

MEDIA RELEASE

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New Zealand Retailers Association National Conference a huge success

The New Zealand Retailers Association (NZRA) National Conference held at the ASB Showgrounds yesterday (6 April) was an excellent day, enjoyed by senior executives and heads of major retail industry companies and suppliers.

John Albertson, CEO of the NZRA was blown away by the enthusiasm of the crowd and the insights that the speakers shared with the attendees. "It's not often you see the Managing Director of one of New Zealand's largest retail chains, borrowing paper from the person next to him, to take more notes."

In a day filled with highlights, there were a few extra special moments that stood out. Jack A. Smith from US giant The Sports Authority wowed the crowd with the innovations that they had developed over his time in the industry, including a golf game with a senior industry executive where they lost over 125 golf balls.

Annah Stretton gave a truly inspiration presentation, where she praised the attendees for taking the time out to come to the event and learn from others so that the whole retail sector could improve and grow. She also made special mention of the role of continually learning and sharing ideas amongst colleagues and encouraged everyone to "use your networks and make your networks work for you."

The final keynote of the day came from Martin Butler author of 'The Art of Being Chosen' who left the audience with one of his key philosophies "to win, customers need to be inspired - emotionally engaged". He explained that all great retailers had one thing in common, "that they all want to be different."

The final act of the day was to induct two immensely deserving recipients into the Retail Hall of Fame, Tim Glasson – Glassons and Sir David Levene – Levene and Company, who came up with the quote of the day. In the middle of his acceptance speech, he stopped to ask the engrossed audience "am I boring anyone?"

In summing up, John Alberston was very candid in saying that this was probably the best retail focused day that he has ever attended, which was greeted by rousing applause from the audience and then challenged everyone to put into practice as many ideas from the day as they could "for the benefit of retail in New Zealand."

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Further Information: John Albertson
Chief Executive Officer
jalbertson@retail.org.nz
Ph: 04 805 0836

New Zealand Retailers Association Inc, National Office
Level 2, CMC Building, 89 Courtenay Place, Wellington.
www.retail.org.nz