

Good Morning all,

As the 2021-2022 financial year draws to a close, there are just a few things I would like to cover off to ensure our team are alert and on the same page:

### Built to Last

The Built to Last challenge presentations were held on Friday 17th June. Listed below were some of the key objectives.

#### Short-Term Goals - *Hayley Watson*

- Accountability: defining roles and activities to ensure full accountability of one responsible person, rather than having too many fingers in the pot
- Structure and communication on NPD (new product development) and product launches
- Range review – Stop. Start. Continue
- Customer Experience: Rolling out new processes implementing changes

#### Medium - Long Term Goals - *Patricio Tilca*

- Clear and concise process for Vet Packs and plan to target Vets across the country
- Draft FY23 budgets prepared. These will be communicated to HODs shortly.
- Making information readily available to the team
- Process instructions for all departments

#### Plan B – *Jay Sargeant*

- Main target areas were natural disasters, extreme weather, cyber-attacks, economical downfalls and '**Plan Continuity**' to cover earthquake and the likes.
- We now have a '**Plan B**', should one of our sites suffer from a situation affecting operations
- Throughout the process, we are not allowing perfect to get in the way of good
- Need to ensure future decisions build in resilience to 'small' events

I want to make it clear that this challenge is not finished, this was just the groundwork for new beginnings at Number 1 to solidify a solid, growing, long term business. As a team, we will continue to drive new initiatives to consistently improve our processes and how we move forward to the future to become an even bigger, reputable, and resilient company that is always aiming to achieve the highest standards. Bonuses relating to the challenge will be agreed by management next week and paid out together with salaries on Wednesday 13th July.

### EOFY

- We will be cutting off orders first thing Thursday morning. Todd will be leading the process and making the call when this is to occur.
- At this time we ask that no operational staff take leave, with all hands-on deck to work through the processes and support each other to ensure an efficient wrap-up of the current year
- Just a reminder that Group Certificates are no longer existent, and all PAYG summaries will be submitted direct to the ATO. If you have any questions relating to payroll and tax, please speak with Chris Bombinski.
- All expense claims, invoices and receipts relating to the 21-22 FY are to be submitted to accounts by 10am Thursday 30th June 2022 if they haven't been done so already.

## Organisational Chart

In light of the Built to Last challenge and ensuring we have clear accountability, structure and role definition, the company organisational chart has now been finalised and can be viewed [here](#). This is an integral part of the company's goal of accountability and structure, outlining exactly who is responsible for each area of the business.

Hayley will be working on adding an interactive version of the Organogram and Go-To contacts on the Staff Portal in the coming weeks. If you are unsure of how to access this, please speak with Hayley.

### Sales Team Structure

All communications for the Sales team are to be directed to the territory managers. For full clarity, the territory managers and their responsible areas are:

- Lea O'Callaghan: NSW, ACT, QLD & WA
- Steven Mead: VIC, TAS & SA

This week Leeanne Lang has been travelling to Melbourne and Sydney spending time on the road with our VIC and NSW reps, if you come across Leeanne please devote as much time as you possibly can to ensure she gets off to a good start and can make waves in the WA market. Early next week Lea will be in Melbourne in strategy meetings with Adam and Steve.

## General Updates

### Competitor Activity

- We recently issued a competitor alert regarding Prime100 Air-Dried. If you or your team would like to be involved in a training/role-play session to cover off the key standouts, or dive further into the analysis, please advise Simon and Alice so they can arrange a session for you or your team.
- One of our ex-team members is now the Sales Director for the distributor of Tu Meke Friend, a copycat brand of Ziwi. The sales and marketing team will be refreshing themselves on the key differences of this brand vs Ziwi however I urge all of you to get a good understanding of this brand and most importantly, the unique benefits of Ziwi, the clearly established leader in this product category.

### Recent Events & Staff Movements

- In May and June, we attended of a number of events including the AVA conference, VNCA Conference, Naturally Good, and the Cat Lovers Show. These events were executed very well, kudos to the teams that pitched in to make that happen. Look out for a full run down of these events in the marketing report
- On Saturday 25th we ran our first warehouse sale at Boronia direct to consumer. We had around 100 groups through the door, and not only did we clear a significant amount of overstock, but we also gained some lifetime customers. Pleasingly we also were able to donate \$500 from the takings to local non-for-profit group Australian Search and Rescue K9. Thanks to all that pitched in.
- Jade Neradil has made the decision to move her family down to Melbourne for her children to start their schooling life in a capital city. As a business we will support Jade in her transition, and she will be based in the Melbourne office from August 2022 in her current capacity.

### Dates for your diary:

- Pooch Affair ACT - *9th July*
- Top Dog Film Festival (Various) - *Commencing 23rd July*
- Sydney Dog Lovers NSW - *6th / 7th August*
- Melbourne Dog Lovers VIC - *14th - 16th October*
- IVCA Integrative Vet Conference NSW - *14th - 16th October*
- PETstock Conference (QLD) - *16th - 20th October*
- Greencross Conference (QLD) - *23rd - 27th October*
- Number 1 (Australia) - 10th Anniversary - *13th December*

**Adam Rumpf**

CEO