

Support Office:
ICMI Speakers & Entertainers
ABN: 42 114 669 224

(PO Box 2311)
Level 2, 159 High Street
Prahran, Victoria 3181

Ph: +61 3 9529 3711
Fax: +61 3 9529 4573

Email: icmi@icmi.com.au
Web: www.icmi.com.au



*Incorporating Olympic Communicators
Under licence from the Australian Olympic Committee*



ROGER SAYERS

AUSTRALIAN RETAIL SERVICES - DIRECTOR

With extensive senior-level experience in the retail and hospitality industries, Roger has a deep understanding of how businesses work. He consults to a range of clients, advising and shaping strategic direction and helping them to maximise profitability. He is actively involved with retailers and businesses in the SME sector throughout Australia. Roger has extensive experience in Town Centre Management (from a retail perspective) having worked on major projects in Victoria and New Zealand.

Roger Sayers has extensive experience in the retailing and hospitality industries. Initially trained in the U.K., followed by 14 years in various overseas markets responsible for a number of retail and service businesses, Roger moved to Australia in 1974 where he worked with a major department store group and specialist retail chains. Appointed as a buyer in the mid-1970's, he moved on to senior management roles responsible for leisure, hardware, electrical and general merchandise divisions. He served on the Australian Industry Advisory Council for the electrical industry and was subsequently invited to Japan to advise major corporations on the Australian Market.

In 1983 Roger was appointed General Manager for a national Building Supply Group comprising twenty-three stores with a turnover of \$75 million. Trade sales were generated both from within stores and by a national team of trade representatives allocated to specific market segments. Since 1987, Roger has worked in a business development capacity in both retail and wholesale and multimillion-dollar contract negotiation. In 1991 Roger was appointed a member of the Department of Primary Industries "Wool Think Tank" established to review and develop strategic marketing issues for the Australian Wool Industry.

Roger currently consults to clients and conducts regular and ongoing training programs in financial management, business planning, merchandising, negotiating, store management and buying. Roger has been actively involved with retailers & businesses throughout Australia and regularly addresses Conference Groups on Retail Trends, Business Planning and related business topics.

Specialised Expertise

- Strategic planning
- Merchandising reviews
- Retail buying
- Retail store management
- Business development and productivity improvement
- Town Centre Management

In conjunction with his fellow Directors, Roger has co-authored a book *“Understanding the financials of your business”* endorsed by MYOB & the National Institute of Accountants and published by the Australian Booksellers Association, which is now into its second edition.

Roger developed and introduced a staff appraisal and evaluation program for a specialty retailer operating within the gift and duty free segment.

Professional Experience

Roger has facilitated programs with a wide diversity of Retail clients some of which are listed below:

- Bristol Paints: *Selling skills program for their retail stores and external sales force*
- Haymes Paints: *Accredited training on behalf of the University of Ballarat*
- Bunning Stores: *Buying and Financial Management program on behalf of the Australian Centre of Retail Studies Monash University*
- Kmart Stores: *Buying and Financial Management program on behalf of the Australian Centre of Retail Studies Monash University*
- Michael Hill Jewelers: *Buying and Financial Management program on behalf of the Australian Centre of Retail Studies Monash University*
- The Good Guys: *Diploma program in conjunction with Performance Partners*

Roger was instrumental in devising and implementing the GST information workshops for the Retail Industry throughout Australia including customised sessions on behalf of various Retail Associations.

Roger acted as a commercial consultant to the Office of Major projects of the Victorian State Government to assist in the development of “Federation Square”. This is a major art & retail project located in the City Centre and houses a new Australian Museum, Television studios, Arts Theatre, Cine-Media, Restaurants and Retail. Previous Consulting assignments have included strategic retail reviews for the Cities of Maroondah, Geelong, the Geelong Regional Area, Torquay, Hamilton, Ballarat, the Shire of Moorabool, the Shire of Gannawara, the City of Dandenong and the City of Auckland (New Zealand)

Roger received a Victorian and National Urban planning award from the Royal Australian Planning Institute for his work in the Geelong Central Activities Area Revitalisation Program. In their citation they stated:

“The program is well organized, comprehensive, pithy, well written and credible. Therefore it provides a level of confidence, which leads one to assume that some real answers have been given to the dilemmas of maintaining the city center (CAA) of Geelong as the primary focus for the people of the city and region. Maintaining and enhancing a vital center is well demonstrated through the “5 A’s” – Action, Attractions, Access, Art and cultural development and Amenity. Each theme is well developed with specific goals and actions, which are all provided with measures relating to accountability, priority and cost. It is an example, both in processes and actions, which many other cities can learn from”.

CLIENT FEEDBACK:

“Collins Booksellers has invited Roger Sayers to present to its annual conferences in 2007 and 2008. His presentations to Collins and Book City franchisees have focused on improving sales and profit performance through simple measuring and analysis techniques. The business benefits to our booksellers have been immediately evident. Roger’s presentations have been lively, interactive, easy to follow and most importantly, good for business.”

CEO Collins Booksellers