

# National Conference



430 FoodWorks conference delegates gathered from around the nation to attend the annual group conference in the far North Queensland city of Cairns.

'Going For Growth' was the theme of the conference and was emulated in all business activities over the duration of the conference.

The FoodWorks Team developed a highly engaging business-focused agenda, appealing to all retailers, small, medium and large, as well as providing many occasions for retailers and guests to network and share ideas to take back to their stores for implementation.

Guest speaker Ross Honeywell spoke about consumer behaviour and the changing consumer revolution in Australia. Fred Fairthorne, a prominent FoodWorks Retailer from Western Australia, spoke with passion and great insights about his experiences in building great independent supermarkets despite the adverse competition from the chains. Fred shared his own simple four step process to improve the shop-ability and consumer appeal of independent supermarkets. His main message was "you don't need to spend a lot of money to initially improve your store!"

Peter Leggett spoke to the audience about his own defining moments and experiences in life and stressed the need to create a Work Life Balance. This can only be created by 'you,' the retailer, becoming a leader, sharing knowledge and by empowering people in 'your' store. Peter's three visionary words of wisdom for fellow business colleagues, is to focus on their businesses being; Special, Different and Better.

Mark McCrindle spoke about 'Changing Times and Emerging Trends'. Mark emphasised the need to engage with employees and that the 'people side of the business' is the essential ingredient in their businesses 'Going for Growth'. People and attitudes to work are rapidly changing as we move from the Baby Boomer and Generation X era to the Generation Y era. Understanding the needs and values of employees is essential to hiring the right staff and then retaining them for the long term.

Activities included such areas as; Business Development (retail design, new business, market assessments), Fresh Foods, Local Area Marketing, Promotions and Catalogues, Space Planning and Private Label.



Peter Noble, Russell Adams, Beryl Adams, Kim Crack & Mike Womber (Parmalat)

One of the conference highlights was the presentation of FoodWorks recognition awards given to individuals and retail outlets.

Kim Crack from IGA Skipton and Smythsdale stores was awarded the National FoodWorks Trainee of the Year award. Kim, with all the responsibilities of a young family with three children and working actively in Russell and Beryl Adams two stores, is an inspiring example to staff of all ages and backgrounds working in independent supermarkets, that anything is possible and worthwhile doing if you have the will and commitment to begin and complete additional training.



Sandy Bucello (Foster Vic) with FoodWorks CEO Peter Noble

Sandy Bucello, a prominent FoodWorks store owner with husband Joe from Foster in Victoria, was recognised as being an 'Outstanding Retailer' making a significant contribution to the independent supermarket industry particularly the FoodWorks Group. Sandy's energy, passion, vision and industry insights were instrumental in the research, development and subsequent implementation of the 'On Line' Induction Training Program.

All nominees and recipients of awards are to be congratulated for their commitment to raising retailing standards in their stores.

Congratulations to Peter Noble, CEO, the Board and the Management Team of FoodWorks for conducting a very successful annual conference.



Wayne Pattison (Doveton Vic) and Debbie Smith (Allora Qld)