

2022 Regional Report

A closer look at our regional footprint



Contents

5 Our regional story

12 Our people

21 Our supply partners

35 Supporting our regional communities

Acknowledgement of Country

Woolworths Group acknowledges the Traditional Custodians of Country throughout Australia and recognises their continuing connection to land, waters and community. We pay our respects to them and their cultures, and to Elders both past and present.

The mural on this page represents a series of artworks produced by Trevor Eastwood and Jason Douglas, two Diversity Dimensions mentors in the Resourcing the Future Aboriginal and Torres Strait Islander employment program. Trevor and Jason invited the team members at Norwest Support Office to co-create this artwork during National Reconciliation Week in 2018 as part of our Reconciliation Action Plan. The heart of this mural represents a shared meeting space surrounded by people gathering to share ideas. This represents Woolworths Group's purpose of creating better experiences together. The large curved lines represent the values running throughout our businesses and stores network across Australia. The multitude of smaller, colourful dots permeating the canvas are a representation of the diversity of Australia and its communities.



We care deeply about our team, partners and community

At Woolworths Group, everywhere we operate and in everything we do, we are focused on our purpose of *creating better experiences together for a better tomorrow.*

Over the past 12 months, it has been a joy to once again visit our regional stores as travel restrictions have unwound. On recent visits to Darwin, Lismore and Townsville, I have seen first-hand the positive impact our local teams are having in the communities we serve. I was especially heartened to see the enthusiasm and optimism of our teams in Lismore and Maryborough as they worked around the clock to ensure our stores were ready to open for customers after flood damage.

We are seeing a growing number of Australians move from cities to regional areas as hybrid work has become more accessible. This is a welcome trend and we have voiced our support for the Regional Australia Institute's goal of building robust regional economies and a better quality of life in our regional towns. As part of the Rebalance The Nation campaign, we have pledged to continue partnering with organisations focused on building regional resilience.

With this population shift, we have an important role to play in ensuring our store and distribution centre network keeps up with growing customer demand. In F22, regional customers accounted for 32% of Woolworths overall customer base – an increase of 3% since F19. Over the next five years, we have an investment pipeline of over \$250m in regional developments and store renewals to help boost local amenity and enhance livability in regional communities.

This year marks more than 90 years for Woolworths in regional Australia and we have enormous respect for the contribution regional communities make to our nation.

In this report, we seek to capture a small "glimpse" of the dedication and care our 48,000+ hard working regional team members demonstrate for our customers on a daily basis. These team members are spread across 400 Woolworths Supermarkets, BIG W Stores and Distribution Centres located in regional Australia. We are proud

to help many young Australians take the first step in their career and employ over 16,500 regional Australians under the age of 25.

In this report, you will read about some of our talented team members and the diverse careers available at Woolworths Group for those living and serving regional areas.

Our National Indigenous Engagement Manager Clint Johnson, based in Western Australia, is working to improve our engagement with First Nations communities and advocating for his people as a proud Ballardong man. Clint recently led a delegation of Woolworths Group leadership to the Garma Festival – an important and meaningful experience for those fortunate enough to be in attendance.

Based out of Albury, New South Wales, our Value Chain Emissions Manager, Sarah Heazlewood's focus is improving sustainability through our value chain with

a particular focus on Scope 3 emissions. Sarah drives engagement with our suppliers and identifies initiatives that can enable emissions reductions on our journey to meet an emissions reduction target of 19% by 2030.

This report also showcases the strong partnerships we have forged with suppliers and growers in regional Australia.

We are committed to selecting fresh home grown produce wherever possible and 96% of our fresh fruit and vegetables and 100% of our fresh meat, eggs and milk comes from right here in Australia.

To help dairy farmers invest in farms for the future, we launched our \$5m Woolworths Dairy Innovation Fund in 2021. Grants from the Fund support on-farm improvements like those being made by Lisa and Eddie Dwyer in Purnim, Victoria, to rollout herd monitoring collars across more than 400 head of dairy cows. And in Tasmania, the Rigney family in

Cressy are introducing new in-line milk sensor technology to help tailor feed and herd management, enhancing consistency and quality over time for their dairy.

We're also partnering with conventional and organic fruit and vegetable growers to help them start a journey to organic farming or grow existing organic production. Our Woolworths Organic Growth Fund has provided more than \$7.3m in funding support to 22 Australian farmers, including a \$500,000 grant to Red Plateau Organic Produce, who are using their grant to rebuild after the devastating 2019 fires and invest in increased avocado production.

Our regional teams care deeply about the communities they serve.

In F22 we contributed more than \$5.2m to our disaster relief partners, thanks to the generosity of our team members, stores and customers in the wake of the devastating floods. Using the funds



raised, our partners at The Salvation Army and Foodbank were able to serve almost 900,000 meals to those affected. Rural Aid was able to provide essential stock feed, water and counselling services, both face to face and over the phone to impacted farmers. And Lifeline was there to answer a call for help from more than 9,000 people in their darkest moments.

A big part of building a better tomorrow is supporting the next generation. Our Junior Landcare grants total more than \$1m in regional Australia and have enabled 36,000 children at over 400 regional schools to engage in hands-on activities focused on sustainable food production, improving waste management practices, enhancing native habitats and learning more about First Nations perspectives.

As we reflect on the last year, we are reminded of the strength and resilience of our customers, team and suppliers. We are grateful for the continued contribution of our suppliers and team members, without whom we could not keep serving our communities.

On behalf of the Woolworths Group team, we are pleased to share with you our F22 Regional Australia Report.

Brad Banducci

CEO



Our regional story



Woolworths is one of Australia's most trusted brands and with that comes a responsibility to support other Australians in any way we can. That's why we are committed to selecting fresh home grown produce wherever possible. To put this into perspective, 96% of our fresh fruit and vegetables and 100% of our fresh Woolworths meat, chicken, eggs and milk comes from right here in Australia. Of course, if a fruit or vegetable is not in season, not grown here or there simply aren't enough to go around, we sometimes have to look further afield. But for us, fresh home grown produce from our Aussie farming community comes first wherever possible.



400

regional locations



48,000+

regional team members



\$1.5bn+

wages paid



995m kg

fruit & veg purchased



500m

litres of fresh
milk sold



\$2.4bn

meat purchased



250K tonnes

Odd Bunch sold
since 2015



46m kg

food waste diverted
to farmer initiatives



4,600

pallets moved for
Foodbank pro bono

Our heritage

Woolworths Group has played an important role in the development of regional Australia since 1929, when our first regional store opened in Ipswich. In the years that followed up until WWII, 40% of all Woolworths stores were located in regional Australia.

Store openings drew large crowds, as Woolworths' investment in regional towns and cities was appreciated as a source of local jobs and access to essential products at affordable prices.

Investing in regional communities was not without its challenges. With a more dispersed footprint came difficult situations, particularly during natural disasters.

Mt Isa Floods

In 1968 and 1974 devastating floods inundated outback Queensland including Mount Isa. The roads were impassable and the crucial rail line to Townsville was cut off for several weeks. In order to supply the town, Woolworths air freighted in essential groceries and fresh food to provide the town with supplies until road and rail access were re-established. It was a huge logistical effort with planes being loaded by hand at Brisbane Airport and again at Mount Isa before being transported to the local Woolworths.

