



Your chance to be heard in 2010

Survey active from 1 March 2010

Testimonials

2009 saw the Liquor Merchants Association of Australia (LMAA) develop a new **Liquor Industry Feedback Programme** in partnership with The Advantage Group and Clutch. For the first time, the major alcohol suppliers have all been receiving feedback from retailer head offices and outlets as part of one comprehensive, industry supported programme.

The Liquor Industry Feedback Programme was launched in 2009 and is an industry initiative, fully supported by the LMAA offering a unique way to have your voice heard on the service you get from your suppliers. Suppliers you deal with want to know what you think of their service so they can act on that feedback and improve how they deliver to your needs. As an outlet owner or manager, you now have a real opportunity to help you get the service you need from suppliers so you can grow your business. It only takes 15 to 20 minutes to complete a confidential survey, a paper copy of which is included in this magazine. Alternatively, you can complete the survey online via www.lmaasurvey.org.au from 1 March 2010. The 2010 survey will run through to mid June.

The Liquor Industry Feedback programme is run by The Advantage Group, the world's leading research company in this field. For more information head to www.theadvantagegroup.com

"The survey results this year have been very insightful for Diageo. They showed us the importance of service fundamentals such as delivery times, clear information and really understanding our customers' business needs. We have an action plan to improve on the opportunity areas uncovered as a result of the feedback and we are serious about using the insights from the Liquor Industry Feedback Programme to share with our customers to develop stronger and more productive relationships".

Denis Brown, commercial director, Diageo

"It is very important that we have one voice as an industry in order to continually improve and challenge the industry as a whole and to ensure all aspects of the service levels stay relevant and efficient. The Liquor Industry Feedback programme is the only survey that I find useful and the Advantage Group has done a great job in partnering with the LMAA to produce a relevant and cut through survey that delivers for the industry as a whole".

George Wahby, CEO, McWilliam's Wines

Tell suppliers what you think!

To participate, head to:

www.LMAAsurvey.org.au

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