

Media Release

Wednesday 23 April 2025

CRUNCH TIME FOR AUSSIE VETERANS: COLES DIG IN TO SUPPORT BRAVERY TRUST

Coles is digging in to help support Aussie veterans this Anzac Day through its annual fundraising appeal for national military charity Bravery Trust.

From today until Tuesday 29 April, Coles will donate 40 cents for every 12-pack of Coles Bakery brand biscuits and cookies, including Anzac biscuits, sold in-store or online to Bravery Trust, up to a maximum of \$150,000. Customers can also support the appeal by making a donation to Bravery Trust at any Coles supermarket checkout from Wednesday 23 April to Tuesday 29 April.

The appeal comes as Bravery Trust reported a 49% surge in demand for their service among current and former Aussie servicemen and women over the past 12 months.

Bravery Trust CEO Garth Callender said the financial stress placed on veterans and their families is concerning and the need to support veterans has never been greater.

"The need to support our Aussie veterans is critical, with approximately 6,000 members transitioning out of the Australian Defence Force each year," he said.

"The importance of supporting veterans has been further highlighted by the findings of the 2024 Royal Commission into Defence and Veteran Suicide. The Royal Commission has brought to light the significant challenges faced by veterans, including experiences of financial stress when transitioning from military to civilian life. Coles' partnership with Bravery Trust is a vital part of addressing these challenges and ensuring that veterans receive the care and support they deserve."

"These funds are essential in providing the necessary financial relief to our veterans facing challenging circumstances. Whether that's by helping pay rent and utility bills or by providing a free, independent, confidential and veteran-specific financial counselling service."

Funds raised during Coles' Bravery Trust appeal will help support Aussie veterans, particularly those who have been injured as a result of their service, like Australian Royal Airforce veteran Trish, who sought help to pay urgent bills so that she could stay in her house and on the road.

"I have always been independent, and it was really hard for me to admit I needed help after 13 years of service with the Australian Royal Airforce," she said.

"However, making the phone call to Bravery Trust was one of the best decisions I've made. There's no judgement. There's great understanding that sometimes things happen, and Bravery Trust is there to provide a point of reset and let us just move on – to look forward again."

Coles Business Category Manager Bakery and current serving Army Reserve member Rory McDonald said the annual Anzac Day fundraiser is a cause that resonates strongly with Coles and its customers.

“Coles bakers will be rolling up their sleeves this week to make more than 4.5 million Anzac biscuits to meet our customers' love of this Aussie favourite during an important time of the year,” he said.

“Coles' support for Bravery Trust is a way to honour those Australians who have served our nation over generations, including many of our current team members and customers. We hope customers can join us in supporting Aussie veterans by simply purchasing any 12-pack Coles Bakery brand biscuits and cookies this week.”

Coles, together with its customers, has raised more than \$6.2 million for Bravery Trust since 2014 to help support Aussie veterans and their families in times of need.

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