehensive healthcare including medical, dental as well as vision coverage.

Amazon's operations have more than 250,000 employees across the globe and currently employ over 1,500 Australian staff. Russell Zimmerman, Executive Director of the Australian Retailers Association is pleased to see Amazon's commitment to becoming a great employer in Australia.

"Amazon has been operating within Australia just over 12 months now and they will be, as they have been in other parts of the world a major employer," Mr Zimmerman said.

"By announcing 500 full-time permanent roles in their fulfilment network offering benefits to employees that are in excess of what is required by the employment laws in Australia, Amazon will offer openings that will bring new and exciting career opportunities to the retail industry as they continue to grow and develop in Australia."

IT'S ALL GLITTER AND RAINBOWS AS CENTRES ARE TREATED TO MARDI GRAS MAKEOVERS

irvac has treated its inner Sydney retail centres to colourful makeovers in celebration of the 41st Sydney Gay and Lesbian Mardi Gras Festival. Throughout the duration of the Festival, an array of insta-worthy rainbow installations and customer exclusives have highlighted and recognised the significance of the Festival, which has evolved into a global beacon of diversity, inclusivity and a champion of LGBTQI advocacy.

Rainbow escalators, pedestrian crossings and even a glittering disco lift experience were on show for all to enjoy at Mirvac's urban powerhouse destinations located on Broadway Sydney, Tramsheds, East Village and MetCentre in the CBD.

"Shoppers drew a crowd at the #discolift, with customers commenting it was on their list of things to visit while they were in Sydney for the Mardi Gras. We actually were the highest trending post for hashtag #MardiGras2019 at one stage," explains Nicole Addinall, Mirvac Retail, Regional Marketing Manager Gorgeous Drag Queens strutted their stuff at Broadway Sydney and East Village throughout the festival period. Shoppers were given the opportunity to spoil themselves with free mini make-overs by Sephora, which was made available at Broadway Sydney, getting shoppers in the mood for dancing on Parade Day, Saturday March 2nd.

"Both customers and retailers expressed sheer happiness and delight from our centre makeover. Everyone had fun snapping selfies with various installations, sampling Mardi Gras themed food and drink and getting sassy with Drag Queens. Our social media engagement increased well over 900% on Facebook and nearly 350% on Instagram," comments Nicole.

In an exclusive deal with Broadway Sydney's Ben & Jerry's store, the hugely popular ice-cream maker also joined in the party, enticing customers with a sweet tooth to a Mardi Gras themed sundae.





RETAILERS PROVIDE RELIEF FOR NORTH QUEENSLAND FLOOD VICTIMS

GA has recently partnered with GIVIT to help support those affected by floods in Townsville. IGA made a commitment to supply \$100,000 in IGA shopping vouchers for families in affected areas, including rural and remote regions whose plight has not been publicised, to help them through the difficult period.

North Queensland is the food hub of the state and a vital part of our economy. Any issues there, impact the rest of the state so it is important, particularly during such difficult times that support is given to the people who provide for us.

Donations have allowed flood-affected residents to purchase what they urgently need to support their recovery. Residents are able to buy cleaning products, replace items in their pantry, and help kids return to school. Donations have a massive impact for individuals and families who have lost everything. All proceeds to GIVIT are used to purchase items that have been requested by charity partners and recovery services supporting affected residents.

To donate or view the items needed in flood-affected areas visit **givit.org.au/qldfloods**. If you are a local charity or frontline service wanting to access donated goods and services, please register at **givit.org.au/charity-registration**.

TOLL, NIKE AND STOCKLAND TEAM UP TO EARN AUSTRALIA'S FIRST WHOLE-BUILDING CARBON NEUTRAL HONOURS

oll's custom-built Nike warehouse in Melbourne's Altona North has become the first-ever facility in Australia to achieve a whole-of-building carbon neutral certification under the National Carbon Offset Standard (NCOS).

The certification of the Toll-Nike warehouse, owned by Stockland, caps off Toll's investment in energy efficiency at the site, which was named Best Industrial Project at the National Energy Efficiency Awards in 2017. The site's energy efficiency program featured upgrades to a 2.5 kilometre long conveyor system which is powered by 145 individual electric motors, and the retrofitting of 1,300 light fixtures with high efficiency LEDs. This has led to a halving of the site's total electricity consumption, exceeding the greenhouse reductions by NCOS.

Marie Varrasso, Nike's Operations Director, said the success of the facility reflects its commitment to reducing its carbon footprint whilst delivering efficient solutions and savings which can be passed onto its customers directly.

"Continuous improvements have been introduced into the supply chain, which ultimately benefits Nike's footwear, apparel and equipment customers. It's a unique relationship, with innovation at the heart of everything we do," she explains.

Toll and Nike have offset the remaining greenhouse emissions generated by the building by investing in forest conservation projects in Tasmania as well as in an energy recovery waste water treatment plant in Thailand. These projects protect local biodiversity and native species support jobs in local communities and reduce greenhouse gas emissions.



THE BIG SCOOP- AUSTRALIA'S SUMMER ICE-CREAM TRADE

ayments company, Square recently released 2018 Ice Cream Sales Data analysing Australia's consumption habits of the tasty treat based on thousands of transactions from hundreds of their vendors across the country.

Surprisingly, ice cream purchases had their biggest spike from November to December, with sales in the build-up to Christmas increasing by as much as 70% compared to the average month.

The data highlighted that consumer demand and price sensitivity varies by state, with customers in Queensland (QLD) spending almost \$1.50 more for a scoop compared to those in Western Australia (WA) and Tasmania (TAS).



While we hear that classic fruit flavours (think passionfruit, lemon and mango) are still the most popular, exotic tastes like pandan, yuzu and durian made their way onto menus across the country in 2018.

It seems the days of simply choosing between a cone or cup are behind us. The allure of Instagrammable ice-cream-filled cronuts, churro boats and indulgent deep-fried variations were too good to turn down for many ice cream lovers in 2018.

Not to be left out, health-conscious consumers were in luck too with more vendors adding diet-friendly options in 2018. Notably, raw and vegan ice cream - usually made with a fruit base instead of dairy - catering to the lactose averse became an increasingly popular option.

Chiara is the Communications Administrator for the Australian Retailers Association and has a passion for sharing insightful and thought-provoking content to our members.

See more at blog.retail.org.au

The 2019 eftpos **ARA** Australian **Retail Awards**



This year's theme, Retail Morphosis, focuses on the progressive development of the retail sector. In recent years, the industry has undergone a revolution, becoming a highly integrated network that is evolving and changing at a rapid rate. This year's Awards reflect

BUY YOUR

TICKETS

NOW

Join us as we revisit the foundations of Australian retail, and how it has matured into a thriving, adaptable industry. We'll also catch a glimpse of what's in-store for the future of retail.

the history of Australian retail, and celebrate the

We look forward to seeing you there!

industry's achievements to date.









Keynote speaker **Amanda Stevens**

Keynote speaker Amanda Stevens is a renowned thought leader on customer experience. She combines consumer insights with research into buying behaviour, delivering organisations and business owners powerful strategies for connecting with their customers. She has consulted to some of the biggest brands in Australia, including Lendlease, Microsoft, Procter & Gamble, and the Liberal Party of Australia.

An entertaining and engaging speaker, Amanda has presented at over 800 conferences in 14 countries. Her mesmerising storytelling style leaves her audiences with memorable messages and actionable insights. Amanda is a former Young Australian of the Year (Career Achievement, NSW), and in 2003 was awarded the prestigious Centenary Medal for Business Innovation by the Governor General. Amanda is a Certified Speaking Professional (CSP), and in 2018 was awarded Keynote Speaker of the Year by the Professional Speakers Association of Australia.



THURSDAY 15 AUGUST 2019





Master of Ceremonies **Steve Plarre**

Steve Plarre is the CEO of the century-old Ferguson Plarre Bakehouses retail bakery chain. He is also a proud member of the ARA, and serves on the ARA Council. Steve is a 4th generation Australian retailer in a business that has navigated two World Wars, the Great Depression and his own multi-generational family challenges. Earlier generations of the Plarre family have served the Queen of England and the President of the USA in their bakeries. Ferguson Plarre is still family owned and operated, with 75 stores across Australia. It's a major bakery operation that produces over 100,000 cakes and savouries yearly.

Green from the inside out

Harnessing technology to drive sustainable business operations

BY MICHAEL PYLIOTIS [BASWARE]

n increased focus on sustainability means that green is the new black for Australian business. A recent study found four out of five Australian companies want to meet common industry standards for sustainability, and one guarter are altering their supply chains to be more environmentally responsible.

Over the past decade, the rise of the 'conscious consumer' has seen retailers move sustainable business practices to the top of the agenda. Around 71% of Australian consumers are now willing to pay a premium for environmentally sustainable products and services; meaning that having green policies in place can be the difference between a customer choosing you, or a competitor.

Technology is often a strong driving force behind sustainable regimes, and the benefits don't stop with having satisfied customers. Innovations in artificial intelligence (AI) and machine learning can provide retailers with the tools to streamline operations, and ultimately reduce their environmental footprint.

AI AND AUTOMATION

Retailers often invest in sustainability with the 'conscious customer' in mind, making it easy to overlook business operations at the back end. Take finance and procurement for example - something as simple as shifting from paper invoicing to e-invoicing, can cut down carbon emissions by more than a third.

Imagine for a moment, that leading supermarkets and retailers still operated with paper-only invoices. This would increase the risk of invoices getting lost or going unpaid, resulting in a fractured supply chain and missing products on the shop floor - leading to a host of extremely unpleasant customer interactions.