History has since repeated itself several times including March 2018 when Woolworths flew in 15 tonnes of essential products to Mount Isa when the town was again isolated by floods.

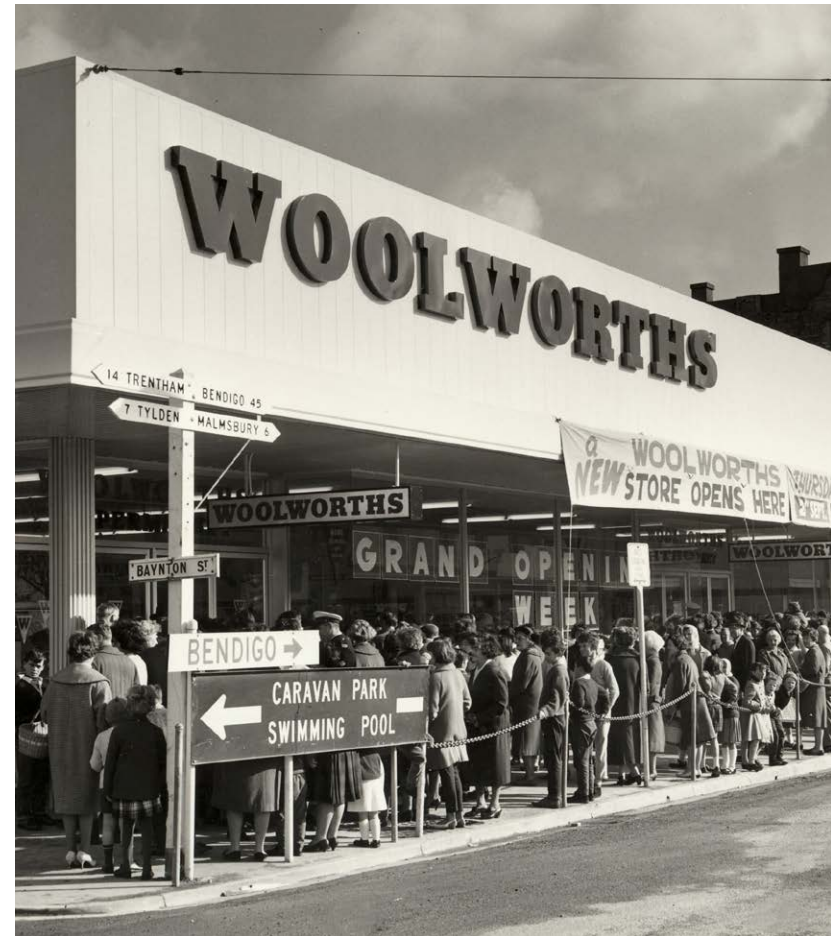
Alice Springs

Woolworths' first store in the Northern Territory, Alice Springs has three check outs and was the first self service store in Central Australia. It was also the first to have a refrigerated confectionery counter. In May 1963 Woolworths air lifted 2000 lbs of perishable food into Alice Springs to keep the store supplied as major flooding had impacted road and rail supply routes. Today Woolworths continues to play an important role in providing essential goods and services to the remote community of Alice Springs.

Tamworth still going strong

BIG W Tamworth was the first BIG W. Woolworths opened its first store on Peel Street in May 1937. Nineteen years later a new replacement store was established further along Peel Street, trading until the opening of the first BIG W Store in 1976.

As we move into our next century, we maintain our commitment to serving the people of regional Australia and our teams are proudly part of their local communities.



Woolworths Kyneton (Victoria) store opening on 2 September 1965

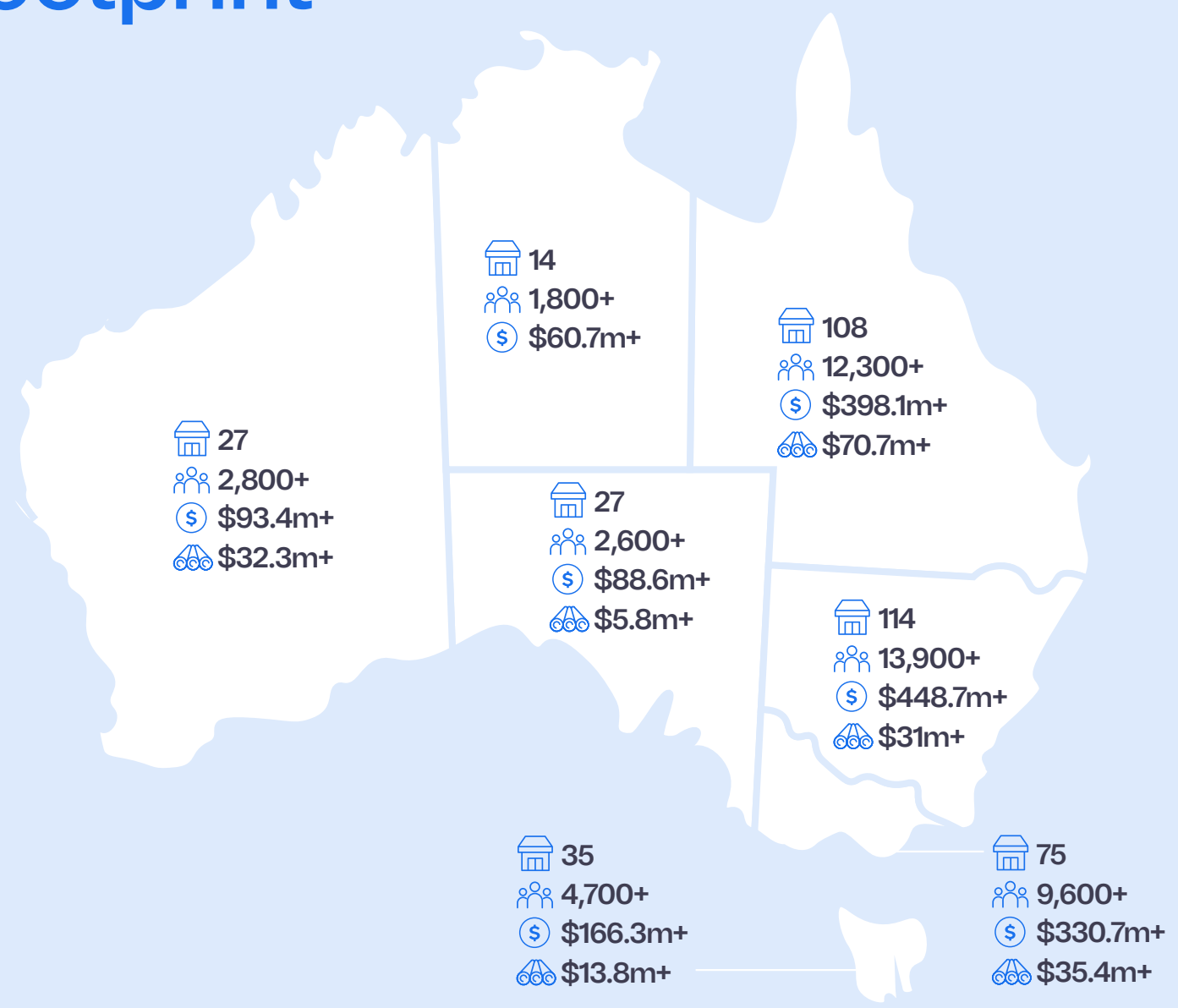


Our regional footprint





Woolworths Group stores are a familiar sight in regional Australia. We have 400 locations outside of metro areas including Woolworths Supermarkets, BIG W stores and our distribution centres, accounting for more than 30% of our locations in Australia.

