

## press release

Melbourne, May 2011

### **GRA to speak at National Supply Chain Competition final event**

Premier supply chain consulting firm GRA will present at the first National Supply Chain competition on 24 May 2011. Taking place at the University of Technology Sydney, GRA Partner Carter McNabb will present alongside Dr John Gattorna, Adjunct Professor at the Macquarie Graduate School of Management, author and internationally recognized 'thought leader' on supply chains, and Chris Butterworth, Lean Thinking expert.

The event concludes the seven week national competition run by supply chain industry body apics, giving participants the chance to demonstrate and improve their supply chain knowledge and expertise with a web-based business simulation, "The Fresh Connection".

"We take great pride in providing our clients with unique and sustainable end-to-end supply chain solutions that deliver a genuine competitive advantage. The Fresh Connection reveals to participants the benefits of what we advocate, that optimising the end-to-end supply chain gets the best results," said Carter McNabb.

Designed and developed by International Supply Chain leaders Involvation in 2008, The Fresh Connection competition has been experienced by over 400 companies in 20+ countries. Originating in the Netherlands, The Fresh Connection competition has been successfully run in the UK, Germany, Belgium, Norway, South Africa, Denmark, Switzerland and now Australia. It is rapidly becoming the world's leading experiential business development opportunity.

At the final event Carter McNabb will present "Quick Win Strategies – From Cost Centre to Competitive Advantage" demonstrating how leading supply chains can deliver a sustainable competitive advantage. Focusing on creating free cash flow, reducing operating costs and delivering market leading service levels, Mr McNabb will present practical examples of leading international and local companies surviving and thriving in these turbulent economic times. The presentation will identify emerging supply chain trends and the essential skills, disciplines and capabilities needed to develop a high performance supply chain team.

First prize for the winning team is a trip to Italy to represent both their company and Australia in The Fresh Connection Global final to be held in September 2011.

**Profile GRA Pty Ltd:**

GRA is Australia's premier specialist supply chain and logistics consulting firm. Founded in 1997, the company offers expert consulting, professional services and advanced planning systems across a broad range of industries throughout the Asia Pacific region.

GRA provides its clients with a competitive advantage by significantly improving margins, asset efficiency and supply chain responsiveness. Work undertaken is at strategic, operational, systems implementation and training/education levels. Using proven methodologies for delivering real working capital, cost and service level improvements, GRA's focus is bringing about real change and sustainable benefits for its clients.

GRA's clients include Amcor Fibre Packaging, Australian Defence Forces, Australia Post, Cadbury, Cement Australia, Cummins Engine Australia, Fosters Australia, Honda Australia, Hunter Valley Coal, Mitre 10, Nestle Australia, OneSteel, Qantas, Reece, Sara Lee Australia, Super Cheap Auto and Wesfarmers Industrial & Safety (Blackwoods).

**Profile apics:**

Apics is a non-profit organisation that facilitates the exchange and advancement of practical knowledge, ideas and techniques in the field of production, inventory management and purchasing by education and interaction. We have been active in Australia since 1963 with a steadily increasing membership, including companies that are acknowledged leaders in their fields. Apics goal is to continue to set the standard as the recognised Australian leader and premier provider of resource management and purchasing education and information for individuals and organisations.

Established throughout Australia, apics is an international associate of the American Production and Inventory Control Society (APICS). In addition to the five Australian apics Chapters our association with the American Production and Inventory Control Society (APICS) provides our members with the opportunity to forge close ties with international organisations based in New Zealand, the United States, South America, Europe, Ireland and Asia.

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