



Australian Retail RFID Alliance

Meeting Minutes

Topic: Australian Retail RFID Alliance Workgroup **Date/time:** 08/11/2016 9am

Chairperson: Gary Stones **Location:** Myer Docklands

Attendees:

MYER LTD Gary Stones	MYER LTD Rod Clarke	MYER LTD Lee Ashton	MYER LTD Nadia Gunsekere
GS1 AUSTRALIA Sean Sloan	PACIFIC BRANDS Michael Donovan	CROCS AUSTRALIA Paul Knight	GLOBE INTERNATIONAL Tim Clothier
NSW (Dial in) SUPER RETIAL GROUP Kiel Paris	True Alliance Frank Rome	QLD (Dial in) SUPER RETAIL GROUP Danny Plucknett	

Apologies:

ANACONDA / SPOTLIGHT Stephen Pike	ANACONDA / SPOTLIGHT Graham Porter	APG & Co Elain Vaughan	ASICS James Gardiner
Bardot Michael Kret	Cue Design Damien Peirce- Grant	Factory X Alex Hughes	Fame & Partners Ben Smith
The Glue Store Mark Boyd	Hanesbrands Stuart Forge	IFG Rebecca Sullivan	Kmart Naresh Tackchandani
NIKE Ben Wright	Retail Prodigy Natalie Mallia	Skins Grant Feltham	Target Adrian Smith

Agenda Topics

Discussion	Responsible
Confirmation of Chairperson Gary Stones appointed as Chairperson After 1 st Meeting held in Sydney, 93% nominated Gary as Chairperson	Sean Sloan
The Myer Plan Why? Need to work as a group instead of individually to get better cut through. Suggest replicating the success story from EAS Source tagging 6-7 years ago. International Retailers already using RFID are coming into Australia. DECATHLON RFID enabled in countries they operate and will have a	Gary Stones

<p>competitive advantage from the time their doors open. With their arrival RFID is expected to be in Australia by July 2017. Setting up RFID could take 1 ½ to 2 years. Need to get started now.</p> <p>How? Shared Myer RASCI methodology to assist Retailers involve other stakeholders from within their Company to rally support.</p> <p>Shared MYER RFID Project Control Group-Action Plan showing internal week by week map.</p> <p>Who? Bonds, Sheridan identified as a supplier to start off with, considering they supply to multiple Retailers.</p> <p>The cost for RFID can be initially shared by Vendor and Supplier.</p>	
<p>The Matrix Shows different Retailers used by the same Suppliers. This is a good tool to identify which Suppliers to get on board first.</p>	All
<p>Retailer Update</p> <p>PACIFIC BRANDS A bit of transition work done. Pac Brands early in the OMNI channel journey, picking from stores. Can see RFID benefits for retail/accuracy. Want to be ready and capable for what our Retailers need. Initial focus for Sheridan may be Loss Prevention; not so relevant for Bonds (or lower value items) Early trials with Target provided tangible results but highlighted a number of key challenges, especially around stakeholder engagement Preference to trial RFID with Sheridan due to Shrinkage being really high and the ROI. Bonds price points too low and will take too long. Most significant retailers for Sheridan are Myer and Harris Scarf.</p> <p>COUNTRY ROAD CLOTHING PTY LTD Representing the National DC / Online Fulfilment and looking after brands such as MMCO, WITCHERY, COUNTRY ROAD, DAVID JONES, POLITIX, and interested to find out what benefits RFID can add. At least a year and a half away from relocating Head office to Victoria. Priority is DJ's Warehouse solution with people moving to Victoria. Next 6-12 months is about working out what does the Supply Chain look like? Interested in RFID but other priorities at the moment.</p> <p>CROC AUSTRALIA PTY LTD Interest to see what RFID is all about. Waiting for tipping point to happen to then jump on board. International Company with only 2% of the business in Australia. Stock integrity is a problem and RFID will help. Currently high costs with stocktake and RFID will help bring this down.</p> <p>MYER LTD Interested not just from Loss Prevention but also from stock control</p>	<p>Michael Donovan</p> <p>Zippy Magdich</p> <p>Paul Knight</p> <p>Rod Clarke</p>

