coles
Year in Review
2016
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About Us

Coles is one of Australia’s largest retailers and provides fresh food, groceries, general merchandise, financial services, liquor and fuel through more than 21 million customer transactions, on average, each week through our national store network and online platforms.

We have a store network of 787 supermarkets, 865 liquor stores, 89 hotels and 690 convenience outlets across the nation, from as far west as Geraldton in Western Australia to as far east as Ocean Shores in the Northern Rivers region of New South Wales.

We also operate in the financial services market, offering home, car, life and landlord insurance and credit cards. Our Financial Services business has over 1 million credit card, debit card and insurance policy holders.

Our workforce of 102,879 team members is spread across every state throughout Australia.
Our 2016 Year in Review outlines some of the great work our 102,879 team members across Australia have contributed to our business and the communities in which we operate. Over the past 12 months, we have continued to focus on building better supplier partnerships through our Coles Nurture Fund and creating longer-term contracts that will enable our suppliers to invest for their future.

Our team members are passionate about making a difference within their local communities, and with our national community partners. Together, with our customers, we have raised and donated a total of $51.7 million for our national charity partners and local charities during the financial year.

We’re committed to keeping our customers at the heart of everything we do. By keeping our customers front of mind, we know we can deliver what they want – great value, trusted quality, fresh produce and service by our passionate team members.

I have no doubt our team members will continue to focus on what matters, and that’s making a difference for our customers, suppliers and communities. It’s because of their enthusiasm and determination, I know we will have a great 2017.

John Durkan
Managing Director, Coles
We strive to offer real value to our customers by lowering the price of the weekly shopping basket, improving quality through fresher produce and delivering an easier, better shopping experience every day of the week.

Our values underpin our strategy and drive the behaviours that help us build deeper long-term relationships with our suppliers, provide an outstanding shopping experience for our customers and have caring and passionate team members.
FY16 highlights

- Total Profit: +4.3%
- Food and Liquor Sales Growth: +5.1%
- Coles Online sales growth: 24.1%
- Convenience store sales growth: +11.1%

Focus on Freshness
- Continued to establish long-term partnerships to improve quality and availability
- Over 8000 supermarket store team members trained in new skills and in-store service

Create trusted value
- More than 3,100 grocery products on everyday value
- Over 500 awards won by Coles Brand products in the past 4 years
- 7 years of price deflation and counting

Build Great Careers
- Recruited our 1000th Indigenous team member for the year
- Ranked top retailer in LinkedIn’s most sought after companies to work for in Australia

Boldly extending into new channels and services
- Launched Money Magazine’s Credit Card Issuer of the Year 2016
- Over 1 million coles Financial Services customer accounts
- Opened our first standalone Coles Online store

Delivering a better store network
- 20 new supermarkets and 53 renewals
- 120 Liquorland stores renewed
- 31 new coles sites

Transform Liquor
- Launched Liquor Direct
- 5.3 million more customer transactions
- 100+ NEW exclusive products launched

Supporting our communities
- Raised and contributed $51.7 million to charities and community partnerships
- $50m over 5 years to support small business through Coles Nurture Fund
- 17 grants and loans offered to date

Over 500 awards won in the past 4 years
7 years of price deflation and counting
100+ NEW exclusive products launched
Creating trusted value

We are committed to lowering the cost of the weekly shop for our customers, and delivering trusted value every day. During FY16, we placed more than 3,100 products onto Every Day prices at Coles, making a real difference to our customers on a budget.

We have continued to build strong, long-term partnerships with Australian suppliers to improve the quality and availability of our fresh offering, and we have introduced more quality Coles Brand products. Our Coles Brand products have won over 500 awards in the past four years.

Providing Every Day Value

Coles now has more than 4,000 Every Day Value lines and this is part of our commitment to continue to invest in lowering the cost of shopping for Australians.

Every Day Value gives our customers real savings at the checkout, and means they don’t have to wait for a special to buy at a great price.

When deciding what products to invest in, we look at the products our customers buy the most so that we can give great value on the daily essentials.
Coles Brand is about offering our customers great quality and tasting products at affordable prices, which goes hand-in-hand with our long-standing strategy to lower the cost of shopping for Australians. Over the past year, we have continuously invested in Coles Brand by working alongside many great Australian suppliers to give our customers products that are not only great value but taste great as well.

