

# BIG NEWS

## A message from Julie



We are on our way to Destination Zero!

Last year BIG W won the CEO Award for the greatest improvement in our Safety results. We continue to improve and as of today, 59 more of our people have been kept safe

compared to the same time last year.

In order to achieve Destination Zero we all have to “do the right thing” and not just “talk safety” – the way you and I behave demonstrates our commitment to safety.

### What can we do every day?

- It's about being responsible and taking action when you see something that is not right and being humble enough to admit that we don't always get it right.
- Don't compromise on safety no matter how busy you are – always take care and complete the task safely.

- Help our new team members understand that “no service is so important and no task is so urgent that we cannot take time to do it safely.”

I am personally committed to making BIG W a safer place and I have asked that if someone gets injured and required time off from work, that the Store Manager contacts me to discuss the injury. This will give me a better understanding of what is causing injuries to our people and what we need to do to make our workplace safer for the 30,000 people in our team. That to me... is doing the right thing.

I know you will all have great ideas on how we can keep our workplace safe. Please submit your ideas via our Sharing the Rewards and log on to [www.sharingtherewards.com.au](http://www.sharingtherewards.com.au)

Remember each one of us has a role to play in making *BIG W the safest place for Me, My Home and My Family, so that together we can achieve Destination Zero.*

*Julie Coates*

**Julie Coates**  
Director – BIG W

## BIG W Morwell Shave All

Seven staff members from BIG W Morwell shaved their heads for The World's Greatest Shave.

With the help of their generous customers and staff, they were able to raise more than \$3,000 for the Leukaemia Foundation.

BIG W Morwell would like to thank Luisa from Express Cuts for donating her time to conduct the shaves.



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# Thank you for your ideas!



In March, Julie Coates asked for your ideas on how we can increase our sales.

We sent a message to everyone registered with Sharing the Rewards asking for ideas.

We received 140 responses which included some amazing ideas that will help us achieve an increase in sales.

The BIG W senior management group reviewed all the ideas and are in the process of replying. We are also investigating the possibility of having a permanent avenue for you to submit ideas.

Some of the ideas we received have already been implemented or are in the process of being implemented.

## Some of the ideas we received:

### Idea from Geraldine Barber from Sunbury

"I put the \$9.93 slow cooker cookbook beside slow cookers and we sell more of the books from there than in the book department."

### Response

We are in the process of sourcing an acrylic stand to hold the cook books.

### Idea from Jyotika Kapila from the BIG W Support Office

"We should look at introducing 'order by phone - collect in store' option in our catalogues. Even if we cannot offer it for every item - we can use it for big ticket items or hot buys."

### Response

When we launch our Multi Channel Retail offer early May we will have the ability for our customers to order by phone and online ([www.bigw.com.au](http://www.bigw.com.au)) however delivery at this stage is only available to their homes rather than a store. Order by phone or online for collection in-store is on the roadmap for development and certainly something we would like to see introduced in the first 18 months.



Congratulations and thank you to all Stores – the rollout of CARS is now complete, replacing the OUT Q replenishment system.

A massive communication and training exercise has been achieved since the last publication, which was led by the Regional teams, Rollout Coordinators, and the Store Replenishment team. All have played a critical role to ensure the new system, processes and role improvements are picked up with minimal disruption to daily operations.

In fact the rollout effort has been recorded as one of the fastest across the Woolworths Limited business. This has been the result of not only good planning but dedicated associates willing to be involved and lead others throughout this change. Well done to all involved in this implementation and thank you for your efforts.

Store support during this introductory period will still be a focus in order to better build knowledge, understanding and consistency in progress. Over the coming months we will be in a better position to measure our collective results regarding out of stocks, day's stock on hand, in-stock percentage and items not on show for replenishment type items.

A lot of work behind the scenes is still occurring to provide further system enhancements. An example is getting the system to forecast sales for up to a year for some items and 15 weeks for all items. This will give us much better information at a Store level than we have ever had before. It will give us a better understanding of our buying commitments and improved decision making to result in a greater availability of stock to service our customers.



