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Labour Day and Easter entitlements please refer to:

www.mgav.com.au

It has to be your first choice!



Pictured: Wendy Silk and her father Robert Donges

Donges Supa IGA Tops the Local Awards

350 Victorian retailers flew to Hobart for the State Conference at the end of February, hosted by Victorian State Manager Mark Laidlaw. IGAD executives and retailers spent two days at business sessions, enjoyed a Retailer of The Year Awards Dinner and competed in a terrific games and luncheon day at the historical and picturesque Cascade Brewery, hosted by Fosters Australia.

CEO of IGA D, Lou Jardine advised the delegates that IGA had increased market share by an average of 1 per cent a month since 2000, from a base of 11.8 per cent to 18.9 per cent at latest figures. The FAL stores coming into these figures had assisted this growth, firmly establishing IGA as a very definite third force in supermarket retail. This is to be further supported by the W.A. Independents embracing the IGA name, with a major launch in May. Metcash recognizes the huge step to be taken in moving from the very popular and familiar Dewson's name, and with the establishing of a State Board, supported by a State Conference this will reinforce the WA retailers' decision to support the IGA name in the West, Mr Jardine said.

Metcash and IGAD are focusing on further developing this growth with retailers showing a growing confidence in the IGA brand, and therefore the incentive and confidence is present to reinvest, borrow to refurbish, and undertake the challenge of greenfields sites. Mr. Jardine said that the support of finance and store design helps the retailer through this process.

The Local Heroes campaign is extremely popular, with all IGA retailers now required to meet or exceed the shopping needs of their consumers and to play a leading role in betterment of their local community.

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The magazine for independent food and liquor retailers.

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