

Pauls Community Store 2007

Fairleys Supa IGA in Shepparton, Victoria has outshone over 2,800 stores nationally to be named the 2007 'Pauls Community Store of the Year'. The accolade was presented at a gala awards ceremony in Hobart, Tasmania, by Australian actor and presenter Michael Caton. The award winning store was also honoured with two additional awards as Independent Retailer of the Year and Victoria Country Store of the Year.

'Pauls Community Store of the Year' is a customer-driven competition. Stores were nominated by members of their local community who submitted feedback on why they felt their store deserved national recognition. Nominations received ranged from milk bars and corner stores, through to independent supermarkets.

The judging panel was headed by renowned small business expert, David Campbell, Managing Director of Avatar Business Navigation and past chair of the Small Business Assistance Group for the Australian Institute of Management.

Speaking of their winning position, Vince and Rosa Camera, of Fairleys Supa IGA said "winning 'Pauls Community Store of the Year' is an incredible honour and we thank our customers dearly for the loyalty and support they've shown us over the years. They are the most important part of our business and without their continued support and appreciation, we wouldn't be here today!"

Research conducted for 'Pauls Community Store of the Year' revealed sentiment towards small retailers is stronger than ever with five million Australians saying a prosperous local shopping community influenced the purchase of their current home. An overwhelming nine in ten Australians shop at their local community stores to support local business.



Picture 1 (L to R): Cheque presentation - David Campbell, Rosa & Vince Camera, Michael Caton (host) and Mike Coomber (General Sales Manager, Parmalat)

Picture 2: Award presentation: Robyn Morrison & Amanda Lynch with Mike Coomber (General Sales Manager, Parmalat)

1st runner-up: BP Buronga & IGA Express

2nd runner-up: Walters Supa IGA Rasmussen



community store of the year 08

Parmalat Community Store of the Year is an annual Awards Program launched in 2006 by dairy company Parmalat Australia. This initiative is aimed at recognising the role independent retailers play in their local communities and helping business owners develop and grow their business.

Over 2,875 stores across Queensland, Victoria, New South Wales and the Northern Territory participated in the program in 2007. Due to the success of the program in 2006 and 2007, Parmalat are excited to announce that the program is being re-launched in 2008. The Parmalat Community Store of the Year 2008 program focuses heavily on providing independent business owners the information they require to help improve their performance and maximise their returns.

The program involves all stores to pass through four rounds of judging which are conducted at various times throughout the year against set judging criteria. This year stores who become Semi-Finalists in the program will receive \$400 worth of PR or marketing support for their store, while the Finalists will be invited to attend the always spectacular three day Celebration Weekend. The Overall Winner of the program will receive a \$12,500 business consultancy package as well as a substantial PR campaign in their local area.

This year Parmalat has decided to further enhance the value of the awards through the introduction of a benchmarking program called 'Business Mapping.' It will be offered to all stores that register for the 2008 program and will provide a detailed report to business owners on their business performance and trends over the preceding 12 months compared to a group of similar style operators. To participate in this initiative, speak to your Parmalat Sales Representative or contact the Parmalat Community Store of the Year Head Quarters on 1800 622 039.