We aim to support all communities across Australia no matter how remote, with stores Carnarvon, Derby and Newman in Western Australia, Weipa in Queensland and Nhulunbuy in the Northern Territory.

We're investing more than \$250m in regional developments over the next five years. That includes updating existing stores, as well as developing new retail spaces.



Key:

-  Woolworths Group locations
-  Team members
-  Wages
-  5-year property pipeline

Commodity highlights



Fruit & Veg

96%

Australian Grown

995m kg

fruit & veg purchased

\$3.6bn

fruit & veg purchased

250K tonnes

Odd Bunch sold since 2015



Dairy

100%

Australian fresh milk

500m L

fresh milk sold

226

fresh milk products

\$2.06m

for Dairy Innovation Fund



Meat

100%

Australian fresh meat

\$2.4bn

meat purchased

157m kg

beef purchased

39m kg

lamb purchased

57m kg

pork purchased

174m kg

chicken purchased



Plant-based

\$361m

in sales

600+

products

+10%

sales growth YoY

+17%

product growth YoY



Seafood

100%

fresh Own Brand from Aus & NZ

10K tonnes

Australian seafood sold

\$274m

purchased from Australian suppliers

100%

Australian fresh prawns



Eggs

100%

Australian eggs

1.1bn

eggs sold

19.7%

increase in sales year on year for small suppliers

36

small suppliers

Sustainability

Sustainability for us at Woolworths Group means constantly improving the ways we work to have a positive impact on our team, our planet, our customers and the communities we serve – and in doing so create long-term value and sustainable growth for our business.

Woolworths Group acknowledges that sustainability matters to regional communities. Changing climate impact our regional environments, supply chains, and food production. Our sustainability measures are focused on working with our regional supply partners and stores to build resilience for years to come.

Below are some of the initiatives that we are excited to pursue in our ambition to create a better tomorrow by fostering positive change for our team, our planet, our customers and the communities we serve. For more on our sustainability ambitions see our **2022 Sustainability Report**.

Reducing our Scope 3 Emissions

Many of Woolworths Group's suppliers have already set their own independent targets to reduce emissions. In June 2022, we invited 55 suppliers (across Australia and New Zealand) to trial a new program providing them with insights to prioritise their own emissions work and giving us visibility to

determine key focus areas. In partnership with our suppliers, industry and government, we intend to identify short-term opportunities for reduction across the value chain, and those requiring additional support and innovative solutions over the longer term. This understanding will form the basis of our value chain emissions reduction strategy.

Climate Leaders Coalition

Woolworths is a member of The Australian Climate Leaders Coalition (CLC), a group of cross-sectoral Australian corporate CEOs supporting the Paris Agreement commitments. Woolworths Group has supported the development of a practical, step-by-step guide designed to help business leaders reduce their Scope 3 emissions and create 1.5°C aligned value chains. The Roadmap has focused on five pioneering proofs-of-concept, developed across corresponding industry sectors over the past year, and will be released on 22nd November 2022.



Woolworths partners with Iberdrola to source energy from Port Augusta Renewable Energy Park in South Australia, May 2022



Sustainability

FutureFeed

FutureFeed is driving the commercialisation of the use of a special seaweed, *Asparagopsis*, that can significantly lower the environmental footprint of meat and dairy products by reducing their methane emissions. Scientists from CSIRO, James Cook University and Meat and Livestock Australia discovered that by adding a small amount of a seaweed native to Australia, emissions can be reduced by up to 98%, with early suggestions of productivity improvements too.

FutureFeed is working to build this new global industry through research and development and is building out a certification program for quality assurance and providing education on the innovation. Woolworths Group is an investor in FutureFeed and is collaborating on a number of trials close to Armidale, New South Wales that see the technology applied in commercial feedlots. These trials are an important step in the technology reaching scale as they build on the foundation science to provide larger-scale demonstrations that are similar to commercial applications.



Freeze dried Asparagopsis at FutureFeed



Red Asparagopsis growing at FutureFeed



A cow in the FutureFeed research centre feeding on Asparagopsis



Our people



Of Woolworths Group's 186,000+ team members, more than 48,000 are employed in 400 stores in regional Australia. These local jobs play an important role in boosting regional economies, paying more than \$1.5bn in wages in FY22.

More than 16,500 regional team members are under 25 and 61% of the regional team is female.

**400**

regional locations

**48,000+**

regional team members

**\$1.5bn+**

wages paid

**16,500**regional team
are aged under 25**61%**Regional team members
are female**12%**regional team
are aged over 55

Our people

Sam Ditchfield, Strategic Sourcing Manager — Beef

Sam is our National Strategy Sourcing Manager for Beef and lives in Armidale with his family. Sam has family history and experience in the industry dating back 30 years – his family's old feedlot in Inverell, New South Wales, was a supplier for Woolworths. In his role, Sam oversees the purchase of over 10,000 cattle every week, servicing Woolworths supermarkets across Australia.

Sam's team of five Livestock Sourcing Specialists source cattle from New South Wales, South Australia, Victoria, Tasmania, southern Queensland and Western Australia and are the point of contact for our cattle supply partners, including farmers, feedlots and traders. Sam and his team work closely with our supply partners to forecast quantities of beef needed to keep our shelves stocked and have forged strong relationships, some spanning over 40 years. A team with a strong background in agriculture ensures that we can relate to the challenges faced by our partners and work together to create the best outcome and continue supplying quality beef across Australia.



Sam visiting Yarrowonga Feedlot in Roma, Queensland



Our people

Courtney Palmer, BIG W State Manager — Queensland & Northern Territory

Courtney is a proud Worimi Woman who oversees a network of 48 stores across Queensland and the Northern Territory where we employ over 4,800 team members. Courtney has been a valued member of the Woolworths Group for close to a decade. Coming from a human resources background, she has taken on new challenges in operations roles as well as being a leader for Woolworths Group's First Nations people.

"Working in this role isn't just a corporate opportunity, you can really make a difference to people and families in regional communities."

As a leader in her community and at Woolworths Group, Courtney participated in the second cohort of Woolworths' Local Influencer & Engagement Program (LIEP) where she sought to connect local leaders to issues impacting the community.

Fostering meaningful connections with team members is vital for Courtney. Part of this is making sure that everybody is included and feels like they belong. Courtney's proudest achievement to date has been her influence on ensuring Australia's largest employer continues to make progress for First Nations communities.

What is LIEP?

Woolworths' Local Influencer & Engagement Program (LIEP) is designed to enhance partnerships with rural and regional communities and support emerging leaders within Woolworths. We identify operations team members across regional Australia to participate in the program, with the aim of giving them and their team the tools to build meaningful relationships in their communities by engaging with local members, hosting events such as store openings and supplier visits and promoting their store and community via social media.