E-invoicing systems like automated purchase-to-pay software, make use of Robotic Process Automation (RPA). This automation allows retailers to improve their suppliers' cash flow, while also enhancing their own financials and reducing their impact on the environment.

For example, when employees spend fewer hours on tasks which are better automated, retailers can also achieve a reduced carbon footprint through reduced electricity or computing/IT costs. Staff can then spend their time upskilling or improving other key areas of the business such as customer experience and product offering.

DATA ANALYTICS AND THE CLOUD

Cloud-based technology and data analytics can also have a significant impact on the sustainability of business operations.

30.23%

At the macro level, using AWS, Azure or other cloud platforms, allows retailers to significantly reduce the office real-estate needed to house servers efficiently. By outsourcing to facilities that employ highly efficient systems, retailers can save on the massive amounts of energy needed to control the temperature in a company server room.

At a micro level, data analytics solutions can be used for everything from predicting trends and inefficiencies, to determining buying channels and analysing consumption patterns. By implementing the right data solutions, retailers can gain insight to ensure they are reducing their environmental footprint across all arms of the business.



Innovations in artificial intelligence (AI) and machine learning can provide retailers with the tools to streamline operations, and ultimately reduce their environmental footprint.

Moving your business towards sustainable practices can be as simple as switching to paperless invoicing, or something with more components, like streamlining your IT or creating end-to-end visibility of your supply chain operations. Regardless of the size of the change, technology has made it easier for retailers than ever before, to create sustainable and impactful change for the better.

Basware offers the largest open business network in the world and is the global leader in providing networked purchase-to-pay solutions, e-invoicing and innovative financing services. Its technology empowers organisations with 100% spend visibility by enabling the capture of all financial data across procurement, finance, accounts payable and accounts receivable functions. For more information about Basware visit basware.com

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deputy.com/ara





RETAILERS CAN SAUE MONEY AND SAUE THE PLANET

Consumers want a personalised experience, fast delivery and, in the meantime, do not want to damage the environment. But is this all possible?

BY OLIVER GUY [SOFTWARE AG]



etailers have a lot on their plates. The industry has been disrupted by the likes of Amazon and other online retailers and consumer expectations

have soared - making it imperative that retailers offer what each customer wants, when they want it and where they want it.

All of these challenges not only make it difficult for retailers to survive but can also detrimentally affect our environment. Convenience has a price; deliveries have soared as the click-to-buy culture expects instant gratification. Delivery vans, motorbikes and trucks dump tonnes of carbon emissions (including fine particulates that can trigger asthma attacks) into the environment while tangling traffic.

Then there is the inventory conundrum; how do retailers keep enough inventory to satisfy immediate demand without stocking too much? In the case of grocers, this can mean throwing away food

Plus, expedited shipping can mean delivery vehicles are not optimised; delivering a half load instead of a full one causes more pollution and more wasteful packaging.

So how does a retailer satisfy every customer's whims while leaving a lower carbon footprint?

SUPER-EFFICIENCY TO THE RESCUE

Sustainability makes sound business sense. A focus on sustainability can be used as a

differentiator with customers, employees, investors, suppliers and other stakeholders. But it also has an additional business benefit - having the focus on sustainability can actually drive down cost. Therefore, it creates an additional tangible reason to be super-efficient within the business.

Often when an online customer order is delayed it is the result of a mistake, miscalculation, or very often a misalignment in terms of the flow of data. Ultimately this is inefficiency.

Technology can play a major part in eliminating these mistakes and miscalculations – helping to create a flawless flow of data to avoid these issues.

How do retailers keep enough inventory to satisfy immediate demand without stocking too much?

Here are some examples:

 Data and process: To remove inefficiencies a retailer can leverage process mining technology to evaluate where the delays or wasteful steps are so they can be eliminated or automated. Every time a human has to touch a system it can cause a delay or create errors. Applying process automation and orchestration ensures data flows happen in a timely manner.

Some savvy retailers have learned to leverage technology to move to an event-driven order processing approach. This reduces the time it takes for orders take to move from the webstore through to allocation, pick, pack and ship from hours to a few minutes. It also has a positive sustainability impact, as it increases the time to consolidate more orders together on the same outbound shipment - reducing transportation costs and emissions.

 Analytics and AI: Leveraging highly advanced predictive analytics and AI can improve the quality of calculations made in terms of merchandising decisions (initial buy quantities, allocations, sales forecasts, how much product is held in inventory and where). This not only reduces customer disappointments and increases sales, but it also minimises product disposal costs (financial and environmental) and the need for additional shipments.

For certain types of retail like luxury items, maximising the accuracy of these decisions is critical from a sustainability perspective. especially given the coverage last year of how products were thrown out in order to keep availability limited - and prices high.

possibilities.

Devices can be used to understand and control inventory across the supply chain - so you can deploy it to where it is needed by travelling the shortest distance, using the most sustainable route and transportation method.

At a store or distribution centre, IoT can monitor and control energy consumption from freezers, and HVAC equipment (heating ventilation and air conditioning), thus saving money and delivering against a sustainability agenda.

Being super-efficient enables sustainability. This in turn allows retailers the ability to differentiate themselves while cutting costs, which in today's cutthroat market is nothing to sneeze at. With the right tools, retailers really can save money while saving the planet.





• Internet of Things (IoT): If you cannot measure something you cannot manage it. Technologies leveraging IoT offer some new and interesting



Software AG helps retailers digitally transform their businesses. With Software AG's Digital Business Platform, retailers can connect systems, people and things in real-time in order to streamline, automate and provide intelligent visibility. Leveraging vendor agnostic integration technology, data silos can be eliminated to efficiently enable the omni-channel customer journeys demanded by today's demanding consumer. For more information, visit SoftwareAG.com/Retail

LEARNING FOR **SUCCESS**

Hear how the Diploma of Retail Merchandising Management is upskilling students keen for a career in retail buying and planning.

BY MARC BOTOULAS [ARA]

he Diploma of Retail Merchandise Management equips individuals with the skills and knowledge required to deliver profitable results for the retail industry and brands. The course has been designed by the industry for retail buyers and planners, and includes a range of activities including concept theory, case study analysis, practical workshops and hands-on assessments.

Course facilitator, Karen Lurati, has more than 20 years of retail experience working across a broad range of categories from fashion retail to food. Specialising in merchandise buying, social media and retail marketing, Karen is also the owner of her own retail consultancy business Remarketable, which provides achievable marketing solutions and education within the retail sector.

Karen believes the Diploma of Retail Merchandising Management offers students the opportunity to learn not only from facilitators, but from each other as well.

"There is a lot of great networking between students coming from different sizes of business, across varying industries," Karen said.

"They were learning a lot from each other about the different approaches towards processes," she added.

As part of the course students understand how to view the overall strategy of managing a retail business. Karen highlights a key learning outcome for students, which involves grasping the range of decision-making processes involved in the retail industry.

"They are crossing the different functions of buying and planning: financial analysis, negotiation with suppliers, learning about planning product ranges, quality and logistics. They are also going into the primary part of e-commerce," Karen explained.

To find out more about what the Diploma of Retail Merchandising Management offers, hear what some of our students have to say about their experience:

Why are you studying the Diploma of Retail merchandising Management?

"The reason why I am doing this diploma of retail merchandising management is so I can get a better understanding of the entire retail industry" - Husevin Kava, Samsonite

"This course was brought to me by my business to expand my knowledge so that I can one day become a buyer or a planner" - Belinda Davies, Kmart.

"The experience here has been great...everything is given to you in an easy to understand way and is very relatable"

- Huseyin Kaya, Samsonite

How's the experience so far?

"The experience is really good...the facilitators that work here are really good at explaining things. You can go as slow or as fast as you need to; if you are struggling you can go through it again" - Jonathan Babic, Superdry

"The experience here has been great...everything is given to you in an easy to understand way and is very relatable" - Huseyin Kaya, Samsonite

What do you expect after completing this course?

"After completing this course, hopefully I will get a promotion. I feel that with a greater understanding of all areas the business it will improve the way that I work" - Jonathan Babic, Superdry

"After completing this course, I hope to become a buyer or planner within my organisation" - Belinda Davies, Kmart.

The ARA Retail Institute houses a suite of both accredited and non-accredited training solutions; from the Diploma of Retail Management to customised in-house training programs. This suite provides a diverse and flexible range of education products to suit industry needs. For information about course duration, entry requirements and assessment methods, please visit retailinstitute.org.au

Marc Botoulas is a Marketing and Communications Intern at The Australian Retailers Association



DESIGNED FOR RETAIL BUYERS & MERCHANDISE PLANNERS

COURSE INTRODUCTION

Introduction to the course work and discussions relating to expectations, assessment submission, assessment grading and outcomes. Course administration and navigation through the online learning platform

VIC 26 Jun 19 NSW 9 Jul	19 QLD 1 Jul 19
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DEVELOP A MERCHANDISE STRATEGY (SIRRMRM002)

Research and critically evaluate factors impacting merchandise strategy and evaluate its effectiveness to develop a profitable merchandise strategy



CONDUCT A POST TRADE ANALYSIS (SIRRMRM003)

Analyse post trade information to draw insights and conclusions. Learn retail mathematics to make recommendations for improved merchandise nerformance



DEVELOP A MERCHANDISE FINANCIAL PLAN (SIRRMRM004)

Develop skills and knowledge to understand how financial decisions are made in the merchandise function and the implications of the merchandise function

VIC NSW OI D

DEVELOP A CATEGORY FINANCIAL PLAN (SIRRMRM005)

Undertake merchandise financial planning at the category and subcategory level for a retail organisation. Review merchandise plans and product categories



PLAN A MERCHANDISE PRODUCT RANGE (SIRRMRM006)

Develop a commercially viable range of retail merchandise that reflects an established merchandise category financial plan and merchandise strategy

VIC NSW QLD

For more information w. bit.ly/retailmerchandisi e. training@retail.org.au p. 03 8660 3341



DIPLOMA OF RETAIL MERCHANDISE MANAGEMENT

2019 - 2020 COURSE DATES

NEGOTIATE & ESTABLISH A SUPPLY ARRANGEMENT (SIRRMRM007)

Learn to negotiate, evaluate and formalise agreements with suppliers Develop skills to determine supplier suitability and establish agreed terms of supply.

