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PRESS RELEASE

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SUPER RETAIL GROUP AND PROTECHT.ERM

A leading risk management software provider says companies need to focus on how risk management can create opportunities, meet corporate strategic objectives and help generate better returns, rather than just focussing on mitigating downside risks.

It comes as one of Australasia's top 10 corporate retailers, Super Retail Group – which owns leading leisure brands such as Rebel, Amart Sports, BCF, Ray's Outdoors and Supercheap Auto – has generated significant performance increases at the customer coal face after rolling out a centralised enterprise risk management (ERM) system.

Protecht CEO, Alf Esteban, says too many companies focus on downside risk, such as injuries. "It's not just about incidents," he says. Esteban says risk is the effect of uncertainty on objectives. Companies are more likely to meet corporate objectives if they understand and manage the risks that might stop them reaching their goals.

Super Retail Group has bolstered its risk management to improve company-wide performance. The retailer had a number of ad-hoc risk management systems in place using the likes of Microsoft Word, Excel and Access Data base.

Super Retail Group couldn't collate risk information from different parts of the business; there was no historic data, no analytics and no tracking. Incident reporting was email-based and the information did not necessarily get to the right person. "It was a bit piecemeal," says Colin Stirling, Super Retail Group's Risk Investigation Manager. "Not knowing what's happening out in the coal face is a risk in itself."

But risk management and compliance has been increasingly important for the company, particularly with its shift from private to public ownership and its move into the ASX200. "We're very much a public company now; we have a lot more exposure with regulators and other authorities," Stirling says.

The company rolled out a Protecht.ERM enterprise risk management system across all its brands and divisions in Australia, New Zealand and China. The ERM system has allowed the Group to centralise its risk management and compliance information; all 1100 users now use the one point of contact for risk management information.

Super Retail Group can view information from all operations and see risks coming out, particularly around product compliance and workplace health and safety injury reporting, and target training and strategy to mitigate that. "The information we get now is live," Stirling says. "We see it as soon as it happens and we can react a lot faster." It has also improved information available to regulators. Stirling says the Group now has improved historic data to support it in the event of Regulator inquiries or when other regulators look at the company. The ERM is not only helping mitigate risks, but is also helping the business meet broader corporate objectives, including better customer service.

Customer feedback is logged via Super Retail Group's corporate website and by phone to its Customer Interaction Centre. All feedback is logged in ERM. That allows the retailer to redirect customer feedback and questions directly to specific teams for them to manage. The result is quicker resolution of problems and identification of new opportunities – good for both the consumer and the business.

The ERM reporting module allows real time dashboard and reporting on feedback types, brand, location, year on year trending and response rate on actions taken. Tracking compliance on mandatory standards and new product lines has also helped mitigate exposure once products are sold. ERM allowed better tracking across all brands and distribution centres. "The efficiency gains using ERM resulted in our product checks being released and into our stores without unnecessary delays" said Stirling. This has reduced time to market for new products and assists in meeting regulatory requirements.

Esteban says Super Retail Group was initially interested in a need to manage incident reporting, but saw a bigger opportunity. "They realised they needed to manage appropriate outcomes for the business," he says. "They saw there was a better way to manage objectives through understanding risks."

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