



# Sustainability@CCA

*Corporate responsibility report 2008*



Contents and Awards	IFC
Message from the Chairman & Group Managing Director	2
About CCA	4
Strategy & Management	6
Stakeholder Engagement	8
Four Global Pillars	
Overview of Progress	12
Water Stewardship	14
Packaging & Recycling	18
Energy & Climate	21
Environmental Tables	24
Marketplace	26
Workplace	28
Community	32
Glossary	IBC



# Awards

## Environment

- CCA was included in Goldman Sachs JBWere Climate Leaders Index in the Carbon Disclosure Project Report 2007 for Australia and New Zealand, which recognises demonstrated leadership in disclosure to the investment community across a range of investment relevant climate change issues. CCA is in the Top 25 of 141 ASX100 and New ZealandX50 participating companies
- CCA was named as a “cluster” leader (Food, Beverage and Tobacco) in the Australian SAM Sustainability Index 2008
- CCA’s Northmead operation was awarded a 5-Star rating for water management by Sydney Water under its ‘Every Drop Counts Business Program’, a first for a manufacturing company in NSW. The then NSW Minister for Water, Nathan Rees made the presentation to Janine Cannell, Northmead’s Environment Manager, who also received a commendation from Sydney Water for her work
- CCA’s Kewdale plant in WA won the Department of Water and the WA Water Corporation’s Waterwise Business Award 2007m (below left)
- CCA’s Richlands plant in Queensland received a commendation from the Queensland Water Commission as a 2007 “Business Leader”

- CCA Australia won the Community Partnership Action Award in the Packaging Evolution Awards 2007
- CCA New Zealand won the Environmental Excellence in Plastic Packaging category of the Packaging Council of New Zealand’s Environmental Packaging Awards
- Coca-Cola Bottling Indonesia was awarded a certificate for environmentally responsible companies from Environment Minister, Rachmat Witoelar

## Workplace

- Coca-Cola Bottling Indonesia was one of seven national companies to receive an OHS Management System Award, which was presented to MD John Seward by the Indonesian President Susilo Bambang Yudhoyono on World Occupational Health and Safety Day in 2008 (below right)
- CCA New Zealand’s Safety and Wellbeing Manager, Melanie Wood (below) was awarded National Specialist of the Year and the Wellbeing Initiative of the Year at the Human Resources Institute of New Zealand Awards. Melanie was also nominated for the Safety Professional of the Year at the National Safety Awards

- SPC Ardmona won the “Multisite-Low Risk” award in the Outstanding Company category of the Australian Food and Grocery Council’s HACCP Awards

## Marketplace

- For the second year in a row, CCA New Zealand won the Top Supplier Award at the annual Coalface Petroleum Channel awards
- SPC Ardmona won three Food Service Industry Awards: Countrywide-Supplier of the Year (dry category); Chrisco – Best Supplier (\$2 million-\$5 million category); Superior Food Service – Supplier of the Year

## Community

- CCA New Zealand was placed 2<sup>nd</sup> in the 2008 Massey University Corporate Environmental and Social Responsibility Leadership survey
- SPC Ardmona’s Denise Evans was nominated for the Prime Minister’s Award for Business and Community partnerships



# Message from the Chairman and Group Managing Director

Since the launch of our first Sustainability Report last year, CCA has changed in many positive and significant ways.

In the past 12 to 18 months we have managed to deepen our commitments to local communities, make our workplace even safer and put in place a number of projects which will deliver ongoing environmental protections, including crucial water and energy savings – at the same time as broadening our product portfolio and delivering record profits and growth.

In 2007, CCA achieved a record result, delivering net profit after tax of \$366.3 million before significant items, an increase of \$42.8 million, or 13.2 per cent over 2006. The result capped five years of growth in net profits, earnings before interest and tax, and in dividends per share for CCA and its shareholders. The momentum continued in the first-half of 2008, with CCA delivering a record net profit after tax of \$171.9 million, an increase of 22 per cent on the first half of 2007.

We believe our success is due in part to the way in which we have integrated social and environmental considerations into our core business. These have ranged from small projects, like giving mosquito nets to all our employees in Papua New Guinea which resulted in the reduction of absenteeism from malaria by 23 per cent, to the construction of two large underground rainwater tanks for water-saving projects in our Northmead, Sydney operations.

We are working with community stores in the Northern Territory to provide incentives and opportunities for people to choose water, sugar-free and nutritious beverages. This sales strategy is working hand-in-hand with a unique community project, the “Healthy Bodies Healthy Minds” project, which we are running over three years in Tennant Creek.

Our philanthropic Foundations in Australia, Indonesia and Papua New Guinea distribute in total more than \$1.5 million dollars annually to projects which assist local communities. In Indonesia these include micro-loans for people to start their own businesses; in Papua New Guinea we are building safe water

supplies and funding an intensive HIV/AIDS prevention program; and in Australia we fund grassroots organisations working with disadvantaged young people in the arts, literacy and the environment.

Our workplace giving program in Australia, “Thirst for Giving” encourages and facilitates our staff to give from their own salaries, and distributes funds, matched by CCA, to 11 charities.

Our brands are working hard too. Mount Franklin has delivered \$550,000 to the National Breast Cancer Foundation for breast cancer research and 250,000 trees for Landcare Australia to plant across the country. Nature’s Own, our water brand in Papua New Guinea, is delivering funding and awareness for HIV/AIDS prevention.

In July 2008 hundreds of volunteers descended on Kuta and Sanur beaches in Bali to launch the inaugural Coca-Cola For Bali Coastal Clean Up Day. With our environmental partners, Reef Check Indonesia and Yayasan GUS, we will help keep Bali’s beautiful beaches clean all year round.





Water and energy savings in our manufacturing plants, combined with projects to reduce the carbon footprint of our fridges and fleet are important factors in our commitment to sustainability, however the everyday issue of post-consumer waste remains one of our biggest challenges. We take seriously our responsibilities as a manufacturer, and we are continuing to tackle the issue by making our containers lighter, using less material, and investing more resources into recycling projects. However, we cannot do this alone, and we are helping consumers to “Do the Right Thing” when they’re out and about and recycle their used beverage containers in our Public Place Recycling bins. Recycling is the key to better management of used beverage containers – they are not waste, but a valuable resource which can be turned into textiles, building materials and more beverage containers.

We have already made some significant capital investments in environmental initiatives in our manufacturing operations, such as water savings technology and rainwater harvesting tanks. We will always look for opportunities to incorporate best practice environmental options into investments while ensuring the returns we get for our spend meet our hurdle rates.

We have suggested to governments that they must provide more incentives like accelerated depreciation for business to invest in environmental technology and renewable energy options, and we will continue to lobby for these changes.

We have begun to embed sustainability strategies across our business. We’re launching an annual information event for our employees called “Sustainability September”, and we are working with

our customers on projects to improve performance. By doing this, we are stimulating innovation, lowering costs, growing our business, engaging our own people and our customers, as well as ensuring our local communities are healthier and wealthier.

We will continue to contribute to best practice in our industry, and continue to take an active part in the national and global debate as to how business can promote sustainable development.



David Gonski AC  
Chairman



Terry Davis  
Group Managing Director



# About CCA

An ASX100 listed company, CCA is Australia's largest premium branded beverage and food company and one of the world's top five Coca-Cola bottlers.

CCA operates its non-alcoholic and alcoholic beverage business in Australia and New Zealand and its non-alcoholic beverage business in Indonesia, Papua New Guinea and Fiji. CCA sold its underperforming South Korean business in October 2007.

**Total number of operations:** 32

**Total number of employees:** 16,000

**Total volumes of beverages sold:** 504 million unit cases or 2.86 billion litres (excluding alcohol)

The brands we produce, sell and distribute include Coca-Cola, Coca-Cola Zero, diet Coke, Sprite and Fanta, Mount Franklin, Pump, Pumped, Neverfail Springwater, Powerade Isotonic, Kirks, Glacéau vitaminwater, Mother, Goulburn Valley fruit juices, smoothies and flavoured milks, Deep Spring, Grinders Coffee and SPC Ardmona and Goulburn Valley packaged fruit and vegetable products.

CCA's alcohol business is conducted through Pacific Beverages, our joint venture with global brewer SABMiller, and it generated over \$300 million in revenue in 2007 from the sale of premium beers, including Peroni, Pilsner Urquell, Miller Genuine Draft and Miller Chill, along with the Maxxium spirits portfolio including Jim Beam and Cola, Cointreau, Remy Martin cognac, Piper-Heidsieck champagne and ABSOLUT VODKA. In 2007 we launched a new ready-to-drink beverage (RTD), Jim Beam and Zero Sugar Cola, and in early 2008 premium beer Grolsch joined our portfolio.

In December 2007, Pacific Beverages acquired Bluetongue Brewery, whose premium brands include Bluetongue Premium Lager and Bondi Blonde. We will begin construction of a new Bluetongue Brewery, with a capacity of 50 million litres and world-class sustainable water and energy saving initiatives, later in 2008.

In 2007 our earnings before interest and tax was \$653.1 million, an increase of 12.5 per cent and our net profit was \$366.3 million, an increase of 13.2 per cent.

For more detailed information on our business, see 2007 Annual Report and 2007 Shareholder Review ([www.ccamatil.com](http://www.ccamatil.com)).

## Scope of this Report

This is CCA's second Sustainability Report and covers our activities to August 2008. Unless otherwise stated it includes the bottling, sales and distribution activities in the five countries in which we operate and also includes SPC Ardmona, Grinders Coffee, Neverfail Springwater and Peats Ridge Springs. The manufacturing of our alcoholic ready-to-drink beverages, predominantly Jim Beam and Cola, is included in Australian beverages.

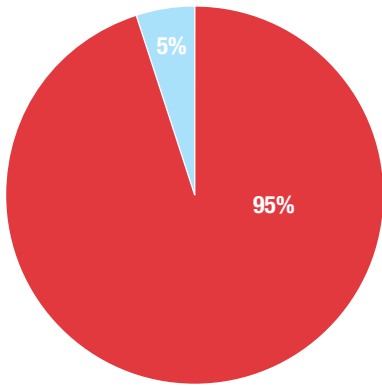
Quirks, our equipment division, and Bluetongue Brewery have not been included in this report.

In this report, we have reported more comprehensively in a number of areas, including measurement of Scope 1 and 2 greenhouse gas (GHG) emissions across the Group.

The content of this report is consistent with the global framework for corporate social responsibility established by The Coca-Cola Company (TCCC) and its major bottling partners under the four pillars of Environment, Marketplace, Workplace and Community.

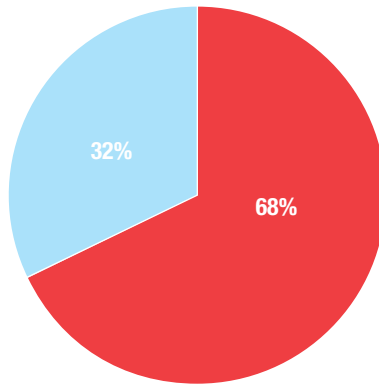


## CCA Revenue Split



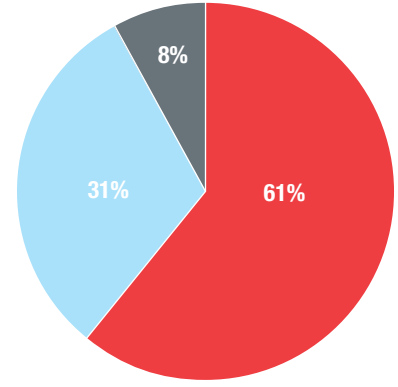
2001

- Sparkling beverages
- Non-carbonated beverages



2006

- Sparkling beverages
- Non-carbonated beverages & food



2007

- Sparkling beverages
- Non-carbonated beverages & food
- Alcoholic beverages



# Strategy and Management

As CCA broadened and diversified its business and product portfolio even further in 2007-2008, we continued to strengthen our approach to sustainability, deepening engagement with stakeholders and embedding sustainability considerations into business processes. While we publically report our sustainability work and targets to a number of voluntary agencies and have done so for several years, with the advent of new legislation in Australia in the lead-up to the Carbon Pollution Reduction Scheme (or Emissions Trading Scheme), we are now mandated to report our direct carbon dioxide equivalent emissions to the Federal Government.

As a fast-moving consumer goods company with a strong focus on responsible manufacturing, CCA has set continuous improvement targets for quality, environment and OHS performance for several years. Environmental sustainability, particularly in the largest part of our business, the Australian beverage operations, is an integral part of our business strategy. Testament to this long-term commitment was our achievement, in 2006, in becoming one of the world's most efficient users of water in the non-alcoholic beverage manufacturing industry.

Under this strategy we will continue to reduce our direct environmental impacts and increasingly focus on co-operative activities with our customers. View our policies (Environment Policy; Purchasing Policy and Water Policy - Australia) at [www.ccamatil.com](http://www.ccamatil.com).

While energy costs are a small component (3 per cent) of CCA's production costs, energy reduction is a key component of business plans in Australia and New Zealand, and renewed focus is being placed on energy in Indonesia, Fiji and Papua New Guinea in 2008.

## Governance

CCA reports key sustainability metrics under our four pillars – Environment, Marketplace, Workplace and Community - to the Compliance and Social Responsibility Committee of the Board. Each quarter, the Group provides reports to the Committee on compliance with laws including Occupational Health and Safety, environmental protection, product safety and trade practices. With social responsibility, the Committee reviews reports and makes recommendations to the Board, where appropriate, in respect to political donations, community support and any sustainability issues that are relevant to CCA.

