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2021 ANNUAL FOOD AND GROCERY CODE OF CONDUCT SURVEY

March 2021





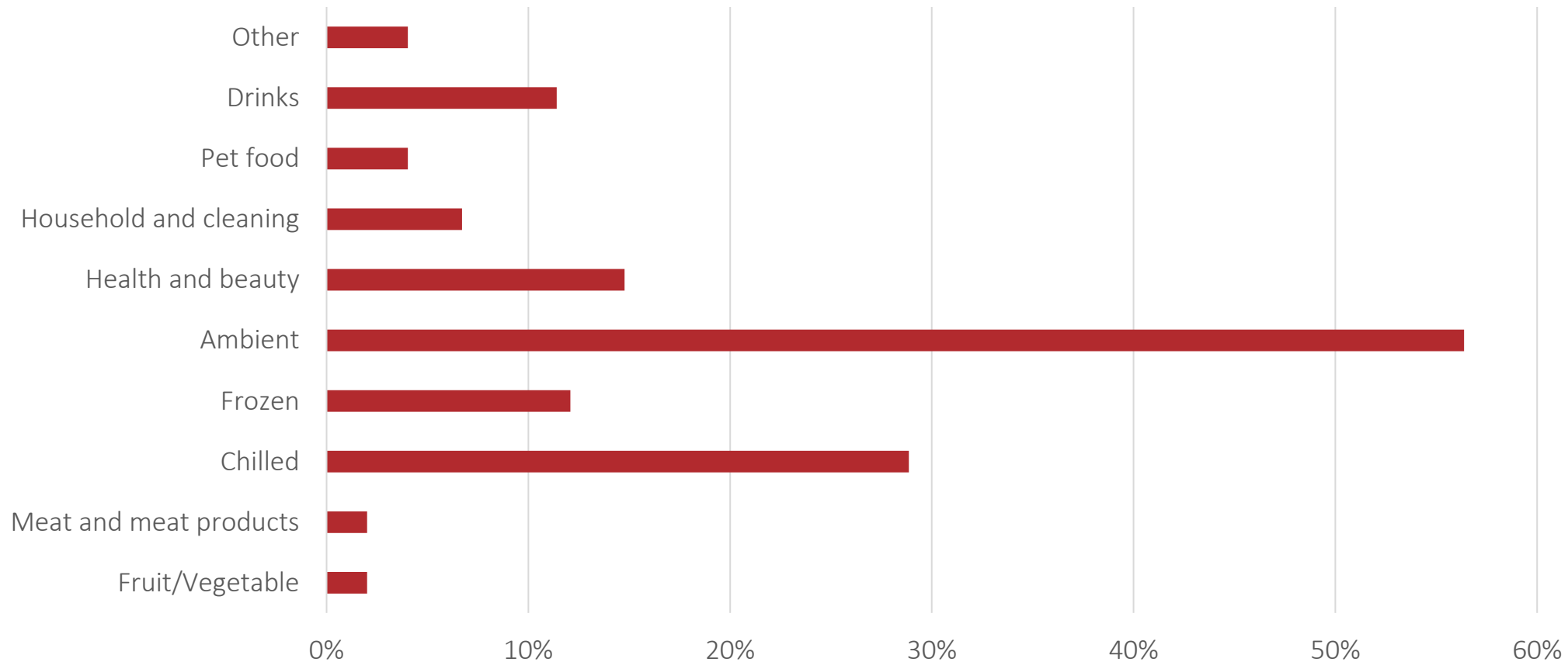
TOP LINE RESULTS

- Delisting and its related obligations regarding range reviews remain the area of greatest concern for suppliers. There has also been an increase in concerns about reductions in store distribution
- Fear of retribution and damaging commercial relationships are the key reasons why suppliers don't raise concerns
- Suppliers continue to have limited influence over terms of supply
- Aldi – clarity of advice and guidance published has declined in the past 12 months
- Coles – over half of suppliers reported being required to provide confidential information in price increase negotiations
- Woolworths – suppliers reported a significant increase in the inappropriate use of the b-prefix and a lack of good faith in price increase negotiations
- Reporting of complaints has remained low