Courtney Palmer, Big W State Manager — Queensland & Northern Territory



Our people

Clint Johnson National Indigenous Engagement Manager

Clint started working in Fresh Produce as a casual in the Woolworths Riverton store south of Perth while he was completing his studies. Unsure what career path he would take after high school and uncertain of the future, he accepted a full time role, providing the foundation on which he has built a meaningful career over the past 26 years at Woolworths.

Clint has had the opportunity to lead projects and work in different areas of the business such as Produce Operations, Risk and Safety, Culture & People and Operations, where he has spent the last few years supporting some of the most rural locations across Western Australia. During that time, he has been able to extend his own studies and co-chair our second Reconciliation Action Plan in 2019. Clint also holds a role as a Board Director for Foodbank Western Australia, where his key priorities are to help improve food accessibility, health and nutritional outcomes for all communities, with a particular focus on the regional communities.

In 2022, Clint was appointed Woolworths Group's National Indigenous Engagement Manager.

This is a role that is close to his heart both professionally and personally. As a proud Ballardong Noongar man, it is an opportunity to combine decades of operational experience with his personal passion for engaging, empowering, and advocating for our First Nations peoples and communities across the country. Clint believes in elevating the voice of our First Nations team and customers as we continue our Reconciliation journey. He has recently started learning and studying language to support his connection to country and his own heritage.

In 2022, Clint led a delegation of Woolworths leaders attending the Garma Festival in Arnhem Land. He recalls this as one of his most meaningful experiences, meeting Prime Minister Albanese and hearing first hand his commitment to the Uluru Statement from the Heart.

As the next chapter of Clint's career at Woolworths Supermarkets begins, he is excited about the opportunities that lie ahead.

**"By working together
it is our responsibility
to listen and learn
to continue to take
our reconciliation
journey forward.
When we stand by our
Values to care deeply
and do the right
thing we unlock our
ability to make a real
difference."**



Clint Johnson, National Indigenous Engagement Manager

Our people

Allison Vella, Retail Account Manager, Greenstock

Allison started her career as a food technologist working in technical roles, and had forged a respected professional life in account management of various product groupings before joining Woolworths less than twelve months ago. Her purpose within the Greenstock family is to continue to drive product value for consumers by looking at the efficiency and optimisation of the carcass (beef, pork or lamb) when being processed.

This involves collaboration across the Woolworths Group. Allison works closely with Woolworths teams including Woolworths Supermarkets, Woolworths Food Company, Hilton Foods and Greenstock team members. Allison loves to see the team challenging the status quo, continuing to innovate and trying new initiatives.

A highlight this year for Allison was attending the Meat Executive Program hosted by Streamwise Learning at Deakin University in

October, 2022. She attended with 33 high performing delegates from Australia and New Zealand meat industry. The Meat Executive Program is a five day fully residential business school style executive program with a unique blend of skill development, industry learning and networking led by world class teachers alongside senior industry leaders. The program contains a mix of interactive lectures, syndicate groups, case studies, group assignment workshops and industry discussion sessions. It is designed to provide key insights across the supply chain and all segments of the meat industry, facilitating roundtable discussions on how we can leverage our experiences to improve our leadership and directional framework in the meat industry.



Allison Vella, Retail Account Manager, Greenstock

Our people

Sarah Heazlewood, Value Chain Emissions Manager

Coming from a background of Strategic Sourcing in FMCG, Sarah has been a Woolworths team member for 12 months and joined under the newly created role of Value Chain Emissions Manager. Sarah's role was created to drive engagement with our suppliers and identify initiatives in our supply chain that can enable emissions reductions at suppliers - and therefore Woolworths' Scope 3 emissions - on our journey to meeting an emissions reduction target of 19% by 2030 in our value chain, under the Science Based Target Initiative.

Reducing Scope 3 emissions presents a unique set of challenges, so no two days are the same for Sarah. She engages with suppliers of every size, from family-run businesses to multinationals, while also working with multiple categories and teams within Woolworths. Reducing emissions right across the value chain includes

understanding the transition to renewable energy, and how to implement nature based solutions to enable emissions removals. As Woolworths continues on our journey to a lower emissions future, a large part of Sarah's role is encouraging our partners to understand their emissions sources and consider different options to address them.

Sarah has lived in regional New South Wales in Albury with her family for 15 years and appreciates the flexibility to be able to work from home in a purpose-driven role.



Sarah Heazlewood, Value Chain Emissions Manager

Our people

Store milestones

BIG W Kingaroy's 20th Anniversary

In June 2022, we celebrated the 20th anniversary of our BIG W Kingaroy store in the South Burnett region of Queensland.

Two long-standing team members have been there since the beginning, Assistant Store Manager Bethina Ashelford and Fill Leader Deborah Law. Bethina explains, "The store has had several refits and layout changes to reflect the needs of our community and we will continue to listen to our customers and make updates to the store when we can."

The BIG W Kingaroy team have created an environment that feels like family - and often is family. Janelle Stranger leads the Store Team and Admin Team and works alongside her four children, Megan, Hollie, Brendan, and Bradley. Janelle says that the whole team is like family and cares about each other.

The store continues to provide employment opportunities to the local community, while the team members are doing their part to support the next generation of leaders. Store Manager Matt Sauer

has been working at the store for six years. "After I moved here, we got a handwritten letter from a little girl who wrote that when she grew up, she wanted to be a manager at BIG W. We made her an honorary staff member for the day. We showed her around the store, took her to meetings and everything. That little girl now works at BIG W Kingaroy!"

BIG W teams also celebrating milestones in regional Australia in 2022:

- BIG W Muswellbrook 20 years
- Mt Gambier 10 years
- Young 10 years
- Mildura 10 years
- Emerald 10 years



BIG W Kingaroy (Northern Territory) celebrates their 20th Anniversary

Proud at Woolworths

Woolworths Group announces new LGBTQ+ regional pride events and national partnership program

In June 2022 we were pleased to announce that Woolworths Group is the official partner to more than 10 new regional pride events across Australia, including events in Darwin & Katherine (Northern Territory), Adelaide (South Australia), Hobart (Tasmania), Albany (Western Australia) and Sunshine Coast (Queensland). Our team also participated in Mackay Rainbow Pride (Queensland) with over 80 team members and their families participating in the event.

We believe that growing LGBTQ+ allyship in regional locations is critical for building a sense of belonging for our team, customers and communities. We have the opportunity to utilise our scale and reach to have a significant impact on the wellbeing and safety of those groups. As a partner for events across the country, we will be able to involve and engage better with local teams on the ground from across all our business units and brands and create better experiences together for a better tomorrow in the communities in which they operate.

These events are in addition to the ongoing engagement of the Proud at Woolworths Group team and activities and partnerships to support days of significance such as Wear it Purple Day and RainbowYOUTH in the Group's stores, support offices, distribution centres and local communities.

