

SPAR Australia Ltd

1 Fox Road
Locked Bag 30
Acacia Ridge QLD 4110
TEL: +61 7 3715 3000
FAX: +61 7 3715 3001

SPAR 2016 Trade Show Report

The 2016 SPAR Australia Trade Show was held from Thursday 28th to Saturday 30th July at the Gold Coast Convention and Exhibition Centre. SPAR are continuing to build their business and this year's theme, *The Power of Passion*, represents the next key focus area for this great business.

When we do what we love, we tend to do it well and SPAR are using this theory to take their business to the next level. SPAR Retailers are passionate... passionate about Retail, passionate about their businesses and passionate about their communities... SPAR's suppliers and partners are passionate about the brands and businesses they represent, passionate about achieving market share. SPAR's staff are passionate... passionate about driving success and profitability throughout their network – both to Retailers and Suppliers, and they are passionate about their individual roles within this important business in the independent retail landscape. As always, SPAR's focus on mutual growth with both their Retail and Supplier partners is at the heart of the philosophy of this great brand.

The event kicked off with a fabulous 1920s-themed Welcome Dinner. Lou Jardin welcomed all delegates and presented the Loyalty Bonuses to SPAR Australia Retailers for the fourth time. Rewarding branded stores for their loyalty and providing assistance for SPAR's Independent Retailers to continually improve their stores and develop their offers was a great way to start the event. This year another \$284,108 was presented to Retailers at this event, bringing the total to \$934,731 since the program was launched in 2013. SPAR Guild Council Deputy Chair Bob Little then officially welcomed everyone to the 2015 SPAR Australia Trade Show.

This fancy dress party then really got underway when all guests were caught up in a mysterious murder case! There was a speakeasy bar, a body bag, crime scene tape and plenty more props to provide an authentic feel to the evening. Characters such as Aiden Abet, Travis Dee, Ali Bye, Ann Onomous, Vick Taurus, Pearl E. Whites and Grace Fully wove an intricate web of deceit and intrigue before Ruth Less was finally found to be the murderer!

The MC for this year was the talented Peter Thurin. Peter has owned and run several successful Melbourne pharmacies over 20 years, wrote a book on excellence, represented Australia twice internationally in tennis, was the chairman of the match committee of one of Australia's largest junior Australian Rules football clubs and achieved a third Dan blackbelt in taekwondo. He is a leading professional speaker, author, success mentor, facilitator and international business consultant who shared his insights on passion, success, easy to do and easy not to do during his keynote presentation on Friday morning. Peter used his rare energetic personality, skills and business experience to help people achieve their own personal black belt in excellence through his relentless focus on motivation, commitment and a passionately desired end result.

SPAR Australia's new corporate partnership with not-for-profit World Wildlife Sanctuaries was announced. World Wildlife Sanctuaries is a not-for-profit whose objectives are to conserve, propagate, protect and care for endangered and other wildlife and all forms of natural fauna and flora by providing sanctuaries and other safe havens for the conservation, propagation, protection and care of endangered and other wildlife. They are also committed to raising public awareness of the plight of endangered, threatened or vulnerable species. Branded stores will also have the opportunity to become carbon neutral through this fantastic partnership.

Guild Council Members joined the founder of WWS, Peter Steele on stage to commemorate the announcement of the partnership and the great feat that will be undertaken to raise awareness for the cause when Peter Steele becomes the oldest person to ever sail a yacht around the world alone, non-stop and unassisted. This huge feat will be known as SPAR's Sail 4 Wildlife.

Friday morning saw the commencement of the actual trade event, with SPAR Australia's key suppliers in attendance. Peter ensured Retailers knew what was on offer from the suppliers and the hourly prize draws saw lucky Retailers win the opportunity to spin the SPAR Prize Wheel which had values from \$100 to \$1,000 worth of stock to be won! The afternoon concluded with the annual SPAR Guild Members Meeting which was a great forum to discuss some of the key projects of the brand before delegates adjourned for drinks.

The next morning, Peter again welcomed delegates to the Breakfast Session at which world class comedian Mark McConville presented his Laughter Clinic. Mark is part of a network of some of Australia's finest comedians that support and promote mental health issues such as depression and suicide. Mark spoke on Living with Laughter, where delegates shared and enjoyed some serious laughter while learning how their businesses people, profits, and productivity can be enriched through culture in the workplace. Showing how anything can be achieved if you're passionate about it, Mark was a perfect fit for this event.

Day two of the trade event saw the orders really flow and supplier prizes drawn. The hourly prizes were popular and the great mix of exhibitors ensured all Retailers needs were met from grocery and fresh through to GM and SPAR Plus services. Many of the exhibitors again wrote record sales at this event which was pleasing for everyone involved.

The 2015 SPAR Australia Trade Show concluded with the annual Gala Awards Dinner. This wonderful event was attended by over 300 Retailers, Suppliers, Directors, Staff and Guests and celebrated the successes of SPAR Australia Retailers over the past year. Guest speakers on the night were SPAR Australia Managing Director, Lou Jardin and retiring SPAR Australia Chairman, Miles Hedge.

This formal affair recognised the consistent achievement and performance of SPAR Australia's Retailers throughout the year. In the fifth year of the redeveloped Retail Awards Program, Retailers who have excelled in their businesses were identified and recognised. The Awards were presented by Lou Jardin and SPAR Guild Council Deputy Chair Bob Little. Also presented at this dinner were the Supplier Stand Awards. SPAR Australia's State Merchandise Manager, Cory Nicholson joined Lou Jardin and Bob Little on stage to present these.

Following the award presentations, guests danced the night away to entertainment provided by Redtie, pausing only briefly for the major prize draws where lucky Retailers had the chance to win two luxurious holidays. To enter the draw, Retailers simply needed to speak with suppliers and/or place Turn In Orders for the fantastic supplier deals that were on offer throughout the Trade Show. The first prize, drawn by Miles Hedge, was a trip for two to South Africa! The lucky winners from SPAR Beaudesert will stay in a lodge classed as "ultra-luxury" while they enjoy a four day safari in the fifth largest game reserve in South Africa, before heading to Cape Town where they will spend four nights on the V&A Waterfront. SPAR South Africa will provide store tours of their fantastic, yet diverse stores in the region so our winners will come home inspired after having been exposed to some great international SPAR stores.

Our second prize winners, SPAR Inglewood, will spend four nights at the exclusive qualia resort on Hamilton Island! This luxurious package includes 90-minute massages, a gourmet dinner, a la carte breakfasts daily and plenty of other treats and privileges that are afforded to qualia guests. On top of this they will enjoy a Whitehaven Funseeker By Seaplane Tour and a Great Barrier Reef Trip to Reefworld!

SPAR Australia looks forward to welcoming everyone back again in 2017 for another outstanding event!