



Media Release

Tuesday January 31, 2017

Amatil launches new Kids@Work initiative

Coca-Cola Amatil's Alcohol and Coffee business has successfully rolled out a new Kids@Work program, encouraging employees at its North Sydney headquarters to bring their children to work during designated weeks throughout the year.

The program ran over the three days leading up to Australia Day and was the idea of Sally Byrne, Marketing Director for the Alcohol & Coffee business.

"We had the parents at 'hello'," Ms Byrne said. "It's more than simple child-minding. It's a way for children to connect to that mysterious place their mum or dad disappears to so much.

"We give them a million things to do and games to play, but they also learn about mum or dad's work. We've had 100% positive feedback from children and parents so far."

The initiative is part of Coca-Cola Amatil's commitment to a flexible and family-friendly culture, which is fundamental to attracting, engaging and retaining a world-class workforce.

The program was first piloted within the Group's Alcohol & Coffee business in January 2016. The initial pilot was run over five days, involved 24 employees and 35 children and won recognition in the form of a national *Innov8 Employee Engagement* award, as part of Amatil's Australia-wide Innovation awards program.

Peter McLoughlin, HR Director for Australia, said the initiative was a great demonstration of the company's commitment to a family-friendly culture.

"Work is a massive part of most adults' lives, and we're well aware of the need to balance that with the needs of families. It's tough to find regular child care in school holidays, so we're very happy to help out some of our Amatil parents with Kids@Work."

Ms Byrne said Kids@Work brought a different spirit and vibe to the business that was unlike any other time of the year.

"Children befriend other kids and get to know other 'big' people their parents work with.

"And it's not all play. One child's dream came true when she had the opportunity to present her drink innovation idea on powerpoint to our leadership team. The nine-year-old girl did an exceptional job – the idea might even get up!"

Kids@Work is an initiative of Coca-Cola Amatil and has operated in 2016 and 2017 at the company's North Sydney headquarters. Consideration is now being given to rolling it out across the broader business. The program delivers practical support for team members with families, many of whom struggle to find childcare during the school holidays.

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ABOUT COCA-COLA AMATIL

Coca-Cola Amatil is one of the largest manufacturers and distributors of ready-to-drink non-alcohol beverages, alcohol beverages, coffee and ready-to-eat food snacks in the Asia Pacific region. We directly employ around 14,000 people and indirectly create thousands more jobs across the supply chain. Partnering with key suppliers we manufacture, package, sell and distribute the products to more than 850,000 active customers who sell our products to approximately 270 million potential consumers in the countries in which we operate (Australia, New Zealand, Indonesia, Papua New Guinea, Fiji and Samoa). We are committed to leading through innovation and building a sustainable future through our business partners, customers and consumers of our products.

Coca-Cola Amatil's Alcohol & Coffee business operates in Australia, New Zealand, Fiji and Samoa with approximately 450 employees across the business, 150 of whom are employed in Australia. Our operations include brewing, distilling, sales, marketing and distribution with products ranging from famous international brands like Jim Beam, Canadian Club, Coors and Miller, to emerging locally crafted brews like Yenda beer and Pressman's cider. Our premium alcohol portfolio caters for the diverse needs of our customers, from small bars to the best restaurants, and local retailers to multi-nationals.