In 2007, CCA's Board consisted of eight members – seven non-executive directors and one executive director. They are David Gonski AC (Chairman, a non-executive director and independent of TCCC); Jillian Broadbent AO, Wal King AO, David Meiklejohn and Mel Ward AO (all independent non-executive directors); Irial Finan and Geoffrey Kelly (TCCC's nominees and non-executive directors) and Terry Davis (CCA's Group MD and an executive director). In 2008 Catherine Brenner joined the Board as a non-executive director.

For a full overview of CCA's corporate governance structure see our Annual Report ([www.ccamatil.com.au](http://www.ccamatil.com.au)).

CCA donates to both major political parties in Australia, and all donations are disclosed on [www.aec.gov.au](http://www.aec.gov.au).

## Internal and External Standards

CCA's environmental risk management and climate change response stems from the ongoing maintenance of our ISO 14001:2004 certified environmental management systems (EMS). This firm platform is in place across the Group for key beverage manufacturing operations and covers all aspects of environmental impact with a specific emphasis on continuous improvement. The key elements of the ISO 14001:2004 standard can be found at [www.iso.org](http://www.iso.org).

All of our Australia and New Zealand beverage operations are ISO 14001:2004 certified. Neverfail Springwater's operations are currently preparing for certification.

CCA's major production operations in Australia, New Zealand and Fiji have qualified for compliance with the TCCC Management System for Quality and Environment and all sites across the Group are working towards The Coca-Cola Quality System (TCCQS) Level 3 certification for Quality, Environment and Safety by the end of 2009.

## Verification

Third party audit and verification of our integrated management systems (Quality, Environment and Safety) is currently performed by LRQA (Lloyds Register Quality Assurance) which audits against TCCQS requirements which has incorporated all of the key elements of ISO 9001 (Quality); ISO 14001 (Environment) and ISO 18001 (Safety) management system standards.



In addition to compliance audits, CCA uses Energetics Pty Ltd to compile its annual National Pollutant Inventory (NPI) and Greenhouse Gas (GHG) Challenge Plus reports. Furthermore, the major NSW Northmead beverage plant environmental and safety performance data was independently reviewed, and confirmed as compliant, by BECO, a leading Dutch environmental audit company.

## Reporting

CCA regularly participates in independent surveys, which assess our commitment to environmental, social and community initiatives.

### **Dow Jones Sustainability Index (now called the Australian SAM Sustainability Index)**

Launched in 1999, the Dow Jones Sustainability Index was the first global index to track the financial performance of the leading sustainability-driven companies worldwide. The index assesses leading companies based on a set of economic, environmental and social criteria. CCA has been included in the portfolio of sustainable companies since 2002 and was a "cluster" leader in 2008.

The index is prepared by Sustainability Asset Management (SAM). To find out more visit [www.aussi.net.au](http://www.aussi.net.au).

Government reporting is undertaken as required and includes:

### **Energy Efficiency Opportunities Assessment & Reporting Schedule**

The program encourages large energy-using businesses to develop greater energy efficiency through improving

the identification, evaluation and implementation of cost effective energy savings opportunities. All CCA operations in Australia and New Zealand have undergone an EEO level 3 and level 2 energy audits respectively. To find out more visit [www.energyefficiencyopportunities.com.au](http://www.energyefficiencyopportunities.com.au).

### **The National Greenhouse and Energy Reporting Scheme (NGERs)**

Mandated public reporting of energy and GHG emissions for Australian companies which will form the basis of the Carbon Pollution Reduction Scheme, or Emissions Trading Scheme. While CCA is a low energy user and a relatively low GHG emitter, our manufacturing business triggers the threshold under the National Greenhouse and Energy Reporting Scheme and we are required by law to report our energy use and GHG emissions to the Federal Government.

CCA began collating data for the start of the reporting period in July 2008. To find out more visit [www.climatechange.gov.au](http://www.climatechange.gov.au).

### **The National Pollutant Inventory (NPI)**

The NPI provides the community, industry and government with free information about substances emissions in Australia. The NPI shows emission estimates of 93 toxic substances and the source and location of these emissions. CCA has been fulfilling its mandatory reporting obligations in this area since 1999. To find out more visit [www.npi.gov.au](http://www.npi.gov.au).

CCA also undertakes additional reporting on specific environmental initiatives, such as the following:

### **Greenhouse Challenge Plus**

CCA Australia is a signatory to the Federal Government's Greenhouse Challenge Plus Program. This is a voluntary agreement formed by Federal Government and industry to abate greenhouse gases. To read CCA's annual Greenhouse Challenge Plus Reports see [www.environment.gov.au](http://www.environment.gov.au).

### **Carbon Disclosure Project**

The Carbon Disclosure Project (CDP) provides a secretariat for the world's largest institutional investor collaboration on the business implications of climate change. Through the CDP, many institutional investors collectively sign a single global request for disclosure of information on Greenhouse Gas Emissions.

In 2006, CCA Australia voluntarily participated in the CDP for the first time. CCA's CDP Report outlines the key issues and challenges CCA may face as a result of climate change and details measures we are taking to address these. We submitted our 2007 data to CDP6, and were included in the Australia/New Zealand Goldman Sachs JBWere Climate Leaders Index 2007, which recognises demonstrated leadership in disclosure to the investment community across a range of investment-relevant climate change issues. This puts us in the Top 25 of 141 ASX100 and NZX50 participating companies.

To visit the CDP go to [www.cdproject.net](http://www.cdproject.net).

# Stakeholder Engagement

As an ASX100 company with a market capitalisation of approximately \$6 billion, 16,000 employees and access to 230 million consumers through more than 500,000 customers across our Group, our engagement with stakeholders is crucial.

CCA's stakeholders include consumers, customers, employees, shareholders, suppliers and local communities, as well as non-government organisations and other groups which have an interest in the products we make and sell. These include health and environment organisations, water experts, regulators, bureaucrats and local, state and federal governments.

We are members of many industry bodies and policy-building organisations. In Australia this includes, the Australian Food and Grocery Council, the Packaging Stewardship Forum, the National Packaging Covenant Industry Association, the Water Stewardship Initiative,

DrinkWise Australia and the Australasian Bottled Water Institute.

In New Zealand, we are a signatory to the National Packaging Accord, and are members of the New Zealand Food and Grocery Council, Keep New Zealand Beautiful, the New Zealand Business Council for Sustainable Development, the Environmental Beverage Action Group - glass packaging forum, the New Zealand Juice and Beverage Association and the Packaging Advisory Council.

In Indonesia, we are members of the Soft Drink Industry Association, the Food Communication Forum, the Coalition of Food and Beverage Producers of Indonesia and the Coalition of Indonesia Philanthropy.

The sustainability challenges we face under our Four Pillars include water conservation and sustainability, packaging and recycling, energy reduction,

consumer health, employee development and health, and engagement and project development with our customers, suppliers and communities.

By consulting with a wide range of our stakeholders on these challenges, we are identifying and developing appropriate strategies in order to create value for our business and for the wider community.

As a major bottler in the Coca-Cola System, we also work closely with The Coca-Cola Company in many areas, including marketing and product innovation, product quality and sustainability. We partner with TCCC on many projects, including tree-planting days with Landcare Australia and we jointly fund and manage our Coca-Cola Foundations in Australia, Indonesia and Papua New Guinea.

## Engaging with Suppliers

In 2005, The United Students Against Sweatshops (USAS) wrote to The Coca-Cola Company (TCCC) in Indonesia alleging that the United Can Company (UCC), a supplier of aluminium cans to CCA's bottling operations in Indonesia, Coca-Cola Bottling Indonesia (CCBI) was harassing and victimising employees who had formed a second union, GSBI, within its plant. USAS alleged that UCC had dismissed 13 employees because of their involvement with GSBI.

Since that time the Coca-Cola System in Indonesia (CCBI and TCCC) has worked closely with UCC management to resolve the issues and put plans in place which have seen marked improvements in their labour issues. On August 3, 2006, GSBI sent a letter to TCCC and USAS confirming that the issues had been resolved to their satisfaction.

UCC, which is the only viable can supplier in Indonesia, supplies aluminium cans to CCBI.



Stakeholder	Engagement
Consumers – 230 million people	While The Coca-Cola Company is primarily responsible for interaction with consumers ( <a href="http://www.makeeverydropmatter.com.au">www.makeeverydropmatter.com.au</a> ) CCA supports consumer response and information through our Consumer Information Centre, company websites, consumer hotlines and dietary information on labels.
Customers – 500,000 businesses	<p>CCA responds to both customers and consumers in Australia through the national contact centre, Coke Connect. The 240-strong team covers 24 hours a day, seven days a week.</p> <p>In 2007, CCA engaged a Customer Sustainability Manager to build on our existing strong position as a preferred partner and to establish co-operative sustainability projects. Examples of our work with customers includes the Remote Communities Strategy in the NT, where we work with community stores to increase the availability and take-up of water and sugar-free soft drinks, and in New Zealand we worked with McDonald's on a pilot program for the Counties Manukau District Health Board to replace Sprite with Sprite Zero. The pilot, which resulted in a 17 per cent decrease in sugar intake, was rolled out across McDonalds in New Zealand.</p>
Employees – 16,000 staff	Annual Sustainability@CCA Reports; key achievements in internal communications from Country MDs; annual employee engagement surveys across the Group; in 2008, Australia will hold its first "Sustainability September", a national information and activity program where all CCA staff can participate in programs, gain more knowledge about sustainability initiatives and share ideas.
Communities – we are a local business in every country in which we operate and are a major employer in dozens of local communities	<p>In 2007 our major community initiative was a \$2 million, 10-year Community Benefits Program at Northmead, Sydney, around our largest Australian operations (see Community). We also launched the inaugural Coca-Cola For Bali Coastal Clean Up event in July 2008 and entered into partnerships with environmental groups Reef Check Indonesia and Yayasan GUS for ongoing cleaning of Bali's major beaches and waterways.</p> <p>We have continued our engagement with the Peats Ridge community and our successful National Community Engagement Strategy which aims to build good relationships with every community in which we operate. Our neighbours can raise issues with us via 1800 LOCAL1.</p>
Suppliers – companies supplying ingredients, packaging, equipment and services	<p>Our close work with Australia's state-based water authorities on mandatory water management programs have seen CCA win awards across the country for best practice in water savings and water management (see Water Stewardship). We have also worked closely with TCCC on purchasing new, more energy-efficient fridges under the eKOfreshment Sustainable Refrigeration program. We are guided by the following purchasing policies - CCA's Purchasing Policy (<a href="http://www.ccamatil.com.au/EnvironmentalPolicy.asp">www.ccamatil.com.au/EnvironmentalPolicy.asp</a>), the SPC Ardmona Approved Supplier Program and the TCCC Supplier Guiding Principles (<a href="http://www.thecoca-colacompany.com">www.thecoca-colacompany.com</a>).</p> <p>We are also working with our transport suppliers on more efficient deliveries and routes.</p>
Governments – state, local and federal	CCA engages regularly with all levels of government and bureaucracies on many issues. In 2007, the Coca-Cola System worked with Australian hospitals and area health services to place vending machines in health department settings that promote low-kilojoule beverages like Mount Franklin water. In New Zealand, we worked with government on the Voluntary Schools Beverage Agreement to withdraw soft drinks from high schools by December 2009.



# Stakeholder Engagement continued

## Engaging with our Communities

### Remote Communities Strategy

It is well-recognised that indigenous Australians have worse health outcomes than many other Australians, and one of the causes is poorer diets. In 2006 our sales team in the Northern Territory, led by Glen Mitchell and Steve Woods, came up with an innovative sales strategy.

Under the Remote Communities Strategy, CCA works with the local community-owned food stores, including the Arnhem Land Progress Association (ALPA) and Outback Stores, to increase the range of beverages available in indigenous communities, with the aim of increasing the proportion of sales of low-sugar options like water and diet drinks, as well as nutritious choices like fruit juice and flavoured milk. We delivered on the strategy throughout 2007 and 2008.

Our sales team has set aggressive targets to deliver against this aim, and while it is early days, the strategy is delivering encouraging results, with marked increases in the proportion of waters, diet drinks and juices being sold. We are rolling the strategy out to Queensland and Western Australia and will work on better tracking systems for progress in 2008.

CCA in the NT is also helping stores upgrade their merchandising spaces, by placing the low-energy and nutritious beverages up front, as well as changing the branding on fridges. The ALPA stores on Elcho Island (Galiwinku) and Kalkaringi were upgraded in 2008.

We have also established different criteria for our promotional support fund with some community stores to support local initiatives such as festivals, sporting programs and teams and local education programs. Two examples include the purchase of a barbecue used by local people to teach others how to cook, and an in-store fridge for fruit and vegetables. In 2008 the NT team also set up an indigenous staff work experience program in the Tiwi Islands.

The Remote Communities Strategy has been supported by a unique community initiative for young people developed by CCA Corporate Affairs executive Yvonne McKay. Healthy Bodies Healthy Minds runs for a week in Tennant Creek (see Community). For this three-year program, we utilise the combined expertise of a number of charities funded by the Coca-Cola Australia Foundation. These organisations, including Beyond Empathy, the Australian Literacy and Numeracy Foundation and Blueearth, have worked together to develop a unique program which combines the educational power of the arts, dance, music, photography, art and film-making, with sport and physical fitness, as well as nutrition and health education, and reading and writing.





## Engaging with our Communities

### Community Benefits Program - Northmead

Thirty-five years ago, when CCA built its bottling operations at Briens Road, Northmead in western Sydney, it was considered so far 'out in the sticks' that the Minister for Decentralisation opened the plant. Since that time, CCA has been a major employer in a suburb that has rapidly urbanised and become the heart of Sydney's booming greater west.

