



## **Press Release**

**July 2010**

### **IGA NSW/ACT State Conference Breaks Attendance Record!**

A record number of people, including IGA retailers, management, suppliers and their families, attended the annual IGA NSW/ACT Conference and Annual General Meeting for 2010 on the beautiful Hamilton Island in North Queensland.

The five day conference was a major success, providing guests with the perfect mix of business and leisure activities, allowing attendees to learn, share information, relax and celebrate.

The Retailer of the Year Gala Dinner kicked off the opening night of the conference. A black-tie affair, the event celebrated the NSW and ACT retailers who excelled in 2009. The night was hosted by IGA NSW/ACT State Marketing Manager, Damian Creighton, and included presentations being from IGA NSW/ACT General Manager, Carl Salem, and Chairman of the IGA NSW/ACT State Board, Mark Crutcher.

This year's highly sought after Retailer of the Year Awards went to Ian Ashcroft and Rochelle Fuller of Ashcroft's Supa IGA Moss Vale in the Supa IGA Channel and to Andrew and Suzanne Bray from Bray's IGA Allambie Heights in the IGA Channel.

The AGM Conference also proved to be a huge success, and covered IGA initiatives for the trading year ahead and also announced the results of the 2010 State Board Election.

Highlights from the Annual General Meeting included the presentations from IGA NSW/ACT General Manager Carl Salem, IGA Fresh General Manager Fresh Produce Nick Pagett and State Board Chairman Mark Crutcher. Special guest, Mark Jenkins from Resurg Group, generated huge interest and spoke about retail initiatives to help increase profit and value of the business.

Commenting on the conference, IGA NSW/ACT State Marketing Manager, Damian Creighton said, "Each year the NSW/ACT State Conference highlights the commitment the independent IGA supermarket operators and their families make to improve and grow their businesses.

"It provides retailers with insight into store initiatives and practices to drive sales and profit and gives them the chance to socialise with each other, share their valuable experiences and successes, and network," he added.

The Better Business Workshop and Retailer Forum provided insight into the 'Art of Retailing' – the theme of the state conference. All IGA operators came together as one tribe for a session on IGA's profitable growth and harnessing proven sales drivers. This proved to be a great discussion amongst peers at the conference.

Key speakers were IGA store owners Ian Ashcroft and Rochelle Fuller, who had purchased an existing store and turned it into Ashcroft's Supa IGA Moss Vale, and Tim Pritchard, who had struggled with opening a new store, Breakfast Point IGA Plus Liquor, in a developing area. The retailers provided case studies about their experiences as store owners, the challenges they had faced in building successful businesses, as well as other valuable insights.

All delegates enjoyed the state conference and also found plenty of time to enjoy the resort's facilities and spend time with their families.

The next big event will be the annual Metcash and IGA Trading Expo to be held in July.

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Media enquiries can be directed to Diana Bauer at City PR on (02) 9267 4511 or [dbauer@citypublicrelations.com.au](mailto:dbauer@citypublicrelations.com.au)