WHO TOOK PART

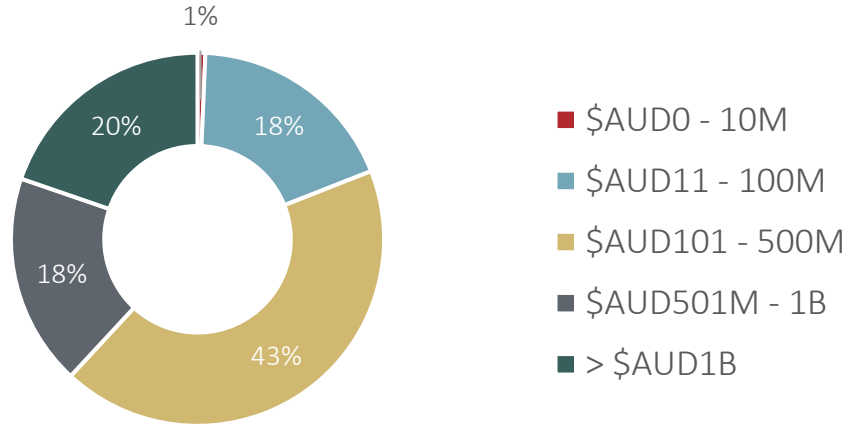
2021 – 151 RESPONDENTS



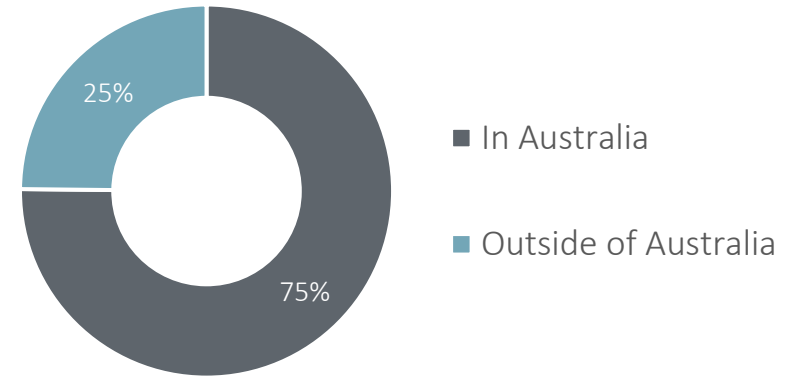


WHO TOOK PART

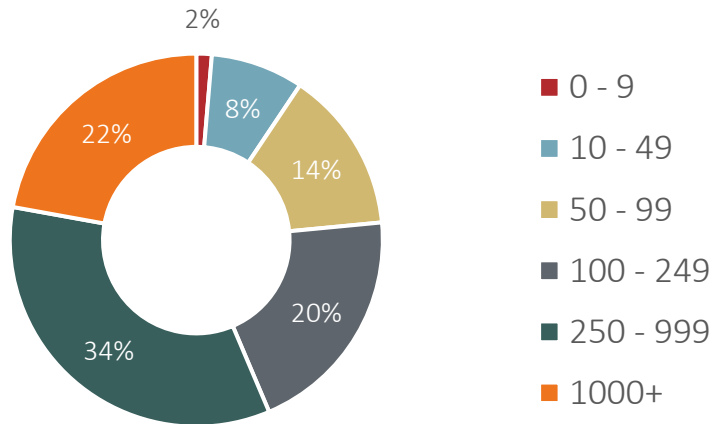
Annual Turnover



Head Office



Number of employees



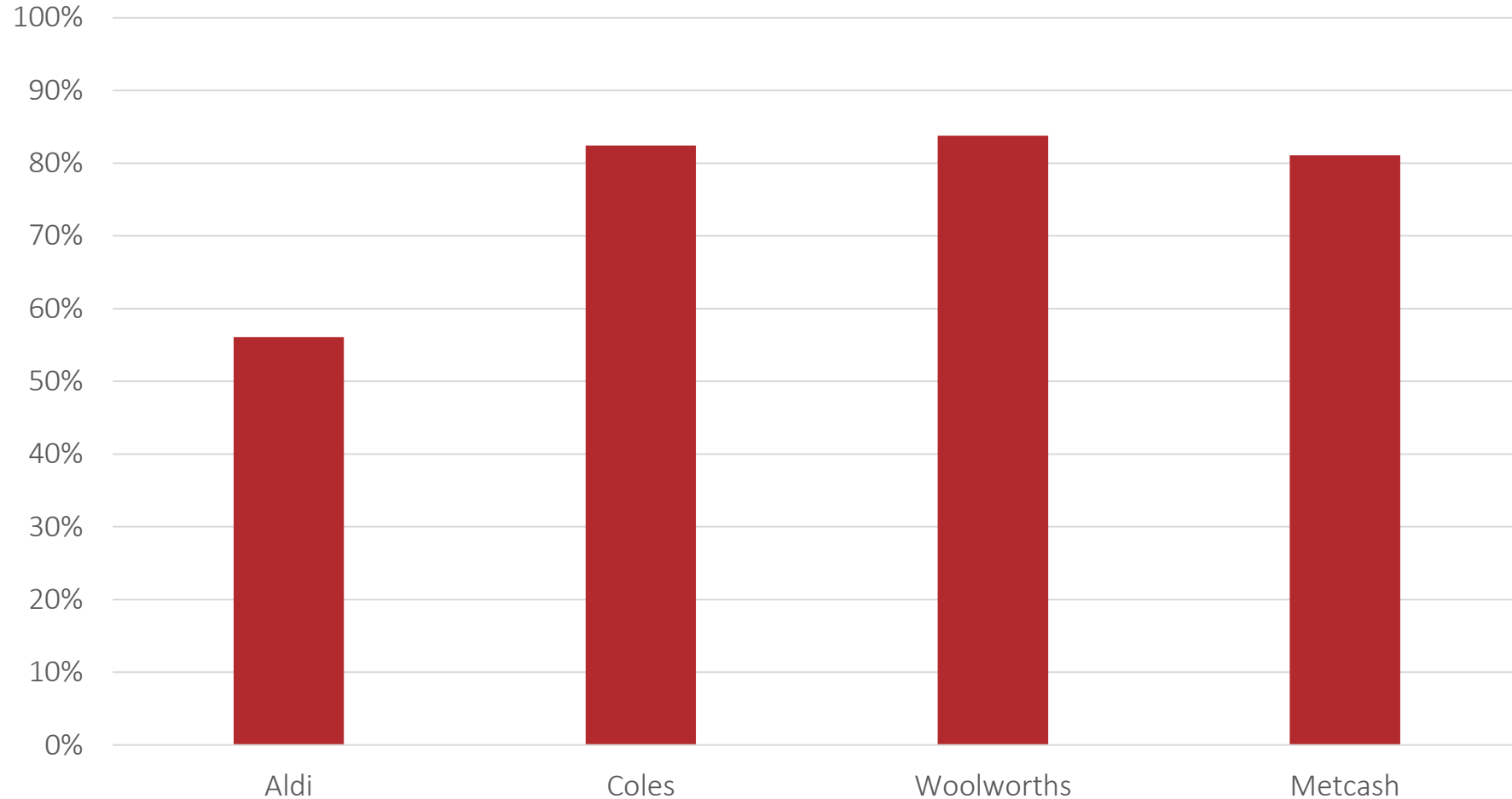
Position





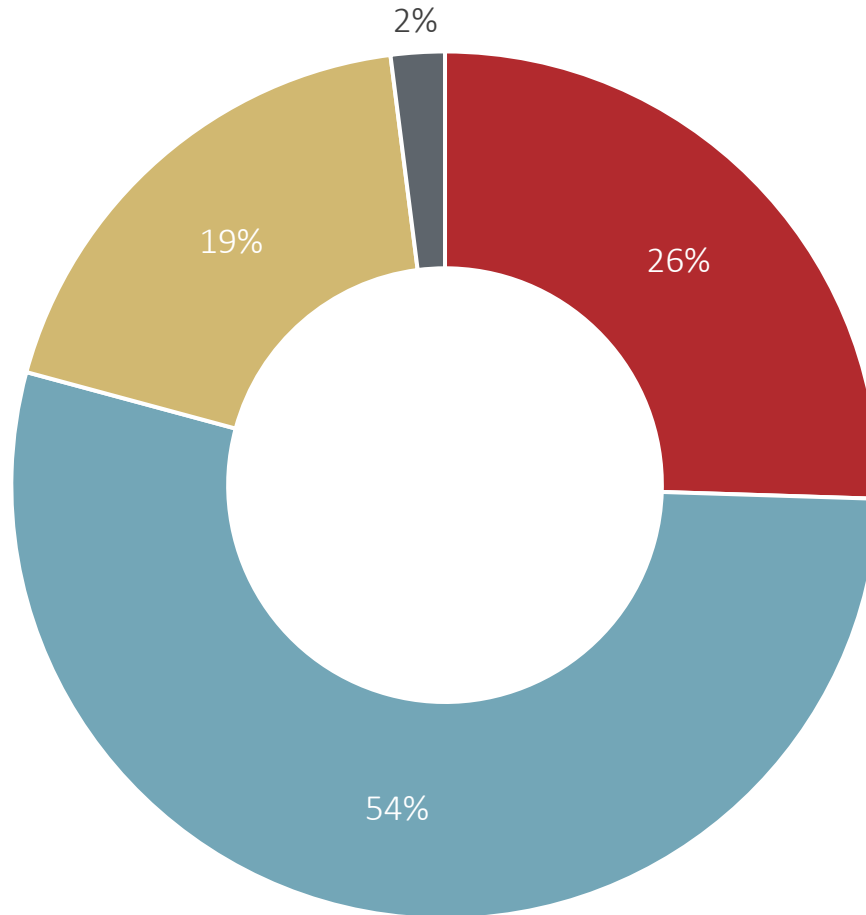
WHO TOOK PART

Which signatories do you supply?





CODE FAMILIARITY – RESPONDENT



- Very familiar - strong understanding across all components of the Code and their application
- Quite familiar - reasonable understanding of the main aspects of the Code
- Somewhat familiar - familiar with the basics of the Code
- Not familiar at all

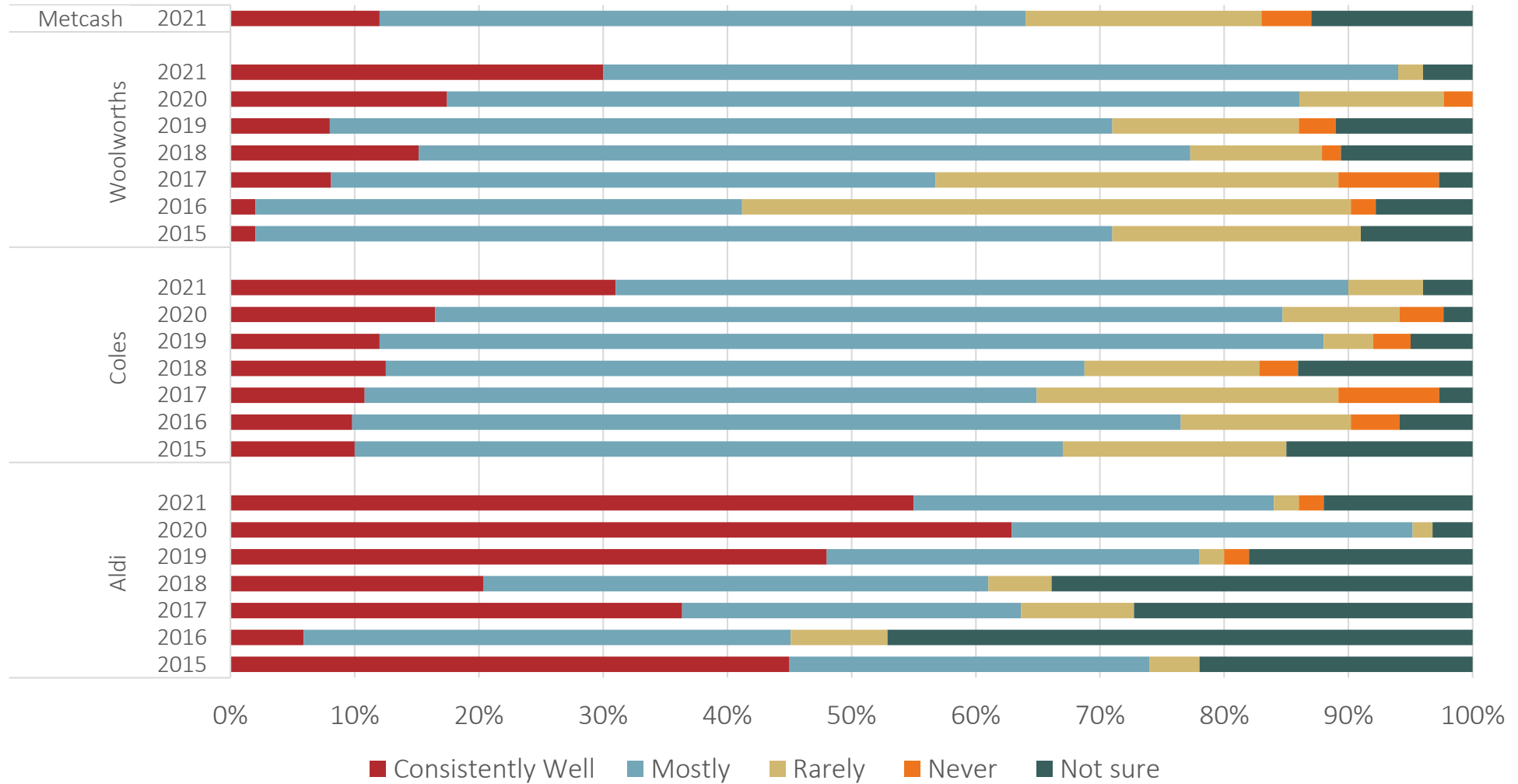
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RETAILER PERFORMANCE