Woolworths Group was the first retailer to be awarded Gold Tier status for LGBTQ+ workplace inclusion in the Australian Workplace Equality Index (AWEI) Awards, for which it has now been recognised for four consecutive years. The AWEI is the definitive national benchmark on LGBTQ+ workplace inclusion, driving best practice and setting a benchmark for Australian employers across all sectors.



Proud
at Woolworths Group

Our first regional pride event partnership was with Top End Pride in the Northern Territory in June, 2022. This was our first year celebrating Darwin Pride, with over 50 team members attending the pride march.



Proud at Woolworths Group team participate in Darwin Pride Parade, June 2022

Our supply partners

At Woolworths Group we are committed to delivering the best in convenience, value and quality for our customers. To uphold this promise, we work in close partnership with trusted suppliers of all sizes to keep our stores stocked and our customers happy.



More than 80% of our suppliers have been partners for over a decade and we continue to work closely with them to develop products and services that our customers love. Whether a family-run business or global company, underpinning our relationship is a partnership built on mutual trust. Together, we are able to deliver product excellence and better experiences for our customers and communities.

We are grateful for the constant support and effort of our suppliers, particularly over the last few difficult years, and want to take this opportunity to showcase some of the amazing businesses we are lucky to partner with across fruit & vegetable, dairy, meat, plant-based, seafood and eggs. Helping transport all of this produce is our supply chain business, Primary Connect. In FY22, Primary Connect moved more than 10 million pallets across more than 4,200 locations for over 1,300 supply partners, making over 8,000 truck movements per day.



96%

Australian Grown
fruit & veg



100%

Australian fresh meat



100%

Australian fresh milk



100%

Australian eggs



100%

Australian & NZ
for Own Brand



10m+

pallets moved by
Primary Connect

Fruit & veg

The Woolworths Organic Growth Fund is a partnership with conventional and organic fruit and vegetable growers to help them either move toward organic farming or expand their existing organic productions. The fund has provided 22 Australian farmers with more than 7.3m of funding in the form of interest-free loans and financial grants.

Australian Organic Farmers, Carpendale Queensland

Fifth generation farmer Anthony Bauer owns and runs Lockyer Valley Organics across five farms spanning over 300 acres of cultivated land in South-East Queensland. He has been farming organic vegetables for 30 years, focusing on carrots, potatoes and celery.

Anthony is one of Woolworths' original direct organic suppliers and has been supplying Woolworths with organic vegetables since 2010. Through this relationship, Anthony identified the need for a packing shed in the region and created Australian Organic Farmers (AOF) as a packing shed for certified organic growers in the Lockyer Valley. AOF helps manage certification and compliance locally to also grow and pack sweet potato, cabbage, cauliflower and broccoli into Woolworths.

Partnering with Woolworths to supply Queensland, New South Wales and Victoria has given Anthony an opportunity to reach more customers and provided the certainty needed to invest in the long-term growth of their enterprises.

National Sales and Supply Manager at Australian Organic Farmers, Jared Pritchard, said another benefit of the relationship with Woolworths has been that on-farm wastage is limited because the farm can work with Woolworths on a plan to move excess produce. On the flip side, in more challenging times such as drought and floods, Woolworths has been understanding and supportive and worked with the farm to move what produce is available.

Lockyer Organics was the recipient of a \$220,500 Woolworths Organic Growth Fund grant that has been used to invest in additional cool

storage that helps extend the season & transitional produce while maintaining the quality that customers expect. Anthony is able to support Woolworths in having organic produce in stock all year round, not just through Lockyer Organics, but through his network in Australian Organic Farmers which includes farms as far north as Atherton Queensland, and down to Victoria and South Australia.



Anthony Bauer in front of a carrot crop at Lockyer Valley Organics

Fruit & veg

Red Plateau Organic Produce is a family farm operating organically for 35 years, run by Sandra Fishwick in partnership with her sons Joey and Carl Hanly in the Manning Valley, New South Wales.

Red Plateau Organic Produce, Manning Valley New South Wales

The farm's main focus is organic avocados across two properties in Comboyne and one at Moorall Creek, spanning 125 and 300 acres. The farm also produces organic citrus fruits and organic macadamia nuts.

Crippling drought followed by two fires in 2019 destroyed over 40 percent of their Moorall Creek farm. Red Plateau will use its \$500,000 grant from Woolworths Organic Growth Fund to assist with rebuilding after the fires, ensure water security and invest in increased avocado production with a new cool room and a cherry picker for harvesting.

The grant will help the family fast-track their expansion across all properties, with a goal to plant more varieties of avocado trees to secure supply all year round.

Sandra and her family are passionate about organic farming and are dedicated to creating the optimum ecology for their farms to thrive in the long-term.

Red Plateau is the first organic avocado grower to be a direct vendor to Woolworths, which is a source of great pride for the family. As Sandra explains, "Partnering with Woolworths has been fabulous. They have played a big part in our recovery and given us something to look forward to. It is a true partnership and relationship."



Carl Hanly at the family's new farm in Comboyne

Dairy

The Woolworths Dairy Innovation Fund launched in late 2020 and will contribute \$5m to the industry over three years. Dairy farmers in our supply chain are eligible to apply for grants to the value of \$100,000 to invest in innovative solutions for their business.

Lisa Dwyer, Purnim Victoria

Victorian farmer Lisa Dwyer received \$100,000 from the inaugural round of the Woolworths Dairy Innovation Fund earlier this year to rollout herd monitoring collars across more than 400 dairy cows on the Purnim farm she runs with her husband, Eddie. The grant will also fund a new automatic draft system on the couple's property.

The Dwyers supply to Fonterra and employ a team of six, ranging in age from their twenties to seventies. Lisa says that in the six months since they introduced the new technology, she has already seen the benefits in early detection of illness and heat, which has improved animal welfare and breeding, boosted production and reduced costs.

"In the 18 years I've been dairying, this is the single biggest game changer we've come across and it's helping us foster a workplace that's progressive and rewarding for our team," Lisa Dwyer said.

"We've seen first-hand the benefits technology can bring to our business, our people and most importantly, our animals, and it wouldn't have been possible without the Woolworths Dairy Innovation Fund."

Lisa is a vocal advocate for technological innovation across Australian dairy farms and encourages farmers to consider the strategic investments they could make with the assistance of a grant from Woolworths Group.

Lisa added: "While our industry's past has largely been driven by commodity exports, our future will be driven by a transition to high-value agricultural production – and that can only be achieved through clever and compelling technological innovation."



Lisa and Eddie Dwyer

Dairy

The Rigney family are generational farmers, with seven generations farming in Tasmania and now three running their property 'Delmont'

George Rigney, Cressy Tasmania

Brothers George and Robert Rigney, together with their wives Penny and Louise, jointly manage the business and have expertise within different areas that complement each other. Parents Allen and Sally, now in their seventies, remain an active part of the business.

Delmont is a large dairy, with 2,500 head of cattle and 17 staff, and was awarded Tasmanian Dairy Employer of the Year 2020.

The Rigney family has received \$100,000 from the Woolworths Dairy Innovation Fund to introduce new in-line milk sensor technology to the dairy. These new sensors will report data from each cow's daily milk, measuring the quality and volume to help tailor feed and herd management to enhance consistency and quality over time.

