



followed with seven retailers joining in January 1962 under the chairmanship of Arthur Scurr, followed by a further sixteen members from Newcastle in October the same year. With the company successfully operational in the three Eastern states by the end of 1962 and South Australia and Western Australia soon running their own state-based cooperatives, attention turned to crossing the Tasman. After discussions in Auckland, Mitre 10 New Zealand was established on June 20, 1974.

Today, the Mitre 10 Hardware Group has more than 900 stores throughout Australia and New Zealand.

In 2000, the business announced a complete overhaul of its store format and branding, designed to keep the business at the forefront of Australia's hardware industry and attract a new generation of customers. In the same year, it also commenced plans for the Mitre 10 Mega concept.

Under the title Generation 21, Mitre 10 began rebranding all of its Mitre 10 and True Value Hardware stores as one of four new Mitre 10 store brands to spearhead the co-operative's growth in the 21st Century. Incidentally, True Value Hardware stores are more able to move to a Mitre 10 brand under this structure. Each store type offers a distinct market proposition.

Mitre 10 Handy: conveniently located hardware stores providing a quick and easy shopping trip for products required for the repair, maintenance and everyday functioning of urban homes;

Mitre 10 Solutions: a new style hardware store offering products, ideas and advice to assist consumers in expressing their individual styles;

THE MARKET

The Australian attitude toward hardware has undergone a remarkable change since the mid-nineties. The word hardware no longer simply evokes images of DIY fix-it jobs and 'must get to' projects around the home. Consumer perception has now expanded to one which sees the hardware store as holding the key to living standard and lifestyle improvement.

The hardware market in Australia is estimated at \$20 billion a year and is experiencing rapid growth, due in part to the explosion of interest in do-it-yourself home projects by both male and female consumers.

Recognising a change in the needs of the hardware consumer, Mitre 10 has increased its retail offer through the Generation 21 format of its stores which offer more choice, price advantage and advice than ever before.

ACHIEVEMENTS

Mitre 10's success in Australia and New Zealand has been enviable, with its members fostering and enjoying a close-knit sense of unity and membership - the 'spirit of Mitre 10'. However, there is more to Mitre 10 than simply a successful legacy. The company has also made a significant contribution to Australia's state-based economies and communities by becoming one of the country's largest small business employers.

The Mitre 10 Group is one of Australia's largest enterprises supporting privately owned retailers and is regularly included in various 'Top 100 Company' listings compiled by state and national business media.

HISTORY

The move to set up a cooperative group of hardware stores originated at a meeting held in Victoria in June 1959 by five men who would become Mitre 10's founding fathers: Tom Molomby, Tom Danaher, Reg Buchanan, Jack Womersley and Ian Nisbet. The move was designed to maximise funds and energy with regards to advertising and promotions and to demonstrate that independent operators offered service, advice and competitive prices. The group quickly grew in membership to the point where it required a full-time management team.

The new company expanded its operations, with 15 New South Wales members joining the Group by February 1961. Queensland soon



Mitre 10 Home and Trade: comprehensive products and services for the building trade and serious DIYers who need successful building, renovation and project outcomes; and

Mitre 10 Mega: the ultimate home improvement store, offering a one-stop-shop for all tradespeople, DIYers and consumers, for big jobs at great prices.

Existing Mitre 10 and nominated True Value Hardware stores have been re-branded according to the Generation 21 strategy as Handy, Solutions, or Home and Trade, with Mega stores mainly built on a select number of greenfield sites across Australia.

THE PRODUCT

The name Mitre 10 is synonymous with hardware, building products, expert advice, knowledge and service and has become more to consumers than simply an outlet for 'nuts and bolts'. Mitre 10 has maintained its leadership of the hardware retail market for more than 40 years, with a strong emotional attachment from consumers.

In addition to maintaining relationships with Australia and the world's most powerful hardware product brands, Mitre 10 is also enjoying strong growth with its range of own-brand DIY and home improvement products including Warrior, Dimension and Accent brands. Mitre 10 donates a percentage of the sale price of its Mitre 10 brand to Landcare Australia for local environmental improvement projects.