NSW QLD VIC

DEVELOP A MERCHANDISE PROMOTIONAL PLAN (SIRRMRM008)

Develop a merchandise promotional plan that supports merchandise performance. Schedule promotional activities that align to a merchandise strategy

PLAN MERCHANDISE BUYING TRIPS (SIRRMRM009)

Plan buying trips for the purpose of sourcing new product, materials or suppliers. Develop trip itinerary, key activities and identify product opportunities

QI D NSW VIC

PLAN PRODUCT DEVELOPMENT (SIRRMRM010)

Plan the development of new retail products. Learn to generate product ideas suitable for a defined marketplace and prepare a design brief for production

VIC NSW QLD

MANAGE MERCHANDISE QUALITY & COMPLIANCE (SIRRMRM011)

Develop skills to review quality and compliance standards, ensure products meet requirements and take action to address quality and compliance issues

QLD VIC NSW

DEVELOP AN ECOMMERCE STRATEGY (SIRXSTR001)

Analyse and evaluate trends in ecommerce to develop an effective ecommerce strategy. Develop digital content across digital platforms for the online sale of products or services

	VIC	15 Jul 20	NSW	28 Jul 20	QLD	17 Aug 20
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CATCH	JP SESSION 1	CATCH	UP SESSION 2
VIC	26 Feb 20	VIC	12 Aug 20
NSW	10 Mar 20	NSW	25 Aug 20
QLD	30 Mar 20	QLD	14 Sep 20

Using sustainable and intelligent digital solutions TO REDUCE THE ENVIRONMENTAL IMPACTS **OF RETAIL OPERATIONS**

How technological innovations are changing the way people shop and how retailers can engage their customers in a more sustainable way

BY RADINCK VAN VOLLENHOVEN [STOCARD]

ustainability and how we can reduce the damage we are causing to our planet are huge topics of discussion in the public arena. In the most recent United Nations IPCC report, the world's leading climate scientists have concluded that we only have a dozen years left for global warming to be kept to a maximum of 1.5C. If this target is not met the risks of extreme drought, floods, extreme heat and poverty increases significantly for hundreds of millions of people around the world.

The retail industry is one of the largest employers in the country and vital to the success and prosperity of our future. Therefore, it's important to start thinking about how we can reduce our carbon footprint and minimise the impact that the retail industry and associated marketing activities are having on our environment.

The recent shift in grocery retail away from single use plastic bags is long overdue and essential to reducing the harmful effects of plastic in our waterways and oceans. Over the past decade over 1.2 billion of these

plastic bags have ended up in the litter stream, causing massive damage to animals and wildlife. Reducing the amount of plastic packaging used for products and replacing this with cardboard and recyclable materials, is another option to eliminate unnecessary waste. Recently, the Australian newspaper reported that the country's largest fruit and vegetable producers (AFPA) are joining forces with major supermarkets including Coles, Woolworths and Aldi to sustainably cut down on plastic packaging.

Another solution to reduce the millions of plastic loyalty cards that most retailers still use to identify customers is through applications like Stocard. Stocard allows shoppers to digitise all their plastic loyalty cards in one convenient app and can remind people to use their cards when they are near their favourite stores. This removes the need to produce and send people lost loyalty cards and decreases the emissions associated with shipping and production of these cards. Some innovative retailers like Decathlon (FR) are doing away with plastic cards completely and sending their customers an email when they sign up to their program with a link to add their digital loyalty directly into apps like Stocard.

Paper receipts are another obvious part of the retail experience that are ripe for disruption. Sydney based start-up Slyp captures a shopper's itemised purchase data from POS software and pushes it directly into their online banking app as an 'interactive smart receipt'. This is not only very convenient for consumers (no loss or fading), but also offers retailers the ability to include warranty information, special offers, user manuals and returns reminders. Importantly, digital receipts also alleviate the significant environmental and public health costs associated with traditional receipts.

Most large retailers distribute millions of paper catalogues to letterboxes each week as part of their marketing campaign strategy. Many of these flyers are never read and thrown directly into the (recycling) bin, but there is consensus that catalogues drive engagement and ultimately store traffic and sales. One of the trends we are seeing at Stocard is that retailers are becoming more conscious of the negative impacts of printing and distributing catalogues and the fact that the net impact of these activities are very difficult to measure accurately. We are observing a general trend towards retailers shifting some of this offline campaign investment into digital channels that are more measurable and can show the in-store effects of their mobile campaigns on sales revenues.



In summary, digital technologies are increasingly becoming a go-to resource for both shoppers and retailers, especially as we become more conscious of the damaging effects we have on our planet. These are just a few initiatives that are already being undertaken today, but ongoing research and innovation are necessary to ensure that retailers transform their businesses to become more viable and sustainable. When it comes to sustainability and ethical production, customers today are increasingly more demanding and critical and this is a trend set to accelerate in years to come.



TECHNOLOGY DIGITAL SOLUTIONS

Over 35 million global users make Stocard one of the leading mobile wallets in the world and one of the preferred shopping companions. To retailers, the app delivers a high frequency premium digital lovalty platform, reaching their target audience at the right time and place. State-of-the-art analytics quantify the impact of their mobile advertising efforts in terms of store traffic and in-store sales. For more information, visit stocardapp.com/en/au

It's important to start thinking about how we can reduce our carbon footprint and minimise the impact that the retail industry and associated marketing activities are having on our environment.

CORPORATE SOCIAL RESPONSIBILITY | SUSTAINABLE RESOURCES

NOT ALL PLASTIC IS BAD NEWS

With ever-increasing concerns about the amount of plastic ending up in our oceans, retailers are committed to doing the right thing by our planet and showing the world that not all plastic is bad.

BY MEGGIE MORRIS [MEGARA]

romeg is a non-toxic, food safe and carbon neutral polypropylene sheet. Megara is producing this material locally in Melbourne and the company have a bespoke recycling plant onsite as well.

Last year, Promeg was used in the Spring 2018 Country Road window display as part of a more sustainable retail initiative. The materials were made from a 30% recycled and 100% Carbon Neutral Promeg sheet in custom 'fashion' colours, which was then collected postcampaign and recycled at the Bayswater plant.

Another retailer embracing Promeg is Kathmandu, who replaced their store window decals with it, to create a sustainable display.

The material's strong environmental credentials have led to an increased interest in its use, especially for the manufacture of Retail & POS

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displays and in-store signage - with Promeg being specified as the preferred substrate when both durability and environmental integrity are considered crucial.

The company also offers the option to make any of its Promeg sheet range 100% Carbon Neutral. They are externally audited by the Carbon Reduction Institute (CRI), and take this offering very seriously, being the manufacturer of the the world's first carbon neutral plastic sheet.

"We recover and reuse any post-industrial waste that's produced during the manufacturing process; we also collect offcuts, scrap and finished products, such as displays and signs that have come to the end of their useful lives, from our customers. These are then turned back into raw material, which is used to make new sheet and customised products," comments Mark Weiss, Megara's CEO. 🦷

The material's strong environmental credentials have led to an increased interest in its use, especially for the manufacture of Retail & POS displays and in-store signage

Operating for 50 years. Megara is an Australian-owned family business, that manufacturers and recycles Promeg polypropylene sheet. Megara also designs and manufactures customised retail displays, signage, packaging and POS display products - all of which are 100% recyclable. megara.com.au

The ARA understands the significance of the gender pay gap issue and is dedicated to supporting women in retail to ensure the industry achieves gender parity in the future.

With 57.7% of retail employees being female, the ARA aims to highlight how a more diverse management structure can boost profitability, increase motivation and alleviate some of the cost pressures retailers are facing today.



Camille, Founder of Australian Circular Fashion, Australasian Circular Textile Association (ACTA) is a sustainable fashion strategist who understands how imperative customer experience in today's thriving retail industry.

Pamela Jabbour, CEO of Total Image Group is a retailer who is well-versed in the uniform and retail space. She also emphasises the necessity of being an active player in the world of social media.



Australian

Retailers Association

Claire Morris, Co- Founder and COO of Prezzee, is one savvy businesswoman who understands the importance of adapting products to suit trends occurring within the marketplace.



The Australian Retailers Association's (ARA) Women in Retail Series celebrates the extraordinary achievements of female retail leaders in the industry by sharing stories behind their success. Our collection of anecdotes looks to build confidence in females working across the sector and inspire them to achieve their personal and professional goals.







Want to be featured in the womeninretailseries. send your stories to aracomms@retail.org.au



A sustainable biome for the future of retail

Retailers who perform as global actors make extraordinary impact with customers.

BY ZOE THOMPSON [ARA]

he retail sector is filled with rich range of diverse leaders who contribute to the vitality and sustainability of the industry.

