

WA IGA State Conference

The 2008 IGA WA State Conference was held on 2 and 3 May 2008 at the Burswood Resort, Perth. This was the second WA state conference since independent supermarkets in WA moved to the IGA banner in May 2006. This year the conference enjoyed a strong turnout with a healthy mix of IGA store owners, managers and staff. The theme of the conference was “what are you famous for?”, which builds on the “Local Heroes” theme.

The conference opened with presentations by the General Manager of IGA-D in WA, Sylvestro Morabito and CEO of IGA-D, Lou Jardin. During his presentation, Sylvestro revealed that WA sales had increased to the point where sales had allowed IGA to climb to equal second (with Coles) in market share in the state. This is on target to achieve his overall “1 in 3” goal – a strategic goal of being number 1 in market share within 3 years of the IGA launch.

Lou Jardin highlighted the importance of the Terms of Engagement (TOE) project and outlined how this initiative would drive strategic decision making into the future.

The remainder of the first day was devoted to a business planning workshop, working on the theme of preserving a competitive advantage in a changing business environment. The workshop was facilitated by renowned in-house business training expert, Mr Martin Grunstein. The afternoon provided an opportunity to look at what specific aspects of our stores customers perceived as outstanding, allowing us to examine what we thought we were famous for, and also what the competition does well.

The latter part of the afternoon was devoted to working with an enthusiastic group of volunteers on the new IGA theme song.

After that it was quick showers and freshening up for the main gala event, the WA State Awards Dinner. The event attracted hundreds of store owners, managers and staff, suppliers and IGA-D representatives. The main event for the night was the announcement of the WA awards which once again proved to be a nail-biting event. Last year’s store-of-the-year winners, Gwelup Supa IGA and Helena Valley IGA again took out the honours for Supa IGA and IGA respectively. The rest of the night was spent revelling on the dance floor, which for some, went on into the small hours of the morning!

The next morning proved to be a bit of a slow start but participants were soon up to speed with the morning sessions providing more opportunity for reflection and working on various aspects of store management.

While only two days in duration, the conference proved to be exciting and energising for all participants. In particular, most felt that the two days’ workshoping had produced some clear strategies for growing the WA business further in 2008/09.

Leigh Garrett MGA board member WA

Western Australia’s Number One Supa IGA

In the northern suburbs of Perth WA is a shining example of retailing excellence at Gwelup Plaza Shopping Centre. Winning several awards over recent years, this store has taken out the big award in Western Australia for 2008.

What makes it’s store different is its upmarket retail format, and this store really takes it to the edge with some of the best decor in the state, it doesn’t stop there.

The store boasts a great scratch bakery, complete with a huge chilled display cabinet for all the specialty bakery items, and a mass of bin displays selling everything from sliced bread baked on site to all the usual bakery lines.

Another stunning department is the produce, with massive artistic features and crafty barrel displays, with the freshest of produce and a vast array of prepared fruits and vegetables. The produce displays show an amazing level of creativity, passion and flair from the young department manager Enrica.

The store owner Chris Somas, shows a unique aptitude for merchandising the store with features in all parts giving the store its unique look and feel. This is mirrored in the stunning fresh fruit juice and sandwich bar at the front of the store which is another successful department that has been added over the past year.

The customer service centre has also been built with a combination of tinted backlit glass and metal giving the store entrance a classy look from the entrance.

Throughout the store are display areas using local stone blocks to highlight specialty foods, from bulk food bins to general merchandise items, also give the store a unique look.

John Markham



Point of Sale?

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