

Media Release



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Experts tell Aussie retailers: getting online is about customer service not price - Engage in E-tail seminar TODAY, Sydney

Bricks and mortar retailers today gathered with the common goal to get online and increase their ecommerce capabilities at the Engage in E-tail seminar jointly hosted by Australian Retailers Association (ARA) and Australian Sporting Goods Association (ASGA) in Sydney.

Retailers heard from speakers at Quantum, Google, Dealsdirect.com.au, Portalogue, e-Commerce Websites and Sneaking Duck (from the founders of Shoes of Prey) with the common theme from all presentations being that convenience and product range trump price as the main reason consumers choose to shop online.

ARA Executive Director Russell Zimmerman opened the seminar and said retailers need to respond to current consumer demand by including online e-commerce offerings as the essential complement to retailers' bricks and mortar stores.

Keynote speaker from Quantum Simon Smith said the strong AUD can be the push to get consumers purchasing online for the first time but there were enormous opportunities for Australian retailers to capture sales online with 68 percent of online buyers preferring to shop domestically if they can find what they're looking for online.

Tim Pope from Portalogue gave retailers practical advice about how they could use the online space as their most powerful ally and recommended they focus on great merchandise and product range not price.

Head of Retail at Google Ross McDonald told retailers about how shoppers were researching products online:

- 60 percent of Australians are watching TV with a laptop in hand giving Australian retailers a huge opportunity to show and sell product offerings online.
- Australia having the third highest 3G penetration in the world, searching is the most widely used application on a smart phone.
- Many shoppers are researching products to purchase online but also to find out where they can buy products while in a shopping centre or shopping strip.

ASGA Executive Director Brad Kitschke said today's Engage in E-tail seminar illustrated the opportunity still available in the retail market place and demonstrated the need for retailers to fully embrace a multi channel approach to meet changing consumer demands.

The Australian Retailers Association (ARA) and the Australian Sporting Goods Association (ASGA) are jointly hosting a series of seminars throughout August, September and October about everything online and e-commerce to help Australian bricks and mortar retailers embrace the online space, whether they are venturing where they haven't been before or they want to improve their online trade capabilities. Sponsored by e-commerce websites and PayPal, the 'Engage in E-tail' seminar series covers topics including analysing the online trend and consumer behaviour; getting retailers started online; strategies to increase retailers' online presence and e-commerce capabilities, sharing in-store deals online, supply chain and logistics for online retail, M-commerce and social media for retail. Email events@retail.org.au or call 1300 368 041.

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[Download 'Engage in E-tail' full program.](#) For interview opportunities contact: Andie McMaster, Media and Communication Officer, 0408 613 178 or media@retail.org.au