
Gary Sutherland

TIR Head of Promotions, Special Projects & Insights

TIR STRATEGIC PLAN – PROGRESS AND ACHIEVEMENTS TO DATE

TIR Channel Meeting



Our Purpose

We support our members to achieve success, profitability and **sustained growth**, using the strength of our co-operative.

TIR's Strategy Statement

Improve member satisfaction by **increasing rebates** and **warehouse volumes**,

through using our brands, buying power and local expertise, and

providing valued and efficient services to support our members and those that add value to our member network.



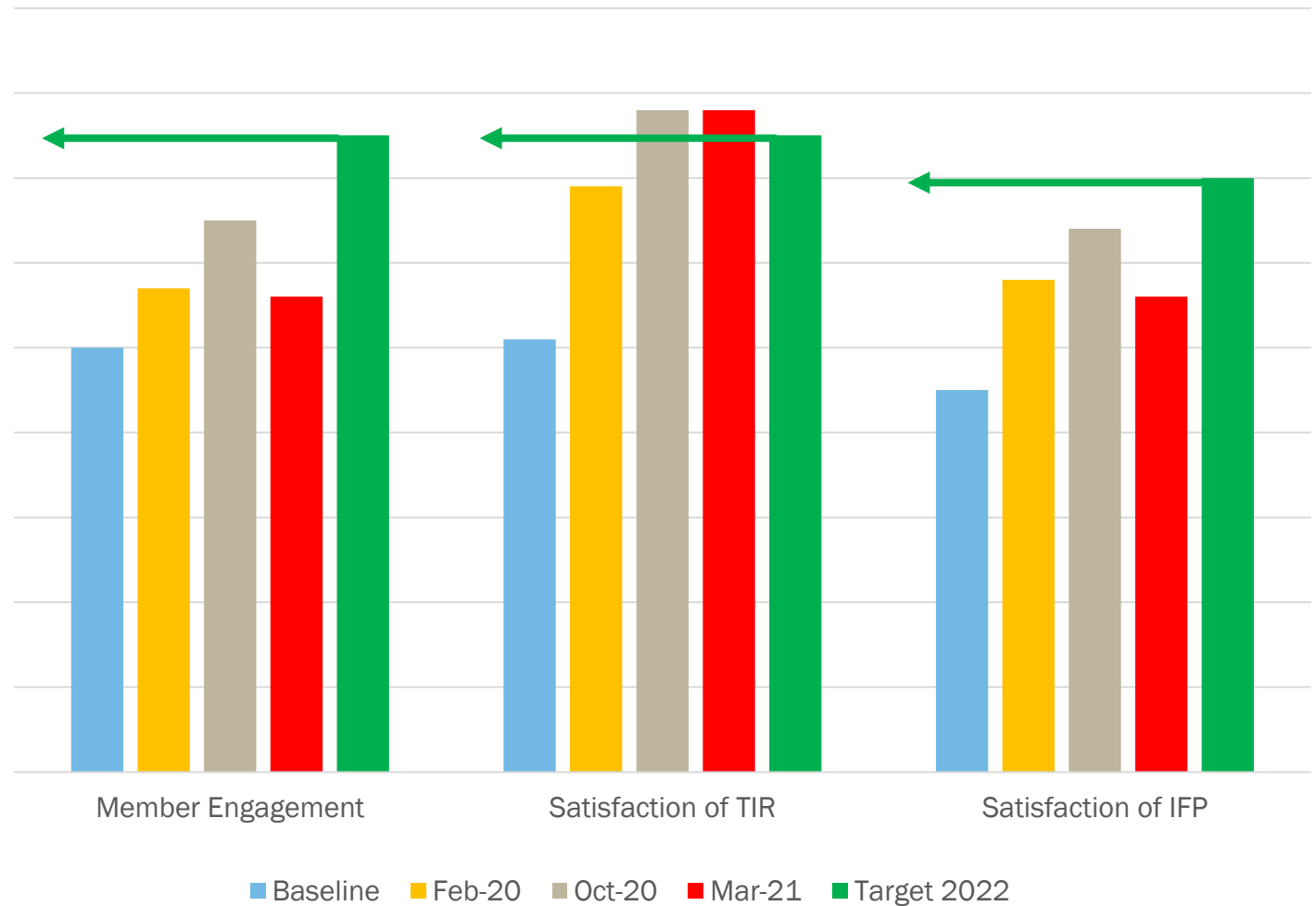
TIR's Strategy On A Page

Our Purpose	We support our members to achieve success, profitability and sustained growth, using the strength of our co-operative			
Our Vision	To be a united force in Tasmanian food and grocery retailing, with a thriving network of independently-owned stores, trusted and favoured by our local communities			
Our Values	We are here to support our members	We are open and honest	We grow and innovate	We care and listen
Strategy statement	Improve member satisfaction by increasing rebates and warehouse volumes, through using our brands, buying power and local expertise, and providing valued and efficient services to support our members and those that add value to our member network			
Goals	1. A unified, engaged member group that understands what we are about	2. Efficient operations to create value for members	3. A strong position for our brands to drive member sales and margin growth	
Success measures	<ul style="list-style-type: none"> Member satisfaction/ engagement Opened outbound communications Increase volumes through SIW/IFP Growth in rebates 	<ul style="list-style-type: none"> Satisfaction with TIR/IFP services Operational excellence Reduction in error and credit rates Staff engagement OEP and FSA scores 	<ul style="list-style-type: none"> Brand strength Network sales growth Margin growth Member satisfaction with pricing programs 	