To celebrate the extraordinary efforts to conserve the future of retail and the environment, the ARA caught up with Tracey Bailey, Founder of Biome. Biome offer eco-friendly products and focus on encouraging consumers to purchase cruelty free, sustainable products to foster an eco-lifestyle that benefits the wider community. Tracey is changing the face of sustainable retail as we know it and we were inspired to find out more about her incredible journey.

So, Tracey tell us a bit about your retail history Around 20 years ago, I made a directed career change from public relations and direct my attention towards being part of the solution to the

worlds environmental problems. I launched Biome in 2003 as an online store to help people live with less waste, less toxins and to make choices that matched their values such as cruelty free and palm oil free. We were Australia's first online eco lifestyle store, and one of the few in the wider-world.

Two years later we opened our first physical store in Paddington, Brisbane, and it continues to thrives to this day. We soon opened another store in the Brisbane CBD, bringing eco living to the heart of commerce in our city.

In 2017, we became the first Australian retailer to be awarded international B Corporation certification for our success in operating a business with high social and environmental standards.

What do you love about retail? What inspires you?

I love the opportunity to be creative and to see a product through from identifying the need, designing a solution, and offering that to the customer; culminating of course in a customer making that choice and being delighted. Transparency inspires me. So many businesses treat consumers as though they are gullible, I am driven to turn that on its head. The consumer should be empowered and provided with all the information they need to make a decision that will be good for them as well as the greater good.

What is the best part of your job?

The best part of my job is working with the Biome team who driven to be part of making a difference to the world. Because we are a purpose-led business, people with similar values and motivations come to work with us and I am fortunate enough to be surrounded by positive influences every day. The second-best part continues to be the satisfaction of seeing happy, empowered customers who feel great about the difference they are making.

What have you learned about yourself?

I have learned that I am an 'ideas person' and that I need talented people on my team to anchor, refine and make those ideas happen! But I have learned to be comfortable with that by recognising the attributes of entrepreneurship. I remind myself of this list of the characteristics I need to be successful: passionate, compassionate, innovative, persistent, resourceful, risk-taking and disciplined.

What has been the most challenging point in your career?

The most challenging part of my career to create and build Biome, has been the ethical and technological changes that seem to constantly arise! We are trail blazers, changing the way that consumerism has worked for 50 years. When Biome began, we were at the start of ecommerce and social media. It's hard to imagine that just 15 years ago, technology had very little presence. The industry and society we operate in today is radically different. We have had to learn fast and navigate those changes to take Biome to where we are now.

What advice would you give to young people in the industry who are passionate about making a career in retail?

You don't have to own a business to be entrepreneurial. Study the characteristics of a successful entrepreneur and bring those into how you operate in your role.

The very short life cycle of your own-designed product. With the hyper-connected world, it is incredibly easy for others located anywhere to copy your concept. Ten years ago, you may have had about two years to retail a product before the threats came in. Today, I feel you have about six months. That is intense pressure to recoup investments in product development.

How can retailers engage better with customers?

Be kind. Speak the truth. Be genuinely grateful for the hard-earned dollars the person is giving to your business.

What are the benefits behind using sustainably sourced products?

Our planet's resources are finite, and we have been treating the environment, particularly our atmosphere and oceans, as dumping grounds for our toxic chemicals, pollution and waste. Sustainably sourced products are a way to reverse that trend by using renewable, non-polluting resources and ways of manufacturing. Most often, such products are also better for the health of the person using them.

Have you noticed a shift in consumer preferences towards ethically sourced products?

Yes, there has been a shift backwards in a senseback to how things were several generations ago when consumers were far thriftier and more careful with resources, and they had a closer connection to the person who grew or made their products. It's very exciting and inspiring to be part of this change for good!

What is one challenge / issue affecting retailers today?



Transparency inspires me. So many businesses treat consumers as though they are gullible. and I am driven to turn that on its head.



Tracey and her team champion truth in labelling and were the first store in Australia to require all products are free from untraceable palm oil, BPA, PVC, synthetic fragrances and preservatives. Biome publishes for its customers an exhaustive list of the harmful ingredients and greenwashing claims that will not be not found on its shelves hiome.com.au

The Australian Retailers Association's (ARA) Women in Retail Series celebrates the extraordinary achievements of female retail leaders in the industry by sharing stories behind their success. This collection of anecdotes looks to build confidence in females working across the sector, inspiring them to achieve their personal and professional goals. To read more inspirational stories like Tracey's, visit the Australian Retailers Association's Women in Retail series at info.retail.org.au/womeninretail

FINDING SUCCESS THROUGH SUSTAINABILITY

Retailers with strategic sustainable solutions are reaping the rewards of increased profits, consumer growth and brand loyalty.

BY MEGAN TRESTON [NIELSEN]

orporate responsibility and sustainability strategies can take many different forms depending on the individual retail sector, but one thing is clear: consumers are using their spending power to influence the change they want to see on environmental issues.

In a recent Nielsen global online survey, 81% of global respondents felt strongly that companies should help improve the environment. This passion for corporate responsibility is shared across gender lines and generations. While Millennials, Gen Z and Gen X are the most supportive, their older counterparts aren't far behind.

Furthermore, the majority (73%) of consumers said they would definitely or probably change their consumption habits to reduce their impact on the environment. And nearly half (46%) surveyed said they would be willing to forgo a brand name in order to buy environmentally friendly products.

In Australia, environmental issues are a major concern to 77% of households, which is a 4% increase from 2017. These consumers actively engage in "green" activities, such as recycling and the reduction of single-use plastics and plastic bags. In fact, there has already been a 33% reduction in plastic waste since banning plastic bags in some states.

Retailers communicating sustainability attributes are also realising the opportunity it has to increase growth and profit. Nielsen's Changing Consumer Prosperity study reveals that the majority of Australian consumers are either highly or somewhat willing to pay more



In the longer term, it's important to invest in product development, testing and research. As the market becomes more crowded, it'll take more to stand out.

for products that are environmentally friendly or sustainable (62%), contain organic or all-natural ingredients (59%), or carry social responsibility claims (55%).

OPPORTUNITY AND APPROACH

Sustainability isn't a trend retailers can side-step. Sooner or later, whether through government regulation, sheer force of nature, or public outcry, retailers will need to respond. Connecting sustainability factors to how it impacts consumers is the key.

By identifying an opportunity to be more sustainable and implementing a reasonable plan of action to accomplish it, retailers can achieve an authenticity that paid advertising can't buy. When it comes to building an approach to corporate responsibility and sustainability, it is important to understand how each factor plays into a consumers' mindset and the sustainability sophistication of their market.

Where the sustainability product landscape is less developed, retailers that establish themselves early can become sustainability champions, which provides them with a competitive advantage before the market becomes more crowded.

However, in retail sectors where sustainability is more established, consumers are quickly becoming hyper-aware of the impacts of pollution and are demanding stronger, more aggressive action from their favourite brands and the government. For instance, in grocery products where "organic", "natural" and "artificial-free" are becoming commonplace terms, consumers are starting to ask "what do you mean?" and looking for more clarity in these claims.

RECOMMENDATIONS TO HELP YOUR BRAND WIN IN SUSTAINABILITY

- Understand the impact of ingredients and the level of scrutiny that consumers apply to the products they purchase
- Consider the link between what's healthy for the environment and healthy for the consumer
- · Communicate the benefits in your marketing and incorporate the applicable sustainability claims on packaging
- Support your sustainability strategy with the right marketing, promotions and distribution
- · Understand that consumers and their expectations will continue to evolve, so keep a pulse on your marketing and fine-tune your messaging in-flight.

In the longer term, it's important to invest in product development, testing and research. As the market becomes more crowded. it'll take more to stand out. Seek to build and grow your sustainability strategy to encompass every part of the business. Build a roadmap for product enhancements based on customer feedback and internal research and development, whether it's shifting to more sustainability-focused suppliers, reducing your use of packaging materials, or changing the ingredient line-up across your portfolio.

Lastly, don't forget sustainability is intricately linked with corporate reputation and authenticity. Any false claims or sloppy vendor management can result in a major scandal and damage a brand's reputation.





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HUMAN RESOURCES | CONSUMER ENGAGEMENT

Megan Treston is Executive Director of Retailer Services at Nielsen. For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation continually developing new ways to answer the most important questions facing the media. advertising, retail and fast-moving consumer goods industries. For more information, visit nielsen.com/au

SUSTAINABLE WAYS TO REDUCE TRANSPORT COSTS FOR RETAILERS

Discover sustainable solutions to reduce transport costs for your retail business with telematics technology.

BY CHRISTOPHER CHISMAN-DUFFY [TOMTOM TELEMATICS]

s a retail professional, it's extremely important to have product and shipments delivered on time, to retain customers, streamline

processes and meet business goals.

However, with rising fuel pricing and car emissions it's almost always predicted to be expensive and horrid for the environment. So, as a business, how do you lower fuel costs and your carbon footprint without making a dent in the bank? It sounds like a difficult equation, but fortunately there are a few easy solutions.

LOWER FUEL COSTS BY HALF

Unsurprisingly, fuel is a huge expense in any business. However, it's the misuse of company vehicles and fuel cards that ultimately drive costs up. For example, it's not uncommon for employees to use a company card to buy more expensive fuel they personally could not afford. Poor driving standards, such as harsh braking and speeding also burn through fuel quickly.

By digitising vehicle fleets, retail businesses can track exactly how much petrol each driver is using and whether it's being used for company or personal use. This will help companies better understand exactly how their vehicles and fuel cards are being utilised and ultimately can reduce fuel costs by 50%.