In 2007, CCA made another major investment into its Northmead plant, with the building of a \$90 million distribution centre - a high-tech, fully-automated warehouse. At the same time we constructed what we believe are the largest underground rainwater harvesting tanks in any manufacturing plant in the country – two huge tanks that will hold more than two million litres of water in total.

As well, as part of the NSW government's project consent terms, CCA committed to a \$2 million Community Benefits Program.

There are several innovative projects under this plan, including installing navigational lights on the warehouse roof for our neighbours at Careflight, located at the Westmead Children's Hospital across Toongabbie Creek, an annual community Open Day and further upgrading of the Redbank walking track along the Creek, but the two that will have the most long-lasting and positive impacts on our community are the \$100,000 arts and culture program and the irrigation, landscaping and maintenance of the Arthur Phillip Reserve, a popular sports and recreational park in our neighbourhood.

Water from the million-dollar underground water tanks on the Northmead site will be piped under the highway and stored in tanks on the Park, where the water will be used to irrigate the grass all year round.

The then NSW Minister for Water, Nathan Rees, on a visit to CCA's Northmead site to inspect the underground water tanks told journalists he used to play footie on Arthur Phillip Reserve as a kid growing up in Northmead.

"It was a hard and dusty playing field then, and I often went home with grazed knees," Mr Rees said. "It's good to know that the local kids will soon have softer landings than me and my mates."

Utilising community newsletters, an open day and sausage sizzle, door to door surveys, interactive classroom sessions in schools and one-on-one interviews, CCA spent many months talking to our neighbouring communities and Parramatta City Council to find out what people wanted and needed.

Strong issues emerged – people wanted more amenities for Arthur Phillip Reserve, and assistance with education, particularly for children of refugees.

Work is underway on a comprehensive plan for the Reserve, to include seating, landscaping and replacing old cricket nets. We are working with local schools, including Darcy Road Public School and the Education faculty at the University of Sydney, to develop a multicultural language library, and we're developing an artist-in-residence program with the Parramatta City Council.

We look forward to reporting on the results of these plans in the 2009 Sustainability@CCA report. Further detail on CCA's community benefits program can be found on [www.ccawest.com.au](http://www.ccawest.com.au).



# Overview of Progress

## Four Global Pillars

### Environment

Commitment

To conduct business in ways that protect and preserve the environment and to integrate principles of environmental stewardship and sustainable development into our business decisions and processes.

Priority

#### Water Stewardship

To make more beverages with less water, protect watersheds and ensure our water use and our water sources are sustainable

#### Packaging & Recycling

We see packaging as a resource, not waste. We will continue to find ways to reduce the amount of packaging we use and ensure it is recyclable

#### Energy and Climate

We will improve energy efficiency and reduce our carbon footprint

Progress we have made

- CCA Australia achieved one of the best water efficiency ratios in the global Coke System for making non-alcoholic beverages
- Two million litre underground water tanks constructed at Northmead, Sydney, to harvest rainwater which will irrigate a community park, and be used in production and onsite
- Installed "dry-lube" waterless lubrication on all applicable Australian production lines, saving 95 million litres of water per year
- We subject every potential water source to a stringent hydrogeological assessment process
- Staff volunteer for tree-planting days under our Silver Partnership with Landcare Australia

- Further "lightweighted" 385ml contour glass bottles by 5 grams
- On average, we use 15 per cent recycled content in PET bottles
- Recycled content used for PET hot-fill bottles for the first time
- Reduced stretch film usage by 30 per cent at some sites in Australia
- Reduced width of shrink film by 5 per cent, saving 16 tonnes per annum in Australia
- Improved recycling of manufacturing packaging waste
- Launched more Public Place Recycling stations in Australia
- Launched the inaugural Coca-Cola for Bali Coastal Clean Up Day and partnered with environmental groups Reef Check Indonesia and Yayasan GUS to ensure ongoing beach cleaning and litter recycling programs
- Began training in August 2008 on PIQET (Packaging Impact Quick Evaluation Tool) which calculates the environmental impacts of packaging systems and will enable our business to make informed decisions about packaging for all new products

- Installed energy abatement initiatives at operations in Australia and New Zealand
- Contributed to Australia's Earth Hour by turning off our iconic Coke sign in Kings Cross, Sydney and encouraged employees to participate in the event
- Rolled out 1000 new energy-efficient CO<sub>2</sub> fridges in Australia
- Installed solar hot water at new Northmead and Eastern Creek, NSW, warehouses
- Purchased 2.5 per cent Greenpower at Richlands, Queensland for the last 5 years
- CCA Australia is undertaking an assessment of the beverages business's overall carbon footprint (Scope 1 and 2 emissions, which are direct emissions from our manufacturing operations plus indirect emissions from purchased electricity, as well as Scope 3 emissions from cold drink equipment, 3rd party owned distribution fleet and packaging)
- CCA's annual reports are now available online, reducing our print run by 3 million pages and saving 300 trees

Aims

- 1.56 L/FBL (Water efficiency ratio-Australia)
- Investigate rolling out Geotechnical Instrumentation Systems (GIS) to guarantee the on-going sustainability and quality of our groundwater sources
- To continue to lead the global Coke System in water efficiency ratios

- Find ways to use less packaging
- Continue to "lightweight" our packaging
- Continue to drive Public Place Recycling programs with customers
- Continue to support the National Packaging Covenant's targets

- Continue to reduce carbon emissions in Australian manufacturing plants (measured by grams of CO<sub>2</sub> per finished beverage litre of product)
- Continue roll out of energy-efficient fridges
- Report in 2009 on progress to date of overall carbon footprint of the Australian and New Zealand beverage business (Scopes 1,2 and 3)

## Marketplace

## Workplace

## Community

Commitment

Priority

Progress we have made

Aims

To provide products and services that meet the beverage needs of consumers. In doing this, we provide sound and rewarding business opportunities and benefits for our customers, suppliers, distributors and local communities

To foster an open and inclusive work environment where a highly motivated, productive and committed workforce drives business success through superior execution

To invest time, expertise and resources to provide economic opportunity, improve the quality of life and foster goodwill in our communities through locally relevant initiatives

We will provide a beverage for every occasion and ensure they are of high quality. We will ensure our products are marketed responsibly and that accurate information about them is readily accessible

We will make CCA an even safer workplace, commit to further diversity, and ensure our people are inspired to be the best they can be. We believe we have a positive culture driven by our core values – people, passion, innovation, customer, excellence and citizenship

Through our Coca-Cola Foundations, philanthropic programs and our local operations we will continue to support local communities and contribute to their economic sustainability

- Broadened beverage range further to include vitamin-fortified waters, pre- and post-exercise sports drinks and low-energy flavoured waters
- Introduced smaller portion sizes – 300ml, 250ml and 200ml
- Rolled out %DI (Dietary Intake) information on beverage labels in Australia and New Zealand
- Provided a non-sugar alternative for every sparkling beverage with sugar
- Australia became the first country in the global Coke System to ensure Coca-Cola brand advertisements promoted a sugar-free option
- SPC Ardmona invested in “3 serves of vegies in every 425g can of SPC Baked Beans” labels to educate consumers about vegetables
- Our Remote Communities Strategy in the NT is increasing uptake and availability of water, sugar-free and nutritional beverages in indigenous communities
- We adhere to the same principles of responsibility as our Pacific Beverages partner SABMiller and we are a member of DrinkWise Australia

- Development of Group OHS Policy and Management Standards which deliver consistent safety and health standards, making CCA a safer place to work
- Leadership development programs across the range of businesses
- Established a 3-year plan – People First - to win commitment of more of our people
- Significant reductions in Australian injuries and lost time
- Improvements in employee engagement scores across Group
- Took a leadership role in Papua New Guinea in HIV/AIDS treatment and prevention with a workplace management and prevention policy offering testing, education and health campaigns
- Instigated a zero tolerance driving license policy in Indonesia to ensure all employees who drive company vehicles have a valid drivers license
- Established the perpetual Andrew McAuley Inspiration Award in memory of our colleague who was lost at sea in an attempt to kayak solo from Australia to New Zealand

- The Coca-Cola Australia Foundation provided three-year funding for the “Healthy Bodies Healthy Minds” project in Tennant Creek
- The Coca-Cola Foundations in Australia, Indonesia and Papua New Guinea directed approximately \$1.5 million to community projects
- CCA donated a total of \$3.3 million to the community in 2007, through philanthropic giving and beverage and food donations
- Our brands, including Mount Franklin, Neverfail Springwater, L&P, Kirks and Kiwi Blue, donated more than \$500,000 to health, community and charitable causes in 2007
- In Papua New Guinea CCA installed water tanks in 16 schools to provide clean water for children
- SPC Ardmona provided more than \$10 million worth of drought assistance to growers in the Goulburn Valley
- In Indonesia, we support local communities through micro-loans and water projects, including building water tanks for assist farmers remain viable

- To reduce total kilojoule content of non-alcoholic beverage portfolio
- Further increase proportion of sugar-free beverages
- Investigate adding fluoride to some water brands when allowed under Australian law

- To further increase diversity
- To continue assisting our developing markets with programs to prevent HIV/AIDS and malaria
- To continue building sustainability initiatives through our workplace with the annual event Sustainability September @ CCA

- Raise the level of participation in the Thirst For Giving matched giving program at CCA Australia
- Increase staff access to volunteering programs
- Continue and build on our work in key community initiatives

## Environment

# Water Stewardship

In every country in which we operate, particularly in Australia, our biggest market and the world's driest inhabited continent, we are committed to developing better systems to manage our water resources.

Several years of stringent water saving strategies under CCA's National Environmental Policy and our Environmental Management Systems, as well as investment of approximately \$5.6 million in capital infrastructure, technology and research and development projects have resulted in CCA Australia achieving one of the best ratios in the global Coke System in water efficiency for beverage production, measured as litres of water used to produce one litre of finished beverage (L/FBL). In 2007 this was 1.59 L/FBL for Australian beverages.

This is a calculation of all water used in beverage manufacture, from the water in the beverages, to the water used in onsite bathrooms, rinsing bottles and washing down trucks.

When it comes to the spring water we use for our bottled water brands, CCA Australia has invested approximately \$8 million over the past few years in capital equipment and new technology to ensure the long-term sustainability and quality of our spring water sources (see Water Policy at [www.ccamatil.com](http://www.ccamatil.com)).

Our leadership in water saving has resulted in awards (see Awards) and commendations from water authorities across Australia – many of which have cited CCA's local operations as best practice case studies and featured them in their advertising campaigns.

Why are we so focused on saving water? Not only does it reduce costs – purchase, treatment and disposal costs - but it brings huge benefits to our communities, from reducing consumption of a natural resource, reducing demand for energy and chemicals and providing a more sustainable environment.

Saving water in our operations means we also reduce greenhouse gas emissions – by decreasing our energy demands for pumping and treating water and wastewater.

### Water use Efficiency

In 2007 CCA beverages in Australia used on average, 1.59 litres of water to make one litre of finished beverage (L/FBL), a slight increase from our 2006 average of 1.55 L/FBL. This is still one of the best water use ratios in our industry worldwide.

### Casey Francis

Some of the best ideas for saving water have come from our own people, and 21 year old Casey Francis, who works at Kewdale in WA, came up with an excellent innovation that not only saves water, but helps make the workplace safer.

Casey and her team, Daniel Jansen, Matt Armstrong and John Partridge, invented the X-bend, a new valve which replaced the old Y-shaped valve used to deliver syrup into tanks. The simple invention means less syrup is lost and spilled, resulting in significantly less water needed to wash it down – changes which have contributed to water savings of 85 per cent.





The slight increase was due in part to an expanded product portfolio, where beverages like iced teas, sports drinks and juices require more water to maintain a consistently high standard of product quality, and also the fact that CCA's state operations now make a full range of products, which necessitates more rinsing in between production runs. However the environmental upside of more localised production is that we save on interstate transport costs and associated fuel and carbon emissions.

We have set stringent targets for water savings across the Group for 2008 and remain focused on saving even more water.

CCA has now installed "dry-lube" or waterless lubrication on all 26 Australian production lines, and two in New Zealand, resulting in annual water savings of 95 million litres.

### Wastewater Treatment

Our operations are subject to TCCC requirements on wastewater treatment, which states that all wastewater discharged will meet applicable regulatory requirements, maintain an effluent quality that will have no adverse effects on fish or aquatic life in receiving waters and to maintain and operate treatment facilities efficiently. All of CCA's beverages plants in Australia, Indonesia and New Zealand meet the TCCC requirements, with the exception of Waikerie in South Australia.

CCA has engaged experts to make an assessment of the infrastructure requirements to meet the South Australian Environment Protection Agency (EPA), and TCCC requirements with the aim that Waikerie will be compliant by 2009.

CCA is aiming for all Group operations to be compliant by the end of 2010.