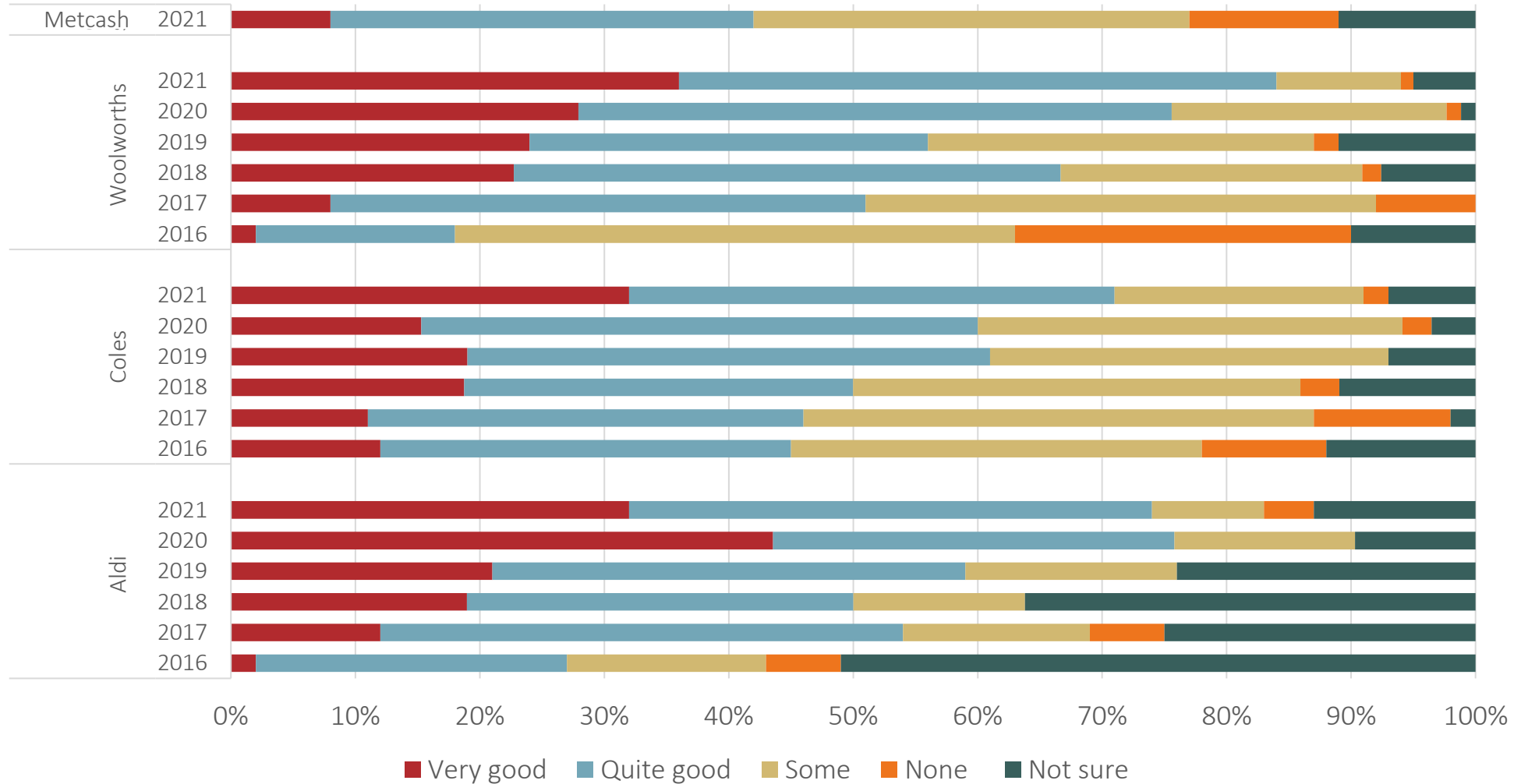


RETAILERS COMPLIANCE WITH FGCC



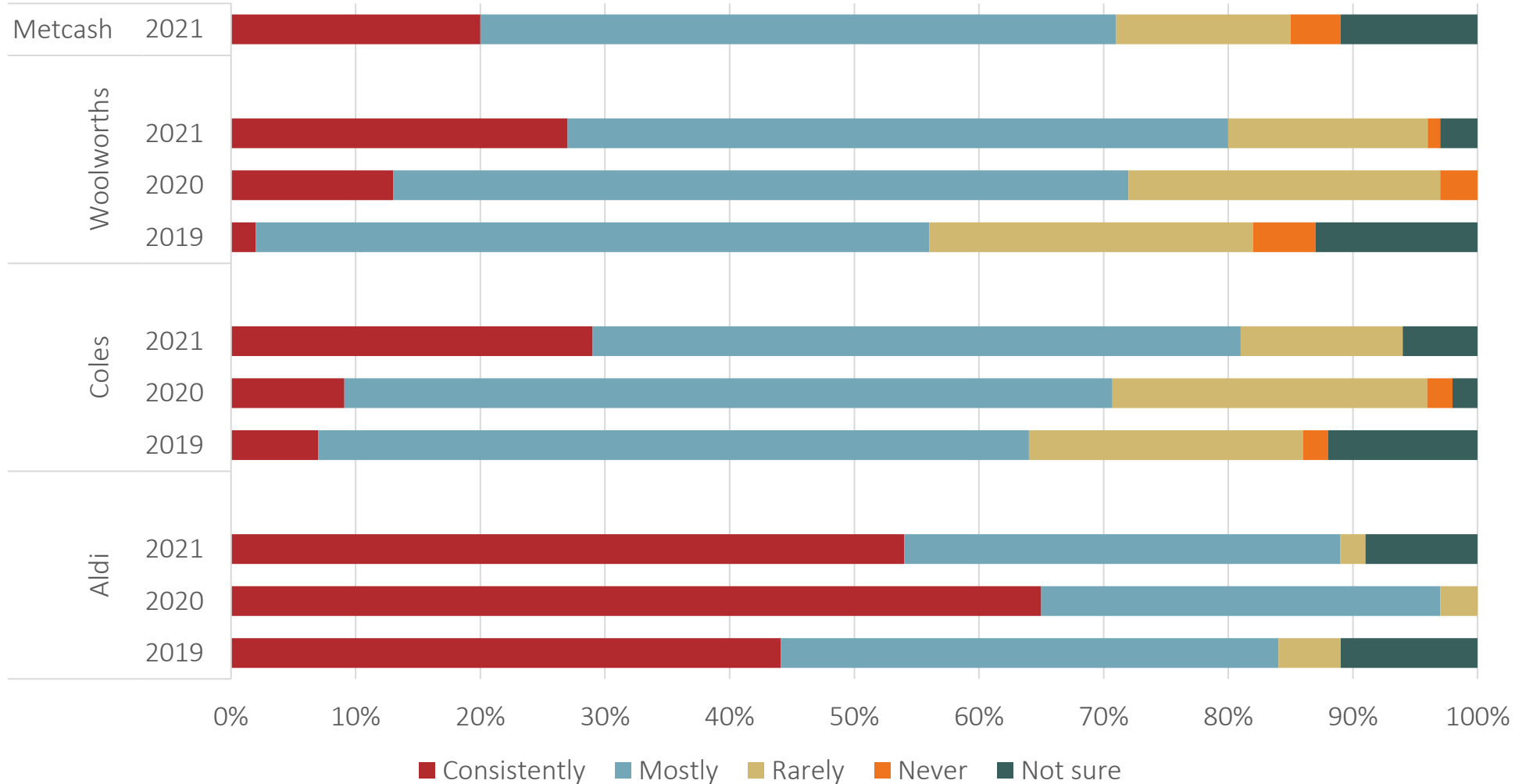


SIGNATORY BUYERS' UNDERSTANDING OF THE FGCC





SIGNATORIES' DEALINGS IN GOOD FAITH

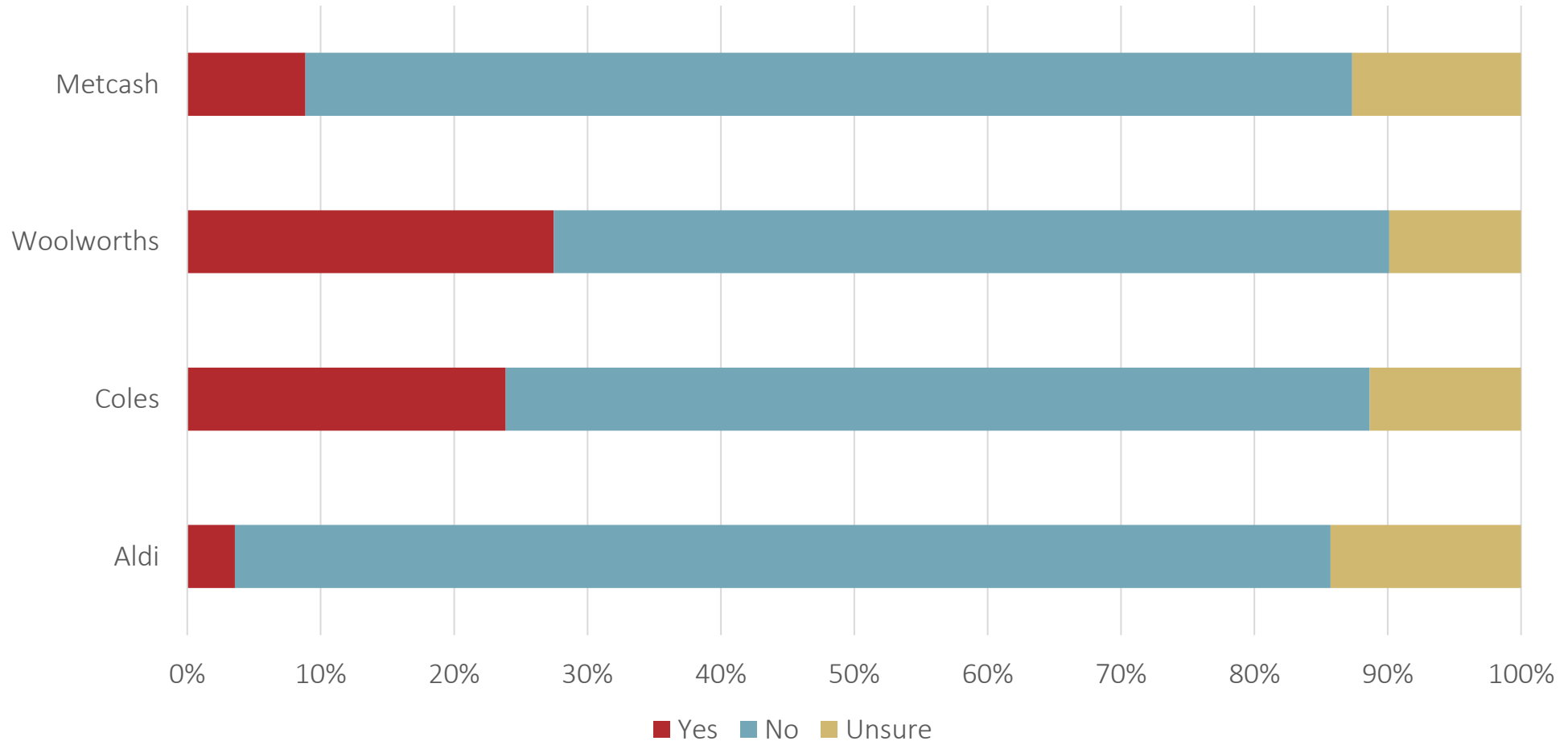


Combined Rarely and Never			
	'19	'20	'21
WW	31%	28%	17%
Coles	24%	27%	13%
Aldi	5%	3%	2%
Metcash	-	-	18%