Our customers have responded positively to the improvements in the quality, taste and price and we’re seeing customers buy more Coles Brand products than ever before.

Coles Brand products regularly outperform in industry tests for innovation and taste, and have been recognised with more than 500 awards on products including ice cream, cakes and bread rolls over the past four years.

**Top quality Coles Brand products**
Our aim of lowering the cost of the weekly shop is dependent upon building strong, collaborative and where possible, long-term partnerships with our suppliers. We are committed to supporting our suppliers so that they can grow their business alongside us and continue to deliver great products for our customers.
Coles Supplier Awards

In August 2016, we hosted the Coles Supplier Awards Gala Dinner celebrating the outstanding contributions which suppliers have made to Coles Supermarkets, Coles Express, Coles Liquor, IT, procurement or goods not for resale, with over 1,200 suppliers in attendance.

To recognise the achievements of our supplier partners over the past 12 months, seven awards were presented:

- NSW grower Mountain Blue Farms took home the Product Innovation category for pioneering the new jumbo blueberry variety, the ‘Eureka’.

- Innovative tomato grower Sundrop Farms won the Sustainable and Ethical Excellence Award for its landmark 20 hectare glasshouse which grows truss tomatoes 365 days a year using solar power harnessed from around 23,000 mirrors and desalinated seawater from the Spencer Gulf.

- The Community Champion Award went to Victorian apple grower 9mile who has supported countless charity events over many years.

- Solaris Paper from Sydney won the Best Product Launch Award for the development and launch of its So Soft toilet paper brand.

- Evolve Research and Consulting won the Outstanding Service Award for administering 40,000 ‘Tell Coles’ customer and team member feedback surveys each week across Coles supermarkets, Liquorland, Online and Express businesses.

- Della Rosa Traditional Fresh Foods based in Melbourne won the Rising Star Award for its popular Coles Brand Chilled and Frozen Pizza range.

- The British Sausage Company from Perth won the Supply Chain Excellence Award for its initiatives to deliver fresher sausages to customers by reducing the time it takes to deliver products to stores.

Supporting Southern farmers

More than 200 Coles supermarkets across Victoria are now selling Farmers’ Fund milk, a new brand of milk developed by Coles in conjunction with the Victorian Farmers Federation. Forty cents from the sale of every two-litre bottle of Farmers’ Fund milk will be directed to a dairy industry fund managed by the Victorian Farmers Federation. The fund will provide support to dairy farmers in south-eastern Australia who are successful in applying by providing grants of up to $20,000 for infrastructure, education or expert advice to help build viable businesses.

The Farmers Fund milk is based on a similar model that Coles supports in Western Australia and South Australia.
As part of our journey to become Australia’s best food retailer we want to deliver a market leading fresh offering for our customers. We have been working with our suppliers to ensure we continuously improve the quality and availability of our fresh food.

In 2016, Coles continued to secure long-term arrangements for lamb, mangoes and tomatoes, which provide our suppliers with greater certainty to invest in their business and provide the best quality and freshest products to our customers.

In July, we entered a 10-year agreement with the Australian Lamb Company (ALC) in Victoria, to process lamb for Coles supermarkets in eastern Australia. Under the contract, ALC will process 1.1 million lambs for Coles each year, reducing the seasonal nature of the business with guaranteed processing numbers for 12 months of the year. To service the new Coles contract and other customers, ALC will employ 60 new people and invest $30 million in its facilities at Colac in Victoria’s South East.

In August, mango grower Manbulloo Mangoes signed an eight-year agreement with Coles to produce more than 50 million of the popular Kensington Pride variety at its farms in Katherine in the Northern Territory and in Townsville, Queensland. Manbulloo is Coles’ largest supplier of mangoes and in the past eight years, has trebled its production of mangoes to keep up with increasing customer demand.

Sundrop Farms, located in South Australia’s Port Augusta, began supplying Coles for the first time this year as part of our 10-year agreement to produce truss tomatoes. With tomatoes grown in a landmark 20 hectare greenhouse using solar power and desalinated seawater, the contract secures the supply of tomatoes for 365 days of the year for our customers. Since completing construction of the greenhouse this year, Sundrop has recruited more than 130 employees and will create an extra 200 jobs in peak periods.