LOWER FUEL COSTS BY IMPROVING DRIVER BEHAVIOUR

Following the simple cost of fuel - driver behaviour is the next step in lowering fuel consumption. While it is understandable that employees drive company cars differently than how they would drive their personal car, they are not responsible for footing the bill when it comes to petrol and maintenance charges. This means that in some cases, employees are often less cautious when it comes to driving company cars.

Changing employee behaviour can be quite difficult, however if managed correctly, it can deliver improvements and help to lower overall spending on fuel. Software with telematics technology can help manage this change by providing drivers with tools to help improve their driving performance and behaviour behind the wheel.

For example, telematics software enables retail businesses to receive real-time feedback, collate different data points and analyse driving styles to see exactly how their drivers are performing. solutions to help manage drivers will provide your company with a more sustainable and costeffective business model.

Integrating telematics

These telematics solutions allow fleet managers to monitor a large number of driver's overall performance simultaneously. From speeding, fuel consumption to idling, green speed, driving events, gear shifting and harsh cornering, telematics solutions can provide a vast array of data for fleet managers to monitor. Retail professionals can then use these insights to reward good behaviour and promote a better, safer and more economical driving style.

BECOMING SUSTAINABLE WITHOUT THE PRICE TAG

Greater visibility and control over your mobile assets can help to slash fuel costs. It allows for greater optimisation, efficiencies and driver performance. Integrating telematics solutions to help manage drivers will provide your company with a more sustainable and cost-effective business model.

Don't let fuel guzzle away the finances. Instead, let technology help your business become more sustainable without making a dent in the bank.

TomTom Telematics is one of the world's leading telematics solution providers with more than 861,000 connected cars worldwide. The company services drivers in more than 60 countries, giving them the industry's strongest local support network and widest range of sector-specific third party applications and integrations. For more information, visit **telematics.tomtom.com**



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Spark social responsibility

The joy of fostering CSR in the workplace.

BY ZOE THOMPSON [ARA]

omes across the world have been swept by the phenomenon of re-organising wardrobes to ignite satisfaction, but why stop at your front door?

Employers can look to mimic this method into their operations by re-organising corporate culture and de-cluttering any unethical practices to create positive Corporate Social Responsibility (CSR) and spark social responsibility in the work environment.

The result of being socially responsible is ideal for both the bottom-line and employee morale and can lead to the following:

INCREASED MOTIVATION AND PRODUCTIVITY AMONG EMPLOYEES

Studies have shown that fully engaged employees are 2.5 times more likely to exceed performance expectations compared to those who are disengaged. As motivation is highly synonymous productivity, providing employees with opportunities to participate in social initiatives and allocating time for employees to facilitate their own activities, can build loyalty and induce personal gratification. If employees see the value in making contributions to the environment, they will be highly motivated to complete tasks in an efficient and effective manner, which is music to any business owners' ears.

IMPROVES EMPLOYEE RETENTION AND CAN ATTRACT TOP TALENT

According to a study by PwC, 56% of Millennials would consider leaving an organisation if its social responsibility program didn't meet their expectations. If an employee knows their workplace encourages CSR, they will be more inclined to stay which will reduce recruitment and training costs. Positive brand association is also ideal, as it enhances the probability of an employee recommending the company's offerings to potential talent through one of the most inexpensive and effective marketing tools word-of-mouth.

As stipulated by KPMG, 78% of engaged staff are brand advocates, therefore it's important that the people representing you respect your brand and are proud of the company they work for. Afterall, they are the ones who have a higher probability of recommending your products and services to both customers and prospective talent.

ENCOURAGES EMPLOYEES TO ENGAGE IN WORKPLACE ACTIVITIES

Employees feel most engaged when they're part of a holistic organisation, as opposed to being strictly bound to their respective role and tasks. Including your employees in the vision, planning, design and implementation of CSR initiatives can foster an inclusive work environment.

By involving staff in every step of the process, they will feel more engaged and included and have the opportunity to experience firsthand how small initiatives can contribute immensely to the preservation of the environment.

ENHANCES EMPLOYEE CREATIVITY AND SENSE OF SELF

Maslow's hierarchy of needs is a motivational theory comprising of a five-tier model of human needs. These needs range from basic physiological needs, to safety, belonging, esteem and self-actualisation.

While CSR touches on all levels of Maslow's five-stage model, it can be most applicable to the belonging, esteem and self-actualisation tiers. Developing CSR initiatives can encourage all levels of management to work together as a team to meet organisational objectives. Not only will this increase productivity and enhance positive brand association, it will also strengthen relationships between all levels of management through trust and inclusiveness, which all contribute greatly to an employee's sense of belonging.

If an employee knows their work is contributing to a greater cause and are being recognised and rewarded for their efforts, it may produce a sense of achievement and fulfilment and inspire them to seek out more creative ways to enhance the business' CSR initiatives or maximise efficiency in other aspects of the business. When an employee's esteem needs are being met, it leads to a greater chance of retention and a reduction in likelihood of employee dissatisfaction.

Around one-third or 30% of a human's life is spent at work, therefore it is vital that employees feel like their work has purpose. If employees' sense that all levels of their needs are being meet through CSR initiatives, they may be encouraged to seek personal growth through internal employment opportunities and up-skill

themselves and this in turn, will significantly benefit the long-term growth and sustainability of the business.

The effects of exhibiting CSR can treacle down from management to consumers. According to a survey conducted by Nielsen, over 50% consumers would be willing to pay a premium price for goods and services from socially responsible business. Further to this, being known for having reputable CSR practices can also help your business to stand out from the crowd and heightens competitive advantage. As a result, this has the potential to nurture a strong relationship between your business and the wider community.

If employees see the value in making contributions to the environment, **they** will be highly motivated to complete tasks in an efficient and effective manner, which is music to any business owners' ears.

Zoe is the Marketing and Communications Officer for the Australian Retailers Association and has a vested interest in public relations and the media. To keep up to date with the latest in retail news, visit retail.org.au/media-centre or for media inquiries please call the media team on 0439 612 556.

A FRESH LOOK AT OUERSTOCKS

For a sustainable and ethical future, retailers need to start thinking about overstocks, instead of just focusing on out of stocks.

BY VERONIKA BIRNKAMMER [FLUENT COMMERCE]

veryone in retail agonises over out-ofstocks (OOS), yet not the same attention is given to another serious challenge: overstocks

The OOS issue is often exacerbated by a perception amongst shoppers that the likes of Amazon are rarely out of stock. While this isn't really true (estimates are that Amazon is out of stock at similar rates to other retailers), physical and e-commerce retailers need to overcome that perception, and keep in-stock rates as high as possible to remain competitive.

But what about the impact of overstocks? What happens to product that isn't sold and retailers need to dispose of themselves?

Aside from the damaging environmental impact of creating more waste this also puts pressure on manufacturers to produce more at a faster rate with less resources, resulting in subpar standards when it comes to ethical and sustainable production. Why is there ever too much stock in stores when it is possible to run out of stock online?

Customers don't like to be disappointed, so to avoid this, all care is taken to make sure stores are well stocked. However, the new challenge is for retailers to achieve this without over-stocking.

Thus, companies need to pay as much attention to overstocks as they do to out-of-stocks. This is not only an environmental problem, but a financial one as well. According to a study conducted by IHL Group, overstocks contributed \$471.9 billion in lost revenues globally last year, up 30% from three years prior.

And the problem goes well beyond lost sales.

Sustainability issues in the supply chain are increasingly an important consideration in shopper purchasing decisions. There is now an active war on waste, one resulting in a series of efforts to re-distribute leftover products to where they are needed. New ways to recycle and reuse products are being developed throughout the industry — including among retailers —- to reduce what goes into landfills. For example, surfing brand Ripcurl allows shoppers to return old wetsuits in some of their stores so they can be recycled.

Despite the attention paid to the issue by shoppers, overstocks persist and there continues to be never-ending markdown cycles industrywide. There are also introductory offers, midseason sales and end of season sales, and dotted in between those are 'frenzy days,' like Black Friday. Combine these with the process used by some retailers to dispose of the unsaleable merchandise, like Burberry's much talked about

destruction of goods and H&M's "pile of unsold stock" that was directly connected to poor inventory management, and the impact is clearly in need of a solution.

The primary culprits of the overstock issue have been around retailing almost since the beginning. These include:

Overproduction

Customers expect retailers to deliver and not run out of stock. Disappointed customers in today's environment don't have to look far to take their wallet elsewhere, and they are doing so more than ever.

Product data siloes

When stock isn't consolidated in one inventory system it can't be re-distributed to go where it is needed. This inevitably will lead to situations where the retailer can't fulfil a customer's expectations. Meanwhile, when the store in the next suburb has too much of the same product, it's marked down.

Not all stock is visible online

If online customers can only access all "online inventory" they will more often experience OOS.

Orders can't be fulfilled from certain areas

If a customer orders an item but it is only available in one particular store, that store needs to be able to fulfil that order from another location or the sale is lost

The solution to the overstock issue and the flow on effects of decreased sustainability in production processes as well as increased waste, is to have a single version of inventory that is always available and automatically

updated.



Using new order management technology for example, the Glue Store, a youth-oriented fast fashion retailer, has tripled the inventory they can access and has much more flexibility to fulfil orders. The new system automatically balances inventory, so products go to the stores where customers are demanding them, avoiding stores to carry too much stock.

The solution to the overstock issue and the flow on effects of decreased sustainability in production processes as well as increased waste, is to have a single version of inventory that is always available and automatically updated.