### Public Policy and Education

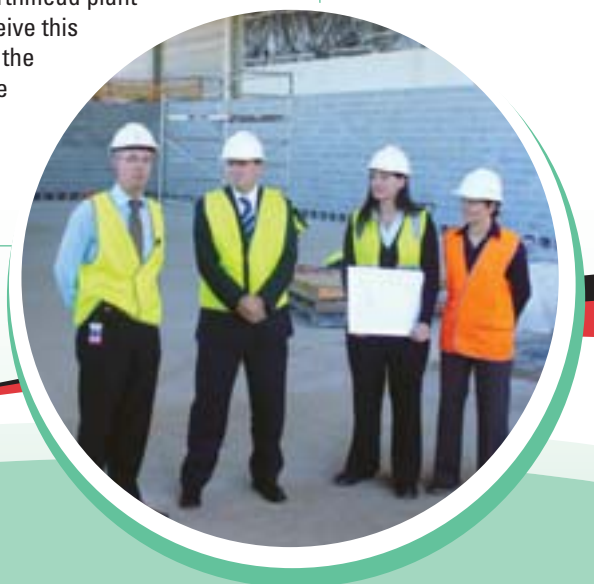
CCA's focus on water sustainability has seen the establishment of its inaugural National Water Scholarship through the Centre for Groundwater Studies across several leading Australian universities. In 2008 the scholarship was awarded to Jennifer Spencer from the School of Biological, Earth and Environmental Sciences, University of NSW, who will complete her Honours thesis on the interaction between surface and ground waters of the Lawn Hill region in Queensland. This research project will provide more knowledge about recharge and sustainable use of ground water.

CCA became a partner of the Water Stewardship Initiative ([www.waterstewardshipconcept.com](http://www.waterstewardshipconcept.com)) the aim of which is to provide a forum and program for responsible water management among large water users.

### Northmead Underground Rainwater Tanks

Nothing better illustrates CCA's leading role in water stewardship in Australia than the million-dollar rainwater harvesting tanks constructed in 2007 which can hold more than two million litres of water.

The tanks, which are buried underground at our Northmead operations, have been commended by the then NSW Minister for Water, Nathan Rees. Sydney Water awarded the Northmead plant a 5-Star rating for water management – the first manufacturing plant to receive this award – under its "Every Drop Counts" business program, and commended the Northmead team for its water management programs. The tanks will provide water for a number of unique projects – irrigating landscaping onsite, in toilets, to irrigate a local park (see Engaging with Stakeholders) and for use in beverage production (CCA received a \$50,000 grant from the NSW Green Building Fund for this project).



# Environment

## Water Stewardship continued

### Bottled Water – the Facts

The bottled water industry has been criticised recently for allegedly contributing to landfill, depletion of water sources and tooth decay.

CCA, a major producer of bottled water, is committed to ensuring the sustainability of all our water sources. We also accept that as producers of bottled water, we have a responsibility to do our very best to ensure that our packaging is increasingly “lightweighting” and recycled. However, we want to highlight some of the facts on bottled water, which are often overlooked in the debate:

- All bottled water in Australia, not just CCA brands, use only 0.01 per cent of the groundwater allocated for use in Australia and New Zealand – mining and agriculture are by far the biggest users
- The total amount of water used by Australia’s bottled water industry is 600 megalitres per year – to put this into perspective, the total amount of water used per day in Melbourne is 1200 megalitres
- 40 per cent of Australian bottled water is sold in 9 or 15 litre containers (like Neverfail Springwater) which are refilled 30-40 times over the life of the bottle, and are fully recyclable
- PET bottles (all bottles, including water bottles) contribute a tiny fraction of material going to landfill – just 0.3 per cent
- CCA has invested \$8 million into infrastructure, expert hydrogeologists and technology to ensure our water sources are sustainably managed
- Every potential water source undergoes a stringent hydrogeological assessment process
- CCA purchases most of our spring water from farmers and landowners who hold water licences, and who sell it to us on the open market, just as they would sell any other crop
- CCA Australia’s water use ratio for bottled water is around 1.3 litres per finished beverage litre (L/FBL), one of the best water efficiency ratios in the world
- All CCA’s water brands contain groundwater or spring water, none of them contain tapwater
- All CCA beverage containers are recyclable – they are not litter, but a resource that can be recycled into a huge range of products, like textiles, carpets and furniture
- CCA has been “lightweighting” or using less PET plastic and glass in our bottles for a number of years, saving thousands of tonnes of material
- CCA invests in Public Place Recycling stations, so people can recycle their containers when they’re away from home (see Packaging and Recycling)
- CCA will consider adding fluoride to some of our bottled water brands, as soon as the Australian Government allows us to
- CCA is a member of the National Packaging Covenant and a member of the Australasian Bottled Water Institute.

### Jabotabek Community Water Project

One of our most effective community water programs is CCBI’s project centred on the Jabotabek area near Jakarta, where one of our bottling operations is located. In the local community, people are under pressure to sell their land for use as real estate or industrial land, particularly in dry periods when it is difficult for them to get an economic return from the land. We have built water tanks and communal pumps on farms which support more than 40 families, so they can stay on their land producing rice, galangal, peanuts, rambutans, potatoes, cucumbers and snake beans. Our program also assists them in improving more effectively agricultural practices and to market their produce more effectively.



## Water Savings at Richlands, Queensland

While CCA's Australian operations have all achieved best practice in water savings, CCA Richlands, as one of our largest operations in the most severely drought-affected state, has worked very hard to earn a commendation from the Queensland Water Commission as a 2007 "Business Leader".

Some of the projects in the past two years which enabled Richlands to get water savings of more than 20 per cent, at the same time as increasing production by 11 per cent have included:

- Installation of dry-lube on all lines
- Cooling towers to use almost 100 per cent internal recycled water
- Recycled water used for warmers
- Using recycled water (captured rinser water) on the new hotfill line
- Providing environmental induction training to all staff and contractors.
- Waterless urinals
- Recirculating vacuum pump water in the Syrup Room
- Completion of fitting flow regulators to taps
- Fitting trigger nozzles to all hoses
- Changing the fitters workshop and EQS washdown bay to recycled water



## Protecting Our Watersheds – Peats Ridge Springs

Since purchasing the Peats Ridge Springs water business in 2003, CCA has worked hard to ensure it is one of the best managed and monitored water sources in Australia. We have invested around \$5 million in the site on hydrogeological surveys and technology and equipment to enable us to measure and monitor water levels around the clock. We use this information to manage our resources and ensure that the production of our water is sustainable.

We report our daily standing water levels to the NSW Government and the local council, making Peats Ridge Springs arguably one of the most scrutinised and transparent water sources in Australia.

We have also engaged with local water protection groups, including the Hawkesbury-Nepean Catchment Management Authority and Landcare, to scope a project which would measure water use in the Mangrove Mountain/Peats Ridge area, and we have contributed funds towards a local land management study called "The Future of Farming".

CCA uses around 2 per cent of the groundwater allocated for use in the area, and to our knowledge is the only major water user in the area which has its water use stringently, regularly and publicly monitored and measured.



## Environment

# Packaging and Recycling

Packaging plays a crucial role in ensuring the quality, safety and convenience of all our food and beverage products. We are working hard to make our packaging more sustainable – most of our drink containers are 100 per cent recyclable, and all of our new product packaging must be 100 per cent recyclable.

In August 2008 CCA began training on PIQET (Packaging Impact Quick Evaluation Tool), which calculates the environmental impact of packaging systems through the packaging life-cycle, from extraction of raw materials through to the end of waste management.

The use of PIQET means the business will be able to make better informed decisions about packaging in the New Product Development process.

We are constantly reviewing packaging innovations which could deliver better environmental outcomes and we work with other companies to identify opportunities in this area.

While beverage packaging makes up only 3 per cent of the waste stream in Australia (Packaging Stewardship Forum [www.afgc.org.au](http://www.afgc.org.au)) we recognise that both sustainable packaging and responsible recycling remains a big challenge.

In 1994 CCA was the first company in the world to package a food-grade product using recycled content in PET and today, on average, we use 15 per cent recycled content in our PET bottles. CCA's Australian beverage business has committed to increase internal recycling rates by 5 per cent by 2010, from an already high base of 85 per cent waste recycled across all manufacturing facilities. Internal recycling rates improved by 5 per cent from 2006 to 2007.

We see packaging as a valuable resource, not waste or litter. Every PET bottle, for example, is a resource that can be recycled into other goods, like a pair of board shorts, a polar fleece, a carpet or a picnic table. Large home and office containers, like Neverfail Springwater's bottles are

recycled 30-40 times over their life before the plastic is crushed and reused in the automotive industry. Aluminium cans can be recycled many times.

While we accept that as a producer of fast-moving consumer goods we have a responsibility for the containers our beverages come in, we can't do it alone – everyone has a part to play in recycling.

### Less Packaging, More Recycling

CCA's PET beverage containers have been "lightweighted", or made using less plastic, saving more than 21,000 tonnes of PET, or 625 million bottles, since 2003. We have also further "lightweighted" our 385 ml glass bottles by 5 grams.

In 2007 we included recycled PET content in hot-fill bottles for the first time, we reduced stretch film usage by 30 per cent at some sites and we reduced width of shrink film by 5 per cent, saving 16 tonnes of shrink film per year.

### Recycling Bins on Bali Beaches

In July 2008 CCBI, in partnership with leading local environment organisations Reef Check Indonesia and Yayasan GUS, launched the inaugural Coca-Cola for Bali Coastal Clean Up day at Legian beach, Kuta, Sanur and Nusa Lembongan. As part of this ongoing, year-round campaign to clean up Bali's major beaches and waterways, we installed 200 public place recycling bins on Kuta, Legian and Sanur beaches, strategically located next to vendors' ice chests. This project is the first non-government initiated recycling bin project in Bali.

CCA is also in the process of purchasing two tractors with cleaning attachments for daily beach cleaning on Kuta and Legian beaches. The tractors will not only sift through the sand to pick up cigarette butts and syringes, but will also loosen up the sand on the beach.





CCA has consistently improved rates of packaging waste sent to recycling in our manufacturing plants in Australia, New Zealand, Indonesia and Papua New Guinea. New Zealand's operations have achieved excellent results, in 2007 sending almost 90 per cent of solid waste generated to recycling, avoiding landfill.

Our New Zealand team has also developed an event recycling bin ([www.moxie.co.nz](http://www.moxie.co.nz)) and guidelines for event managers on minimum waste generation ([www.packaging.org.nz](http://www.packaging.org.nz)).

CCA Australia is a leading member of the Packaging Stewardship Forum (PSF), best known for its iconic "Do The Right Thing" campaign. In 2007 the PSF funded an innovative trial to recycle glass bottles from pubs and clubs using the Bottle Cycler, a small, on-premise glass crushing machine which reduces large, bulky

volumes of glass bottles into crushed glass, or "cullet" which can be recycled. In the first 12 months of the trial in Melbourne, more than 250,000 kg of glass was diverted from landfill.

### Public Place Recycling

Australians are good recyclers – 90 per cent of households have access to kerbside recycling and we recycle around 70 per cent of the beverage containers we use at home. (Source: Packaging Stewardship Forum)

The challenge for recycling comes when people are out and about. Since 2004 CCA has been running the "Refresh Recycle Renew" campaign and has invested significantly in public education and Public Place Recycling.

In 2007 in partnership with Australia Zoo on Queensland's Sunshine Coast,

CCA launched a Public Place Recycling program featuring the zoo's animated tiger, Khan, which aims to recover up to 400,000 PET bottles every year.

On the Gold Coast, CCA partnered with Warner Village Theme Parks and Polar Bears International to launch a recycling fund-raising initiative at Sea World. CCA donated 5c for every PET bottle placed in the recycling bins (to the value of \$10,000) which will go to Polar Bears International.

Over the 2006-2007 summer holidays, CCA launched a "Refuel Recycle Renew" competition which encouraged people to place their beverage containers into recycling bins in service stations along the Hume Highway between Sydney and Melbourne, and in 2007, CCA, in partnership with Jones Lang LaSalle launched Public Place Recycling stations in Australia Square and the MLC Centre in Sydney's CBD.

### Landfill Diversion, Recycling and Reuse at SPC Ardmona

During 2007, increased efforts through staff education and an expansion of waste that was previously labelled non-recyclable, resulted in 3320 tonnes of waste being diverted from landfill and going to recycling. Some of the initiatives included local companies re-using raw ingredient cartons, pig and dairy farmers reusing and recycling waste product, recycling broken plastic fruit bins into industrial piping and grinding broken wooden fruit bins for mulch.

Some of SPC Ardmona's organic waste is used by local farmers as stock feed and forms part of the company's recycling program. The total organic waste sent out as stock feed in 2007 was 9,940 tonnes. It is planned over the next few years to improve the quality of the remaining organic waste to increase the amount sent for stockfeed which may yield a further 5,000 tonnes.

In an innovative project which again diverts more material from landfill, SPC Ardmona has partnered with a local dairy farmer who has constructed a facility on his farm which processes waste fruit products faster and makes higher quality stock feed. In 2007, 153 tonnes of loose cans and 2,541 tonnes of pallets were processed.



# Environment

## Packaging & Recycling continued

### Public Policy

CCA is a founding member of Australia's National Packaging Covenant (NPC), a joint initiative established in 1999 between government and industry to manage the environmental impacts of consumer packaging, as well as highlighting the importance of packaging minimisation through the supply chain. The NPC has provided more than \$21 million in funding since 1999 to increase packaging recycling. The NPC and the responsibilities arising from its reporting requirements have fostered an important change within CCA's corporate culture over the past 24 months. New processes have been established and followed, with environmental impacts of new products now considered under NPC guidelines, in

the early stages of the decision process.

Under the NPC, national recovery rates for waste have increased from 41 per cent to 56 per cent over the last 4 years. The focus of the NPC's next stage (Covenant #2) is on 'away from home' recovery and the national target for 2010 is to achieve a 65 per cent recycling rate.

Collectively the 54 projects that have been funded through Covenant #2 are projected to divert more than 500,000 tonnes of packaging materials for recycling by the end of 2009. Total investment in these projects is \$47 million and industry has contributed more than \$4.9 million in funding (matched by state jurisdictions).

A further \$4.5 million of industry funds is available in 2008.