Long standing suppliers

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In an Australian-first, a family business from the small Victorian town of Donald – Australian Eatwell – is reinventing the healthy vegetarian favourite tofu, by using locally-grown chickpeas as its key ingredient rather than soy beans.

With the help of a $200,000 grant from the Coles Nurture Fund, Australian Eatwell has developed an innovative and unique product – chickpea tofu – for Australian consumers and launched it in Coles supermarkets.

The Coles Nurture Fund grant has helped to purchase plant and equipment to develop a production line and streamline the packaging process.

Nathan Harris, Managing Director of Australian Eatwell, says he wanted to develop the new tofu product using local Wimmera-grown chickpeas to reduce food miles and support local growers.

By expanding the company’s production, Australian Eatwell will create six new jobs at Donald and look to upskill its team of 15 employees.
We’re continuously working to improve our store network across all our brands to make shopping easier and simpler for our customers.

In August 2015 we opened our Coburg North supermarket showcasing our latest concepts, ways of working, community interaction and team engagement. Coburg North offered a framework to continually improve our supermarket business and highlight how we can provide customers with the best food retailing experience in Australia.

This year we are embedding the Coburg North principles and aligning this into an end to end program called RESET. RESET is a cross functional change program that will be delivered to up to 100 stores per year, with transformational activities across the physical store, range, operating model and team.

Over the past year we have refreshed and rejuvenated 53 of our Coles supermarkets and opened the doors of 19 new stores across Australia.

By creating bigger, brighter stores with a range of new features, we are working to provide a better shopping experience for our customers that suits their everyday needs.

All of our new stores now have more prominent, open-plan bakeries, continental delis and more abundant fresh produce departments.
New-look Liquorland stores

In August 2015, a new Liquorland concept store opened in Coburg North which included a new layout, simpler navigation, a tailored range and a fresh look and feel. Customers have voted with their feet and are enjoying the great value, local range and the ‘always open’ tasting area.

Since then, a further 120 stores have been refreshed in the new format, with plans for a further 200 in FY17. The new format stores consistently deliver on our promise of being easy to shop and trusted for value.

Coles Express resets and reshapes the Convenience market

Delivering a better store network is a key strategic pillar for Coles Express. And to this end, Coles Express opened a record 31 new sites in 2016. We have now opened more sites in the past two years than in the previous ten years combined. Our focus on growing the property pipeline will continue.

A second key strategic pillar of the Coles Express plan is a focus on Food-To-Go.

In May 2016 we showcased, in a few stores in Victoria, a brand new Food-To-Go offer including sandwiches, pies, donuts, pick & mix nuts and confectionery, fresh fruit and a host of convenient healthy options for customers.

The store interiors were also refreshed with new equipment, new lighting and a completely different look and feel under the “Big Yum” banner.

To support these interior store changes, the shop exteriors were given the “big red box” treatment and new external signage to proudly highlight the trusted Every Day Value that Coles Express represents.

Some of the key innovations from these stores will be rolled out to over 250 of our stores in the coming year.
This year we've made shopping with Coles even more convenient for our customers by opening our first Coles Online standalone store, expanding our flybuys offering, launching new delivery options in our Liquor business.

In April flybuys launched an exciting new website enabling members to collect and redeem flybuys points on a wide range of travel products and exclusive deals. Since the launch, our members have collected millions of flybuys points by booking flights, hotels and cars with flybuys travel.

Members have saved millions of dollars by redeeming flybuys points to travel for less. flybuys travel recently launched packages, helping members save even more when booking a flight and hotel together. Best of all, members love the ability to collect flybuys points for booking with flybuys travel, on top of the credit card rewards and airline frequent flyer points they already earn.

Flybuys travel facts:
- Melbourne is the most popular destination within Australia, followed by Sydney and Brisbane.
- London is the most popular international destination, followed by Bali and Singapore.
Coles Financial Services

Coles Credit Cards won Money Magazine’s Credit Card Issuer of the year for 2016, becoming the first retailer to ever win this award.

This award follows Coles Financial Services’ introduction of the Coles Low Rate MasterCard in 2015, which caters for customers who want to save on interest, but still want to earn Flybuys points. It’s the only low rate card in the market that allows customers to earn loyalty points.