George Rigney said: "We manage our farm with a focus on reducing the cost of production, being environmentally friendly and creating a sustainable business. It's important to invest in technology to keep ahead of the game and the data we collect from these milk sensors will help us identify efficiencies and drive positive changes for our dairy."

"We manage our farm with a focus on reducing the cost of production, being environmentally friendly and creating a sustainable business."



Two generations of the Rigney family

Meat

All beef stocked in Woolworths supermarkets is MSA graded. MSA graded beef has met strict criteria developed using eating quality science supported by consumer taste panels. The grading system has grown beyond Australia and is embraced globally.

Michael and Kate Owen, North Star New South Wales

The Owens have been supplying Woolworths for close to 30 years, dating back to when Michael's parents Bill and Penny started the farm. Since the mid-1990s, the farm has been a family affair, run by Bill and Penny alongside Michael and his wife Kate. Over the decades the property has grown to supply Woolworths with 8,000 head of cattle per year across 9,000 hectares. The Owens employ 10 staff, all from the local North Star community.

Michael said that their long-term partnership with Woolworths Group has underpinned their cattle operation and allowed them to add additional value to their business. As a mixed enterprise with both cropping and cattle, they have diversified and this has allowed for them to invest in an on-farm breeding operation.

The Owens have also been busy modernising the farm, adopting new technologies such as automation and GPS for farming

work, including planting, harvesting and spraying. Their farming ethos promotes sustainability and self-sufficiency - they irrigate from deep-water bores and produce the majority of their feed on-site, allowing them to control quality, reduce their footprint and reduce costs.

The farm is part of a remote Soil Organic Carbon (SOC) mapping pilot programme that uses five years of historical satellite data combined with the farm's 20 years of soil sampling to identify areas on the farm that will capture the most SOC, which determines where they should spread composted waste from the feedlot to obtain the most benefit.



Michael and Kate Owen

Seafood

Seafarms has been a Woolworths partner for over 20 years, supplying both fresh and frozen prawns from its three farms in the regional towns of Cardwell and Ingham on the Cassowary Coast in Far North Queensland.

Seafarms, Cassowary Coast Queensland

With domestication programs at its hatchery in Flying Fish Point, North Queensland, and Founder stock facility in Exmouth, Western Australia, Seafarm farms are now 100% stocked with domesticated animals.

Seafarms' brand of cooked banana prawns Crystal Bay Prawns®, was established over 30 years ago and has become a well-known brand synonymous with prawns across Australia. In 2014 the Ingham farm was converted to producing black tiger prawns, making Seafarms the only multi species prawn farmer in the country. Diversifying production has allowed Seafarms to supply fresh prawns almost all year round, as production timings of the two species can be optimised to meet demand.

Partnering with Woolworths has allowed Seafarms to scale and confidently invest in its business and sustainability initiatives, knowing it has a supportive partner and ready market in our supermarkets.

In 2018, Seafarms invested over \$3m in its production facility to create a best-in-class prawn production facility on-site. This was a significant investment in the remote town of Cardwell, facilitating the aim to harvest and pack within 2 hours, ensuring freshness and quality.

Seafarms is also leading the way in sustainability. In 2020 it became one of the first prawn farms to be 4-star certified in Best Aquaculture Practices (BAP), a seafood-specific certification program that addresses the four key areas of sustainability - environmental responsibility, social accountability, food safety, and animal health & welfare - at each step of the aquaculture production chain.



Seafarms Aerial Pond View - Cardwell Farm



Plant-based

The family-owned and run NMPS Food Group celebrated 30 years in 2020. It traditionally operated in the Value-Added Food Products, including crumbed chicken, chicken tenders and chicken nuggets.

NMPS Food Group, Preston Victoria

Five years ago, the business identified trends overseas and recognised an opportunity to expand and diversify into an exciting new market - producing and selling plant-based products in Australia. NMPS Food Group doesn't see plant-based as a competitor of meat & poultry, but instead views it as an entirely new category that has unlocked additional growth opportunities and provides great alternative protein products to consumers who are looking to eat more plant-based meals.

After two years of product development, NMPS Food Group exclusively launched Plantein in conjunction with Flexitarian Foods in 2019. Plantein is a plant-based product range, now stocked in all Woolworths stores across Australia. This arm of the business has grown to account for 25% of sales in three short years, with Woolworths as their number one supplier. Rod Keppell, National Business Manager Retail (and Woolworths alumni) says, "The support we have received from Woolworths

and its customers is fantastic, and we wouldn't be where we are today without them." He adds that while Woolworths took a gamble on Plantein, the business knew they had a premium product to offer. They also supply plant-based products into Woolworths Own Brand.

NMPS Food Group is dedicated to bringing innovative products to market, employing food scientists and enforcing strict quality control standards. They also work with the Woolworths development team to grow quality plant-based offerings and create exciting new products. In order to accommodate the growth in plant-based alongside traditional Value-Added Food Products, NMPS Food Group is investing in upgrades that will increase capacity by 40%. They confidently anticipate growth that will require them to invest in a new processing facility in the near future.

The most popular Plantein product is the Plant-Based Schnitzel, followed by the Plant-Based Garlic Kiev and Plant-Based Sweet Chilli Tenders.



Woolworths Supermarkets launches new Plantein plant-based protein range



Eggs

First generation farmers Matt and Hayley Watson own and run Watson Family Produce just outside of Warwick in Queensland, along with their sons Cooper (7) and Charlie (4).

Watson Family Produce, Junabee Queensland

Matt and Hayley were clear from the outset they wanted to leave the land better than they found it and have dedicated themselves to producing organically-minded, sustainably farmed pasture-raised free range eggs. Their passion and energy for their farm has seen them grow from 20 hens in 2016 to 5,000 hens in 2022, overcoming one of the worst droughts in Australian history just 12 months into their start-up.

Matt and Hayley originally thought they were too small a business to partner with Woolworths, but quickly learned they could start by supplying local stores and grow at a pace that suited them. The Watsons first partnered with Woolworths in 2021 to supply nine regional stores around the Darling Downs and in just two years this has grown to 21 stores across the Darling Downs and Brisbane, with a view to continue expanding.

Since becoming a Woolworths supplier, Matt and Hayley's vision for the farm's potential and growth has far exceeded their expectations. Hayley says, "Supplying Woolworths really moved us from a hobby farm to be in serious business. It is amazing the steps forward you can take when a company as large as Woolworths is steadily backing you."

Twelve months ago Matt and Hayley were able to invest in a state-of-the-art egg inspection, cleaning and packing machine which has allowed them to reduce processing times from 10 hours to three hours for 3,000 eggs. Prior to this, the entire process was done by hand.

Matt and Hayley are passionate about educating consumers on their farm's regenerative practices. Being organically minded, they don't use any synthetic chemicals on their soils and focus heavily on maintaining the best ground cover possible for their hens.

Matt and Hayley try to incorporate as many different species and plants to their paddocks as possible and breed and train Maremma Guardian dogs to protect their hens - a fairly innovative practice. The 110 acre property is sectioned into 5-acre paddocks which house up to 650 hens per paddock - half the number recommended by industry guidelines.



