

Media Release

9 January 2020

COLES BOOSTS CUSTOMER DONATIONS TO THE RED CROSS DISASTER RELIEF AND RECOVERY FUND

Coles Express, Liquorland, First Choice and Vintage Cellars join supermarkets in fundraising

Coles customers have generously given more than half a million dollars to the Red Cross Disaster Relief and Recovery Fund since donations started being collected at more than 800 Coles supermarkets in November.

For every one of the \$522,010 already donated by customers¹, Coles will donate \$2, taking the total funds raised so far for the Red Cross Disaster Relief and Recovery Fund to over \$1.5 million.

This donation is in addition to the \$3 million in gift cards Coles is providing to rural fire brigades.

To make it easier for customers to help provide vital support to communities across Australia in their time of need, Coles Express, Liquorland, First Choice and Vintage Cellars are joining forces with Coles supermarkets and are now accepting donations for the Red Cross Disaster Relief and Recovery Fund.

Whether customers are doing the weekly shop, filling up on fuel or buying a drink, there are more than 2,500 locations where they can donate to help make a difference no matter how big or small.

Coles CEO Steven Cain said team members have been overwhelmed with customers wanting to provide meaningful support.

"It's been a devastating start to the year for families and communities across Australia affected by the bushfires," he said. "We would like to extend our deepest sympathies to the people affected, including a number of our own Coles team members who have lost their homes. We thank our customers for their incredible generosity at this very difficult time."

Coles is also providing support to disaster affected communities in the following ways:

NATIONALLY

Donation to Rural Fire Brigades:

As a thank you to all volunteer firefighters, Coles is providing [over \\$3 million in gift cards](#) to more than 6000 rural fire brigades across Australia.

Red Cross

We are collecting for the Red Cross Disaster Relief Fund at checkouts in all Coles supermarkets, Coles Express, Liquorland, First Choice and Vintage Cellars.

Emergency Services leave:

The majority of permanent Coles team members already have access to unlimited paid leave to participate in emergency response efforts under their enterprise agreements.

So that we can further support their efforts in protecting our communities, Coles has also increased the paid emergency services leave available for other permanent team members to 20 days.

NSW

- Coles donated 20 pallets containing UHT milk and long-life food essentials to the State Government, which have been dispatched to Merimbula and Eden.
- Coles donated 37 pallets of food and essentials to Foodbank in Sydney for distribution to the Cobargo, Bega and Bermagui evacuation centres.
- Coles donated four pallets of fruit and vegetables for animals at the Mogo Zoo near Batemans Bay.
- In Batemans Bay, Ulladulla, Bega and Eden Coles donated meals and essentials to police, fire fighters, marine rescue, nursing homes, traffic crews and emergency teams as well as evacuation centres.
- In Batemans Bay, some team members came in despite the store being closed to bake bread rolls and roast chickens to donate to relief centres, and donated supplies as needed to local relief centres and emergency services, including over \$2000 of supplies to people sheltering at the Coachhouse Marina Resort in Batemans Bay, which is located next to the relief centre.
- Coles Express donated 200 cartons of drinks and a pallet of water to volunteers in Batemans Bay.

VICTORIA

- Coles delivered 20 pallets of water to RAAF Sale for distribution to emergency services and relief centres.
- Coles donated 10 pallets of food and essentials to Foodbank, which was distributed to emergency centres in Gippsland.
- Clyde North and Bairnsdale donated bread, long life milk, shampoo and other essentials, with many team members volunteering their time in community halls and donating clothing.
- In North East Victoria, team members have organised barbecues and other activities to raise money and collect donations. In just five hours, the team at Birallee Park raised over \$1,100 and filled six trolleys with food and supplies, while a sausage sizzle at Shepparton raised \$1300 for firefighters.
- Coles Express donated 100 cartons of supplies and a pallet of water to CFA and SES volunteers in Bairnsdale.

SOUTH AUSTRALIA

- Coles donated 10 pallets of food and essential to Foodbank for distribution to communities in need.
- Coles donated fruit and vegetables to the Adelaide Koala and Wildlife Hospital to feed animals injured in bushfires.
- The state team is holding a trivia night with proceeds raised going to the Cudlee Creek Bushfire Appeal.
- The team at Ingle Farm personally purchased and donated supplies to the Salvation Army to prepare meals for exhausted firefighters.

WA

- Coles donated food for the department of Fire and Emergency Services to fly in to for travellers stuck at the Caiguna Roadhouse, where around 100 people were waiting for roads to reopen after authorities closed them due to bushfire.

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For further information, please contact

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