All of Coles’ Credit Cards allow customers to instantly redeem 2000 Flybuys points for $10 off at the supermarket checkout and give free delivery for Coles Online orders over $100. They also offer the free Coles Mobile Wallet and Pay Tag, and up to 62 days interest free on purchases when customers pay off the balance in full each month.

Coles Online

Opened our first standalone Coles Online supermarket

Coles Online has maintained a strong growth trajectory in FY16, with a 25 percent sales increase underpinned by convenience, value, product quality and a comprehensive range.

Over the past year Coles Online opened its first standalone Online Supermarket, servicing Online customers in the Melbourne CBD and inner-suburbs. The Online Supermarket has been designed to improve the fulfilment and delivery of online shopping, whilst reducing the online footprint in our supermarket aisles. Our Online Supermarket has also introduced a brand new ‘Same Day Delivery’ offer, further enhancing Coles’ position as a trusted online grocery service provider.

Liquor on demand!

In 2016 we introduced evening and weekend delivery windows in metro areas. Customers of First Choice and Vintage Cellars can now choose to have their online liquor purchases delivered using an array of delivery options, including same-day, next-day, and evening or Saturday deliveries – whenever is convenient for them!

These industry leading delivery services are available in metro areas across Sydney, Melbourne, Brisbane, Adelaide, Perth and Canberra for a flat fee regardless of order size.
At Coles we recognise that diversity in our team is vital to the ongoing growth and success of our business. Our team, like our customers, come from many different cultures and backgrounds and we support all of our team members to be the best they can be through various programs and initiatives designed to help build great careers.

Achieving a safe working and shopping environment for our team members and customers is also paramount, and has been a key focus this year.
Women in leadership continued to be a key focus in FY16 and we saw some strong progress across the Coles business achieving our FY16 Wesfarmers stretch target of 31% women in leadership.

For the first time in FY16, we set internal women in leadership targets for each function. Functions developed plans with a strong focus on recruitment, pipeline planning and developing talent. This approach has seen women taking on roles in areas of the business where leadership positions have not traditionally been held by women, such as operational roles in supermarkets, liquor and Coles Express.

In addition, we have partnered with Melbourne Business School on a diversity project which will help us understand how we can continue to put effective practices in place that drive a diverse workplace.

Women in leadership

In January 2016, we launched Pride@Coles as part of our diversity strategy in support of our lesbian, gay, transgender and intersex (LGBTI) team members. This is an important part of our culture, and ensuring our team members feel confident with who they are at work.

We partnered with the Midsumma Festival Carnival Day and Pride March for the first time in 2016, and look forward to continuing our partnership in 2017.

We recently partnered with Pride in Diversity, Australia’s first and only national not-for-profit employer support program for LGBTI workplace inclusion. This partnership will help us bring our strategy to life in FY17 by focusing on events, internal policies, community engagement and communication to ensure we can drive awareness and education on a range of LGBTI topics.

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**Indigenous employment**

In 2011 Coles launched its first Aboriginal and Torres Strait Islander plan with a target to have a workforce with three per cent Indigenous representation – approximately 3,000 team members – by 2020. At the time, Coles had 65 Indigenous team members.

Since then we have focused on cultivating a deeper understanding of Aboriginal and Torres Strait Islander culture in our everyday business and building mutual respect and understanding amongst all team members. We have also developed programs to support the inclusion of Indigenous team members and over the past 12 months, we have hired more than 1,100 new Indigenous team members – bringing the total number to more than 2,300. This significant progress means we are now expecting to reach our target well before 2020.

Coles was awarded the Australian Human Rights Commission’s 2015 Human Rights Business Award in recognition of our ‘First Steps’ employment program – a pre-employment and mentoring program which provides guaranteed permanent part-time roles for Indigenous Australians who require additional support to enter or re-enter the workforce.

**Health and Safety**

Maintaining a safe workplace for our team members and keeping our customers, suppliers and visitors safe across all our sites is our priority. This year, due to our focus on safety leadership, risk reduction and the introduction of our Mind Your Health program, we reduced our Total Recordable Injury Frequency Rate (TRIFR).

