



Who and what are 'Island & Cape'

Island & Cape are a locally owned Cairns operation employing local and regionally based people who endeavour to understand and live with our customers. Our facilities include five buildings in Cairns, including dry warehouses, chiller and freezer facilities and our additional, seven-retail store sites in the Torres Strait and the Cape York region.

Island & Cape is totally dedicated to the Cape York & Torres Strait region, and therefore we seek to fully understanding the issues regarding the region.

Warehouse And Distribution operations

In the main, we source our products direct from the manufacturer or importer, usually free of transport, into Cairns. This allows for competitive pricing, better 'use by' dates and shorter delivery times, reduced stock holding; all this and being very price competitive in comparison to Brisbane sourced products.

Island & Cape stock and distribute a wide range of products including: -

- Dry Grocery products
- Chilled products
- Freezer products
- Food service products
- Soft drink lines
- Electrical products
- Variety products etc

The entire range above is distributed through our different sites in Cairns. All the above is available also on our "On line ordering Web Site". We currently employ over a 100 people including a wide range of differing indigenous peoples (of which 70% of employees are Indigenous).

Our major competition based in Brisbane would be companies such as Metcash (South African owned and controlled) and its associated group members (Campbell's Cash & Carry, IGA etc) or Spar. These companies are not dedicated to the region and have very little experience in meeting remote indigenous demands.

Retail Operations

Our Cairns office team and the additional experienced management teams based in the regional facilities oversee our store operations. We encourage local indigenous staff to step up to management roles and currently have two stores operated by locals; these are overseen and mentored by our management team. We also have stand by personnel available to us for sickness and holiday cover, who also have experience and understanding, to the management of our stores.

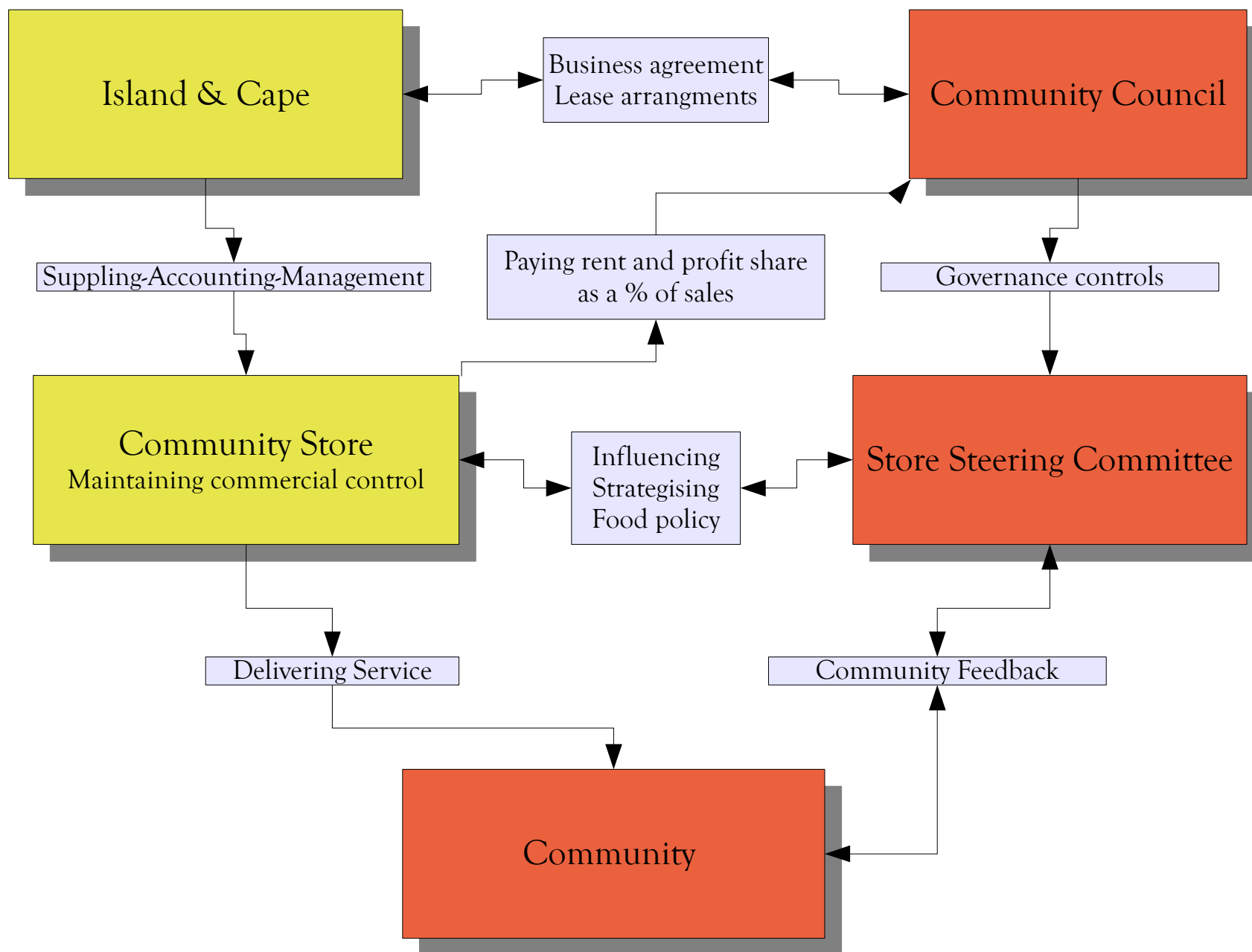
Island & Cape operate a series of its own retail outlets, which include:

