



STRICTLY EMBARGOED until 00.01 May 26, 2011

## Unique new economic indicator for retail trade in Australia

A unique new economic indicator called the AFGC CHEP Retail Index was officially launched by Australian Food and Grocery Council (AFGC) Chief Executive Kate Carnell and leading logistics company CHEP Australia General Manager Phillip Austin today at AFGC's annual Highlands 2011 Senior Executive Forum in the Yarra Valley, Victoria.

The Index, drawing on physical and product movements throughout Australian supply chains, provides a new and early indication of economic activity, as well as insight into historical trends and a forecast for the next quarters activity.

Using analysis by Deloitte Analytics and commentary from AFGC, which represents Australia's \$102 billion food and grocery manufacturing sector, the AFGC CHEP Retail Index will be available each quarter, up to two weeks prior to the release of the official corresponding figures by the Australian Bureau of Statistics (ABS).

The economic indicator has been developed by extensive analytical modelling using years of CHEP transactional data and other data sources, combining historical ABS data with more than 10 million data points based on CHEP pallet movements. This methodology has been tested by Deloitte over the past two years and the results then subjected to a retrospective review over the last seven years, indicating that the model is a reliable lead indicator of the ABS Retail Trade

Ms Carnell said the AFGC CHEP Retail Index was an exciting tool for providing information to industry and economic commentators as well as the broader business community, especially the food and grocery manufacturing sector.

"The value-adding AFGC CHEP Retail Index provides industry with another useful tool to gain a better market insight, assess retail confidence and is a reliable forward look at the future trend of underlying supply chain activity and retail trade," Ms Carnell said.

Mr Austin said the AFGC CHEP Index reports on information from the physical supply chain, a source to which the market has never previously had access.

"This is a sophisticated piece of work that has its roots in actual pallet and product movements, and is another example of how CHEP's unique position in the Australian supply chain can benefit our customers. Fundamentally, we are offering a new perspective, with data derived from a rich and diverse source," Mr Austin said.

"The launch of this index is an innovative way in which CHEP seeks to fulfil its commitment to customers of delivering value, to reflect that CHEP is more than a pallet company, and we will continue to seek ways to unlock value for individual customers and industry through collaboration,"

The AFGC CHEP Retail Index will be published quarterly, with the next announcement due in late July 2011. Read the Index and access more background at [www.afgc.org.au](http://www.afgc.org.au) and [www.chep.com](http://www.chep.com)

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## About AFGC

The Australian Food and Grocery Council (AFGC) is Australia's peak national industry association, representing the \$102 billion food, beverage and grocery manufacturing industry. As Australia's largest manufacturing sector – four times larger than the automotive parts sector – the food and grocery manufacturing industry is a vital contributor to the wealth and health of our nation. The industry's products are in more than 24 million meals, consumed by 22 million Australians every day, every week and every year. AFGC's aim is for the Australian food, beverage and grocery manufacturing industry to be world-class, sustainable, socially-responsible and competing profitably domestically and overseas. AFGC represents one of the few manufacturing sectors that continues to grow and has significant potential for even further growth into the future. For more information, visit

[www.afgc.org.au](http://www.afgc.org.au)

## About CHEP

CHEP is a global leader in managed, returnable and reusable packaging solutions, serving many of the world's largest companies in sectors such as consumer goods, fresh produce, beverage and automotive. CHEP's service is environmentally sustainable and increases efficiency for customers while reducing operating risk and product damage. CHEP's 7,500-plus employees and 300 million pallets and containers offer unparalleled coverage and exceptional value, supporting more than 500,000 customer touch-points in 45 countries. Our customer portfolio includes global companies and brands such as Procter & Gamble, Sysco, Kellogg's, Kraft, Nestlé, Ford and GM. CHEP is part of Brambles Limited. For more information, visit [www.chep.com](http://www.chep.com)

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