Throughout 2016 we focused on building programs that would create awareness of the importance of safety, and how to create a safer work environment. This included Safety Master Classes for senior leaders and engagement activities for all teams to ensure safety is kept front of mind. Mental Health is part of Coles’ safety strategy and this year we launched the ‘Mind Your Health’ program. We have invested in online health assessments, education campaigns and trained over 600 line managers in mental health first-aid, to provide our managers with the skills to support their team members effectively. We have also created an online resource for all team members, ‘A conversation could change a life’, to help them understand how important it is to reach out to support others.

Coles Kununurra team member, Rhonda Fraser
Graduate program

Over the past year Coles welcomed 300 Graduates across our Store Support Centre and Operations Graduate Programs.

The Operations Graduate Program has graduates based all around Australia and has been designed to have our Graduate Store Managers ready in just two years. Our Store Support Centre program provides a true generalist experience, allowing our Graduates to move between functions in the Store Support Centre during their second year on the program.

Both of our accelerated programs set our graduates up to move into challenging and rewarding roles with real responsibility and accountability at the end of their program, meaning they are a key pipeline for future leadership talent.
Creating a sustainable future

We’re continuously improving the way we operate and are working smarter to ensure our stores are easy to operate and run smoothly so our team members are available to serve our customers. We are always looking at ways to improve our stores to ensure we can provide a consistently great customer experience.

Broccoli packaging

By transforming the way we transport broccoli and baby broccoli, Coles has created cost savings for farmers and removed over two million polystyrene boxes from our supply chain and waste stream over the last 12 months.

The innovation using lined, reusable plastic crates means broccoli and ice can be transported together, keeping the product fresh and cool and eliminating the need to use polystyrene.

Reusable plastic crates are a closed loop system within our supply chain which means that we have been able to reduce waste to landfill and decrease the cost to our farmer suppliers by eliminating the outlay of buying single-use disposable polystyrene transport crates.

While a significant portion of our fresh produce, meat and deli items are already transported in reusable plastic crates, Coles is continually looking to further expand reusable plastic crate usage in our supply chain.

Broccoli growers
Matt Hood and
John Said
Natural refrigerants at Coburg North

Coles’ Coburg North store is the first supermarket in Australia to exclusively use environmentally-friendly refrigerant, and reinforces our strategy to simplify always by developing an energy efficient retail space with minimal environmental impact.

The Coburg North store uses 100 per cent natural CO₂ refrigerant, replacing traditional synthetic refrigerants, and significantly reduces the amount of energy to run Coburg North’s refrigeration, heating, ventilation and air conditioning systems.

The focus on adopting the natural refrigerant has delivered Coles a world-first in supermarket refrigeration design, as well as reducing overall store power consumption.

Over the past year, the innovative cooling system has saved 140,000 kWh of electricity compared to a store of equal size, conserving enough energy to power 24 average Australian households for a year.

LED lighting project

Last year Coles committed to reducing its energy consumption by replacing traditional fluorescent and halogen globes in its supermarkets with energy efficient LED light bulbs.

Now, more than 300 supermarkets use LED light bulbs, with more than 180 supermarkets being retrofitted last year, saving enough energy to power 2,600 average Australian homes for a year.
Transforming our Liquor business continues to be a priority for Coles. Our Liquor team has focused on optimising our store network and putting our customers at the heart of the business.
A milestone year

During FY16 Coles Liquor achieved positive comparative sales growth by driving “more customers, more often” through our stores resulting in an extra five million customer transactions during the year.

The improving customer trend is encouraging. We have invested in building great careers for our team members, delivering a better network, and creating value for our customers. In particular, we have focussed on improving Every Day Value and product range in our Liquorland business and have completed more than 200 store renewals to enhance our store network resulting in an increase in sales performance.

Growing exclusive brands

In 2016 we launched over 100 new products exclusive to Coles Liquor. These products have been developed in partnership with some of Australia’s most established winemakers and leading boutique wineries, sourced by our team from some of Australia’s best craft beer brewers, and discovered in various growing regions in Australia and throughout the world.

The quality of the products has been recognised by industry experts, with our exclusive beers picking up five medals at the recently held Australian International Beer Awards while the exclusive Wolf Blass Altitude Chardonnay claimed a gold medal and scored 95 points at the Royal Queensland Wine Show.

Trusted for value

Value has been a key driver of the transformation of our liquor business this year with significant investment across all our liquor brands. Prices have been dropped on over 1,000 products in FY16 - delivering customers the products they love at even better value.

