

12th annual ALSA conference



Sunday July 24 - Sat July 30
Hyatt Regency Sanctuary Cove Qld
Phone Melinda to register 02 9299 5681

**The Packaged
Liquor Industry
Development
Trust Fund**



The Packaged
Liquor Industry
Development Trust
Fund was
established in
late 2002.

It is a \$3M trust fund negotiated with the Victorian State Government and the packaged liquor industry.

The purpose of the trust fund is to ensure that independent packaged liquor licence retailers in Victoria remain a vibrant force in the packaged liquor industry by providing them with advice on business strategies, e-commerce and IT, marketing and merchandising and ensuring that independent liquor store operators are operating at industry best practice through initiatives, such as accreditation programs.

www.plidtf.org.au

2004-5
Master Greeters
Associate Member

**TOOHEYS
VICTORIA**

2005 Expo Calendar

Supa IGA Vic Conference June 26-30
Metcash National Expo July 16-19
ALSA Conference July 24-30

Fine Food Australia Exhibition including
Fine Wine & Spirits. The Sydney
International Wine Beer and Spirits
Exhibition will be held next at
Sydney Convention & Exhibition Centre
12 - 15 September 2005.

ALSA Conference 2005

Now in our 12th year, the ALSA conference will present a range of speakers and workshops specifically targeted at liquor store owners and managers to get you "Working ON the Business" rather than constantly working IN the business.

Operating a liquor store is a challenging task and the ALSA conference will allow you to relax in peaceful surroundings, with time to think and talk about getting more out of your store. And more importantly it's a chance to get out from behind the counter and work ON your business.

ALSA will provide a range of networking opportunities for delegates to swap ideas with other liquor store owners and sponsors along with a range of guest speakers.

The conference will run over 5 days and include; 4 plenary sessions, afternoon breakout sessions provided from the Retail Liquor Development Foundation, along with other sessions that will focus on working ON your business.

Your conference registration will include:

- 6 nights accommodation & continental breakfast
- 3 conference dinners & 4 conference lunches
- Return transfers from Brisbane airport & Return airfares flying economy class with Virgin Blue (when flight inclusive package is booked)
- ALSA Conference Sessions & Breakouts

On the Thursday, the annual ALSA Golf Tournament will be held on one of Queensland's premier golf courses, or if you prefer, there will be other activities to choose from.

A supplier incentive scheme has been introduced for this year's conference. Call our booking line for details.

All enquiries: Melinda Brenton 02 9299 5681 or emailconference@alsa.com.au

Coles' Large Liquor Format

Coles Myer has signalled its liquor operations will shift to a "big box" format, dubbed 1st Choice Liquor Superstore and compete directly with Woolworths and Dan Murphy.

The new large format store will commence rollout from June, with two new stores this financial year and up to 15 in 2005/06, and 15 more each year after that, including the conversion of its eight existing liquor superstores which operate under the Quaffers name.



The direction of the majors into category killer formats will impact on every independent liquor retailer and in particular for those stores that have not redeveloped their stores and added space and range to meet the expectations of customers as a result of this industry shift.

Coles Myer also plans to refurbish more than 100 of its Liquorland stores over the next three years as well as continuing to add liquor on to supermarket shelves as reported last month in their new store at Caroline Springs.

Independent Retailers should urgently see the immediate need to take a fresh look at their own stores and plan to make changes sooner than later, because when one of these super stores come close to your business, it will impact heavily on your sales.

There are plenty of stores out there that can tell you of the result.

John Markham