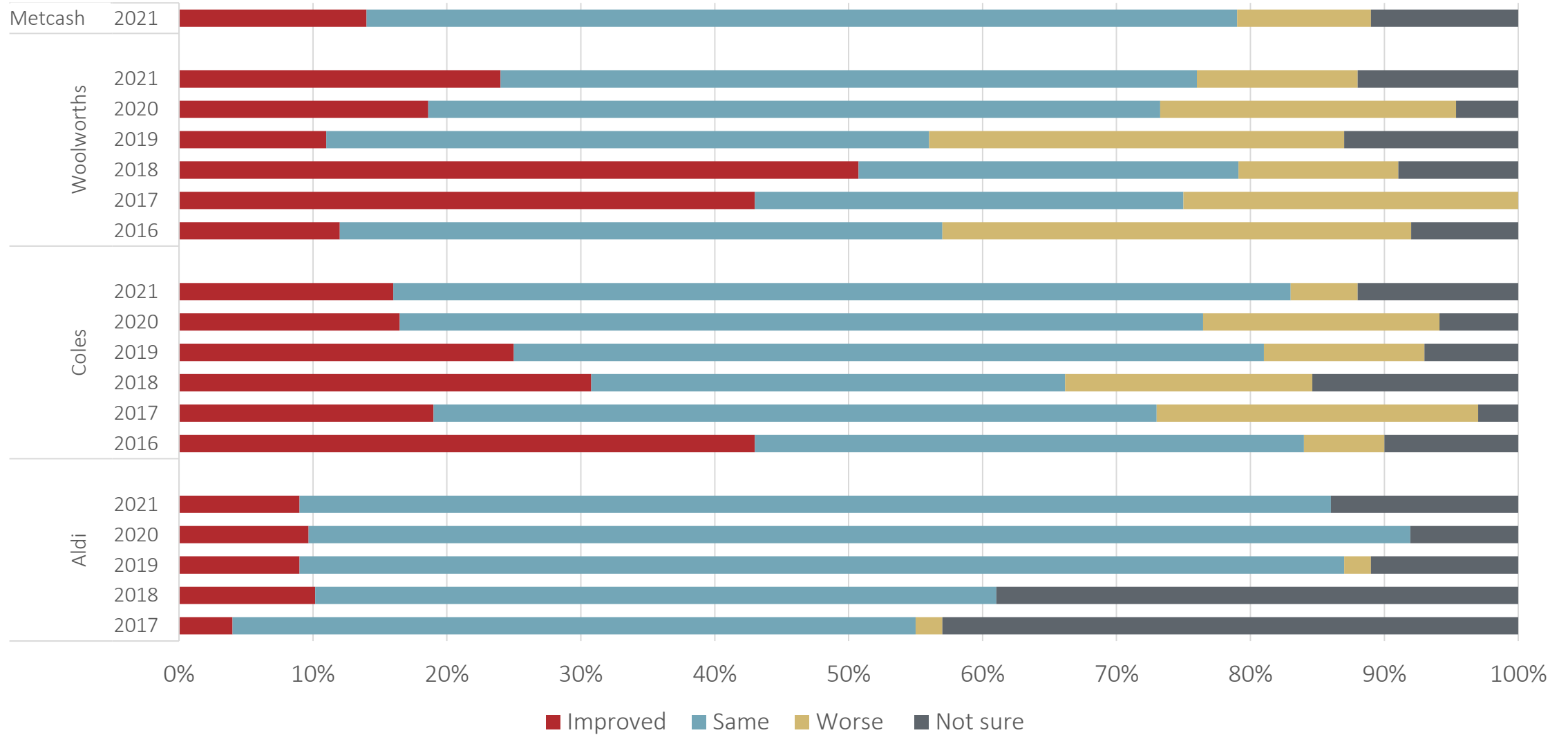
SIGNATORIES' DEALINGS IN GOOD FAITH

Have you raised FGCC good faith obligation?





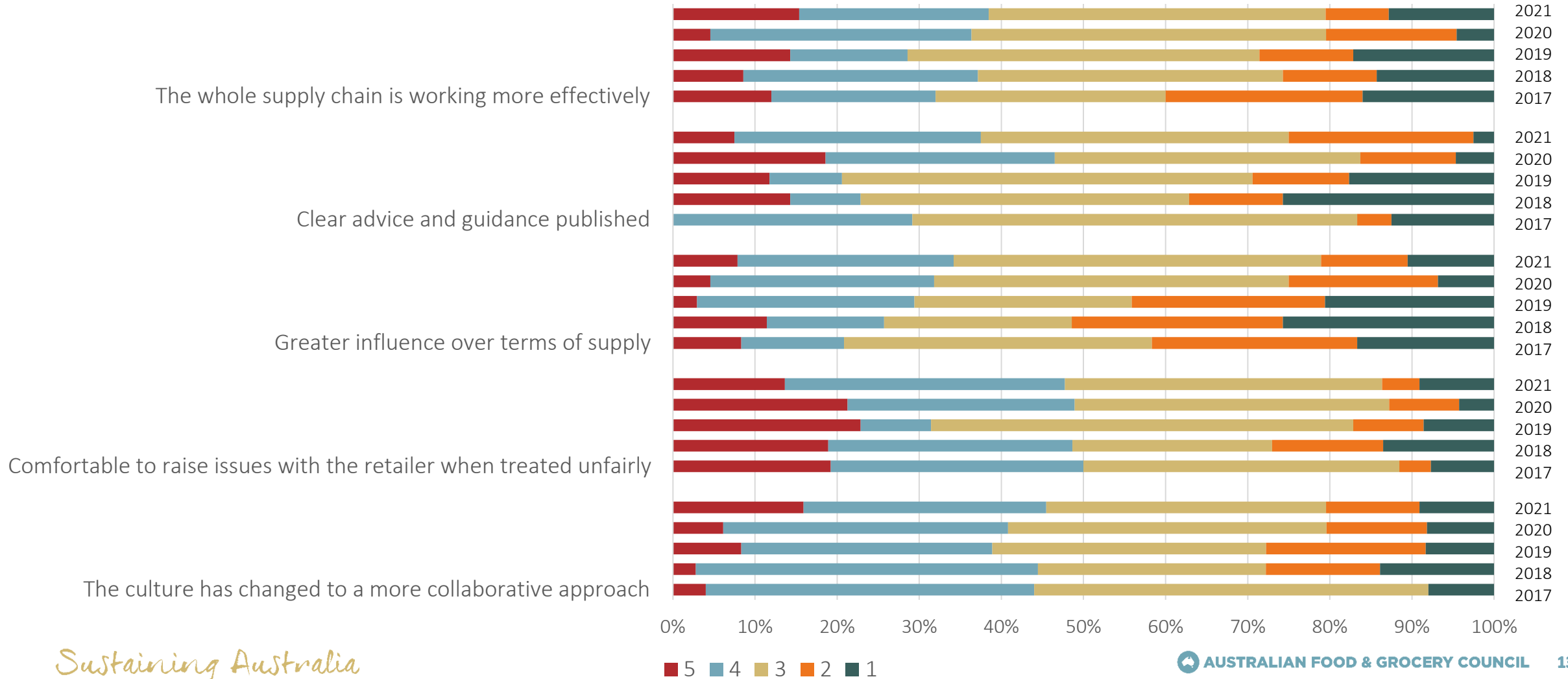
SIGNATORY PRACTICES





SUCCESS FACTORS – ALDI

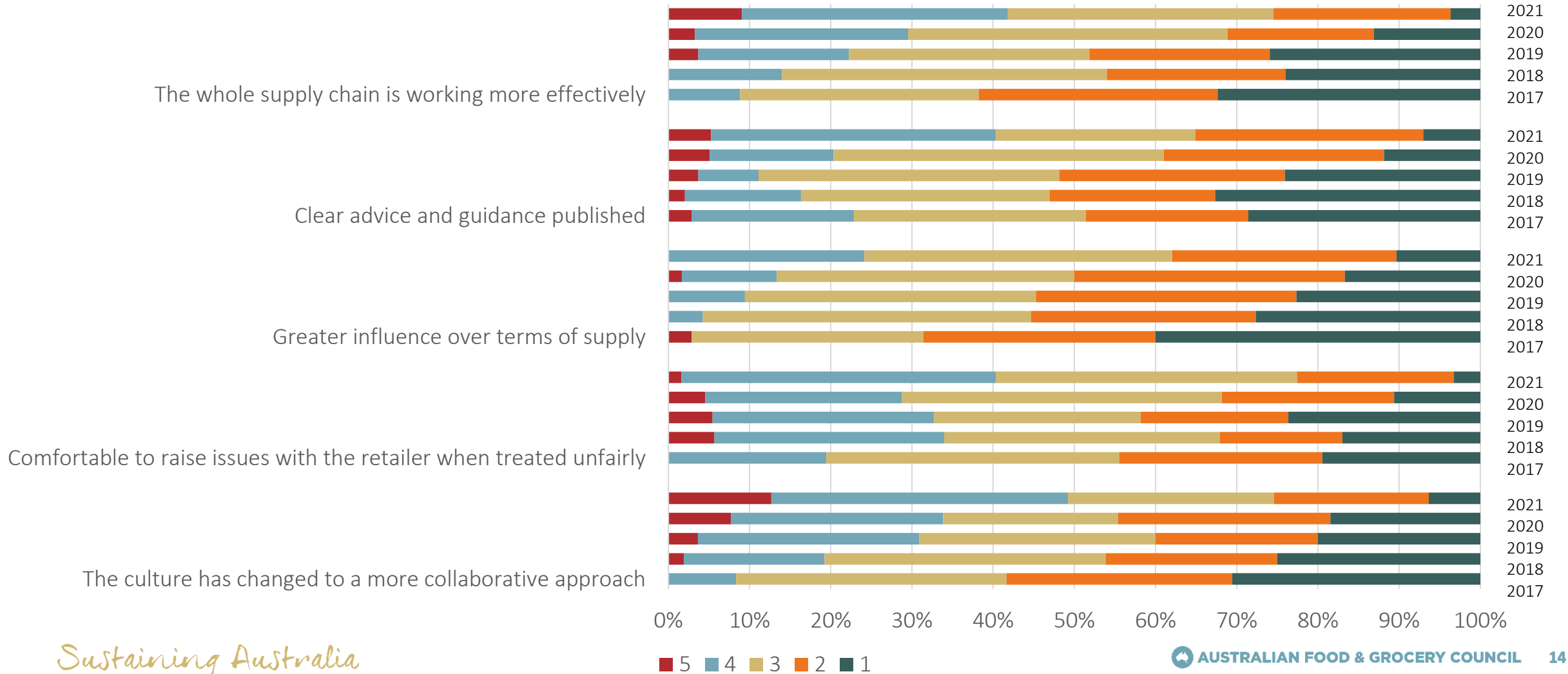
On a scale of 5 (significant improvement) to 1 (no improvement)