Matt and Hayley Watson with their sons Cooper and Charlie. Photographs by Pursehouse Rural.

Eggs

Glenview Poultry Farm is a family owned and run business that has been established in the Riverland for almost 60 years, owned by husband and wife John and Kaylene Letton and managed by their son and daughter-in-law, Darren and Sharon.

Glenview Poultry Farm, Pike River South Australia

Glenview has been supplying Woolworths since 2010, beginning with one store in the Riverland and growing to supply six stores today. Darren says that Woolworths Group has been a big support, especially over the last three years, and that the supply partnership is a mutually beneficial relationship that runs both ways. Woolworths Group has also provided marketing support to the small family business, helping Glenview establish a name for itself in the Riverland. Darren is quite a local celebrity in the area.

The farm houses 28,000 laying hens with 16,000 cage and 12,000 in free range at around 4,000 birds per hectare with a view to increasing free range production to keep up with the market demands.

Glenview is extremely involved in the region, supporting community events such as free Easter and Australia Day breakfasts, Renmark and other local Christmas pageants with their popular floats and mascot costumes. They also help with fundraising for local sporting and lions clubs in the community.



Kaylene Letton



Darren Letton

Primary Connect

Primary Connect is Australia’s largest business supply chain. It has been part of the Woolworths business for almost 20 years and has evolved to service not only our own stores but more than 1,000 supply partners including Foodbank, Ingham’s, Carman’s, Kimberley-Clark and Marley Spoon.

Primary Connect are on hand to help in a crisis.

In FY22, Primary Connect moved more than 10M pallets across 4,200+ locations for 1,300+ supply partners, making 8,000 truck movements per day. Primary Connect has been using coastal shipping as a solution for its supply partners after a 1-in-200 year weather event caused major disruptions to its supply chain and main transport arteries to be cut off.

Around 200 containers of essentials stock was sent via coastal shipping from Sydney and Melbourne.

Primary Connect also helped rural communities in need by delivering essential COVID supplies. On 5th August 2022, more than 3,000 boxes of essential goods including masks, hand sanitiser and cleaning supplies arrived from Sydney to a Meal on Wheels depot in Griffith New South Wales. The goods were generously donated by BIG W and other businesses while Primary Connect donated the transport.

Due to the extreme flooding in New South Wales and Queensland, many communities were desperate for support with food and basic essentials. Primary Connect partnered with Foodbank and Sahib Transport to collect essentials from Foodbank’s Glendenning

warehouse and deliver them to the government-managed centre at Lismore Showgrounds where the essential items were shared with key evacuation centres. Primary Connect also assisted New South Wales and Victorian communities affected by bushfires by donating

transport to reach affected communities in desperate need of food and water.



8,000 truck movements per day



4,200 locations



1,300 supply partners



10m pallets



Primary Connect supplier farm, A&G Lamattina & Sons, Victoria

Our supply chain

Greenstock is a standalone, integrated multi-channel beef, pork, and lamb business within Woolworths Group, consolidating livestock procurement, primary and secondary processing, planning, and channel management.

Greenstock

Greenstock combines deep industry expertise with advanced analytics to deliver high-quality and sustainable red meat to Woolworths' existing and new sales channels in Retail, Foodservices, and International.

Greenstock focuses on responsible livestock sourcing, animal welfare, sustainability, quality, and fresh thinking for their multi-species supply chain and promotes responsible production to benefit people, communities, and the planet.

The Managing Director of Greenstock is Anna Speer. Anna has extensive experience in the meat industry having previously been the Chief Operating Officer at the Australian Agricultural Company where she reshaped and optimised the supply chain, implemented the company's first sustainability strategy, and led the team to strong growth through several challenging seasons and difficult trading periods.

A week in Greenstock

 **2.5K**
farmers engaged

 **100+**
feedlots accessed

 **10K+**
cattle purchased

 **23K+**
lambs purchased

 **14K+**
pigs purchased



Anna Speer, Managing Director of Greenstock





Primary Connect unveils new Melbourne Fresh Distribution Center (Truganina, Victoria), servicing more than 230 Victorian Supermarkets



Supporting our regional communities



We pride ourselves on being an active member of every community we serve.



5.2m
Raised for disaster relief partners



19m
pieces of free fruit for kids



\$1.2m
of support for agricultural shows



\$1m
in Junior Landcare Grants



\$1.2m+
to support grassroots netball over five years



\$125k
to fully fund Life Education's Thrive Children's Fund

Supporting our regional communities

Fundraising

S.T.A.N.D

We have fundraising programs in place to support our charity partners, including Support Through Australian Natural Disasters (S.T.A.N.D), which has allowed us to assist thousands of people through the challenges faced over the last year. Thanks to the generosity of our team, customers and community we were able to raise \$5.2m.

The Salvation Army

During the March 2022 floods, nearly 15,000 people were assisted through recovery. A further 18,000+ people were also supported during the last financial year in other natural disasters thanks to funds from S.T.A.N.D.

With our support, The Salvation Army has been able to:

- serve 538,185 meals
- provide 349,205 refreshments
- help 33,766 people purchase 210 pieces of equipment
- assist with 2,680 disaster and emergency responses

Foodbank

Using the funds raised for S.T.A.N.D, Foodbank was able to distribute the equivalent of 360,000+ meals to disaster affected areas in South Australia, Queensland and New South Wales in FY22.

Rural Aid

Our partnership with Rural Aid allows the organisation to provide essential stock feed, water and counselling services, both face to face and over the phone. Over the last 12 months, S.T.A.N.D funds have enabled Rural Aid to assist 747 farmers with emergency financial aid and another 65 farmers have been supported with 810 hay bales.

Lifeline

Woolworths Groups' S.T.A.N.D support last financial year enabled Lifeline to respond to a call for help from around 9,000 people in their darkest moments.



Woolworths partners with S.E.S to deliver flood relief supplies in Upper Hawkesbury (New South Wales), March 2022

Supporting our regional communities

Disaster relief

In early 2022, we faced some of the worst floods in history along the east coast of Australia. Lismore in New South Wales experienced its worst flood in history and Gympie in Queensland experienced its worst flood in 100 years.

These events impacted us all - customers, team members, communities and stores - leaving many without shelter or food. Woolworths Group was able to provide support to our partners through S.T.A.N.D, thanks to the generosity of our team and customers. The damage inflicted by the floods meant that our stores in Lismore (New South Wales) and Maryborough (Queensland) needed to close for significant repairs. Coupled with the flooded or damaged roads, it was difficult to get much-needed food and supplies into the hardest hit areas.

While we rebuilt our flood-affected stores, we opened temporary pop up shops in both communities to provide customers with continued access to everyday needs. The clean up of the damaged stores started just one week after the floods, and our pop-up stores opened within four weeks, giving communities access to fresh fruit, vegetables and other daily needs. Our rebuilt Maryborough and Lismore stores reopened in July and August 2022 respectively.

We are proud of the way our team members and communities came together to help one another and we'd like to thank the thousands of Australians who provided support and supplies.



