



**Media Release
Monday 22 July 2019**

Sales team embrace community volunteering with Indigigrow

At Coca-Cola Amatil, we're committed to helping our people build strong community connections and make a meaningful difference to the causes that matter to them.

And it's not just our communities that benefit. Doing good feels good, as our Alcohol & Coffee sales team discovered when they spent a day volunteering with local Indigenous organisation Indigigrow.

Said Alcohol & Coffee Sales Director Tobias Hoogewerff, "We know that creating opportunities to make a positive difference in their communities is very important to our people. We chose Indigigrow because they have a strong connection to one of our team. Being part of community is really important to all of us, and supporting our team members is as well. When you get those two together, it's the perfect match."

Mr. Hoogewerff was amongst the group of twenty-six employees to mark this year's National Volunteering Day by helping out with the community-run initiative, which provides opportunities for young Indigenous people to re-engage with culture and learn about native plants, and helps to restore the native bush that's endangered within Sydney's La Perouse area.

As Director of First Hand Solutions, which runs Indigigrow, Peter Dooley believes partnerships like this play a vital role. "It was really important having members of Coca-Cola Amatil volunteer at IndigiGrow as it provided us an opportunity to connect with staff, and for them to learn about our local cultural history, and what we are doing in the bush food space. To be able to have as many hands as we can has sped our program up, I would say, six months."

Amatil offers all Australian-based employees one day's paid volunteering leave per year to support a cause that matters to them. Embracing the philosophy of community giving through volunteering and fundraising is one of the ways the company is creating stronger and more engaged teams, and making a positive difference to the communities in which it operates.

In 2018, Coca-Cola Amatil delivered on its sustainability commitment to invest the equivalent of one per cent of its profit into community programs, generating over \$6.2M of community impact and delivering meaningful improvements in employee engagement and satisfaction, and driving a culture of collaboration and social responsibility. Within this figure, the Alcohol & Coffee business was directly responsible for \$1,028,670, equivalent to 16 per cent of the Group's total contribution, and 1.85% of the division's EBIT. As a result of increased awareness and participation in community programs, almost 90 per cent of Alcohol & Coffee employees rate their employer as being socially and environmentally responsible, according to the 2018 annual Amatil Engagement Survey.

A video of the sales team's experience at Indigigrow is now available on Amatil's [You Tube](#) channel.

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About Coca-Cola

Amatil Coca-Cola Amatil is one of the largest manufacturers and distributors of ready-to-drink nonalcohol 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 500 employees across the business, 200 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.