SUCCESS FACTORS – COLES

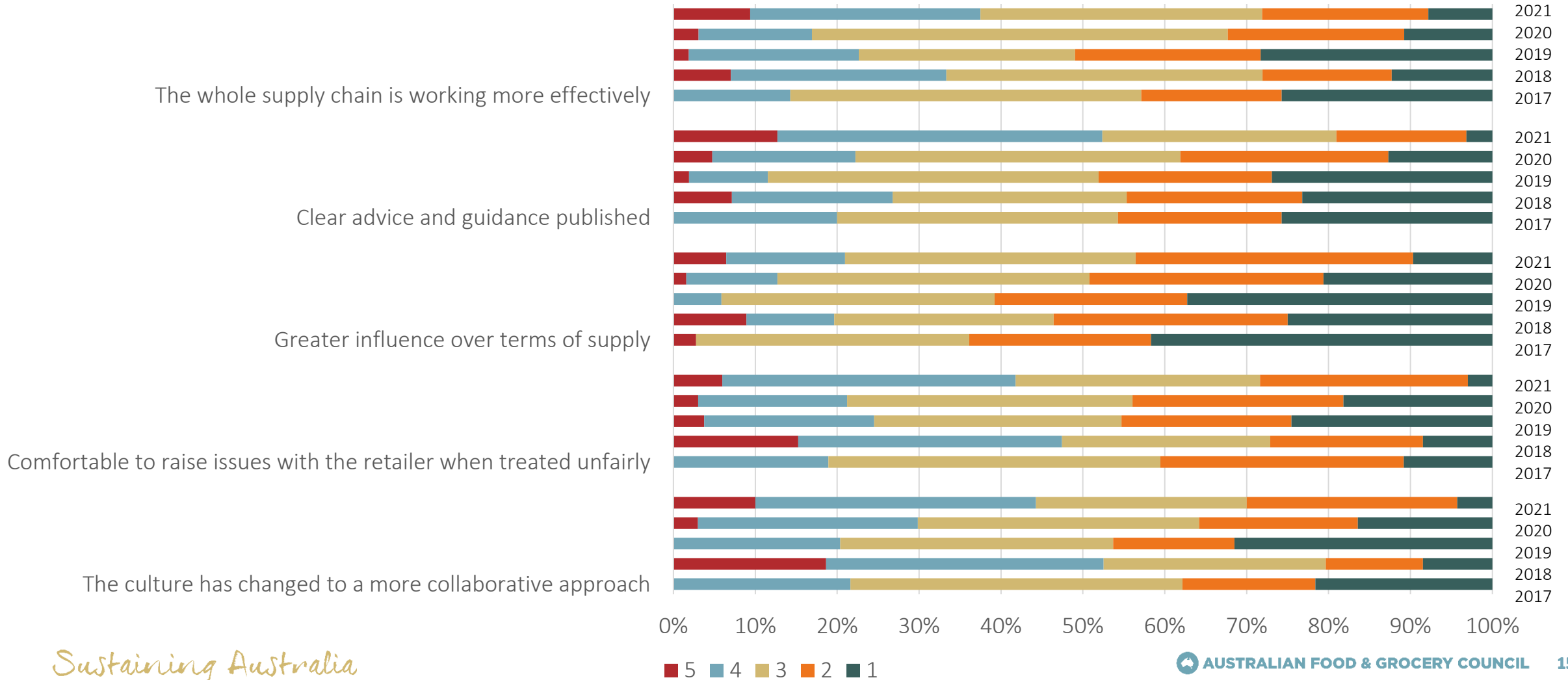
On a scale of 5 (significant improvement) to 1 (no improvement)





SUCCESS FACTORS – WOOLWORTHS

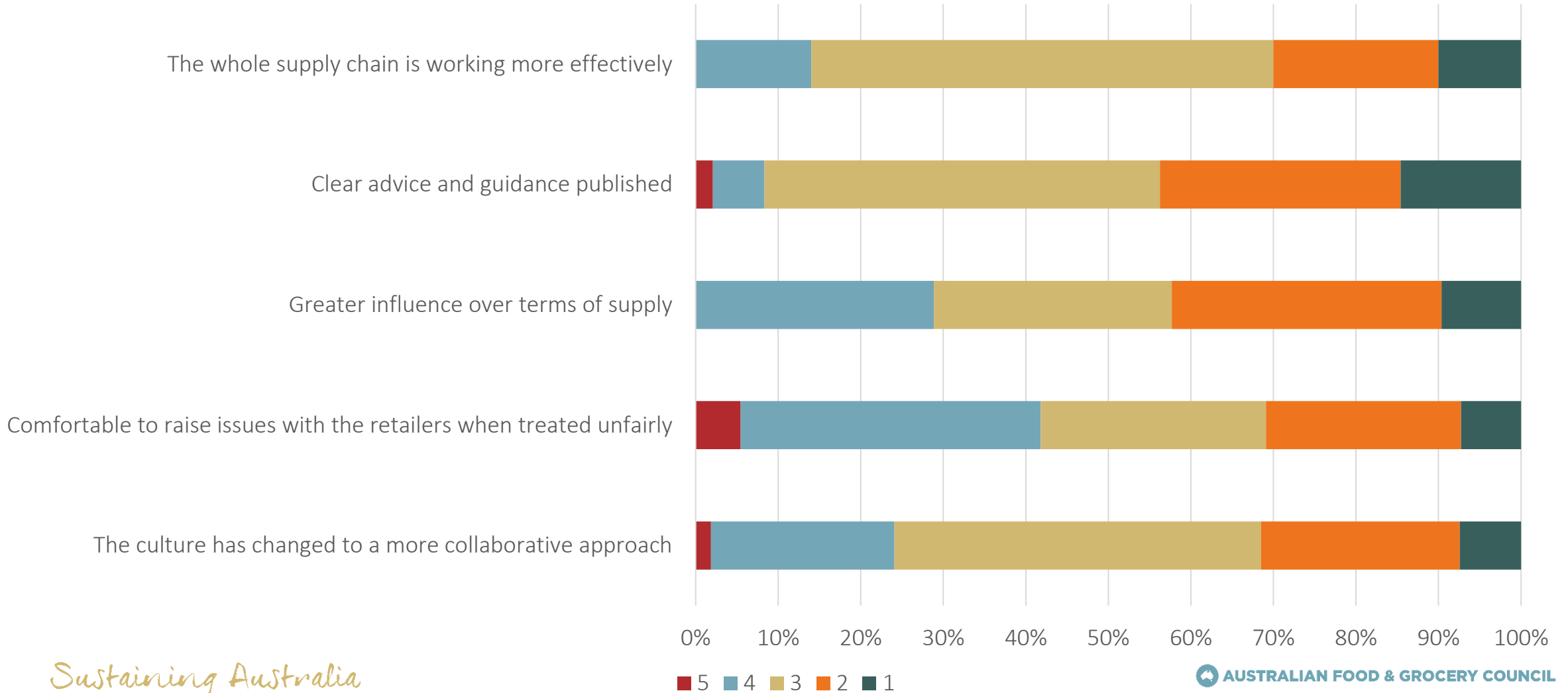
On a scale of 5 (significant improvement) to 1 (no improvement)





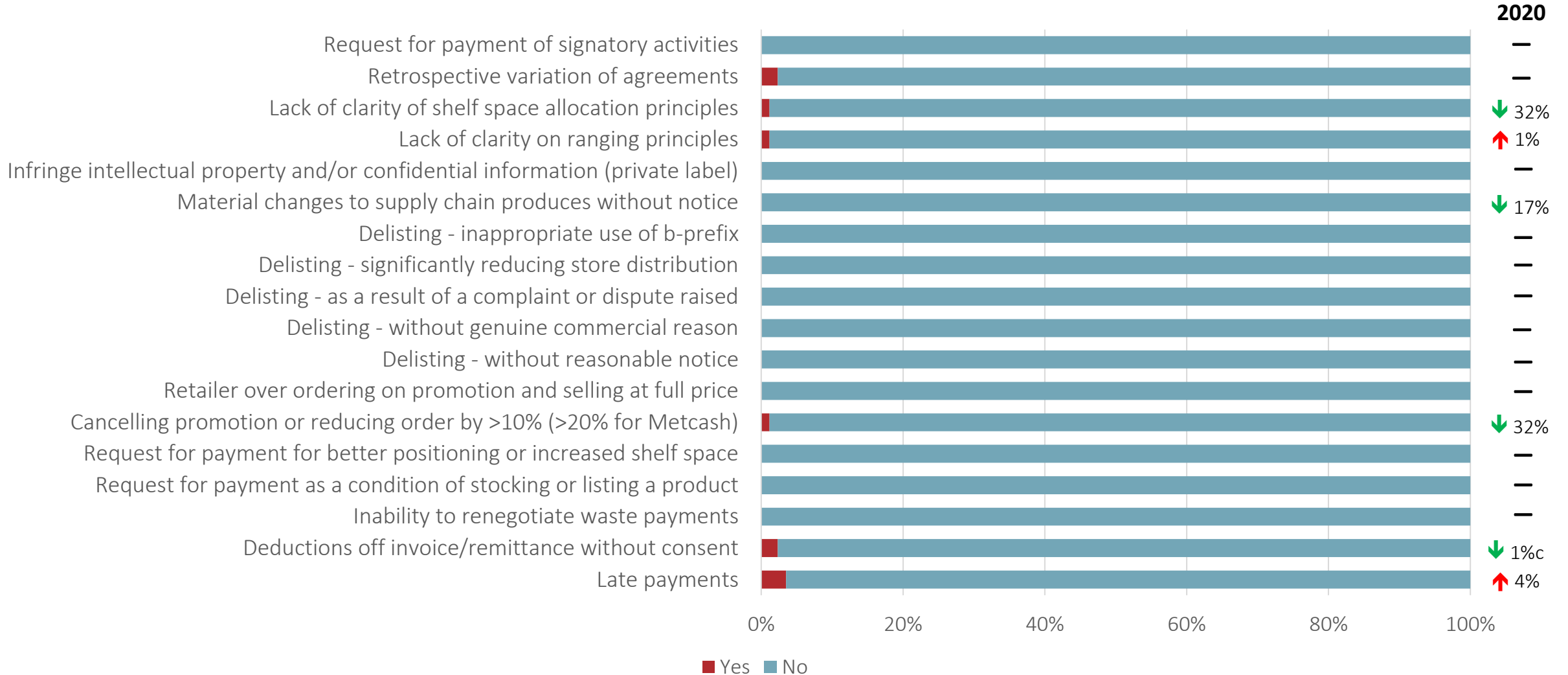
SUCCESS FACTORS – METCASH

On a scale of 5 (significant improvement) to 1 (no improvement)



