

Balancing Act

Building Business & Realising Vision



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The Clear View

'Create Positive Environments to Create Teams that Last'



Mark Sutton

One of the biggest contemporary issues for employers today is the serious question of recruitment & retention. Every industry is under pressure – some industries are calling for international visa expansions to cover their shortfall of labour - if only it were that simple for every industry! Recruitment & retention in the current market is a game many businesses are not equipped to play – they are still using older style employment models which suit candidate poor markets – which are just not working. An integrated solution of work environment, development opportunities & flexibility is what is required to attract & retain a workforce.

Creating an environment requires leadership with today's workforce wanting shared & authentic leadership. What are these concepts you might ask? Well the simple answer is the way to create an environment where your staff will want to stay & potential recruits can be attracted. Shared leadership means empowering delegation & mentoring. Authentic leadership means leading with heart by not just making decisions because there is a dollar value attached – it is about engaging teams & customers, strong corporate governance, growing business organically & managing through organisational values that are visible from the top down. A great book on the subject is Bill George's 'Authentic Leadership: Rediscovering the Secrets to Creating Lasting Value' – but while these models are positive on paper it's only through your leadership can they be put into action.

***Special Note: Olivia's Lunch**, being held at St Lucia in September, is a ladies lunch held in honour of Olivia Clark & supports the Mater Little Miracle campaign. It is a great afternoon & supports this excellent charity. Tickets are \$75 per person or \$900 per table of 12. There are also sponsorship opportunities if you want to get behind this great event!

Go to the link on our website or book through the Mater Foundation on www.materfoundation.com.au by phone on 3163 8000 or via email on foundation@mater.org.au

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The Industry View

Interview with Milun Spasov

Private Label Manager Sigma Pharmaceuticals

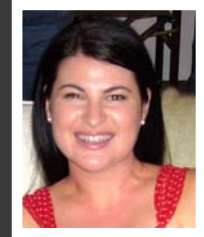
'There has been a little debate recently in the market about whether stores should use private label or generic products with their customers. It has been argued that offering a non-branded & cheaper version of the product is somehow driving customers to take a 'discount only' approach. This argument is always one of choice – often this reason for consumers to shop is forgotten when price competitiveness is strong but it still holds true. Consumers shop in places where they have choice – some will continue to want the market leaders but everyone likes to know their options! Across the world consumers are celebrating choice by purchasing brand alternatives – market share of private label products is 43% in the United Kingdom, 25% in Canada, 21% in the United States & 16% in New Zealand. Here, 21% of the market is taken up by private labels which are significant to your merchandising strategy. Yes 79% of your consumers want the market leader product but 21% will consider an alternative – why give those sales away? The Australian market is only beginning to develop. Aldi currently has 167 stores and are planning to expand to 400 in next few years. Woolworths & Coles are the same in terms of private label (PL) expansion drive. The trick (it hasn't changed!) is to keep the market leaders and convert as many as possible customers to PL. The return business is excellent and margins far better. One should always keep the brand leader and concentrate on the best sellers in the range and then convert those to PL. One should not try to replicate the range of the brand leader but "borrow the best SKUs" in the range and ensure you are always in stock of those. The challenge is not in keeping every brand (brand leader plus 1-2 generic / private label is a good ratio) and to ensure that the private label / generic products that you sell provide quality, innovation & also refresh the concept to ensure it delivers what the consumer wants'.



Profile Perspective

Name: Trish Smith

Job: Community Projects Manager – Mater Foundation



What does your business do?

Mater Foundation is the philanthropic and community arm of Mater Health Services and the Mater Medical Research Institute, harnessing corporate, community and individual support to Mater; to help ensure the half a million babies, children and adults treated in our hospitals each year, have access to exceptional care.

What do you enjoy about your work?

I get to meet and work with so many amazing, generous and compassionate people.

Greatest Career Challenge?

My greatest career challenge has been changing careers altogether - from accounting to fundraising.

Greatest Career Success?

Working closely with our corporate partners, to successfully grow some of our community programs.

Celebrity you are most like?

I'm a little like Martha Stewart - I love cooking and decorating (but not insider trading!)

Favourite Restaurant?

I love French food so Montrachet at Paddington.

Motto or Favourite Quote?

"It's tempting to wish for the perfect boss, the perfect parent, or the perfect outfit. But maybe, the best any of us can do is not quit, play the hand we've been dealt, and accessorize the outfit we've got". Carrie Bradshaw, Sex and the City

Newsletter Offer

In support of Mater Little Miracles – The first 12 people to email mark@mcsbalance.com.au will receive a FREE Miracle Max Keyring! Just mention this offer from the newsletter.