RECENT DEVELOPMENTS

Competition in the marketplace is proving more and more fierce, with the introduction to the industry of barn-style hardware super stores. Industry research indicates that home owners, rather than 'selling up', are choosing to remain in their homes longer, opting instead for improving their lifestyle by 'do-it-yourself' renovation and taking on increasingly impressive home projects. Serious renovators want to be able to purchase everything required to finish their job under the one roof. However, these consumers are unwilling to sacrifice their need for personalised service and expert knowledge and advice for nothing more than a large product range.

As most Mitre 10 stores are still owned and operated by 'hardware families' - business people who have worked within the industry for generations - store management and staff have accumulated a depth of knowledge unsurpassed by their competitors.

Mitre 10 recognises the emergence and viability of large store formats and has launched its Mega flagship stores, coupled with its complementary new smaller store formats, to maintain its number one position in the independent hardware market.

Mitre 10's Generation 21 vision of segmented store offerings operating under a powerful umbrella brand was meticulously researched, with extensive consumer and trade studies linked with market mapping technology.

PROMOTION

Mitre 10's marketing strategy consists of direct



marketing campaigns, printed flyers and catalogues, sponsorship, communications and public relations strategies, and television and radio campaigns. With the mammoth surge in Internet usage, any computer user is now free to browse Mitre 10's website to receive tips and advice on DIY, find their closest store or download handy hints and DIY project guides called MitrePlans.

Mitre 10's first national campaign was launched in 1990, with the theme 'Ask Mitre 10, they've got the lot'. Today's national slogan, 'You can't Beat 10/10 - Mitre 10', showcases Mitre 10's commitment to '10/10 choice, advice and price' and complete product and service offering. From fixing a tap to building a house, Mitre 10 offers the three fundamental elements required for customer satisfaction - product choice, advice and service, and the right price to achieve a 10/10 result.

Demonstrating the strength of the Mitre 10 brand, and the success of its marketing program, independent research shows Mitre 10's brand awareness is at an all-time high of more than 80 per cent.

While both print and television media have been used extensively to promote the group since its inception, ties

between Mitre 10 stores and local communities have always proved invaluable. Many Mitre 10 stores are active participants in their local communities through sponsorship of local sport, charities and community support programs.

Mitre 10 has partnered Landcare Australia under the banner of 'Australia's biggest home improvement' to improve the environmental health of the country. In 2003, Mitre 10 joined Landcare Australia to start the Mitre 10 Junior Landcare Grants Program which helps to provide the necessary funding for schools and youth groups nationally to conduct their own projects to help create a sustainable future across Australia.

More recently, Mitre 10 also formed a partnership with the Lighthouse Foundation, an organisation committed to supporting disenfranchised young people in the community by providing holistic care, in a family-like setting, within a stable family home environment.

The company logo can also be found

emblazoned around various sporting grounds throughout the country. Mitre 10 has a long history of involvement with the Australian Football League - sponsoring various clubs and supporting an elite list of champion players.

BRAND VALUES

Mitre 10 is the most recognised hardware chain in the country. The company has provided literally millions of home owners with ways of achieving their home project aspirations.

The values of the Mitre 10 brand include a commitment to customers that they will pay no more for unsurpassed service by knowledgeable staff, along with advice and a comprehensive range of products and related services. This will ensure satisfaction as well as providing a deep sense of community.

The Mitre 10 brand continues to evolve with time, and is supported by a thorough understanding of the fast-changing face of the home improvement industry. Mitre 10 has development plans in place to sustain its dominant and respected position in the Australian retail landscape.

www.mitre10.com.au

THINGS YOU DIDN'T KNOW ABOUT MITRE 10

- Mitre 10 is the largest independently owned hardware chain in Australasia, with local stores within reach everywhere.
- All stores are privately owned and operated businesses.
- Originally there were only eight members of the fledgling company, although the group was confident the number would be increased to ten before long. "Mitre 10" simply sounded more lyrical than "Mitre 8" or "Mitre 11"!
- Ruth Guy created Mitre 10 history when she became the first woman to be elected to a Mitre 10 board in 1988.
- Mitre 10 launched its first Mega store in 2004 in Chelsea Heights, Victoria.