Woolworths Supermarket team members supporting the flood relief in Upper Hawkesbury (New South Wales), March 2022

Supporting our regional communities

Agricultural shows

Woolworths Group has had long-standing sponsorships with major agricultural shows in Sydney, Brisbane and Melbourne. Through these partnerships we demonstrate our connection to Australian agriculture, and connect with farmers and customers on the issue of waste reduction. In FY22 we sponsored \$1.2m to support agricultural shows.

This year, the Royal Agricultural Society of New South Wales celebrates 200 years of the Sydney Royal Easter Show show. Woolworths Group has been supporting the show since 1968 and has been the naming rights sponsor of the Woolworths Fresh Food Dome for 22 years.

Our focus this year was on celebrating Australian fresh, as well

as showcasing how we are making it easier for customers to eat healthily and more sustainably.

Woolworths Groups' sponsorship of the Woolworths Food Farm and activation of Little Hands on the Land further cements our mission to educate kids about where their food comes from as well as encouraging them to eat more fresh fruit and veg.



Woolworths Group at The Ekka Queensland, August 2022



Supporting our regional communities

Our partnership with Landcare Australia

In early June 2022, as part of our commitment to growing the next generation of environmental champions, 1,054 Woolworths Junior Landcare Grants totaling over \$1m were awarded to primary schools and early learning centres across Australia in partnership with Landcare Australia.

Thanks to the Woolworths Junior Landcare Grants program, 36,329 children at 444 regional schools will engage in hands-on activities focused on sustainable food production, improving waste management practices, enhancing native habitats and learning more about First Nations perspectives.

We also sponsored the Woolworths Junior Landcare Team Award, which was presented to Ivanhoe Central School in remote far west New South Wales in August 2022, in recognition of their successful 'Outback Adventure Farm' project.

As Greg Edwards, principal of the small bush school explains, "Our Outback Adventure Farm is about sustainability, literacy, numeracy and supporting our wider community with high quality organic produce."

"Our Outback Adventure Farm is about sustainability, literacy, numeracy and supporting our wider community with high quality organic produce"



Ivanhoe Central School (Ivanhoe New South Wales) Woolworths Junior Landcare Veggie Farm

Supporting our regional communities

Our commitment to grassroots netball

Keeping active is not only fun for kids but helps establish healthier habits. Woolworths Supermarkets continues its Pick Fresh Play Fresh Netball Grants, totalling over \$1.2 million to more than 300 local Australian netball communities over the last five years. On top of other key initiatives, we donated \$30,000 in grants and equipment to Lismore District Netball Association, a community severely impacted by floods. We also hosted a clinic with former Australian captain and Woolworths NetSetGO ambassador, Cath Cox.

Border Downs Tintinara Netball Club, located in remote South Australia, were one of the winners of a \$5,000 grant which they intend to put towards assisting families with the rising cost of living. Coach of the netball club, Elise Kemp said "We would use this grant to provide a subsidised healthy meal in our clubrooms for our netballers. We would also use the \$5,000 towards purchasing healthy food options such as fruit and vegetable platters.

We want our local community to enjoy locally produced, healthy foods, together. Being located 200km from Adelaide, we find the cost of getting fresh produce hugely expensive and this grant would significantly help."



Woolworths Supermarkets supports Lismore District Netball Assoc. (New South Wales), June 2022



Pick Fresh Play Fresh in Lismore (New South Wales), June 2022

Supporting our regional communities

Partnership with Life Ed

Life Ed is a leading children's education charity delivering trusted preventative health education to young people in early education and primary school with the help of their much-loved mascot, Healthy Harold.

Woolworths Group' partnership with Life Ed began in 2018 and provides kids across Australia with nutrition & well-being education. This year, we extended our support to become the foundation partner in establishing the Life Ed Thrive Children's Fund, providing \$125k fully funded by Woolworths Group. The new fund enables schools in regional, remote and low-socio economic areas to receive a visit & lessons from Life Ed which otherwise would not be possible. Through the fund, students learn about nutrition & healthy eating, emotional wellbeing and cyber safety, which are important learning areas for students, particularly in regional and remote areas.

In partnership with Life Ed we have enabled more than 8,000 students in regional and remote

areas to access the fund, including border towns in Victoria and New South Wales, Coober Pedy in South Australia, Goldfield Region in eastern Australia, Cairns and Mackay in Queensland, Alice Springs and the Barkley region in Northern Territory.

Moama Public School, pictured, was one of the first schools on the border to receive their lessons and a visit from Harold.

We look forward to continuing our support of the fund in FY23.



Life Ed partnership visits Moama Public School, New South Wales



Life Ed, Moama Public School (New South Wales)



Supporting our regional communities

Share the Dignity

Dignity Drives in March and August 2022 helped us to support regional communities in a practical way. Lithgow New South Wales is one of the many regional communities to benefit from our Share the Dignity partnership. Local community services Thrive Lithgow and Lithgow Community Projects both received period products collected at their local store, Woolworths Lithgow. All Woolworths Supermarkets and Metro stores collect donations of period products for Share the Dignity, and these much needed items are redistributed to those who are doing it tough.

Louise - a Share the Dignity volunteer - collected the donated period care products from Woolworths Lithgow said, "Having worked in welfare for over 20 years, I know the level of hidden poverty that exists in our community. Not having the money to access period or incontinence products can have a devastating effect on the lives of women and girls, affecting their work, education, physical and mental

well-being and quality of life. Thrive Lithgow and Lithgow Community Projects do a wonderful job to support women, children and families in the community and both organisations were very grateful for the ongoing support."

In addition to collecting period products in our stores for redistribution to local community groups, we also fund Share the Dignity's Dignity Vending Machines, which dispense period products discreetly and free of charge. In April 2022, Share the Dignity installed the 100th Woolworths-funded Dignity Vending Machine at Yarraville Community Centre Victoria. Dignity Vending Machines have also been provided to high schools, TAFE's, public libraries and women's refuges all around the country.



Share The Dignity's Dignity Vending Machine, April 2022

Supporting our regional communities

Food rescue partnerships

Bendigo Food Share

2022 has been a year of significant milestones for our food rescue partnerships. In FY22, we provided 30 million meals to Australians and New Zealanders in need. Our partnership with Bendigo Food Share helps to alleviate food insecurity.

Bendigo Food Share feeds 13,000 vulnerable people each week across Central Victoria through food relief programs in schools, kindergartens and childcare centres.

Woolworths supermarkets in the Bendigo area have collectively donated more than 500,000 meals to Bendigo Foodshare since 2021.

In 2020, Bendigo Food Share became a recipient of a \$50,000 grant from the Woolworths Food Appeal which allowed it to purchase a refrigerated van. The charity now delivers twice as much food to country towns and was able to expand its reach.

In June 2022, Bendigo Food Share ran a successful food drive in our stores in the Bendigo area with collection units for customers to donate goods.



Bendigo Food Share, Victoria, June 2022

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Unless otherwise stated the content of this report covers 2022 financial year, 1 July 2021 to 30 June 2022 (FY22).

This report defines "Regional" in accordance with the Australian Bureau of Statistics Australian Standard Geographical Classification System (ASGS) five classes of remoteness.

Woolworths Group refers to Woolworths Supermarkets, BIG W, Support Services and Primary Connect and excludes Endeavour Group businesses.

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