

MERCURY FINALISTS ANNOUNCED

Australian companies are leading the way in supply chain management innovation, technology and best practice. The strong list of finalists in the Inaugural 2006 Mercury Awards attests to that.

Having made substantial investments, both intellectual and financial in supplier and provider relationships, demand forecasting, visibility, cost cutting strategies and safety, a succession of businesses are lining up to showcase their supply chain and logistics achievements.

The pivotal theme of character underpins the management style of Geelong based, Costa Logistics. The company handles over 80 million cartons of product every year, consistently achieving a service accuracy rating of less than 3 errors per million cartons, and an unblemished record of harmonious workplace relations.

Unilever Australia has been a leader in the adoption of collaborative planning with Coles Myer, and EANnet to counter misalign-



ment of product data with its trading partners.

Insulation manufacturer CSR Bradford has achieved dramatic improvement in almost every aspect of the business including productivity increases and a reduction of workplace injuries by 83 per cent in two years.

Other major achievements in technology and supply chain leadership include the CRT Group's innovative CRT Pod Trailer™, GRA's partnership with Super Cheap Auto, to reduce the retailer's inventory by 10 per cent and the Craig Mostyn Group's recent approval from the Singapore regulatory body AVA, to export fresh pork into Singapore by sea.

Winners of Logistics Magazine's supply Chain Industry Mercury Awards will be announced at a ceremony at Sydney's Powerhouse Museum, November 23, 2006.

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TECHNOLOGY APPLICATION MERCURY FINALISTS LOGISTICS MERCURY AWARDS

Sponsored by TIG International, winners in this category will have creatively applied technology to leverage competitive advantage for a logistics business

GRA

Founded in 1997, GRA has become Australia's premier supply chain consulting firm. GRA specialises in demand, inventory and supply chain optimisation and provides expert consulting, professional services and advanced planning systems.

GRA has the sole distribution rights for GAINS throughout Australasia, a 'best-of-breed' demand, inventory and supply chain planning and optimisation system. For the last 35 years GAINS has worked with over 500 companies across a range of industries managing in excess of \$75 billion worth of inventory across 50 million items. GAINS has delivered inventory reductions in excess of \$30 billion whilst simultaneously



increasing and sustaining service level performance.

Using GAINS as a fact-based modelling tool, GRA and client Super Cheap Auto, a retailer of auto parts, accessories, tools and equipment, worked together to

determine stocking strategies and service level policies for distribution centres and stores, along with replenishment frequencies based on cost and capacity considerations and management methodologies for

fast and slow moving lines. Processes such as demand and promotions planning, import ordering, stock balancing, new store opening and new item introduction were re-designed.

Measurable results included a 10 per cent inventory reduction (from \$568,000 to below \$499,000 per store in one year) and a \$12 million benefit to operating cash flow. Over the past 18 months, Super Cheap Auto has gained market share and grown both its gross and net margins in difficult trading conditions. The continuous improvement program, involving the introduction of market leading systems and process in the Australian retail space has given Super Cheap Auto an edge on its competitors.