This year Liquorland launched ‘Every Day’ prices, offering customers exceptional prices every day. First Choice also saw strong uplifts in year-on-year wine volumes through its highly competitive wine offers whilst lowering the cost of shopping for customers.
Each year we work with our national charity partners and local charities through fundraising, food donations and disaster relief. This year, in conjunction with our team members, customers and suppliers we have raised and contributed $51.7 million.

SecondBite

Coles has worked with SecondBite since 2011 to distribute surplus healthy, fresh food to community food programs supporting disadvantaged Australians. Our partnership with SecondBite is a national program with a local focus, operating in more than 600 Coles supermarkets, which enables more than 1,200 community food programs around Australia to access fresh surplus food.

Since our partnership began, Coles has donated more than 15 million kilograms of fresh food to SecondBite, providing 30 million nutritious meals to community food programs all over Australia, supporting low-income families, homeless people, refugees, and Aboriginals and Torres Strait Islanders.

In June this year and for the first time, Liquorland, First Choice and Vintage Cellars ran a three-week fundraising campaign, raising $250,000 for SecondBite, showing their support for Aussies doing it tough in our communities. In July, supermarkets continued the support for SecondBite with an extensive five-week fundraising campaign. One hundred per cent of funds raised from donation cards and team member events were donated to SecondBite with every $2 donated providing five healthy meals for people in need. Our supermarket teams successfully raised an additional $577,000 for SecondBite, to help boost their ability to redistribute food to community food programs.

"We have been overwhelmed by the energy, enthusiasm and effort of the Coles team. We are delighted with this result which will deliver over 1.5 million meals to Australians doing it tough. Thank you, we couldn't have done this without you." – Jim Mullan, SecondBite CEO
Coles’ partnership with national cancer charity Redkite began in 2013 and this year, we hit a major milestone. We have contributed more than $20 million to Redkite for children and young people with cancer and their families. This includes our record-breaking Christmas campaign which saw us raise $1.1 million in five weeks.

After launching Kitedays in 2015, our team members across the country have passionately raised awareness and funds for Redkite by organising activities including dress-up days, bike rides and bake sales throughout the year. In addition, we have continued to donate five cents from the sale of Coles Brand and High Top bread.

Over two weekends in February, Coles donated 20 cents from the sale of every pack of Coles Bakery Hot Cross Buns, and aired its first TV commercial to support the promotion and the work of Redkite.

Today, more families are accessing Redkite’s support than ever before. Before the Coles and Redkite partnership began, Redkite was reaching 45 percent of children and young people with cancer at diagnosis. Today, 70 percent of families have essential support when they need it most.

“\nThe dedicated Coles team has enabled Redkite to double the amount of support we give families when their lives have been turned upside down by cancer. Coles has helped transform what Redkite can do, positively impacting the lives and futures of children and young people in Australia.\n”

– Jenni Seton, Redkite CEO
Red Dust

Coles Express has been supporting Red Dust through their Team Member Giving Program since 2013. Red Dust is a health promotion organisation that works with remote Indigenous communities to provide education and strategies to improve health.

The Giving Program asks Coles Express team members to donate $2 of their weekly pay to Red Dust so they can deliver healthy living education programs to Daly River (an Indigenous community in the Northern Territory). These programs focus on nutrition, hygiene, healthy eating and are delivered to the two schools in the community, Woolianna Primary and Saint Francis Xavier.

The Giving Program also provides the opportunity for team members to visit Daly River and help Red Dust with their work. In 2016, 11 team members visited Daly River to help deliver healthy living education programs.

Cancer Council

In 2016 Coles Express was proud to be the primary partner of Cancer Council’s Australia’s Biggest Morning Tea. Coles Express also continued its partnership of Cancer Council’s ever popular – Daffodil Day campaign.

Together, our team members and generous customers raised $1.2 million.

These funds will go towards Cancer Council support services in each State and Territory to provide vital assistance to newly diagnosed patients and people living with cancer.
Bravery Trust

Bravery Trust is a national charity established in 2012 to provide urgently needed financial support to current and former servicemen and women, and their families, who are experiencing hardship as a result of their service.