### Recycling and Drought Relief Fundraising at the Brisbane Ekka

During the 2007 Queensland Exhibition, the "Ekka", CCA set up a recycling promotion at four sites around the showground. We used special bins that made a burping sound when the lid was raised, which proved very popular with children. We recycled 73 bins, or the equivalent of 17,000 litres of bottles.

We raised \$2000 every day for the 10 days of the Ekka, and donated a \$20,000 cheque to drought relief through the Salvation Army. Another part of the promotion asked children to write a message to the affected farmers delivering a "message of hope and support" for them.

Bridget Greathead of Banyo won a 5000 litre water tank for her family with her poem offering farmers support during the drought.



## Environment

# Energy & Climate

CCA has been voluntarily reporting carbon emissions and identifying opportunities to reduce them since 1999 under the Australian Government's Greenhouse Challenge. CCA also participates in the global Carbon Disclosure Project, and in 2007 was included in the Australia/New Zealand Goldman Sachs JBWere Climate Leaders Index, which recognises demonstrated leadership in disclosure to the investment community, across a range of investment relevant climate change issues. This put CCA in the Top 25 of 141 ASX100 and New ZealandX50 participating companies.

However, 2007 was the watershed year for global action on climate change. Businesses in Australia prepared themselves for operating in a carbon-constrained economy, as both major parties went to a Federal election with policies for a national emissions trading scheme, and new legislation mandated major companies to publicly report their energy use and carbon emissions. Australia's new Labor Government announced a "cap and trade" emissions trading scheme, or Carbon Pollution Reduction Scheme, to start in late 2010.

While CCA's manufacturing operations are not high carbon emitters and energy costs presently represent just 3 per cent of our operating costs, our manufacturing business triggers the threshold under the National Greenhouse and Energy Reporting Act 2007 and we are required by law to report our energy use and GHG emissions to the Federal Government.

While water savings remains our priority (see Water Stewardship) CCA is working hard to understand and measure the climate impacts of our business and our value chain across the Group. Our business strategy is to continue to accelerate the implementation of energy saving projects within our operations, reduce our direct carbon impacts and increase our focus on co-operative activities with our customers.

With carbon, we already measure our Scope 1 and 2 emissions, which are the direct emissions from our manufacturing operations and owned fleet plus indirect emissions from purchased electricity.

The next step will be to measure our overall carbon footprint, which includes Scope 3 emissions. CCA in Australia and New Zealand has commenced scoping Scope 3 emissions from cold drink equipment, packaging and third party owned distribution fleet. We aim to publish our progress in our next Sustainability@CCA Report and use it to identify future emissions reductions.

### Emissions

CCA Australia has committed to reducing carbon emissions in our manufacturing plants (measured by grams of CO<sub>2</sub> per finished beverage litre of product, or gCO<sub>2</sub>-e/FBL).

In 2007 CCA generated an estimated total of 267,617 metric tonnes of CO<sub>2</sub>-e across Scopes 1 and 2 across the Group.

In 2007 the Australian beverage business (which generates approximately 70 per cent of CCA's earnings) had a carbon emissions ratio of 60.43g CO<sub>2</sub>-e/FBL – a reduction from the 2006 ratio of 61.51g CO<sub>2</sub>-e/FBL (this figure also includes emissions from CCA owned sales fleet).

In New Zealand, the ratio for the beverage business was 14.39g CO<sub>2</sub>-e/FBL, a much lower figure than Australia's because the bulk of New Zealand's power is derived from hydro-electricity and wind, which is much less carbon-intensive than energy derived from coal-fired power stations.

The 2007 Group ratio (including SPC Ardmona, which is more energy-intensive because of the fruit cooking or "retorting" process) was 93g CO<sub>2</sub>-e/FBL.



Coca-Cola Indonesia's Eco-bus, powered with bio-diesel, toured schools educating students about recycling, energy saving and waste processing.



# Environment

## Energy & Climate continued

### Energy Saving Projects

CCA is undertaking various energy abatement initiatives at its Australian and New Zealand operations, including:

- Installation of a new pasteuriser for Keri Juice in Auckland which is saving 50 tonnes of CO<sub>2</sub>-e per year
- Filling optimisation project at Richlands, Queensland saving 807 tonnes of CO<sub>2</sub>-e per year
- New air compressors in the Northmead and Smithfield plants, NSW, saving a total of 588 tonnes of CO<sub>2</sub>-e per year
- Power correction at Thebarton, SA, saving 333 tonnes of CO<sub>2</sub>-e per year.

### Renewable Energy

CCA has installed solar hot water at the Northmead distribution centre (DC) and the new DC at Eastern Creek.

CCA purchases 2.5 per cent Greenpower at the Richlands operations in Queensland, which offsets emissions by 411 tonnes of CO<sub>2</sub>-e per annum.

### Cold Drink Equipment

The cold drink equipment - the coolers, vending machines and fountain equipment that CCA places at customer premises - are critical to our business strategy. They do, however, represent a significant source of indirect (Scope 3) emissions. We are working on a number of projects seeking to improve the energy-efficiency of our cold drink equipment.

The Coca-Cola System's "eKOfreshment" program has ensured:

- All new equipment now contains HFC (hydrofluorocarbon)-free insulation, which avoids three-quarters of the direct GHG emissions compared to our old equipment
- Development and implementation of a proprietary Energy Management System (EMS) which delivers energy savings of up to 35 per cent.

CCA was the first bottler in the global Coke System to implement both these new technologies.

The final step was to develop equipment that utilises a natural refrigerant, CO<sub>2</sub>, to cool the product. Ironically, while CO<sub>2</sub> is the main culprit in global warming, when used in cooling systems it is 1,300 times less potent a GHG than the main refrigerant currently in use - HFC-134a\*

CCA has committed to purchasing 1000 new CO<sub>2</sub> coolers in 2008, with follow-up commitments for 4000 units in 2009-10.

\* (It is important to note that the refrigerants in all our coolers are present in "closed loop systems" which means that only a very small percentage is ever actually released into the environment.)



### Earth Hour

We turned off our iconic Coca-Cola sign in Kings Cross for Australia's Earth Hour. Sequences for the television commercial for Earth Hour 2008, featuring Olympian Cathy Freeman, were filmed at CCA's Circular Quay Head Office.





### Possible Impact of an Emissions Trading Scheme or Carbon Pollution Reduction Scheme

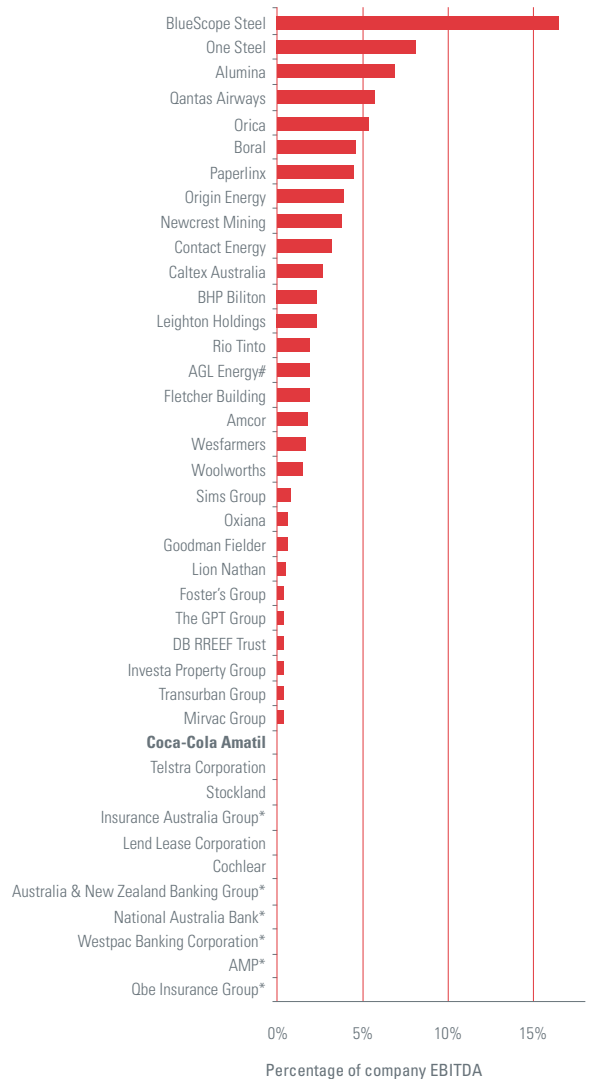
This table, as reported in the Carbon Disclosure Project 2007 – Australia and New Zealand, confirms CCA's analysis that we are a relatively low energy user in our manufacturing operations and as such, immediate direct impacts of an ETS are unlikely to be material.

#### Fully-Automated Distribution Centres (DCs)

CCA has built three new DCs in Mentone (Victoria), Auckland (New Zealand) and Shepparton (Victoria). Northmead's (NSW) new fully-automated DC will open in mid-2008 and Eastern Creek (NSW) will open in 2009. The consolidation of a number of CCA's NSW warehouses into one, coupled with full automation of operations means we have streamlined distribution networks, saving petrol and substantially reducing forklift use and truck movements throughout western Sydney. The net effect is a 56 per cent savings in carbon emissions, equal to an estimated 973 tonnes of CO<sub>2</sub>-e per year.



Cost of emissions at \$10 per tonne as a percentage of company EBITDA\*



\* Earnings Before Interest, Taxes, Depreciation and Amortization. Net profit before tax figure used for companies indicated.  
# AGL Energy estimate based on emissions pre demerger of the group's energy assets.

# Environment

## Environmental measures - Full Year 2007

### Australia (Beverages) 2006 figures 2007 figures

Measure	Unit	CSD/NCB	NF	PRS	Crusta	Overall
Water usage ratio	L/FBL	1.61 1.53	1.25 1.29	1.28 1.22	2.14 2.47	1.59 1.55
Energy usage ratio	MJ/FBL	0.29 0.29	0.14 0.08	0.10 0.07	0.46 0.56	0.28 0.27
Energy used	GJ	629,410	16,569	2,527	6,168	654,674
Volume	KL	1,679,263 1,590,402	120,240 104,825	26,424 27,798	12,513 12,984	1,838,440 1,736,009
Carbon emissions ratio	gCO <sub>2</sub> -e/FBL	N/A	N/A	N/A	N/A	60.43* 61.51
Carbon dioxide emitted	Tonnes CO <sub>2</sub> -e	N/A	N/A	N/A	N/A	111,091* 106,779
In-plant total solid waste generated	Tonnes	6,376 5,635	433 997	71 78	103 115	6983 6825
In-plant solid waste to recycling	%	86 81	70 62	62 59	47 54	85 80

\*Includes Scope 1 and Scope 2 emissions (inc. owned fleet). Excludes Crusta and Neverfail. CSD -Carbonated soft drinks; NCB – non-carbonated beverage; NF-Neverfail; PRS – Peats Ridge Springs.

### Australia (Food) 2006 figures 2007 figures

Measure	Unit	SPCA	Grinders
Water usage ratio	L/Kg	7.88 19.4	0.06* 0.01
Energy usage ratio	MJ/Kg	4.00 4.16	9.1* 2.79
Energy used	GJ	773,279	8184
Carbon emissions ratio	gCO <sub>2</sub> -e/Kg	471.8 N/A	585.5 N/A
Carbon dioxide emitted	Tonnes CO <sub>2</sub> -e	91,160 N/A	527 N/A
In-plant total solid waste generated	Tonnes	23,303 8215	(N/A)
In-plant solid waste to recycling	%	66 85.1	(N/A)

\*More accurate reporting measures now in place.

**Indonesia**  
2006 figures 2007 figures

Measure	Unit	2006 figures	2007 figures
Water usage ratio	L/FBL	3.75	3.79
Energy usage ratio	MJ/FBL	0.75	1.02
Energy used	GJ	568,079	
Carbon emissions ratio	gCO <sub>2</sub> -e/FBL	76.3	N/A
Carbon dioxide emitted	Tonnes CO <sub>2</sub> -e	57,767*	N/A
In-plant total solid waste generated	Tonnes	11,828	10,526
In-plant solid waste to recycling	%	52.25	40

\*Excludes fleet

**New Zealand**  
2006 figures 2007 figures

Measure	Unit	2006 figures	2007 figures
Water usage ratio	L/FBL	1.96	1.94
Energy usage ratio	MJ/FBL	0.22	0.20
Energy used	GJ	67,372	
Volume	KL	308,452	
Carbon emissions ratio	gCO <sub>2</sub> -e/FBL	14.39	N/A
Carbon dioxide emitted	Tonnes CO <sub>2</sub> -e	4440*	N/A
In-plant total solid waste generated	Tonnes	2,050	22,751
In-plant solid waste to recycling	%	89.0	87.5

\*Excludes fleet

**Fiji**  
2006 figures 2007 figures

Measure	Unit	2006 figures	2007 figures
Water usage ratio	L/FBL	2.28	2.03
Energy usage ratio	MJ/FBL	0.59	0.70
Energy used	GJ	11,174	
Volume	KL	18,801	
Carbon emissions ratio	gCO <sub>2</sub> -e/FBL	43.08	N/A
Carbon dioxide emitted	Tonnes CO <sub>2</sub> -e	810*	N/A
In-plant total solid waste generated	Tonnes	302	286
In-plant solid waste to recycling	%	83.0	83.0

\*Excludes fleet

**Papua New Guinea**  
2006 figures 2007 figures

Measure	Unit	2006 figures	2007 figures
Water usage ratio	L/FBL	2.58	3.09
Energy usage ratio	MJ/FBL	0.20	0.16
Energy used	GJ	17,772	
Volume	KL	89,357	
Carbon emissions ratio	gCO <sub>2</sub> -e/FBL	20.39	N/A
Carbon dioxide emitted	Tonnes CO <sub>2</sub> -e	1822*	N/A
In-plant total solid waste generated	Tonnes	813	558
In-plant solid waste to recycling	%	73.6	66.0

\*Excludes fleet

# Marketplace

One of the biggest changes at CCA in the past 7 years has been the expansion and diversification of the beverage and food products we make, sell and distribute to our 500,000 customers, who have access to 230 million consumers across the Group.