This allows stock to be managed more carefully, saving sales and meeting customers' expectations, while not wasting stock and limiting markdowns (think endless aisle). Adding more fulfillment options and locations means orders can be made and delivered via any channel, anywhere. Finally, collecting data on all orders with fulfillment locations, demand, and stock movement gives retailers invaluable insight to avoid overproduction.

Most overstock issues can be addressed quickly and easily with a real-time, global view of inventory availability coupled with the ability to move stock around depending on demand. This means that every sale can be fulfilled while significantly reducing the need to carry excessive stock that could either be marked down or sent to a landfill.

> Fluent Commerce helps retailers provide better experiences and more convenience to their customers. Prior to her role at Fluent Commerce, Veronika was the Marketing Director for SAP Hybris, responsible for the marketing strategy for SAP's customer experience product portfolio in Australia and New Zealand. For more information visit fluentcommerce.com



It's time we got Frank about being green

CEO encourages fellow retailers to make products that are here to stay.

BY JENNIFER AITKEN [FRANK GREEN]

ou could never accuse Benjamin Young of sitting on the sidelines. the Melbourne-based entrepreneur and environmental activist is known for pushing the envelope. After some very devastating realisations during his corporate years in mergers and acquisitions. and specifically in the waste management sector paired with the fact that a whopping 43% of landfill is made up of plastic coffee cups and beverage containers, the writing was on the wall. Young launched his reusable coffee cup and water bottle company frank green, which in a few short years has quickly expanded the range to offer other consumer lifestyle products that replace single use alternatives.

Young is quick to demystify the fairy tale of recycling, revealing that it's failing us because the materials aren't being repurposed as intended and sadly end up in landfill.

"Recycling is a romantic notion as the economics just don't stack up and the plastics recycling facilities can produce more toxic emissions than any other factory," Mr Young said.

He started manifesting the business philosophy 15 years ago when he was encouraged by

Our customers and our partners understand that when they partner with frank green they're working with a business that cares deeply about human rights, manufacturing standards and the environment.

Since its inception in 2013, frank green has grown into one of Australia's most loved reusable cups and bottles brands and is rapidly expanding around the world. Designed for humanity. At frank green we started with an honest approach to sustainability - reducing single-use waste by reimagining cups and bottles. What we make is innovative products that are stylish, functional and great for our environment. They are SmartCups and SmartBottles, made of premium, safe materials. We are frank green designed for humanity. For more information visit frankgreen.com.au

his then boss to present business cases that addressed environmental concerns and dissolved consumer pain points. The philosophy was always to design innovative products that everyone would be actually proud to own, functional, innovative and most importantly: good for the environment. Years past and eventually his fortunate time in corporate land allowed him to bring the frank green idea out of his imagination and into the hands of consumers around the globe.

Although he wasn't the first to the market, Young knew people were still having trouble converting to reusables and set out to create a design so appealing and intuitive that it would become an everyday accessory they wanted to carry instead of a burden (that can be the downfall of so many sustainable items as they looked terrible and leaked). And in an Instagram obsessed world, a design can make or break a brand. Admittingly it was tricky at the beginning to create something stylish and sustainable - it's no secret that the finished item is the result of years of toiling, caffeine-fuelled days and sleepless nights.

The company is proud, and rightly so, to declare frank green is designed and engineered right

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here in Australia. But it was never just about creating a product and leaving it there, Young wants to power a new movement towards a wholly sustainable future.

It's frank green's mission to motivate others to live more sustainably and to reduce unnecessary waste through the retail business, adding that: "companies need to reimagine their packaging, paying particular attention to firstly removing the plastic components but also considering if instruction leaflets could be delivered electronically."

This calls for more collaborative efforts between retailers and manufacturers to help solve dilemmas and support the entire supply chain together. Young has made it his business to provide local manufacturing opportunities to champion Australia's domestic craftsmanship and support their future.

"Our customers and our partners understand that when they partner with frank green they're working with a business that cares deeply about human rights, manufacturing standards and the environment. We are as transparent as possible about what we do as a business internally."

CIRCULAR TEXTILE MANAGEMENT MEANS BUSINESS FOR SUSTAINABLE FASHION

In fashion and philosophy, the beauty of a circle is marked by an absence of a beginning and an end.

BY CAMILLE REED [ACTA AND ACFC]

aunching in 2018, the Australasian Circular Textile Association (ACTA) harnesses this principal, but with a very clear end goal: zero textile waste. The ACTA is the market's first organisation offering to act as the voice of Australia's fashion industry, which has shown a proven desire to evolve towards sustainability. It's the next step for fashion brands looking to turn an eco-ideology into a feasible, manageable, and – best of all – successful business model.

Founder Camille Reed says ACTA is "a national body association to support the fashion industry in transitioning from a linear take-make-waste model, to full circularity. We encompass a lot of directional tools around new resources, education platforms, and particularly a textile take-back program, and addressing textile waste. We're the facilitator and the aggregator to help join the dots to save industry, and The fashion industry contributes to nearly 7% of the global climate impact. Shockingly, we're the world's second-largest polluter behind coal and oil.

the entire vertical supply chain that's connected with industry, time and money to facilitate sustainability," said Camille.

Per capita, Australians are the second largest consumers of apparel worldwide. Businesses serving this market are now more conscious than ever of their responsibility to reduce (and ultimately eliminate) textile waste. A sense of accountability in product stewardship is triggered by a growing number of alarming statistics. Every 10 minutes, Australians send 6 tonnes of textile to landfill. The fashion industry contributes to nearly 7% of the global climate impact. Shockingly, we're the world's secondlargest polluter behind coal and oil. Consider this, if polyester was replaced by recyclables, the fashion industry could save almost half the amount of carbon dioxide that it's responsible for every year. What's more is that brands are waking up to the commercial value in sustainability. In less than a year, ACTA has already attracted more than 300 industry professional, including three founding partners and a tier-one consultancy firm. It's no longer an industry secret that recovering, reusing, and recycling materials is cheaper than sending goods to landfill or incineration, with 95% of all textiles available for repurpose.

Circular textile management makes economic sense in acknowledging that nearly 30% of all purchases returned to stores are never sold, becoming 'dead stock'. Unsurprisingly, brands with a commitment to sustainability also earn themselves esteemed credibility in the eyes of consumers. Simply by virtue of their eco-ethos, Lush, Patagonia, Kathmandu, and RM Williams are among companies which have successfully generated a loyal consumer base, with the knowledge more than half of all customers want to shop more sustainably.

With this growing awareness, the fashion industry is on the brink of a flood of new policies and import regulations. Widespread change affecting the entire vertical supply chain is expected over the next five years, bringing into question the institutional role and liability of industry and waste. ACTA helps its members to proactively develop and address its stewardship responsibilities, and the national body the industry can turn to in times when policy overhaul inevitably arrives. More than this, ACTA is the bridge connecting industry to recycling companies, while ensuring its members benefit from the monetisation of textile waste. The Association's already in partnership with the Australian Packaging Covenant and charities that collect pre-loved garments. These organisation's are key solution providers that operate closed loop recycling, a unique service that is not otherwise available for the Australian fashion industry.



Finally, ACTA's model of circular innovation taps into an Australian industry worth more than \$22 billion. By 2024, ACTA expects to boast more than a quarter of Australian fashion industry as members, along with more than 110 fashion retailers in New South Wales and Victoria. This means that, at a conservative calculation, ACTA will be worth close to \$4 million dollars.

Based on these projections, ACTA will be responsible for cutting 90% of all polyester currently destined for landfill and will have saved nearly 680 million kilograms of carbon dioxide emissions – that's the equivalent to the electricity used by 102 thousand homes in one year. Join ACTA, the movement that makes circular textiles a practical business reality.

Known in the industry for her can-do attitude, with a feverous passion for recycling and sustainability, Camille Reed is actively pursuing her goals, the founder of The Australian Circular Fashion Conference. ACFC is an annual event supporting the AU+NZ fashion industry in becoming self-sufficient with sustainable practice. Looked to, as a leader in the field, she is also one of Australia's most talented and recognised textile design artists. Camille is highly sort after for her textile design expertise and sustainability involvement within the fashion industry. Visit **australiancircularfashion.com.au**

Designing witha conscious

Bag-ware brand fashion new sustainable approach.

BY TESS WHITFORD [CRUMPLER]

ow more than ever, brands are on a journey to create something more meaningful. With 24 years of encouraging people to value quality and longevity over quantity and trends through durable, stylish and clever carrying solutions at a mid-tier price, Crumpler sets itself to have a more substantial role within the wider fashion community. "Crumpler's mission is to continue to educate customers into moving away from cheaper, disposable fast fashion products, and towards more design-led and added-value pieces. We can play a part in moving mainstream fashion to more sustainable sources if we can demonstrate real design value in ethical alternatives in our ranges," explains Adam Wilkinson, CEO of Crumpler

The brand takes a look at current retailers leading the sustainable movement, and stands as an avid supporter of current initiatives coming from brands such as Nike and Levi's, who use the Sustainable Apparel Coalition index for measuring the environmental impact of apparel products across the supply chain. As a retailer, Crumpler's own sustainable approach extends to enabling and driving business practices at all levels of the organisation. Staff are given the opportunity to work directly on projects such as recycling shopping bags, bag repair services and



developing new collections which gives them a platform to put forward their own personal values, taking care of our people and our planet. The brand's new Conversion range in particular, was designed to mirror their commitment to sustainability. The collection is made of 100% recycled polyester using Eco Circle[™] fibers. Materials were produced from a chemical cyclic regenerative system technology owned by Japanese Teijin Company. It uses wasted polyester materials from garments and leftover materials as the raw materials for production, and transforms them into new polyester fibers with high quality, multi-functions, traceability and eternal cyclicity, through complete chemical decomposition. The birth of the Conversion range is just the beginning for Crumpler expanding their recycled collections, as they are committed to creating conscious designs that are not only cost effective, but also incredibly kind to the environment

From the beginning the brand has placed 'sustainable first, aesthetics second.' Their dedication to sustainability also extends to its packaging practices, which in 2018 saw the end of supplying plastic bags and shifted towards focusing on entirely non-disposable packaging solutions.