- ✓ **Dauan Grocery Store** (plus Takeaway)
- ✓ **Masig Grocery Store** (plus Takeaway)
- ✓ **Erub Grocery Store** (plus Takeaway)
- ✓ **Badu Supermarket**
- ✓ **Aurukun Supermarket** (Plus takeaway)
- ✓ **Hopevale supermarket**
- ✓ **Wujal Wujal Store**

Each of the above outlets is remotely managed from our Cairns main office, incorporating our own software programs, IT management, and accounts management. Our stores are fully supplied, but ordered by themselves, through our central purchasing and warehouse operations in Cairns, therefore allowing remote managers to concentrate on store operations, but still participate in buying local requirements.

We receive no general or special government funding, whether it be State or Federal Government, other than disaster and cyclone events. Our stores have to operate alongside State Government stores (IBIS and Datsip stores) who receive ongoing grants and special help in varying different ways. Interestingly we seem to be offering a very attractively priced product range in comparison, so we believe it is through improved supply strategies and motivated management in that we are comparatively better priced.

Working Independent Community Store Model SUBMISSION 7





POSITIVE IMPACTS



Positive Impact

- Since we last met 8 more employees have completed CDEP work contracts through Island & Cape.
- All 8 of those staff now have full time employment at the Aurukun Supermarket
- That is 8 more full time, real jobs
- 4 of these people have now commenced traineeships in retailing. (Cert.2)



Positive Impact

- This year we have worked on several joint projects with other agencies to achieve some very positive outcomes.
- **RFDS:** Under weight babies.
- Education for young mothers
- Having the right products on range and prominently displayed.



Positive Impact





Positive Impact

- Bob Adidi came to us with an idea
- Island & Cape sourced 3 pallets of 120lt bar fridges at a discounted price.
- Mothers involved in this program were given the fridges at a heavily discounted price.
- This program achieved 100% success. All of the children involved in the program have achieved the weight gains that were targeted.



Positive Impact

- ***Healthy Eating Incentive programs***
- These have included a focus on Fruit & Veg, Healthy Breakfasts, and especially Low Sugar Soft drinks
- The first topic we discussed as a committee was the high consumption of soft drinks, and the relatively low consumption of Low Sugar drinks.



Positive Impact

- Over the past twelve months we have run a virtually continual program of healthy eating promotions.
- Given away in excess of \$7000 worth of incentive prizes.
- Analysis of the past twelve months sales of soft drinks show a 260% increase in Golden Circle low sugar drinks and a 270% increase in Coke Zero sales versus the previous year.
- **POSITIVE IMPACT**



Positive Impact

- Alyce Wilson - Nutrition course





Exclusive New Products

- Three new products exclusive to Island & Cape stores.





Store Performance

- Sales
In the first quarter of this financial year sales were slightly ahead of the same period last year. Up by 5.2%
- Sales Mix
areas of concern increase in % of total sales
- Cigarettes - up by 1% versus last year (despite Island & Cape reducing their margin 1.9%)
- Services- phone cards & Power cards up .9%



New Uniforms

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New Signage





Sponsoring the Community

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- McKenzie Night





Sponsoring the Community

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- Kang Kang Football Team





Mural Project



AURUKUN SUPERMARKET