L to R: Jason Nelson, CARS Rollout Coordinator congratulates Samantha Foote, Business Manager Consumables and Nathan Pink, Store Manager from Hallett Cove Store in South Australia – one of the last Stores to be converted to CARS

## NEW Shop online at bigw.com.au!

During May, BIG W will launch a new online shopping website, providing customers with 24/7 access to BIG W's big brands and everyday low prices – all delivered direct to your door!

### It's all about choice

As well as shopping in store, our customers will now be able to place orders online or on the phone.

The online store is designed to provide customers with more choice about how they shop, when they shop, and where they shop with BIG W.

The website will showcase a selection of BIG W's most popular products across a great range of departments, including:

- Toys
- Nursery
- Consumer electronics
- Small appliances
- ...and many more

An exciting range of online exclusive products not currently stocked in BIG W stores will also be available to buy via the website, including extended ranges in nursery, small appliances, home entertainment and computer accessories.

Products will be the same price online as they are in-store, with customers charged a fee for home delivery.

### Making shopping with BIG W even easier

Visitors to bigw.com.au will be able to:

- browse the weekly catalogue online
- find the location of their nearest BIG W store
- find out detailed information and specifications about products
- read customer reviews of merchandise sold in BIG W
- And, if a customer finds a product on bigw.com.au that they'd like to buy in their local BIG W store, they'll be able to use the website to check whether that product is in stock.

### Earn Qantas Frequent Flyer points while shopping online

Customers will be able to use their Everyday Rewards card on the website to earn Qantas Frequent Flyer points while they shop – yet another reason to shop online with BIG W!



### Staff Discount

Staff will receive 5% off the price of any item purchased on the site when using their Staff Discount Card.

### Toy Spectacular

Bigw.com.au will include a number of features to make the BIG W toy sale even more spectacular.

- Use the gift finder to make it easier to choose the perfect gift. The kids will be able to put together their own Wishlist to email out to family and friends
- Online shoppers will also have access to Deliver it Later, whereby they can snap up a bargain during toy sale, have BIG W store away their purchases and then get them home delivered in time for Christmas (note: items must be paid for upfront at time of purchase).

Store associates can learn more about bigw.com.au in the e-learning module.

In May, promotional material will be appearing in store and in brochures so stay tuned!



### Did you know...

More than five million Australians shopped online in the last three months. The most popular categories included travel, books, DVDs, clothing, toys and games.

(Roy Morgan Single Source research data)



## Harmony Day

BIG W Narellan was chosen out of the Area 2 stores in NSW South to host a Harmony Day event in March.

The Store organised to have a morning tea where associates brought a plate of food that represented their country's heritage. The lunchroom was decorated with flags, photos and interesting facts of the many different countries represented in the Store. Part of the morning tea also had a number of games including trivia questionnaire and a best dressed cultural outfit.

Associates and managers enjoyed a great day of learning about the culture and heritage of their fellow workmates.



## Retailer of the year

BIG W Lismore Square was recently awarded by the town's Mayor, the People's Choice Award for Best Retailer.

Store Manager, Garry Luyten was particularly proud of this award as they were recognised by the customers and readers of the City's local paper, 'The Northern Star' as the best retailer in the community.

In addition, BIG W Lismore won the 'Top Performers Award' for a major retail outlet two years in a row.

Garry would like to thank his team for their effort on delivering excellent customer service each and every time.

### Employee Engagement Survey

Thank you to everyone who went online to complete the Employee Engagement Survey. We achieved 42.21% completion rate, well done!

### Next Steps

Results of the survey will be out in a couple of weeks. Focus groups will follow soon after to create action plans.

## Winter is on the way!

Gear up in style for the colder months ahead.

The BIG W Knitwear range is available in black and navy and made from pure merino wool, providing superior quality, comfort and softness.



Order online at [www.totalimageonline.com.au](http://www.totalimageonline.com.au)

Contact BIG NEWS: Contributions to BIG NEWS are always welcome. Please send to [bignews@woolworths.com.au](mailto:bignews@woolworths.com.au)