The Coca-Cola System recognises public concern about health issues, particularly in relation to kilojoule-dense diets and the need for more physical activity. We recognise our responsibility in this area and we are helping consumers make more informed choices about what they eat and drink.

We are not only investing in product and pack size innovations, but we are also investing significantly in voluntary initiatives, such as labelling information, new vending machines in Health Department locations across Australia, and innovative sales strategies aimed at helping deliver positive outcomes to communities in Australia and New Zealand.

## Non-Alcoholic Beverages

Our portfolio of non-alcoholic beverages now consists of more than 80 options, and we are continuously responding to consumer needs for a greater choice, many with fewer kilojoules, more nutrients and in smaller portion sizes. We now provide a sugar-free option for sparkling drinks containing sugar and in 2008 we produced our smallest ever mainstream portion size, the 200 ml can of Coca-Cola, containing just 360 kilojoules.

We have further expanded our range of sugar-free, low-kilojoule and nutritious and functional options, including Kirks

Sugar-Free, Coca-Cola Zero, Sprite Zero, diet Lift and Fanta Zero, Mount Franklin, Peats Ridge Springs, Pump, Neverfail Springwater, Glacéau vitaminwater, Goulburn Valley fruit juices and smoothies and Goulburn Valley flavoured milks.

Nestea Iced Tea was reformulated in mid-2008 with 20 per cent less sugar.

Australia was also the first country in the world to ensure that Coca-Cola brand advertisements promote a sugar-free option.

## Independent Expert Advice

In 2007 the Coca-Cola System's Coca-Cola Australia Health and Wellness Advisory Council expanded to include New Zealand experts. The Council was set up in 2006 to provide independent advice on health and wellness issues, and members are selected from professional disciplines including nutrition and dietetics, dental health, public health and health and nutrition communications. Activities in 2007 included undertaking a research review of the health effects of the two sweeteners most commonly used in diet drinks. Further work being undertaken by the Council includes product innovation opportunities, a nutrition policy and scientific reviews of relevant health issues.

## Consumer Education

In 2007, the Coca-Cola System undertook a major communication and education program to inform consumers on a number of issues, including how to understand our product labels and addressing misinformation on artificial sweeteners.

The Make Every Drop Matter campaign included an advertising campaign, website ([www.makeeverydropmatter.com.au](http://www.makeeverydropmatter.com.au)) and online communications and newsletters.

## Labelling

The Coca-Cola System supports greater transparency on labelling, and after a global search, committed to voluntarily implement the Australian Food and Grocery Council's Daily Intake (%DI) Guide for energy, as set out by the National Health and Medical Research Council. We have rolled out %DI "thumbprints" on the front of our beverage labels in Australia and New Zealand.

## Responsible Sales and Marketing

The Coca-Cola Company is responsible for consumer marketing. In 2000, the Coca-Cola System in Australia adopted a policy of not marketing any products to children under 12. This includes not advertising during television programs aimed at children irrespective of what time of day they are broadcast (see [www.thecoca-colacompany.com/citizenship](http://www.thecoca-colacompany.com/citizenship)).

We also work with our customers to ensure they understand our policies on not marketing to children.

We continue to support the role of parents as custodians of what their children eat and drink. In 2004 we voluntarily withdrew all sugar soft drinks from primary schools in Australia and New Zealand. In New Zealand, CCA led the creation of a voluntary industry agreement, in partnership with the health and education ministries, to withdraw all sugar soft drinks from high schools by 2009.

## Public Policy

In 2007, the Coca-Cola System worked with Australian hospitals and area health services to place vending machines in health department settings that promote low-kilojoule beverages like Mount Franklin water. Each of the new vending machines carries "Make Every Drop Matter" nutrition brochures. This is a multi-million dollar initiative involving 2000 new machines nationally.





Our New Zealand team also worked on an innovative program with the Counties Manukau District Health Board to replace Sprite with Sprite Zero in McDonalds' restaurants. The pilot, which resulted in a 17 per cent decrease in sugar intake, was rolled out across McDonalds' restaurants in New Zealand.

Our sales team in the Northern Territory came up with an innovative and radical strategy working with community stores to increase the availability and take-up of water and sugar-free beverages by consumers. This Remote Communities Strategy will be rolled out into Queensland and Western Australia.

### Food

All SPC Ardmona brands of packaged fruit and vegetables offer healthy choices, particularly those packed in natural fruit juice. SPC Ardmona re-launched the 425g can of SPC Baked Beans offering "3 Serves of Vegies", reminding consumers that baked beans are an easy and economical way to eat vegetables.

SPC Ardmona's Goulburn Valley brand of fruit has no artificial additives or preservatives and has been promoted as a healthy option with the Heart Foundation Tick of Approval.

IXL All About the Fruit range of spreads are sweetened with fruit juice and contain no cane sugar, and Weight Watchers spreads won the 2008 Slimming and Health Healthy Eating Award in the Low fat/Low cholesterol category.

SPC sponsored the Weetbix "Tryathlon" in 2008, which attracted 12,000 children across Australia to compete in physical activities.

### Alcohol

CCA is still a relatively small player in the alcoholic beverages market in Australia and New Zealand, but we recognise the

public concern about excess consumption of alcohol, particularly among young people and we take seriously our role as responsible corporate citizens in this area. We have adopted the responsibility codes created by our Pacific Beverages partner, SABMiller and we are members of DrinkWise Australia, an educational and research body set up by the alcohol industry in the wake of the Alcohol Summit in Sydney.

### Product Quality

We aim to provide customers and consumers with the highest quality beverages and food, and it is our policy to meet or exceed regulatory requirements.

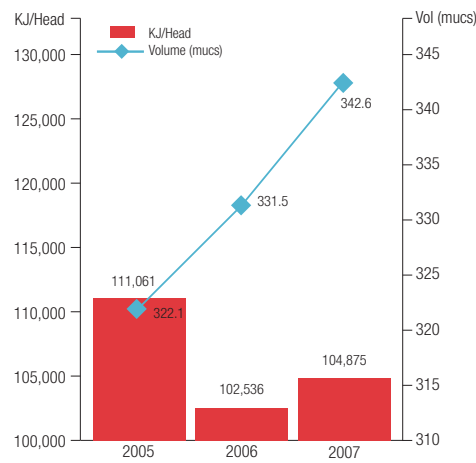
In manufacturing, CCA relies on policies and procedures, robust systems and proven technologies along with trained people to ensure that our products exceed all company standards and legal requirements prior to leaving our facilities.

Excessive age of stock in the market and process variability during manufacturing are our top product quality concerns. A focus on process control, through the introduction of on-line process control monitoring systems and the introduction of the Coke Best Fresh program were key components of the strategy introduced to improve the quality of our products. The Coke Best Fresh Program recognises that handling and storage of our products after manufacture can impact on their quality and ultimately influence the experience our customers have.

### Responding to Customers and Consumers

CCA responds to both customers and consumers in Australia through the national contact centre, Coke Connect. The 240-strong team covers 24 hours a day, seven days a week.

Total kilojoules consumed from CCA products per person in Australia per annum and volume of CCA products sold in Australia



The customer service team at Coke Connect receives 1.4 million calls annually and answers them within an average of 12 seconds. The sales team calls customers on an agreed day and time to take orders, sell new products and ensure they have enough product available.

All calls from customers are logged and monthly reports are produced and distributed through the business.

The Consumer Information Centre (CIC) is the independent function within Coke Connect which captures consumer feedback. In 2007, the CIC received nearly 98,000 contacts, a 22-fold increase since its inception in 1991.

The CIC responds in detail, by phone, email or in writing, to all consumer inquiries within 24 hours, or the next business day wherever possible. Consumer information is delivered to the business and shared with the global Coke System via regular monthly reporting.

CIC: free call 1800 025 123; fax 02 9436 8715 or via email to [consumer\\_information@anz.ccamatil.com](mailto:consumer_information@anz.ccamatil.com).

### Kids and Fruit Program

A group of Goulburn Valley farmers designed a program to educate primary school children about healthy eating, and the benefits of daily fruit. The Kids and Fruit program provides one piece of fresh fruit or one Goulburn Valley Fruit Snack to each child in participating schools every school day.



# Workplace

Achieving our business priorities depends on our people – all of them.

At CCA we recognise that great companies are built through highly engaged employees. Our people are a critical source of competitive advantage and what they achieve depends on their engagement. We believe that highly committed people try harder, perform better and stay longer. We know that these factors have a positive impact on our employees, customers and our results and we measure this commitment in a number of ways:

- increasing engagement levels
- lowering turnover
- reducing customer service issues directly related to the behaviours of our people
- reducing the number of injuries

We believe our business has a positive culture driven by our core values – people, passion, innovation, customer, excellence, and citizenship.

This is led from the top by our Chairman, David Gonski AC, Group Managing Director Terry Davis, senior leadership teams across the Group and by every employee, working in production of the beverages and food, right through to sales, distribution and marketing.

We know that to create a workplace that engages people, attracts and retains the best talent requires a real commitment.

A number of core people strategies are adopted across the Group, consisting of six Core Business Units, headquarters in 5 countries and 16,000 employees. These strategic planks are central to our Group commitment to CCA employees and include:

- **Developing strong leadership** – this is supported by both locally run and group leadership development programs. In addition CCA has a strong culture of coaching and mentoring which benefits all employees.
- **Talent Management** – every country actively participates in reviewing talent across the group to make sure we have the right people in the right roles. Through our people capability reviews we use these sessions to identify successors for key roles and focus on individual development needs. Employees are actively encouraged to take up new opportunities to develop their capability.
- **Capability Building** – we have a strong team of people focused on skill development at every level of the business. Employees have individual development plans and our core programs are focused on building the skills that will help us win in the market place, operate safely and in a way that reflects our CCA values.
- **Health and Safety** – every country is bound by our CCA Group Occupational Health and Safety Standards. Since the introduction of these standards we have made CCA a safer place to work. These standards and progress are reviewed by the Board's Compliance and Social Responsibility Committee.

- **Performance and Values** – In every country we have implemented recognition programs. We have pay for performance philosophy supported by strong performance management disciplines and competitive reward and incentive programs. We also encourage localised initiatives that bring out the best in our people and allow CCA to build a truly great culture that meets the needs of each operation.

## Culture and Values

In 2007 CCA Australia set in place a three year plan to win the commitment of more of our people– putting People First to drive great performance

We have used multiple sources of information to identify where we are already strong and where there are barriers to winning more people (EOS, Culture Gauge, exit interviews).

We found that the majority of our people have a 'can-do' attitude, are passionate about customers, do the right thing and drive towards the end goal.

We have further identified the key behaviours that will enhance these current strengths and remove barriers to a more positive and engaging place to work.

We believe People First will win the commitment of our people and ensure recognition and respect for the service we provide to our customers. We are working hard to ensure our values, qualities and behaviours all connect so that everyone understands what is expected of them and how they can make a contribution.

CCA New Zealand launched Values across the company with workshops for employees.



SPC Ardmona introduced new visions (No. 1 in Food) and values (People, Customers, Passion, Innovation, Excellence and Citizenship) incorporating Values awards.

Across the CCA Group employee engagement is improving.

### Talent Development

CCA has introduced leadership development programs across the Group, with particular success in developing markets. We have also continued the work to develop future leaders across the business, with the Senior Leaders Program enabling the development of executives in a bid to retain and develop leaders.

We offer a range of continuous development activities supported by the Individual Performance and Development Planning process. Further initiatives that continue to support talent development are the Organisational Capability Review, mentoring programs for employees and external studies assistance.

There is also a suite of leadership development programs including the People Management Development program, the Sales Management Development Program (which was extended to a one-week intensive course in 2007 for more than 100 sales managers). The Supply Chain's Leading for the Future program (which was delivered to more than 100 leaders in our production facilities) and the Emerging Leaders programs.

In New Zealand, 26 high potential, high performing employees went through the Excel program, a 12-month talent development initiative to prepare them for executive roles.

In Indonesia, a further 50 graduates were taken into the Graduate Development Program, more than 500 managers were reviewed under the Organisational Capability Review and 50 key senior managers undertook the Senior Leaders program. In Fiji, eight people undertook the High Potential (HiPo) program and 15 senior managers undertook an Authentic Leadership program. In Papua New Guinea, five graduates took part in the

Graduate Accountant program and 90 per cent of employees who use computers had their skills upgraded. SPC Ardmona established the "Robust" training system in conjunction with Goulburn Ovens TAFE.

New Zealand's No Limits Numeracy and Literacy program was attended by 25 employees in Operations division, and saw literacy improve by 14 per cent and numeracy by 13 per cent.

### Employee Education, Health and Safety

The 10,000 Steps Challenge was undertaken by more than 2400 CCA staff in Australia and New Zealand who were all issued with pedometers.

More than 750 staff in New Zealand participated in the 10,000 Steps Challenge to walk around New Zealand; and 1700 in Australia participated. The Aussie winners were "Nightstalkers 2" from Northmead in NSW, captained by Martin Bates.

In Australia, CCA offers a range of staff benefits including flu vaccinations, negotiated gym membership, daily fresh fruit and discretionary family and carers leave.