Staff are given the opportunity to work directly on projects such as recycling shopping bags, bag repair services and developing new collections which gives them a platform to put forward their own personal values, taking care of our people and our planet.

Born on the streets of mid-90's Melbourne and driven by the needs of bicycle couriers, Crumpler messenger bags exploded on to the scene with bright colours, clever designs, and our famed bulletproof construction. Over the years our range has expanded to include backpacks, suitcases, bum-bags, wallets and beyond. For more information visit crumpler.com/au



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FROM PRODUCTION TO POS: PROTECTING THE INTEGRITY OF YOUR SUPPLY CHAIN

Technology is helping many manufacturers document the production journey, allowing them to confidently assure their customers about their commitment to the environment and ethical business practices.

BY LES BRUZZANITI [PRONTO]

etailers are under increasing pressure to prove that they have an ethical, environmentally responsible supply chain. This is driven in part by more stringent compliance requirements and a rise in conscious consumerism - with more shoppers demanding information about how a product has been made, right down to where the raw materials have been sourced. Often, a customer's first purchase, or continued brand loyalty hinges on a retailer's responses to these questions. Technology is helping many manufacturers document the production journey. This allows a brand and you as the retailer that sells the brand, to confidently assure customers about your commitment to human rights, environmental impact and ethical business practices across your supply chain.

PRODUCTION PROOF

While manufacturing processes have become more complex, retailers can easily gain full visibility across their supply chain network with the right tools. For example, rather than relying on paper-based manual processes and spreadsheets that are prone to errors, technology can be used to automate each step, increasing the accuracy of your information and the speed at which you can access it for an audit.

At the click of a button, you can pinpoint where each component came from, its Quality Assurance (QA) test results, where it was stored and which of your outlets sell the product. Barcodes and sensors help track raw materials throughout the entire production journey, from origin to production and sale. Many critical details including lot numbers, use-by dates and receipt dates can also be maintained.

RAPID RESPONSE

Barcodes and sensors can be vital in the manufacturing and warehousing processes. For instance, you can work with a manufacturer to nominate specific tests for components used in the products you retail, set different thresholds and assign expected results. This allows the manufacturer to classify batches of each component for use in different products, based on their test results. If you do have a product safety scare, you can then quickly access granular information about which batch may have been affected, where they were dispatched and sold. This speeds up the warning, recall and rectification process if required.

An important part of being ethical is communicating rapidly when something's gone wrong. For instance, if a food producer has a contamination scare, or a children's toy retailer experiences a product safety issue. The faster you act, the quicker you can restore consumer confidence and trust in your brand – and most importantly, act to minimise any public health risk.

The ability to access detailed information quickly also helps reduce the cost of a recall, by identifying specific batches that may have been contaminated. This same information can also be used to defend country of origin enquiries and confirm that you've complied with product labelling and packaging laws.



GREATER THAN THE SUM OF ITS PARTS

Leveraging insights from these technologies, Enterprise Resource Planning (ERP) software with robust inventory capabilities can deliver further intelligence, giving retailers the information they need to answer production questions with certainty.

Live tracking of stock movements lets you know at a glance where every order is in real-time as well as the path it has taken. This helps you keep suppliers, partners and customers informed ultimately improving the purchasing experience. Such precise visibility into the supply chain can also reveal areas where more eco-friendly steps can be made, helping you initiate and build new proof points for your brand's higher purpose.

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THE REWARD FOR RESPONSIBILITY

Changing consumer expectations, increasing compliance regulations and globalised supply chains have all combined to create a significant shift towards the needs for greater transparency.

By leveraging data shared by connected sensors and barcodes, all integrated with a powerful ERP solution- spanning inventory planning, forecasting and relationship management – retailers can work with manufacturers to protect the ethical values you are committed to. Ultimately this becomes a key differentiator to help you win more sales and strengthen loyalty.

With customers becoming increasingly aware of their environmental impact and an increase in strict regulations to compliance, more retailers are being challenged to prove their ethical and environmental responsibilities. In response to this, retailers can use technology to equip themselves with the tools needed to ensure they stay on top of their operations, through the entire chain.

Selling sustainability in retail, starting with your staff

Building a sustainable employee induction should be a key tenet of your business' commitment to its environmental values. This way, new employees are educated on sustainability from day one.

BY TANIA EVANS [WORKPRO]

ustainability is an increasingly important issue across all business sectors, and retail is no exception. However, to build a truly sustainable business, buy-in must come from all levels, starting with new employees!

You've likely already considered the relevant and obvious sustainability issues that are specific to your business; from raw materials, practices by suppliers, distribution and transportation, to consumer use and the ultimate disposal of your products. But have you considered your induction program?

An effective induction program embeds your core business principles with staff, starting from day one. It helps you to attract and retain employees, build and reinforce customer trust, and can ultimately increase your brand's overall standing in the retail market. Investing in a robust and sustainable retail e-learning and induction program is a positive decision for your staff, your customers and your business.

When delivering a truly sustainable induction, the obvious first port of call is your delivery method. In the past, new employees were likely handed a mountain of paper. This usually sat on the shelf gathering dust, rather than being read, digested and ultimately appropriately recycled. This clearly wastes a lot of paper, especially when online inductions are a modern, cost-effective, streamlined alternative - and far more engaging, helping to do away with employee induction fatigue. It also allows you to track (and prove) user participation, progress and completion. So, assess whether you need to print documents for new starters, or deliver it to them online. After all, the best way to reduce waste is to create no waste at all!

Naturally your induction program should include information that delivers and reinforces your core business values, including sustainability, and how these values are practiced on a day-to-day basis to grow your reputation as a sustainable business from the ground up. It positions your business in the way you want it to be seen (and sold) to customers - consider the differences in personality between a large corporate entity and smaller, nimbler boutique businesses.

A sustainable retail induction has the added benefit of appropriately aligning the skills and attitudes of new employees with your business

culture, allowing staff to integrate more quickly with your existing workforce. Each employee has a role to play when upholding the key tenets of your sustainability program - whether that be reducing paper use, turning off unnecessary power points ... or agreeing to disagree about the heating and cooling settings.

Included in the induction should be information surrounding the 'digitisation' of key day to day business operations, for example, providing customers with digital receipts. Many retail customers may not have encountered digital receipts or may be averse to providing their details for reasons of privacy or risk of being contacted for marketing purposes. However, the benefits of email receipts not only save paper, customers are less likely to lose receipts, and your business details can be kept on file for refunds, returns, or future purchases.

A focused, customised induction, with a regular employee review process and accompanying action plan, can also be used to set goals within your workforce, so that all employees have tangible targets to work towards. Instead of vague statements such

as 'reduce waste', make your goals SMART (Specific, Measurable, Attainable, Relevant and Timely). Being specific can go a long way towards increasing the collective buy-in of your workforce, demonstrating to employees the very real impact of their actions, and helping you to measure the impact of your business on the environment

Of course, leading from the front is the best way to ensure your business values are successfully implemented. If you and your business are committed, then your entire workforce needs the appropriate help and advice to operate your business more sustainably - everyone from the Manager to your Christmas casuals should be able to easily articulate and demonstrate your core business values.

Implementing simple core practices within your business, such as a sustainable retail induction, can help you ingrain environmental values in your employees from their first day on the job; and by being 'greener' your business will save money, attract and retain the right employees and increase your reputation amongst customers

If you sell the concept to your staff correctly, you could ultimately increase customer perception of your brand, and ultimately everyone's buy in! 🚝





Investing in a robust and sustainable retail e-learning and induction program is a positive decision for your staff, your customers and your business.

ENFORCING PACKAGING STANDARDS ACROSS THE SUPPLY CHAIN DELIVERS ETHICAL AND FINANCIAL VALUE

With the rising pressure on costs and growing stakeholder expectations regarding ethical business practice, retailers are required to take control and plug the financial leaks across the supply chain associated with packaging inefficiency

BY DAVID GRIFFITHS [ADJUNO]

witched on brands are becoming ever more aware of the importance of packaging when it comes to consumer experience. However, far too few have yet to address the extraordinary packaging inefficiencies that exist throughout their supply chains.

Where is the consistency in packaging types for both material and size that can not only enforce sustainability and ethical standards, but also enable cost saving optimisation of pallets, containers and warehouse space?

PACKING, SHIPPING AND STORING AIR

Minimalist packaging may be the new black when it comes to consumer facing goods, but across the supply chain the situation is far from slick. When some retailers are handling thousands of different packaging types from suppliers globally, the implications on cost, sustainability and efficiency are very significant.

Given the risk of product damage associated with packaging that is too small, many suppliers will err on the large side. The costs of this approach however both direct and indirect, are considerable. In addition to wasting money on unnecessary material, what about the wasted space?

With multiple sizes used, pallets are not optimised, nor are containers; while oversized packaging also impacts the number of items that can be stored in the warehouse or distribution centre (DC), or in-store. Packing, shipping and storing air is an expensive business. Add in the cost of ethically disposing of damaged or unusable packaging, and reconsidering this area should be about far more than the consumer facing experience.

