



tasmanian  
independent  
retailers



island fresh  
PRODUCE

# Strategic Plan

2016 - 2019





# Table of Contents

<b>I.</b>	<b>Tasmanian Independent Retailers .....</b>	<b>4</b>
	About Us	
	Our Vision	
	Our Values	
	Stakeholders	
<b>II.</b>	<b>Strategic Pillars .....</b>	<b>5</b>
<b>III.</b>	<b>Our network development and growth .....</b>	<b>7</b>
<b>IV.</b>	<b>Our people .....</b>	<b>7</b>
<b>V.</b>	<b>Our financial wellbeing.....</b>	<b>9</b>
<b>VI.</b>	<b>Our supply chain (and logistics) .....</b>	<b>9</b>
<b>VII.</b>	<b>Our community .....</b>	<b>11</b>
<b>VIII.</b>	<b>Our environmental sustainability and ethics .....</b>	<b>11</b>



# Tasmanian Independent Retailers

## About Us

Formed in 1947, Tasmanian Independent Retailers Co-Operative Society Limited is a retailer owned Co-operative, currently consisting of two main trading divisions, Tasmanian Independent Retailers and Island Fresh Produce.

Tasmanian Independent Retailers is responsible for the marketing of independent supermarket retailers in Tasmania whereas Island Fresh Produce is responsible for the distribution of fresh fruit and vegetable products to our retailers and other food service customers.

TIR's role is to provide centralised support for all retail banner members in the areas of:

- Supplier negotiations and trading terms
- Banner advertising support
- Plant and equipment purchases
- In-store ranging and layout support
- Centralised retail pricing and promotional pricing support via host support systems
- Stay in business and in-store expansion advice
- Provision of volume related rebates to members based upon member purchases from the group controlled entities

Tasmanian Independent Retailers has offices located in both Launceston and Hobart. Island Fresh Produce has offices / distributions centres located in Launceston, Hobart and Devonport.

## Our Vision

To be recognised as the leading partner and supplier to the Independent grocery sector in Tasmania, by being an organisation that is responsive to its stakeholders and that actively seeks to innovate and reinvest in its network.

## Our Values

We are passionate people driven to make a positive contribution to both our stakeholders and our local community.

### Our Stakeholders:

Our Co-op members  
Our Retailer's and other customers  
Our Staff  
Our Suppliers of product and services  
Our Logistics and Transport partners



# Strategic Pillars

## Our network development and growth



### Success Is:

"To progress the network to a mature state with process and structures that move from reactionary to visionary"

## Our people



### Success Is:

"Having the right people, in the right place, with the right capabilities at the right time"

## Our financial wellbeing



### Success Is:

"The achievement of collaborative and transparent financial objectives that maximises our retailer and other customer network returns whilst also being consistent with the operating brief of the Co-Op. "

## Our supply chain



### Success Is:

"The provision of procurement, warehousing and distribution of products and services to our retailer and broader customer network in the most efficient manner which maximises financial returns and delivers the right product at the right price in our local market."

## Our community



### Success Is:

"All stakeholders, staff, store owners and community groups, understanding the policies and procedures for community support and that there is an improved awareness and recognition of community support"

## Our environmental sustainability and ethics



### Success Is:

Sustainability – "Understanding where the company stands regarding our sustainability efforts and responsibilities. Working with stakeholders to develop and implement sustainability within our organisation, highlighting our stance and targets"

Ethics – "Increasing trust and transparency by defining our ethics and aligning to our company goals and values. Protecting stakeholders by communicating appropriate behaviours and standards"





# Our network development and growth



## Success Is:

"To progress the network to a mature state with process and structures that move from reactionary to visionary"



## Strategies/ actions

- Support the growth and enhancement of existing store and other stakeholders
- Identify and capitalise on opportunities for growth outside of existing retail network
- Develop systems and processes to better support our retail network

---

## Our people



## Success Is:

"Having the right people, in the right place, with the right capabilities at the right time"



## Strategies/ actions

- Grow and foster the capability and performance of our people
- Support the wellbeing and safety of our people
- Build engagement opportunities with our people and align them with our Company direction
- Develop a reward and recognition strategy



**SPECIAL**  
KRAFT VEGEMITE  
380GM  
**\$5.99**  
\$159 per 1000g  
Special available from 10/10/2015 to 31/10/2015  
How Red Bull does it (16%)



# Our financial wellbeing



## Success Is:

"The achievement of collaborative and transparent financial objectives that are in line with the operating brief of the Co-Operative"



## Strategies/ actions

- Ensure appropriate rigor in the management and protection of our capital
  - Enhance the planning around the financial aspects of the business
  - Develop our Management Reporting Program
  - Improve our financial performance
- 

# Our supply chain (and logistics)



## Success Is:

"The provision of procurement, warehousing and distribution of products and services to our retailer and broader customer network in the most efficient manner which maximises financial returns and delivers the right product at the right price in our local market."



## Strategies/ actions

- Create greater synergies within the supply chain
- Review the key financial aspects of our supply chain
- Enhance the product range
- Grow the relationships within the supply chain





# Our community



## Success Is:

"All stakeholders, staff, store owners and community groups, understanding the policies and procedures for community support and that there is an improved awareness and recognition of community support"



## Strategies/ actions

- Enhance the support we provide to our community
- Enhance the support that our network provides to our community
- Enhance the profile we generate from the support of our community

---

# Our environmental sustainability and ethics



## Success Is:

Sustainability – "Understanding where the company stands regarding our sustainability efforts and responsibilities. Working with stakeholders to develop and implement sustainability within our organisation, highlighting our stance and targets"

Ethics – "Increasing trust and transparency by defining our ethics and aligning to our company goals and values. Protecting stakeholders by communicating appropriate behaviours and standards"



## Strategies/ actions

- Enhance our environmental sustainability
- Protect our ethical standards

## Tasmanian Independent Retailers

8 Translink Ave,  
Western Junction, Tasmania, 7212  
Mail Locked Bag 4, Launceston, Tas 7250  
Phone: 03 6391 0200  
Fax: 03 6391 0299  
Email: [enquiries@igatas.com.au](mailto:enquiries@igatas.com.au)

## Island Fresh Produce (Head Office)

15 Connector Park Drive,  
Kings Meadows, Tasmania, 7249  
Phone: 03 6341 1900  
Fax: 03 6341 1999  
Email: [reception@islandfresh.com.au](mailto:reception@islandfresh.com.au)

For enquiries regarding the Tasmanian Independent Retailers Strategic Plan please email:  
[strategicplan@tir.com.au](mailto:strategicplan@tir.com.au)

For more information visit our web site at [www.igatas.com.au](http://www.igatas.com.au)