### Challenge Me in New Zealand

As part of their community challenge under the Challenge Me program, the CCA New Zealand HR team volunteered to assist the South Eastern Women's Refuge to make a difference to the lives of the women and children there. The HR team raised more than \$8000 which went towards hosting a Christmas party at the Refuge and also built three playgrounds in Auckland, Wellington and Christchurch. The team also donated toys, clothes and household goods to the Refuge families.





# Workplace continued

In New Zealand, the focus for 2007 was on safety and wellbeing through a program called "Challenge Me", where 450 employees (53 per cent of permanent employees) formed teams for the 6-week long challenge which involved lifestyle changes (5+ fruit and vegetables per day, TV and alcohol free days, one run per week). This resulted in CCA New Zealand being awarded the HR Institute of New Zealand Wellbeing Initiative of the Year Award, with Melanie Wood being named National HR Specialist of the Year.

In Indonesia, where road safety is a crucial workplace issue, CCA initiated a zero tolerance driving license policy to ensure all employees who drive company vehicles have a valid drivers license, and 7000 employees undertook safety defensive driving training.

Staff have also received health and safety programs on bird flu and HIV/AIDS.

On World OHS Day, CCBI's managing director, John Seward, received a special award for excellence in OHS, from the Indonesian president, Susilo Bambang Yudhoyono. As well, CCBI has received Golden Flag awards for OHS and a Zero Accident Award.

In Papua New Guinea, where malaria and HIV/AIDS are the most serious health issues, CCA has a comprehensive HIV/AIDS Workplace Policy, and has initiated excellent programs for our own people.

We have instigated a workplace HIV/Aids management and prevention policy offering testing, education and health campaigns since 2005, and in 2007, more than 250 CCA staff (more than 70 per cent) presented for voluntary HIV testing led by senior managers.

All CCA locations were presented with HIV/AIDS awareness programs; free condoms are available at all workplaces and staff have access to anti-retroviral drugs. In recognition of CCA's leadership, we have a company representative on the executive committee of the Provincial AIDS Council in Morobe.

In a move to reduce the incidence of malaria, 600 family-sized mosquito nets were distributed to all staff, reducing sick days and reducing malaria cases; the biggest killer disease in Papua New Guinea, by 23 per cent.

At SPC Ardmona, the Soft Tissue Centre program introduced to all three plants in the Goulburn Valley has enabled employees with minor injuries to be treated immediately, and assisted the company to reach a record low Lost Time Injury Frequency Rate (LTIFR).

All sites are now smoke-free, with employees given access to QUIT programs.

The company developed the SPCA/Matt Maher "Making my way back to work" DVD, which traces the return to work and rehabilitation of employee Matt Maher after a serious workplace accident. SPC Ardmona also improved communications

for all employees through bi-annual all-sites seminars, setting up staff InfoNet kiosks and weekly newsletters.

## Diversity

The nine-member CCA Board has two female directors, Jillian Broadbent and Catherine Brenner. In addition, women now comprise 25 per cent of the executive team.

In Australia, the proportion of women employed remained at the same levels as 2006, 28 per cent, which also reflects the proportion of managers who are female. We employed more women in our Supply Chain division, increasing numbers by 15 per cent.

In Australia, female executive managers have increased from 7 per cent in 2006 to 9 per cent in 2007. Women continue to be well-represented in Finance and Corporate Finance (68 per cent) and HR, Corporate and Legal (61 per cent).

CCA has a well communicated Flexibility Policy, a strong maternity leave program and employees can salary sacrifice to buy extra annual leave.

In New Zealand, CCA developed leadership programs to recognise cultural diversity.

CCA New Zealand introduced six week paid maternity leave for all permanent female employees – not a standard benefit in New Zealand.

We are currently working with The Australian Employers Network on Disability to implement a disability employment strategy and we expect to make our first appointments in 2008, with more planned for 2009.





## CCA Workplace Metrics

Country	Year	ATLR	Country	Year	LTIFR	Country	Year	Employee Engagement
Australia	2006	9.9	Australia	2006	9.2	Australia	2006	56%
	2007	6.6		2007	9.5		2007	58%
New Zealand	2006	4.5	New Zealand	2006	13.3	New Zealand	2006	33%
	2007	4.5		2007	9.3		2007	59%
Indonesia	2006	37.9	Indonesia	2006	0.5	Indonesia	2006	NA
	2007	10.4		2007	0.5		2007	54%
Fiji	2006	12.0	Fiji	2006	7.3	SPC Ardmona	2006	40%
	2007	12.0		2007	7.4		2007	49%
PNG	2006	12.81	PNG	2006	5.4			
	2007	10.17		2007	4.5			
SPC Ardmona	2006	13.0	SPC Ardmona	2006	7.8			
	2007	15.0		2007	6.9			

### Andrew McAuley Inspiration Award

Andrew McAuley joined CCA in 1996 as an IT specialist. Outside work, Andrew was an experienced and highly regarded adventurer, winning Australian Geographic's Adventurer of the Year title in 2005. Andrew trained on the water every day, paddling his kayak from Parramatta right into Circular Quay, and parking it in the basement car park. He paddled 850 kilometres to the Antarctic Circle, completed three crossings of Bass Strait, including the first ever and only direct, non-stop crossing in 35 hours. He paddled 530 kilometres and seven nights to cross the Gulf of Carpentaria, sleeping in his kayak and battling encounters with sea snakes and sharks. He climbed in the Himalayas, Patagonia, Europe and New Zealand. Tragically, in January 2007 Andrew was lost at sea with New Zealand in his sights on what was to be the first solo kayak crossing of the Tasman.

In memory of Andrew, we asked CCA staff to think about who inspires them to reach above and beyond the everyday, as Andrew did.

The inaugural Andrew McAuley Inspiration Award was won in 2008 by Andrew "Max" Walker, the Marketing Director for Pacific Beverages, whose passion for helping others through the Tour de Cure and Starlight Foundation mentoring scheme, inspired several of his colleagues to nominate him for the award. Max is on the advisory board of the Tour de Cure, a charity which raises funds for cancer research, and has also taken part in two major cycling marathons which have raised almost \$1 million to date.

Max was chosen from a large field of excellent CCA people, nominated by their workmates.

*"What's inspiring about Max is not only his commitment to such great causes but that he views this experience as a privilege. He is also a great guy to work with, always interested in you and making time to talk. He brings a sense of fun and passion to work..."* Natalie Collins.



# Community

In all the countries in which we operate, CCA contributes to the economic and social development of local communities and the protection of the local environment – both through our day to day business activities and through a raft of voluntary philanthropic contributions.

Our Coca-Cola Foundations, established and funded in Australia, Indonesia and Papua New Guinea by CCA and TCCC, are the centrepieces of our corporate philanthropy and each year fund a range of diverse community projects.

CCA Australia has a matched workplace giving program, Thirst For Giving, through which staff can donate to 11 charities.

Our powerful brands work hard too, with Mount Franklin, Kiwi Blue, L&P, Kirks, Neverfail Springwater and Nature's Own not only creating consumer awareness of health and environmental issues, but also contributing funds to the causes.

CCA and SPC Ardmona continued their long-term commitment to donating food and beverages to the needy, and in the wake of natural disasters.

In 2007, the total value of our community support across the Group was approximately \$3.3 million, or around 0.6 per cent of CCA's Group continuing pre-tax profit.

## Community Investment

We define community investment as supporting initiatives and partnerships that are relevant and valuable to local communities.



## The Coca-Cola Foundations

### The Coca-Cola Australia Foundation

The Coca-Cola Australia Foundation is an independent charitable trust devoted to improving the lives of marginalised youth, and distributes \$1 million annually to fund three major national projects and up to 20 local community programs. The three national projects we are currently supporting are Beyond Empathy, a mentoring and leadership program designed to break the welfare cycle for young people through arts, multi-media and community development programs ([www.beyondempathy.org.au](http://www.beyondempathy.org.au)); the Australian Literacy and Numeracy Foundation's Remote Schools Project ([www.alnf.org](http://www.alnf.org)) and OzGreen, which assists young people tackle critical ecological and social challenges in their communities ([www.ozgreen.org.au](http://www.ozgreen.org.au)). Our \$10,000 community grants have gone to groups including Youth Off The Streets and the Rugby Youth Foundation.

### The Coca-Cola Foundation Indonesia

The CCFI was established in August 2000 by Coca-Cola Bottling Indonesia (CCBI) and TCCC to "elevate the level of education and the quality of human resources in Indonesia". The Foundation distributed approximately \$AUS400,000 in 2007 to various projects, including the Cinta Air water conservation project, and to disaster relief after the Yogya earthquake. The Foundation's core work is in education, and it has helped establish Learning Centre programs across 14 provinces.

The Go Green School program invited students to develop environment projects in their school, with one of the winners, Sekolah Wikrama Bogor designing a comprehensive three-year program to reduce water and energy use.

The Foundation also funds the Micro-Enterprise Development Program which helps lift people out of poverty by providing micro-loans, some as little as \$AUS100, to enable people to establish sustainable businesses.

### Coca-Cola Papua New Guinea Foundation

The Foundation funds a range of initiatives, partnerships and programs in the field of HIV/AIDS prevention. In 2008 the Foundation donated \$22,000 to the National AIDS Council of Papua New Guinea, and set up a promotion with Nature's Own, our water brand in Papua New Guinea, to raise an extra \$66,000 for the National AIDS Council.

## Thirst For Giving

This workplace giving program enables Australian employees to donate to nominated charities direct from their pre-tax salary. CCA matches every employee dollar donated up to a limit of \$1000 per employee, per year. The total contribution (CCA and employees) for 2007 was \$115,580.

These charities are our partners: Mission Australia, CanTeen, Royal Flying Doctor Service, Australian Children's Music Foundation, WWF, Big Brother Big Sister and Children's Hospitals in NSW, Victoria, Queensland, SA and WA.

## Other Community Investment

### New Zealand

One of CCA's best initiatives came from the HR Team to support the Women's Refuges (see Workplace).

CCA New Zealand also supports the Coca-Cola Christmas in the Park, annual events in Christchurch and Auckland which are the largest free concerts in the Southern Hemisphere, raising more than \$100,000 each year for youth counselling, and also assists in hundreds of local community events across the country. (to page 34)



### ALIS Handicrafts

Many Learning Centres have been set up close to CCBI's operations. At one Learning Centre at Banyuraden, near Yogyakarta, two young sisters, Apriyantina and Listiyandari, were assisted to develop their hobby, creating handicrafts from local natural materials, such as seeds and bark, into a thriving small business.

The sisters were members of the Mandiri Community Learning Centre, which partnered with the Coca-Cola Foundation Indonesia on a program to provide grants for education and capacity building in the form of activities, facilities, training and entrepreneurial skills.

The women's business, ALIS Handicrafts, received a micro-loan, \$AUS250, from the Mandiri Centre for an exhibition in Jakarta. The exhibition was so successful, that orders began to flow in and business grew.

Today, ALIS Handicrafts products, including dolls used as wedding gifts, have been marketed in Bali and Kalimantan and have potential for export.

The micro-loan not only provided working capital, it also helped ALIS Handicrafts with design and market information. All of the loan, in total \$AUS625, has been repaid.

Currently, ALIS Handicrafts employs 10 to 15 girls, who attend their workshop in the village as well as work from home.

### Healthy Bodies Healthy Minds & Healthy Lifestyle Carnivals

The Coca-Cola Australia Foundation is currently providing \$120,000 over three years to fund both the Healthy Bodies Healthy Minds project and the AFL Northern Territory's Healthy Lifestyle Carnivals. These events are part of a unique sales and marketing project CCA has instigated in the NT, the Remote Communities Strategy, where we are working with community stores to provide incentives and opportunities for people to choose water, no-sugar and nutritious beverages (see Stakeholder Engagement).

Initiated in 2007 and continuing into 2008, Healthy Bodies Healthy Minds is a collaborative program delivered by CCAF partners to empower and inspire young people in Tennant Creek through a program of music, photography, dance, art and film-making, with sport and physical fitness, as well as nutrition and health education, and of course, reading and writing. Artists, dancers, elite athletes, specialist coaches, nutritionists, and literacy experts provide an intensive week-long program of activities for community groups and local and regional schools.

Participants in the 2008 Healthy Bodies Healthy Minds program that ran in June 2008 were the CCAF, CCA, SPC Ardmona, Beyond Empathy, Blueearth Institute and AFL Queensland. One of the most successful projects to come out of the week was the Julalikari Youth Development Unit's short film, "Footy Dreaming" which tells the Dreamtime story of how Aussie Rules came to Tennant Creek. A key long-term outcome has been the engagement of Blueearth by the NT Department of Education to run school programs, and continuing Beyond Empathy music programs for six weeks every year.

The Healthy Bodies Healthy Minds program has been so successful that the CCAF is now working on rolling it out in other remote communities across Australia.

The Healthy Lifestyle Carnivals part of the project, funded by the CCAF and activated by the AFL NT, was implemented in Groote Eylandt, Gove, Tiwi Islands, Barkly and Tennant Creek, Wadeye, Katherine, Jabiru and Alice Springs from March to May, 2008. To participate in the Healthy Lifestyle Carnivals, children had to attend school during the prior weeks. More than 500 children participated in the football games and presentations from local police, nutritionists, drug and alcohol professionals.



# Community continued

CCA New Zealand's \$14,400 Pump Tennis Scholarship was shared by two promising young players, Kairangi Vano and Shona Lee (below).