Since our partnership launched in 2014, Coles has raised and donated more than $4.3 million to support Australian Defence Force families. Earlier this year, we supported Bravery Trust with an ANZAC Day fundraising campaign, raising more than $600,000 in three weeks and increasing awareness of the issues facing our servicemen and women. As part of this campaign, 15 cents from the sale of every 12 pack of Coles Bakery Anzac Biscuits, Coconut Drops, Double Choc and Choc Chip Cookies was donated to Bravery Trust.

“The support we’ve received from Coles and its customers over the past two years has been extraordinary. Through our ANZAC Day campaigns, the awareness of the health and disadvantage issues many of our Defence Force families face after service, has been raised enormously. We’ve been able to increase the level of our financial aid to these families by over 250 percent in the past year alone”
– Sean Farrell, CEO Bravery Trust

Guide Dogs

Many Australians can recall a time in their childhood when they eagerly ran toward a Guide Dogs collection dog at their local Coles, pleading with their parents to give them a coin to put in it. These joyous acts of generosity add up and together, customers of Coles have raised more than $6.8 million for Guide Dogs since they were first placed in stores country-wide in 1982.

During Christmas, our merchandise team designed and produced a Guide Dogs Australia reusable shopping bag, donating $1 from the sale of every bag sold nationally.

This year, our supermarkets in SA, NT, TAS and WA ran a four-week campaign to further assist Australians who are blind or have low vision to gain freedom and independence to move safely and confidently around their communities, and fulfil their potential. Together they raised more than $102,000, enough to fund the training of three new puppies.

“Guide Dogs

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– Sean Farrell, CEO Bravery Trust
At Coles we have a set of values that underpin our strategy and the way we operate our business. Our values help drive the right behaviours that we want to see across our business and when we live and breathe them they see us Inspire Customers every day, Be Bold in our thinking, Simplify Always to remove complexity, work as One Team to deliver an outstanding shopping experience for our customers and Care Passionately about each other and our customers.

Meet some of our team members who have gone above and beyond the call of duty and demonstrated exactly what it means to live the Coles values.

**Tom Ikos**
Tom is one of our NSW Regional Managers in our supermarkets business. Inspired by his family, Tom has raised over $100,000 for Redkite and over $400,000 for the Sydney Children’s Hospital Foundation, supporting children in need as well as their families.

**Cathy Calvi**
Service Manager at our Healesville supermarket in Victoria, Cathy exemplifies all of our values. Recently she rallied her team together and showed real care and support to provide for a team member in need – caring passionately and going above and beyond to foster a one team environment.

**Ben Rosenthal**
Ben is a Store Support Manager in our Mt Gambier supermarket in South Australia. Thanks to Ben’s quick thinking and calmness under pressure, he was able to provide first aid and CPR to a 2 year old boy who started convulsing and stopped breathing while shopping with his parents in our Mt Gambier store.

**Alan Jordan**
Alan is a Senior Hardware Coordinator from our IT team based in our Melbourne Store Support Centre. Alan went the extra mile to ensure our customers and team members at the Brighton Store would not be impacted after a break-in at the store on New Year’s Eve.
Anamica Mehra
Site Manager at Coles Express Phillip in Canberra, Anamica was awarded Site Manager of the Year because she cares passionately about her team, area and Coles Express. Anamica always goes above and beyond to assist her customers.

Susan Tate
Susan is the Site Manager at Coles Express Casino in New South Wales and was awarded Site Manager of the Year for her positivity, customer service skills and the excellent standard in which she maintains in her shop.

Michael Gates
Michael, Site Manager at Coles Express Mount Gambier in South Australia, won our Site Manager of the Year award for being an active member of the Coles Express health and wellbeing program, Express Steps, and for encouraging his team to lead a healthy, happy and positive life.

Christine Scott
Store Manager, Christine Scott and the team at Liquorland Young in rural NSW are leading the country for positive customer feedback thanks to their friendly greetings and excellent customer service.

Alaina Dwyer
Alaina Dwyer and the team at Liquorland Berwick North in Victoria went above and beyond for the SecondBite fundraising campaign, held over three weeks in June, to raise a whopping $4,700 on their own!

Linda Bracchi
Linda Bracchi, Store Manager at Vintage Cellars Burnside in SA, is a big support to her team and the broader Store Manager population in South Australia and is the go-to person for anyone who needs help.