

assistance for newsagents

There is a wide range of supplier and industry support available for proactive newsagents.

RETAIL REMEDY

Nationwide News has introduced Retail Remedy Newsagency makeover program, recognising that the whole business needs to be healthy to attract customers.

Newsagencies' strength lies in the product mix: the papers, magazines, lotteries, greeting cards, stationery and locally demanded products. Added to this telco products, gifts, books and services are all becoming native to the newsagency world.

Keeping the channel strong is important for all participants and to this end some suppliers assist agents to stay strong by providing reward and development programs.

GNS RETAIL ASSISTANCE PROGRAM

GNS specialist staff visit newsagencies and provide advice and support in relaying the shop with reference to sales data.

ANF ONLINE TRAINING TOOL: N-GAGE

Online training is available for new agents and regular agents to complete in their own time at their own pace.

NEWS PARTNERS

Nationwide News in NSW has a news partners program to assist agents to sell more newspapers.

CONNECTIONS PROGRAM

The Connections with ACP program rewards agents for achieving sales of ACP products but also provides business building tools for agents to develop

their entire business. Business Builders includes tips, display ideas, PowerPoint presentations and movies that can be shown on screens in-store.

RETAIL SCHOLARSHIP

Connections with ACP grant a Retail Scholarship each year to enable one newsagent to travel the world and see various retailing formats with the Westfield Study Tour group.

HALLMARK STUDY TOURS

Hallmark Cards invites newsagents on annual study tours to look at retailing in the USA and learn more about the latest trends.

PACIFIC MAGLINK SITE

The site provides newsagents with information on upcoming activity, and direct marketing tools such as multimedia files: www.pacificmaglink.com.au

XCHANGEIT

Offers tools and support from the website: www.xchangeit.com.au

COMPUTER EDUCATION

Each computer software supplier holds forums and user group meetings and online courses to assist agents to use their point-of-sale systems more effectively.

WESTERN UNION

Western Union offers extensive education assistance to advise newsagents on how to efficiently transact via Western Union.

MEETINGS AND NETWORKING

ANF and State Offices hold regional meetings and the ANF holds an annual convention with educational opportunities.

(NOTE: The above list is not comprehensive. There may be many other programs available. Please contact the editor or the ANF with further information.)

Right: Newsagents engaged in the Retail Remedy Program at Colyton Newsagency