## The Australian Council of Agricultural Societies Scholarship Program

This program rewards young Australians working or studying in the field of agriculture who are contributing to their local communities. Thirty-four scholarships were awarded in 2007 across the country totalling an investment of \$100,000 by CCA.

## SPC Ardmona Home-Grown Scholarship Program

Deakin University Food Science and Nutrition student Christine Haw, 19, from Kyabram in the Goulburn Valley, won the 2007 Scholarship, worth \$20,000 over four years, which will assist her into her chosen career in the food industry.

## Drought Assistance

To assist farmers and fruit growers survive what has been described as the worst drought in 100 years, SPC Ardmona made more than \$10 million of assistance available in 2007-08. This took the form of interest-free loans to finance water purchases, subsidies and the purchase of temporary water entitlements for fruit and tomato growers.

## Neverfail Springwater and WA Road Safety Council

Neverfail joined forces with the WA Road Safety Council to raise awareness

of fatigue-related crashes, which are estimated to be a factor in up to one third of all deaths and serious injuries on WA roads. The two-year agreement will include delivering fatigue-awareness messaging on Neverfail trucks and distribution of water at promotions and "Reviver Stops" on long weekends.

## Donations of Food and Beverages:

*"CCA was one of the first companies to sign a Foodbank Donation Agreement in August 1997 and has been a regular and generous donor ever since,"* – Bronwyn Boekenstein, CEO Foodbank Australia.

In 2007 CCA donated approximately \$1.5 million worth of food, beverages and merchandise in total across the Group, the recipients being a large number of charities, community groups and fund-raising events. CCA Australia's beverages contribution to Foodbank Australia was 254,142 kilograms, which is worth approximately \$400,000. NSW was the most generous donor state, followed by Queensland and WA.

SPC Ardmona's contribution in 2007 was 7094 kg of packaged food, worth approximately \$10,500. There was an extra 171 tonnes of SPC Baked Beans donated in January 2008 worth approximately \$257,000.

## Relief Efforts

### Papua New Guinea Floods

Floods devastated Popondetta in the Oro Bay area of Papua New Guinea in November 2007, with a death toll of more than 150 people and more than 1000 homes destroyed. CCA made an immediate donation of 5000 cartons of Nature's Own bottled water for the flood-ravaged survivors.

### Yogyakarta Earthquake

The earthquake in Yogyakarta and central

Java devastated the region, leaving nearly 6000 dead and an estimated 1.5 million people homeless. This was followed by another shock in Pangandaran to which CCBI responded immediately with donations of AdeS water (26,000 bottles), food and infant milk formula.

Funds of approximately \$AUS100,000 were made available through the Coca-Cola Foundation Indonesia for earthquake relief efforts.

## Environmental Initiatives

### Landcare Australia

In 2006, CCA and TCCC entered into a three-year Silver partnership with Landcare Australia to protect and regenerate land around water sources, particularly those in the vicinity of our Australian operations.

One of the most successful CCA-Landcare volunteer days in 2007 was held in South Australia, where more than 30 staff from CCA's Thebarton plant partnered with the Upper River Torrens Landcare group to plant more than 2200 trees and native vegetation in a 10 hectare paddock in the Mt Pleasant area.

### Clean Up Australia Day

A team of CCA employees from the Moorabbin and Mentone operations in Victoria donned gloves and spent an afternoon collecting litter from the Karkarook Park in Moorabbin, collecting more than 30 kg of litter, the most common items being cigarette butts and paper. Thirty per cent of the litter was sent to recycling.

CCA also donated Mount Franklin bottled water to Clean Up Day teams which requested it.

### Beautiful Towns and Clean Beaches

CCA New Zealand is the major sponsor of the CCA Beautiful Towns Award, which rewards and encourages Kiwis to beautify their local towns and reduce litter.





Region	Foundation	Product & Merchandise Donations	Workplace Giving Program	Relief Efforts	Environmental Efforts	Cause Related Marketing	Other	Total
Australia	500,000.00	677,015.00	115,580.00	70,000.00		300,000.00	175,338.00	1,837,933.00
Indonesia	153,188.00	57,241.00		41,988.00	21,060.00	12,314.00	137,382.00	423,173.00
New Zealand		397,734.00			45,338.00	94,977.00	14,311.00	552,360.00
Fiji		37,555.00					47,173.00	84,728.00
PNG		31,973.00		42,547.00		32,844.00		107,364.00
SPCA		290,230.00					70,706.00	360,936.00
Total	653,188.00	1,491,748.00	115,580.00	154,535.00	66,398.00	440,135.00	444,910.00	3,366,494.00

In 2008, Mount Franklin became the major sponsor of the Keep Australia Beautiful Clean Beaches Awards.

### Recycling Ruby

In partnership with the North Queensland Cowboys rugby league team and our own special mascot Recycling Ruby, CCA donated 10 cents for every bottle recycled in our "Refresh Recycle Renew" bins at the Dairy Farmers stadium in Townsville during the 2008 season. In total \$10,000 was raised for the Cowboys Community Fund.

### Thebarton Environment Team

The Thebarton environment team at CCA initiated another great "green" project, collecting computer ink cartridges for recycling, to eventually fund a park bench made from recycled materials, which was donated to the Blackwood Community Childcare Centre.

### Indonesia – Community Watershed Partnership Project

As part of the global Community Watershed Partnership Program, USAID Indonesia and the Coca-Cola System in Indonesia (CCBI and TCCC) worked in partnership with the community in Bekasi, West Java, on the Cinta Air program. The project centred on the Cibitung area of the Bekasi district, delivering a number of programs including clean water supply, health and sanitation initiatives like

school hand-washing stations in schools, and water conservation practices.

### Papua New Guinea – Community Water Partnership

Like Indonesia, Papua New Guinea has a high rainfall, but not everyone has access to safe drinking water which has a significant effect on the local communities - schools, for instance, have to shut when water is not available. The Coca-Cola System in Papua New Guinea has worked with the Papua New Guinea Government, the Papua New Guinea Water Board, Lae City Mission, Rotary Clubs and the Salvation Army on a Community Water Partnership project to evaluate community and plant source water in the Lae region, improve wastewater treatment, improve access to safe drinking water in villages and schools around Lae, increase hygiene and sanitation awareness particularly in relation to HIV/AIDS and provide purification and safe storage of water for the Angau Hospital's Care Centre for HIV/AIDS in Lae.

CCA has installed 8000 litre water tanks in 16 Lae district schools and built several ablution blocks at the new City Mission farm for adolescent boys.

### Encouraging Healthier Active Lifestyles

#### Coke Active

Coke Active is a group of high-potential CCA employees which arranges community events annually.

Coke Active funds more than 500 staff members and their families to participate in the annual City to Surf fun run in Sydney and supplies volunteers and drinks for the Oxfam Trailwalker event.

#### SPC Ardmona

##### KidsTown Adventure Playground

This children's playground is an innovative and fun community project located in bushland between Shepparton and Mooroopna. It relies on the support, donations and voluntary work of many local businesses, service clubs and individuals, and SPC Ardmona has committed to long-term support with approximately \$300,000 donated over the past 10 years.

SPC Ardmona also sponsored the Weetbix "Tryathlon" in 2008, which attracted 12,000 children across Australia to compete in physical activities.

#### New Zealand

##### Oscar Go Kids!

The Coke System works with OSCAR (Out of School Care and Recreation Foundation) to enhance the fitness of children participating in after-school care, through a program that provides regular exercise activities.



# Community continued

## Community Engagement

We define community engagement as building relationships with key stakeholders in the communities in which we operate (see Stakeholder Engagement).

In Australia we have continued our successful National Community Engagement Strategy which aims to build good relationships with every community in which we operate. Our neighbours can raise issues with us via 1800 LOCAL1.

Other community initiatives include our long-standing and popular plant tours, which we conduct for schools and community groups across our operations in Australia, Indonesia and Fiji, and which represent an investment of approximately \$50,000 in educational aids and product as well as administrative hours.

In New Zealand, CCA invests approximately 140 hours of time to bring the annual Coca-Cola Careers Expo to fruition in Dunedin, Christchurch, Wellington and Auckland.

We have made significant investments into many of our local communities, particularly in Northmead (Stakeholder Engagement) and Peats Ridge (Water Stewardship).

## Our Powerful Brands

### Mount Franklin

*"Income for NBCF in 2007 reached \$14.8 million, the largest amount in our history and an annual growth of 48 per cent against our target of 20 per cent Mount Franklin has been instrumental in our success..."*

Ros Kelly AO, Chair NBCF.

In 2007, Mount Franklin donated \$320,000 to the National Breast Cancer Foundation, taking the total in 2006-07 to \$550,000. Not only does the NBCF receive funds for breast cancer research, Mount Franklin's "pink lids" creates mass awareness of breast cancer month and the importance of contributing to the cause.

Mount Franklin's "Buy Me - Plant a Tree" promotion with Landcare Australia enabled 250,000 trees to be planted across Australia.

### Nature's Own

In 2008 Nature's Own purified water in Papua New Guinea set a target to raise a total of \$66,000 for HIV/AIDS research through the National AIDS Council of Papua New Guinea. The lids turned red, creating mass awareness of the cause.

### Kiwi Blue

Our New Zealand spring water brand "turned pink" for breast cancer research, and entered a three year sponsorship of the New Zealand Breast Cancer Foundation, aiming to raise more than \$62,000 annually for research.

### L&P

New Zealand's cult beverage, L&P, became the fund-raiser for "Movember", and with the slogan "Cheers to Finally

Growing a Thicker Mo than your Auntie Sharon" donated \$36,000 to the Prostate Cancer Foundation of New Zealand.

### Kirks

Kirks, in partnership with Aussie Helpers, whose spokesman is Australian country music star Lee Kernaghan, raised \$50,000 for drought-affected farmers.

### Neverfail Springwater

Neverfail Springwater and Kidney Health Australia combined efforts for a second year to raise awareness of kidney disease and the health benefits of drinking water. Neverfail's "Drink to a Good Cause" red lids promotion raised the importance of drinking water in partnership with Kidney Health Australia for Kidney Health Week and raised \$10,000.

### SPC Ardmoma

Goulburn Valley Collect-a-Tub began in Victorian primary schools in 2005 and is designed to encourage healthy and active lifestyles for children. Supported by the Coles Group, it was expanded nationally in 2007. Points are collected for the purchase of sporting equipment for schools.

## Foodbank's Baked Beans Supply Project

In December 2007 SPC Ardmoma led the project team, along with Unilever, Sugar Australia, Visy, Labelmakers, Penfords, ANZ and the Toll Group, to produce a massive 171 tonnes of baked beans in the Shepparton plant. The SPC Baked Beans were transported to Foodbank warehouses across Australia for donation to the needy.



# Glossary

**Coca-Cola Amatil (CCA):** The company, listed on the Australian Stock Exchange and headquartered in Sydney, which produces, sells and distributes Coca-Cola trademark brand and other products in five countries – Australia, New Zealand, Indonesia, Fiji and Papua New Guinea.

**The Coca-Cola Company (TCCC):** The world's largest beverage company. TCCC has a 30 per cent shareholding in CCA.

**Bottlers:** Business entities that manufacture, distribute and sell beverages of The Coca-Cola Company under a franchise agreement.

**Carbonated soft drinks (CSDs) or sparkling beverages:** Effervescent non-alcoholic beverages such as Coca-Cola, Fanta and Sprite.

**Coca-Cola Bottling Indonesia or CCBI:** CCA's Indonesian Operations.

**Coca-Cola System:** TCCC and its bottling partners. In this Report, the Coca-Cola System refers to joint initiatives of Coca-Cola Amatil together with TCCC.

**Cold Drink Equipment:** fridges, coolers, vending machines and fountain machines in the marketplace that cool beverages for immediate consumption.

**Concentrate:** base of a beverage, to which water and other ingredients are added to produce beverages. These are mainly supplied to bottlers by TCCC.

**Consumer:** person who drinks CCA beverages.

**Customer:** retail outlet, café, restaurant or any other business that sells or serves CCA beverages to consumers.

**Energy usage ratio:** the KPI measured by grams of CO<sub>2</sub>-equivalent per finished beverage litre of product, or gCO<sub>2</sub>-e/FBL.

**Fountain:** equipment used in retail outlets to dispense beverages into cups or glasses for immediate consumption.

**Group:** describes the entire CCA operations across all geographic locations.

**HoReCa:** Hotels, Restaurants and Cafes.

**Lightweighting:** reducing the amount of raw materials used to produce lighter packaging.

**Megalitre:** one million litres. Approximately one Olympic swimming pool.

**Non-CSDs:** still, or non-carbonated, non-alcoholic beverages which include waters and flavoured waters, juices, sports and energy drinks and teas.

**PET:** Polyethylene Terephthalate. The material from which CCA's plastic beverage bottles are made.

**Plant:** a bottling facility, where beverages are produced.

**The Coca-Cola Quality System (TCCQS):** the global quality management system of TCCC, aligned to the ISO 9001 (Quality), ISO 14001 (Environment) and OHSAS 18001 (Health and Safety) standards endorsed by key bottlers.

**Unit case:** A unit case is the equivalent of 24 8ox (237 ml) serves or 5.678 litres.

**Water Use Ratio:** the KPI used by CCA to measure water use in the bottling plant, expressed in litres of water used per litre of produced beverage (Litres/Finished Beverage Litre – L/FBL)



This report is printed on paper which is Elemental Chlorine  
Free and uses pulp derived from sustainable forests.  
For any queries, comments or suggestions email  
[aus.sustainability@anz.ccamatil.com](mailto:aus.sustainability@anz.ccamatil.com)

Designed and Produced by Designate Reporting