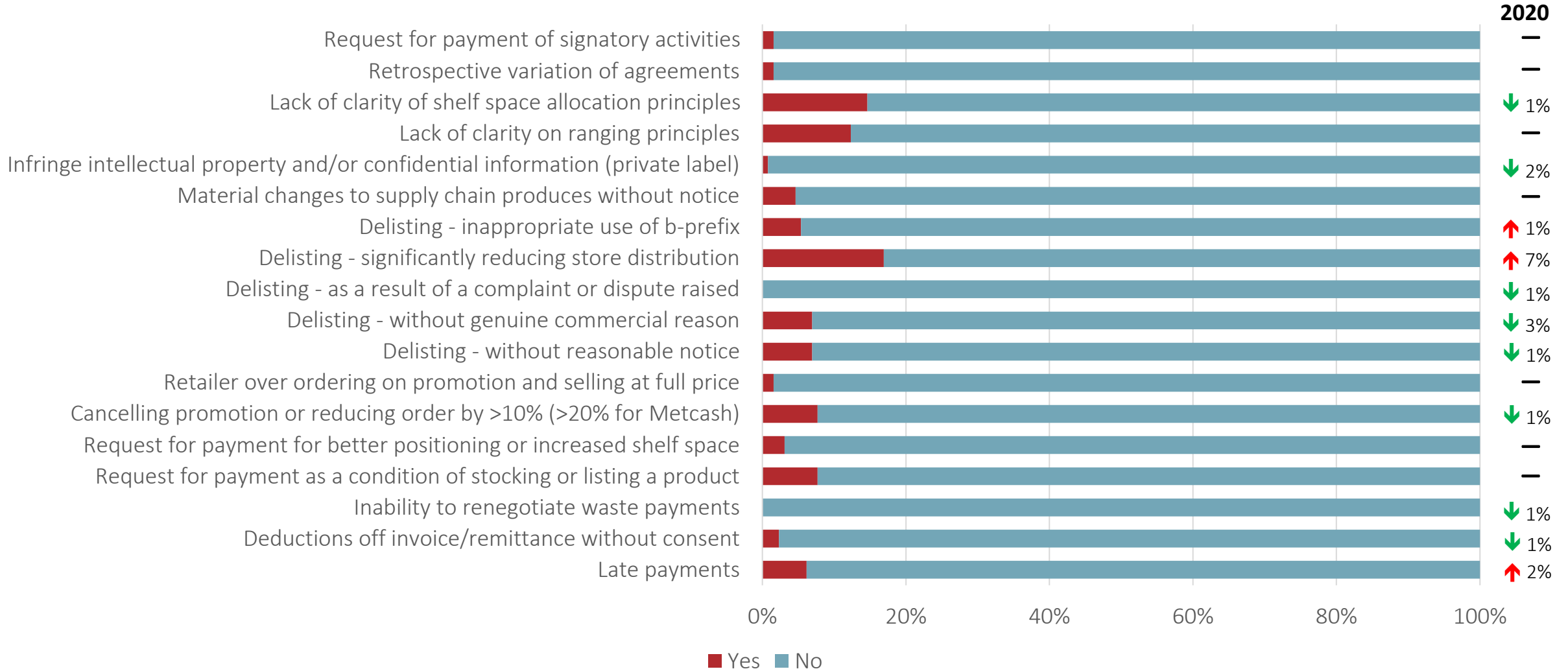


COMPLIANCE ISSUES – ALDI



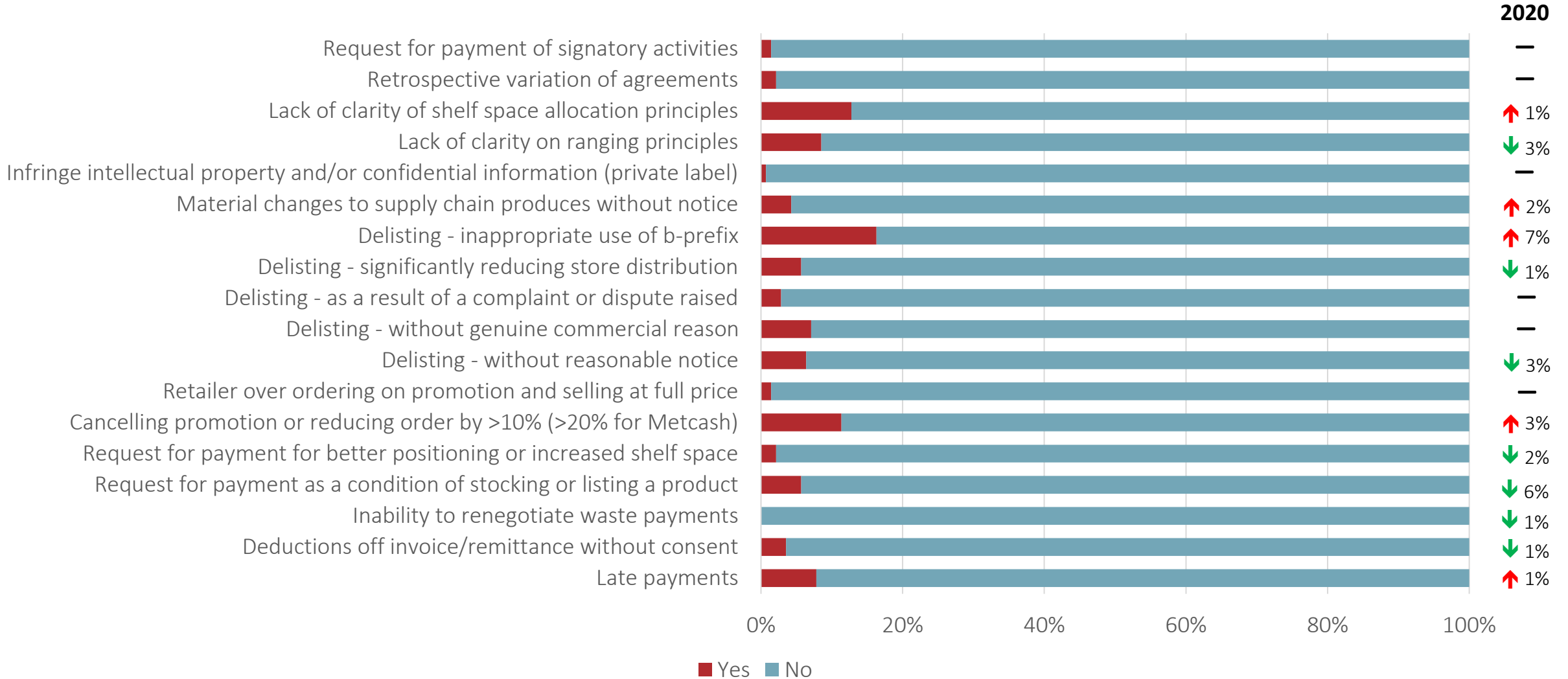


COMPLIANCE ISSUES – COLES



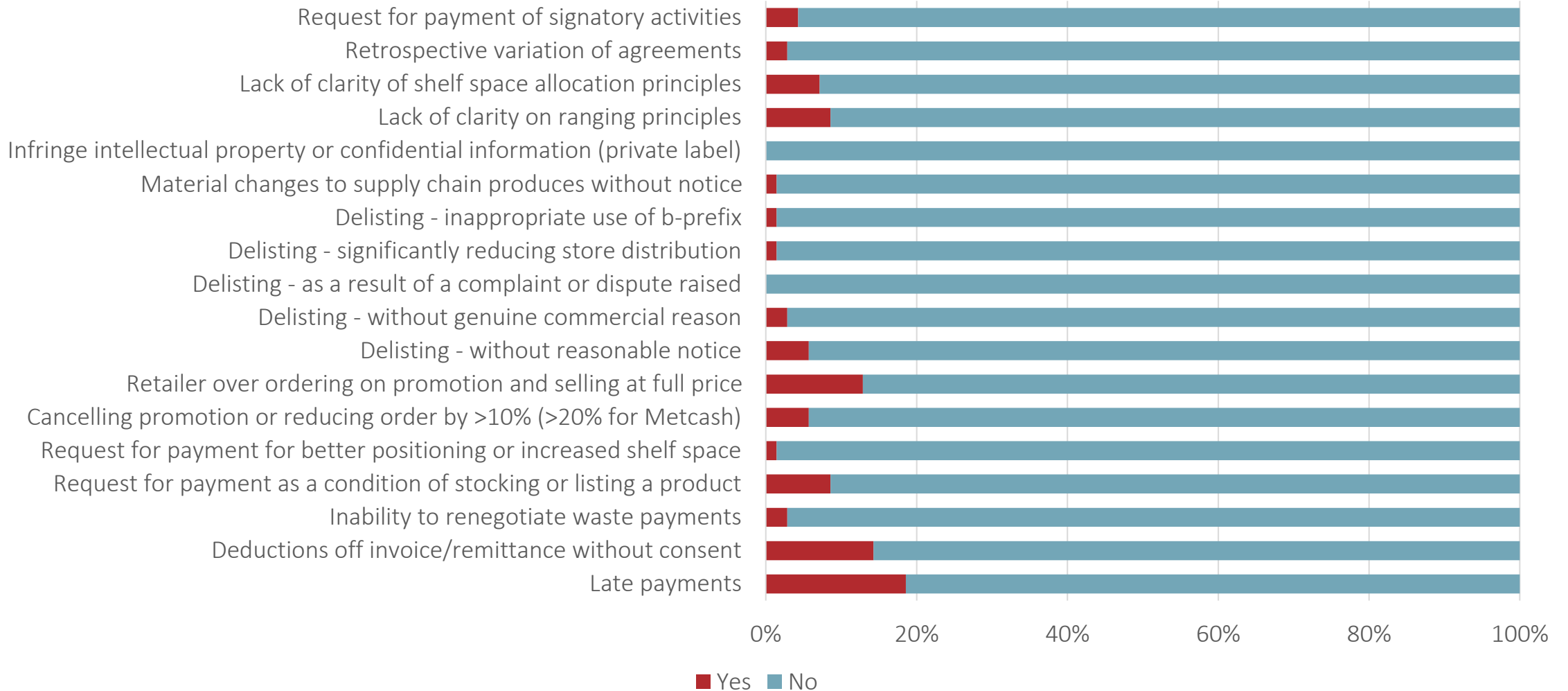


COMPLIANCE ISSUES – WOOLWORTHS



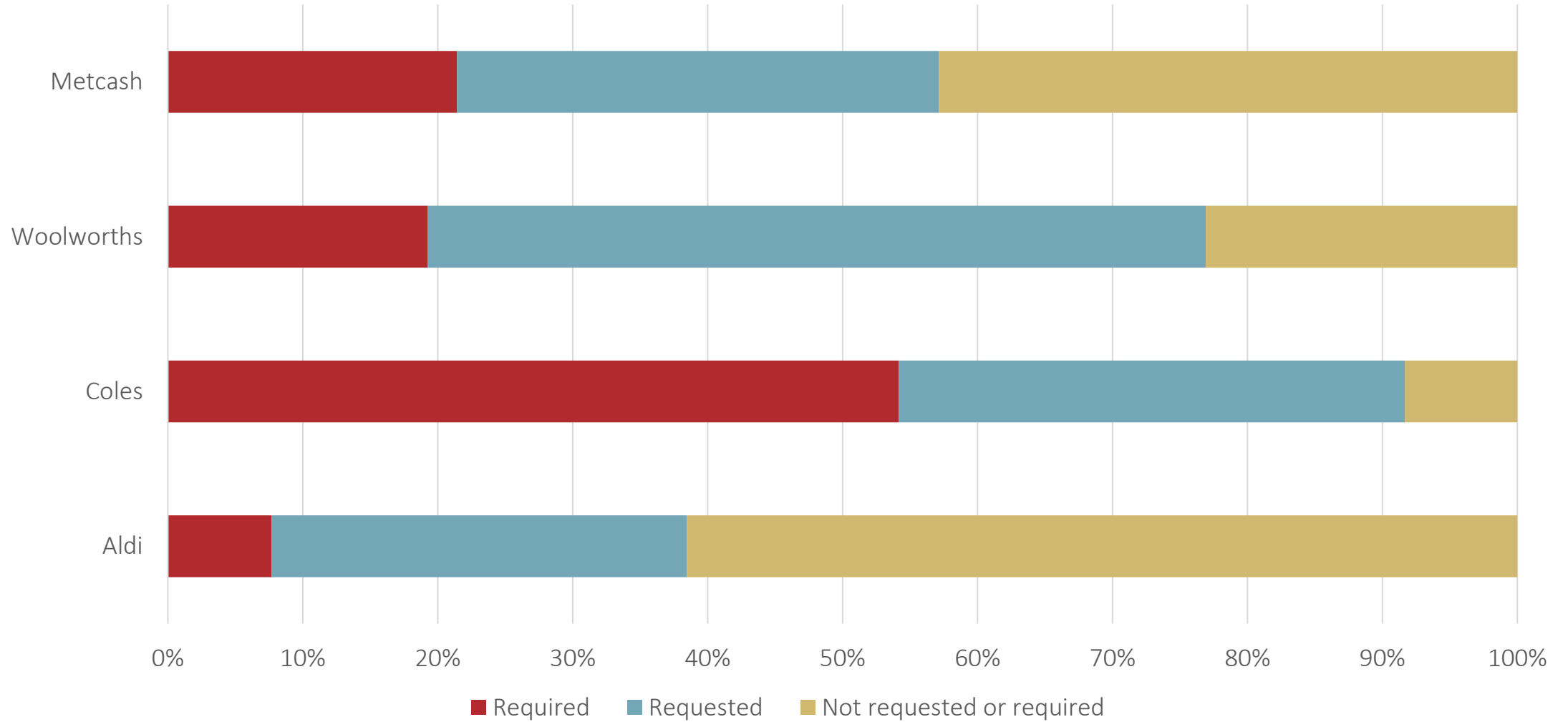


COMPLIANCE ISSUES – METCASH



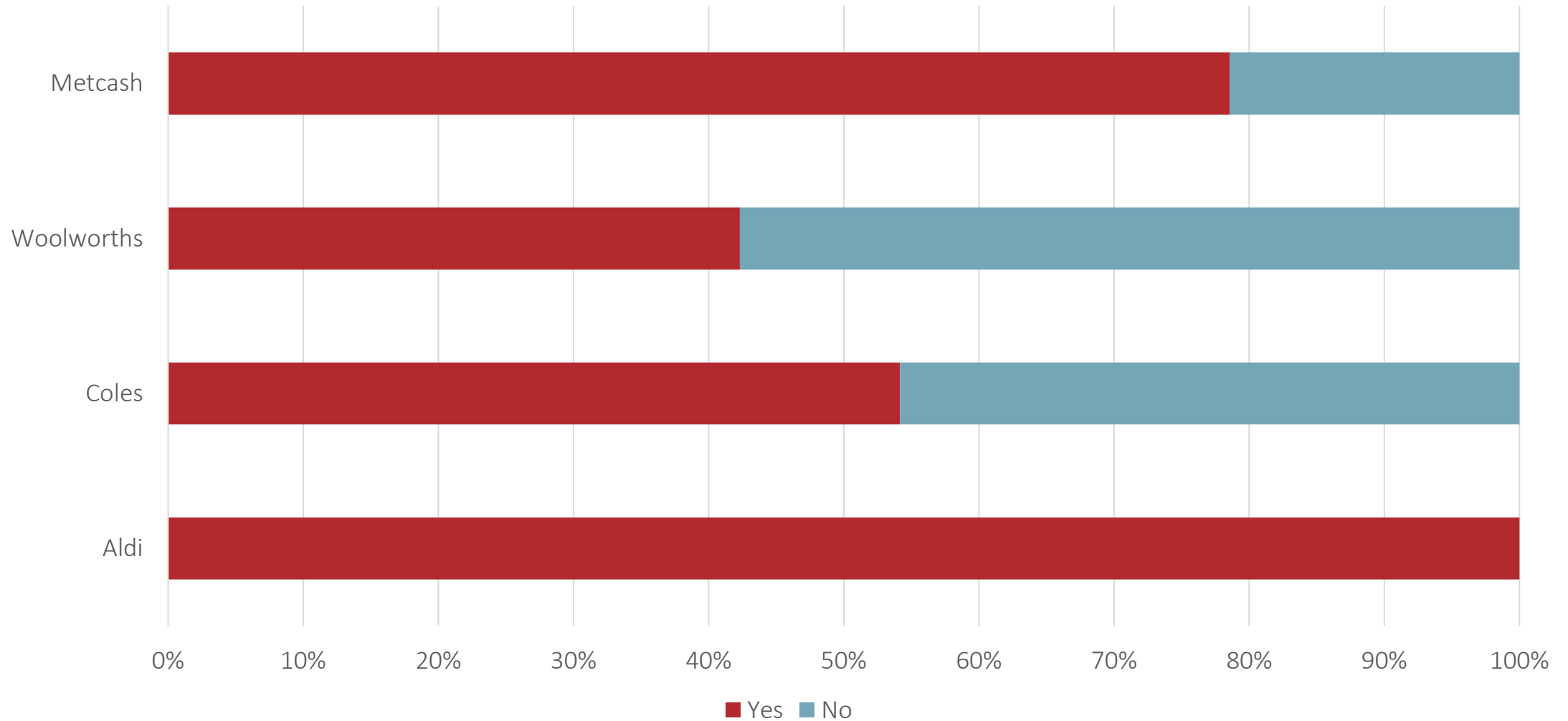


PRICE INCREASE – CONFIDENTIAL INFORMATION





PRICE INCREASE – GOOD FAITH NEGOTIATIONS



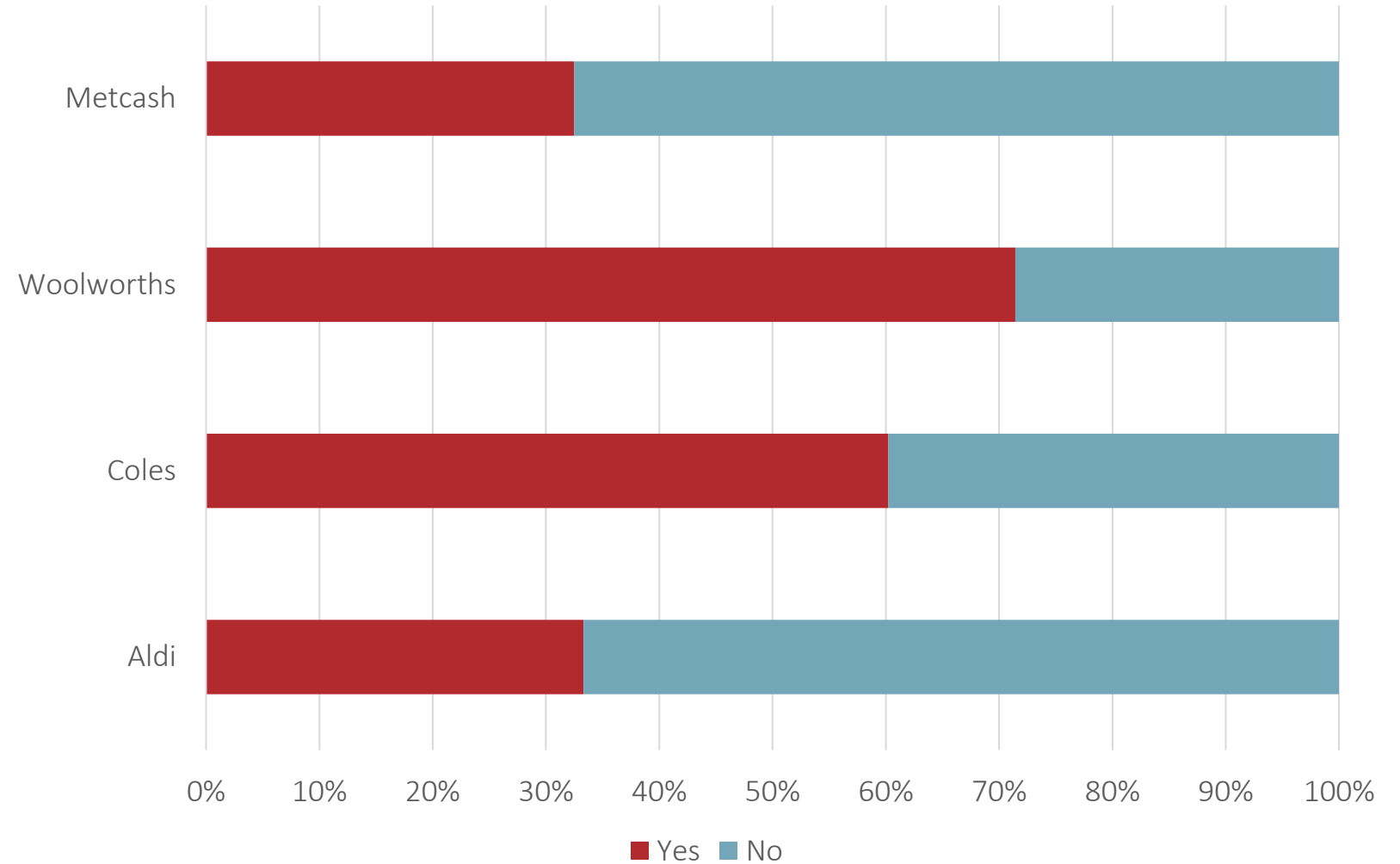
DISPUTE RESOLUTION





CODE ARBITER

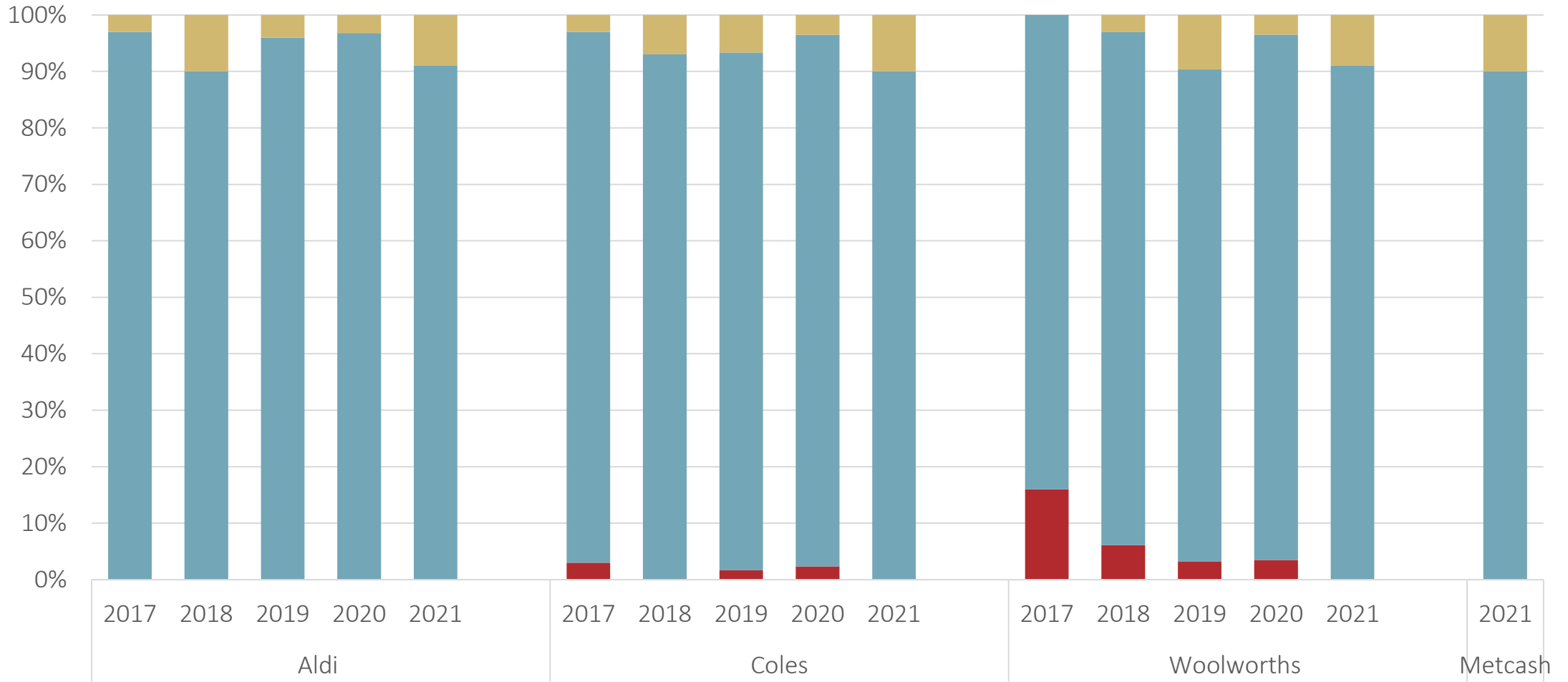
Do you know who the CA is and how to contact them?