PLUGGING THE LEAK

With the rising pressure on costs and growing stakeholder expectations regarding ethical business practice, retailers need to take control and plug the financial leaks across the supply chain associated with packaging inefficiency. This means defining and critically enforcing very clear packaging standards on suppliers.

Just consider the supply chain implications of reducing packaging types from thousands, even hundreds, to just a dozen - from the material consistency that transforms recycling and waste disposal activity to the optimisation of shipping and storage. And the financial returns that can be achieved by creating packaging standards across the world are significant – from a typical 5% to 10% reduction in the amount of packaging material being used to an improvement in container utilisation of 5% - 15%. The return on investment is compelling and quick.



ENFORCING CONTROL

The starting point must be a robust review of requirements: what are the packaging requirements of the product? What are the space restrictions in the DC? What can containers handle? And what are the feasible packaging types that can be enforced? The challenge, however, is not simply to create these standards but to ensure they are enforced globally. Going through the exercise of rationalising packaging is great, but fail to robustly enforce the standards and suppliers will rapidly revert back to using all various shapes and sizes.

Compliance is key, and that means ensuring a retailer has excellent visibility of the supplier's packaging plans. The easiest approach is to automatically accept orders packed using the authorised sizes and materials. If a supplier cannot access approved packaging for some justifiable reason, retailers can also offer a short list of acceptable sizes – while also ensuring the substitution is automatically communicated. The big win is to have immediate visibility when a supplier proposes the use of unauthorised packaging – enabling a retailer to accept or reject an order based on the potential financial (and ethical) implications of failing to follow the defined standards. It's not just retailers that need visibility. In order to inspire suppliers to stick to the rules, they need to be easy to find as well as adhere to. Suppliers need to have excellent visibility of the retailer's requirements in order to quickly locate the right type of packaging and keep the process running as efficiently as possible.

This is a massive mindset shift – and one that will be increasingly considered not just at the time of each shipment, but during supplier assessment. In a world where packaging is fast becoming a key component of sustainable and ethical business, a supplier's commitment to the use of standardised packaging must become a fundamental component of the decision making process.

Minimalist packaging is indeed the new black from supplier all the way through to consumer.



Retailers need to take control and plug the financial leaks across the supply chain associated with packaging inefficiency.

Adjuno works with retailers to monitor their supply chain networks and design, build, test and deploy optimum supply chain management systems for each organisation's individual needs. They will work with you to improve your business processes through connecting your entire trading community, giving you a platform to thrive by efficiently collaborating with your external partners, and managing your complete supply chain with full transparency, efficiency and cost effectiveness. For more information, visit **adjuno.com**

Future planning your retail space through sustainability

How to future plan your retail space by using sustainable materials that require minimal maintenance

BY ROD SCHIEFELBEIN [TREX]



hat flooring you choose for your retail space can have a major effect on the design and feel of the end result, making it important to choose the correct materials for the atmosphere you want to create. However, some types of flooring can have harsh effects on the environment and, in an age where paramount importance is placed on sustainability, it is imperative to understand the impact of what you

Nowadays there are endless options for colours and materials and luckily, the choices for sustainable flooring are increasing as well. It's just about picking what is best for your budget, the function, durability requirements and how much time your store managers will have for maintenance.

choose to have under your feet.

Sustainability does not just mean 'good for the environment' - it also covers off usability (ensuring it doesn't add a burden to your staff through maintenance, that it feels great underfoot, etc) and cost (that ongoing maintenance doesn't break the bank). A guick way to consider whether your materials are sustainable is to ask your suppliers what the space will look and feel like in several decades. Will the floor be splintering? How often will staff have had to maintain it?

If you're looking to upgrade your façade or floored area, composite decking is an ideal option. Its environmental sustainability, premium aesthetic and durability make it an outstanding choice for any area, plus there is less ongoing labour and cleaning required for the maintenance of composite decking - so it's sustainable on all accounts.

Whether it's building or renovating retail properties, the look and feel of composite decking makes for a beautiful transition between outdoorindoor zones.

Composite decking is made from an innovative blend of recycled timber and plastic, with brands such as Trex using 95% recycled materials and a manufacturing process as 'green' as its products.



twist, rot, splinter, split or scratch, making it a much more durable choice than traditional timber decking. This also means a lot less maintenance than what is required by oldcentres.

The quality of wood-plastic composite decking results in a long-lasting and sustainable flooring product. Alongside using sustainable flooring, retailers can secure sustainable operations for future planning their stores through : • Switching to recyclable or canvas bags for your

- customers
- on your bill!
- bottles and cutlery
- consumer advocacy group

Unlike timber, composite decking will not warp, fashioned wood decking. Gone are the days of seasonal painting, staining and sealing, making composite a preferred option of many specifiers, especially in high-footfall areas such as shopping

Use sustainable lighting, such as energyefficient lightbulbs. In back-rooms that aren't used throughout the whole day, consider sensor lights to save energy - you'll also save

Fill your office kitchen with no-plastic options for your staff, such as stainless-steel water

While you're there, include a recycling system for when they complete their work lunches Make cleaning easy for your staff, and great for the environment, by choosing eco-friendly products that work. Find which is best via a

A quick way to consider whether your materials are sustainable is to ask your suppliers what the space will look and feel like in several **decades.** Will the floor be splintering? How often will staff have had to maintain it?

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• Create a recycle scheme for your field for instance, if you have a fashion store, consider a 'donate for 10% off' scheme to drive customers into store, whereby you can collect and sustainably recycle

It's easy to future plan your retail space and create a sustainable environment with a little forethought and assistance from your suppliers. 🧮

> Trex Company is the world's #1 decking brand and inventor of timber-alternative composite decking For over quarter of a century, Trex has defined and perfected the composite decking category - offering low-maintenance, high-performance, eco-friendly products that have fundamentally changed the way we build and live outdoors. For more information, visit au.trex.com

ADAPTING UARIOUS TRAINING TYPES FOR YOUR EMPLOYEES

Current training material is allowing retailers to deliver lowcost and efficient methods of boosting employee productivity whilst ensuring all aspects of the business are well managed. BY THE AUSTRALIAN RETAILERS ASSOCIATION [ARA]

mployee training is an essential investment to ensure your staff can efficiently manage all aspects of your retail business. A well-trained employe is more productive and more fulfilled. While some employers and business owners tend to consider employee training to be expensive and time-consuming, today's training resources are far more efficient and cost effective.

TAILOR YOUR TRAINING TO THE EMPLOYEE

Get to know your employees and select a training course that is suited to them. An employee who is not a good fit in a certain role might thrive by moving sideways, with some additional training. An enthusiastic energetic employee is more likely to stay motivated and productive within the company if training and promotional opportunities are available.

Keep in mind that everyone has an individual learning style, so provide a range of different learning tools and methods. Some people respond best to practical demonstrations, while others prefer to work from written instructions; some people prefer individual instruction while others learn best in a team or workshop environment.

The ARA have an in-house Registered Training Organization (RTO) offering retail qualifications, such as Certificate II in Retail, Certificate III in Retail Services. Certificate IV in Retail Management and a Diploma of Retail Merchandising Management. We also offer a range of retail skills workshops such as visual merchandising, sales and service. Working in retail can be an important career move, whether your employee intends to work from

the shop floor into executive roles, or whether the retail experience proves to be a stepping stone into another career. Keep training time-efficient and cost effective.

Today, there are many convenient and practical ways to provide staff training, consider implementing or adapting the below methods into vour business:

TEAM WORKSHOPS

Team workshops have the advantage of being tailored to your workplace so you can streamline the content to your business requirements. You also have the option of arranging a convenient location for your team, such as your usual workplace, reducing travel time and accommodation expenses. The strongest advantage of a team workshop is the bonding exercise between staff members who learn together and support each other's training.

This bond transfers into the workplace, so you have a stronger, more cohesive team with better communication. Individual team members also gain confidence in their own place within the team, leading to more effective networking and innovation.

REMOTE LEARNING

Remote learning allows employees to learn at their own pace and around their own schedule. This also benefits the employer, as training does not have to interfere with regular work hours. While some individuals do find remote learning to be too isolating as they learn better in a more interactive environment this is not such an issue with short courses

ONSITE TRAINING

Onsite training has the obvious advantage of a convenient location, and is specifically tailored to the company. It is designed to boost productivity, efficiency and team development, while keeping employees up to date on company protocols. Conducting the training onsite has the advantage of a convenient and cost-effective location. The training will also be more relevant and specific as it can be based on the company's own processes and policies.

SEMINARS

A seminar is a group meeting led by an expert discussing a specific topic that is relevant to the group. Attendees can take notes or ask questions, and generally expand their knowledge and perspective of the topic. Other benefits include the opportunity to network with other seminar attendees.

MODULAR TRAINING

Modular training involves dividing a complex subject into a series of learning modules or units, so the student can start by studying a basic overview of the topic, then gradually work through subsequent modules. This is a good way to stay motivated and focused when studying a particularly complex topic, as the student will feel a sense of progress and confidence.

Training retail staff to be productive and well informed of your business is imperative to long term satisfaction and success. An employee who is efficiently trained will not just be more productive, but will also find self-fulfilment. New age training methods and materials make training your staff even more efficient and cost effective than ever before.

> The Australian Retailers Association's Retail Institute is Australia's leading provider for both accredited and non-accredited learning programs. For more information, visit retailinstitute.org.au

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