



MEDIA RELEASE

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A Winning Night for the Co-op at the 2015 StarTrack ORIAs

The Co-op was last night awarded the Best Site Optimisation and Design Initiative award at the 2015 StarTrack Online Retail Industry Awards (ORIAs). The lively black-tie affair, which was held at Dockside Pavilion in Sydney's Darling Harbour, saw businesses from all areas of the online retail sector come together to honour the best in their field.

Peter Knock, the Co-op's Chief Executive Officer, said this exciting accolade confirmed once more just how far the Co-op has come in the last 12 months. "We're absolutely delighted to receive this award," Mr Knock commented. "The ever-evolving online space is more competitive than ever, so being recognised for our efforts really is a major win for the Co-op team.

"The Co-op has adopted a number of strategic measures to transform the way it operates as a multi-channel retailer, and digital innovation is a key part of its future growth strategy," explained Mr Knock. "This last year has seen the Co-op switch to an entirely new website platform, implement a more customer-centric online design, and invest heavily in improving its optimisation.

"While this expansive task has not been without its challenges, the team's hard work, commitment and innovative digital strategy have all ensured the success of the Co-op's online presence. Needless to say, receiving this award has only strengthened our commitment to become the most innovative member-owned retailer in the world."

As well as the Best Site Optimisation and Design Initiative award, the Co-op was also nominated for Best Multichannel Retailer (awarded to Dan Murphy's), and Best In-Store Initiative (awarded to Shoes of Prey).

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For further information or to request an interview with Peter Knock, please contact Loretta Rezk, phone: (02) 9325 9602

About The Co-op:

- Australia's largest Member-owned retailer with over 1.9 million members
- Australia's largest campus retailer
- One of Australia's oldest online retailers (since 1996) - www.coop.com.au
- 2015 National Retail Association Multichannel Retailer of the Year Winner
- 2015 Online Retail Industry Awards Best Site Optimisation and Design Initiative Winner
- 2013 + 2014 Australian Retailers Association Multichannel Retailer of the Year Runner Up
- Australia's most innovative omni-channel retailer
- Australians preeminent source of knowledge for future leaders
- Formed in 1958, owned by members for members
- 60 stores nationwide and growing
- Lifetime membership (\$25 once off) open to everyone – extensive member benefits
- Multi-product retailer (includes computers, tablets, tech gear, apparel, fiction, non-fiction, gadgets and games)
- Co-info, one of Australia's largest locally-based full service academic library suppliers, dedicated to providing books, journals, eBooks and eMedia products from publishers worldwide for the academic, professional and library markets in Australia, NZ, Fiji and PNG