<p>To look into the prospect of how RFID can improve the online fulfilment function</p> <p>GLOBE INTERNATIONAL LIMITED Interest to keep Management informed with RFID technology and who is involved. More around awareness. Curious to see supplier readiness and tagging in China etc. There would be inbuilt costs that will need to be considered at the negotiation phase. Technology required at the introduction of this concept. Here to gather more information.</p> <p>SUPER RETAIL GROUP Interest is more with the Receiving side of things. Looking for next store environment, improved stock counts and cycle counts. Time and resourcing. Into WIFI and moving away from paper base to real time. Still on the journey to improve stocktake in 1 or 2 years with large investment in that space. Information provided by Gary was great to see what long term road map looks like.</p> <p>From the Loss Prevention side, see it as an added benefit. Invest a lot of time in stocktake approx. 4 days and a huge cost. Stock level accuracy is important for the OMNI space as 24x7 Retail. Business is focused on driving efficiencies.</p> <p>SRG (Annaconda / Spotlight) - Has indicated an interest from a Loss Prevention and Inventory accuracy aspect CUE Design- Damien has shown interest ASICS – Currently tagging in Japan</p>	<p>Lee Ashton</p> <p>Tim Clothier</p> <p>Danny Plucknett (QLD)</p> <p>Kiel Paris (Sydney)</p> <p>Sean Sloan</p>
<p>EPC Guidelines Need all Retailers to agree to the EPC Guidelines. Endorsement of these global tagging guidelines is critical for the industry and equally critical in terms of GS1's facilitation of this group.</p>	<p>Sean Sloan</p>
<p>Business Case Development ROI Calculator – Step by Step process completed with group Any company wanting to run through the ROI Calculator, either in conjunction with GS1 or by themselves, please contact Sean</p>	<p>Sean Sloan</p>
<p>Vendors Recognised as an important part of the RFID landscape and will assist in educating the group over the journey. Sean to seek from Vendor community a list of topics to be included in the meeting agendas for 2017 and schedule individual vendors to attend and speak on the topic. Eg:</p> <ul style="list-style-type: none"> • Running a Proof of Concept • Typical hardware set up instore • Typical IT infrastructure needs • The POS process • etc 	<p>All</p>
<p>2017 Meeting Dates Dates are located within the slide deck but will be sent to the group</p>	<p>Sean Sloan</p>

individually. We will send out default locations to ensure diary dates are set, but these may alter as companies respond to the request to host a meeting on their premise		
Conclusion		
Encourage other Retailers to join the group		
Universal Standard but any tag supplier can be used. Vendors can be invited to future meetings to give out more information		
Next meeting in February but encourage the group to talk off line and keep ideas alive.		
Action Items		
	Owner	Deadline
The Matrix All Participants to send through a list of commonly used suppliers to Sean Sloan to be updated on the Matrix	All	15/1/2017
EPC Guidelines All Retailers need to agree on the EPC Guidelines	All	30/1/2017
Retailers to confirm if able to provide meeting facility for future meetings in Melbourne and Sydney	All	15/1/2017
All participants are asked to bring along a key trading partner to the next meeting in February Eg. Pac Brands / Harris Scarfe	All	
Meeting schedule / invites to be sent out so that all participants have 2017 dates in their diary	Sean	

Open Issues:

Discussion		
Broader Communications to industry Eg. PR, industry news		
Conclusion		
Action Items		
	Owner	Deadline

Agenda for next Meeting:

Item For Discussion	Owner
Myer update (outcomes from internal stakeholder meetings)	Gary Stones
Vendor session: Running a successful Proof of Concept	Sean Sloan
ROI (Take 2)	Sean Sloan
Retailer Update	All
Supplier Update	All
Related events (globally)	Sean Sloan