DISPUTE RESOLUTION – CODE COMPLIANCE MANAGER

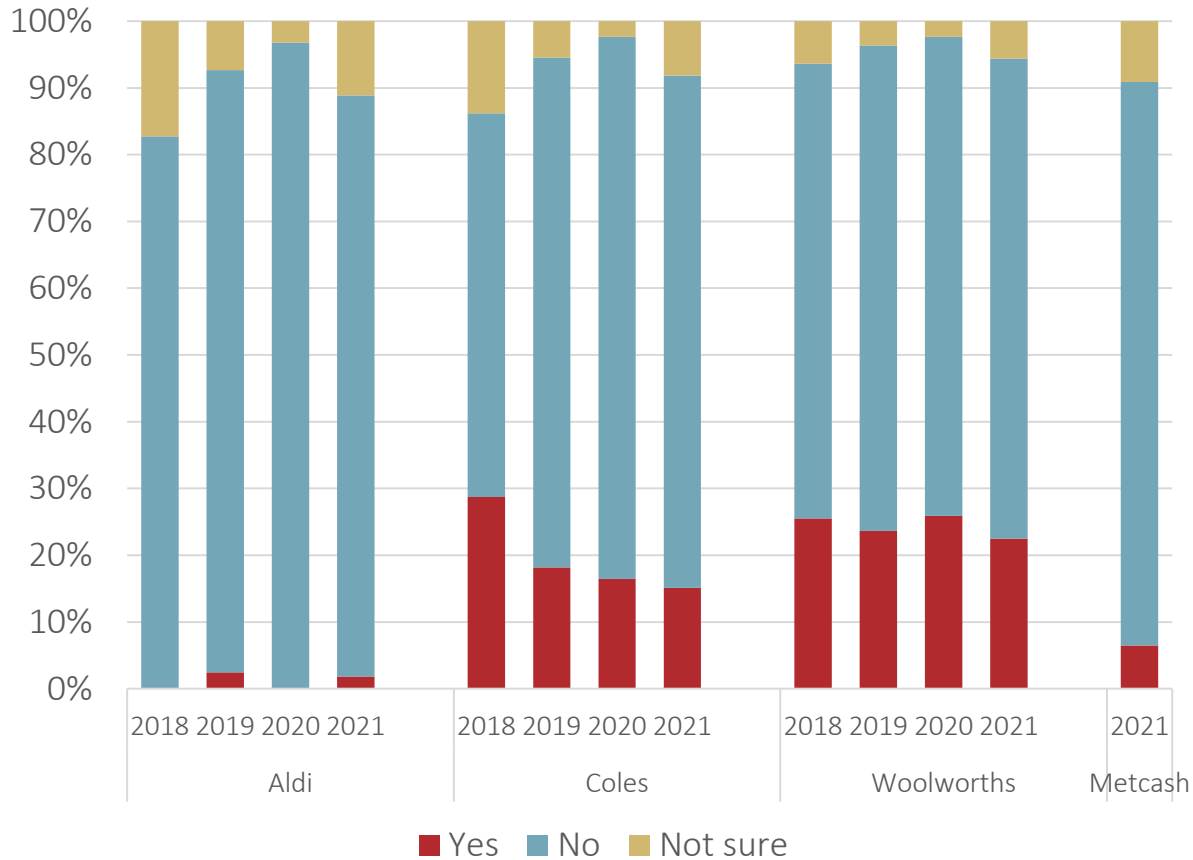
RAISED COMPLAINT WITH CCM/CA



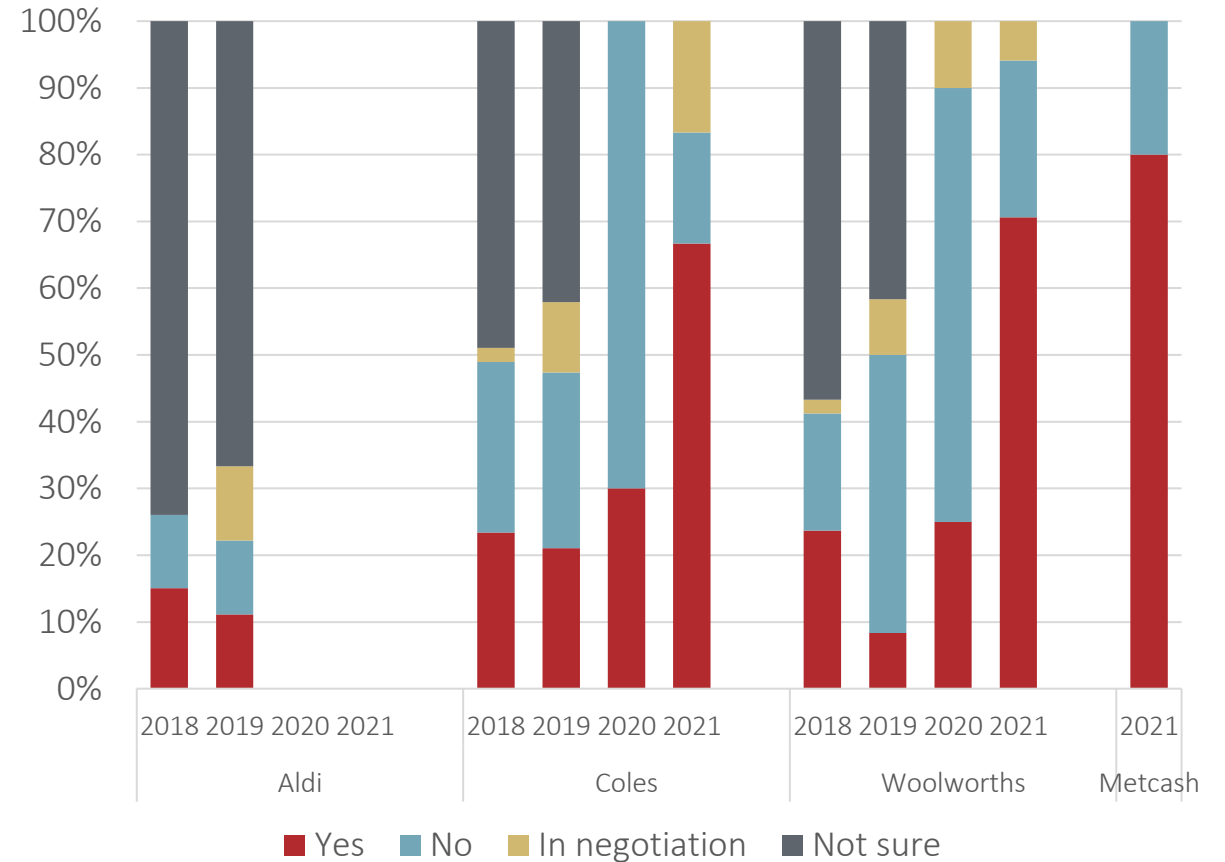


DISPUTE RESOLUTION – COMMERCIAL BUYING TEAM

RAISED ISSUE WITH BUYING TEAM



HANDLED SATISFACTORILY





DISPUTE RESOLUTION

MAIN IMPEDIMENTS TO RAISING AN ISSUE WITH...

	Aldi	Coles	Woolworths	Metcash	ACCC
1	Fear of damaging commercial relationship	Fear of damaging commercial relationship	Fear of damaging commercial relationship	Fear of damaging commercial relationship	Prefer to address the concern directly with customer
2	Do not think the concern is important enough to escalate	Fear of retribution	Fear of retribution	Fear of retribution	Do not think the concern is important enough to escalate
3	Fear of retribution	Not confident that confidentiality will be maintained	Not confident that confidentiality will be maintained	Not confident that confidentiality will be maintained	Do not think the ACCC can do anything to address the issue

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FINAL THOUGHTS





MOST SIGNIFICANT ISSUE



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For more information please contact
[Samantha Blake](#) – Director, Industry Affairs