Key initiatives	<ol style="list-style-type: none"> Educate and engage our members to build knowledge of the cooperative and industry, including reviewing communication opportunities Build capability in our retail ops and development teams to better engage and service members Build a member information briefing kit to tell members what we are about and what we offer them Investigate incentives for members to support the cooperative and drive volume through SIW/IFP 	<ol style="list-style-type: none"> Review structure, roles and resources for TIR and IFP Implement Accuracy project to improve invoice accuracy (charge through, IFP) and minimise internal processing errors Build IFP customer engagement strategy and review IFP systems Investigate opportunities to use our group buying power to reduce members' cost of doing business Optimise product pricing including reviewing trading terms Review SIW and IFP ranges to maintain relevance with consumer demand and determine 'winning range' Build our insights capability through capturing data (CRM, scan data) and building reporting tools SIW ERP replacement - Pronto Develop a Business Continuity Plan Implement WHS management systems IGA Brighton operational support and new development 	<ol style="list-style-type: none"> Optimise the effectiveness and return from our advertising and community engagement programs Assess our brand strength (utilising available research) Continually review the effectiveness of our pricing programs and platforms Implement TIR sales and growth KPIs 	

TIR STRATEGIC PLAN'S KEY GOALS

- Improve Member Satisfaction
- Increase Rebates
- Use Buying Power to Provide Value
- Provide Effective and Efficient Services
- Member Focused

Balanced Scorecard Key KPIs



ACHIEVEMENTS AND WORK IN PROGRESS

Technology Projects

- Pronto – SIW/TIR Merchandising System
- Dynamics 365 Customer Relationship Management
- New Retailer Zone Webpage
- Knowledge Hub, Store Dashboard, Communication Central
- Integrated Rebate Tool

Business Development and Governance

- Work Health and Safety - Focus and Resourcing
- Business Continuity Plan Update
- TIR Staff Training and Development
- Trading Terms Reviews
- Stand Alone IFP Strategy and Development Plan

TIR Support / Operations

- Retail Data and Insight Tools
- Marketing and Brand Assessment / Review
- IGA Brighton New Development
- Increasing SIW Volumes - DSD Conversions
- Implement TIR Sales And Growth KPIs Across all Business Units