

Helping you on your way

Your Endeavour Group Newsletter



NEW COFFEE OFFER HITS THE MARK



BEFORE



AFTER

There is no denying the fact that Coffee is the new “thing to do” and is growing at a rapid rate with new coffee shops opening up everywhere you turn.

These days our customers are very educated about their coffee choice and very particular about how they like their coffee served. Cafe Latte, Cappuccino, Espresso, Flat White, Long Black, Machaccino, Affogato, and of course a new favorite Skinny Hazelnut Latte are just some available today.

So what did we do to satisfy the hunger for real coffee from our customers?

First we had to ditch the powdered milk systems, then we partnered with a coffee expert Pro Caffe based in Moorabbin to advise us how to move forward.

We explored the options, Barista or self serve auto machine, a quality coffee blend, building a great offer, type of fresh milk machine, how to make the surrounds inviting and then how do you tell your customers how good it is.

I think we got most of it pretty right, comments from our customers like “this is the best coffee in town” or “my mate told me to come here for coffee cause its really good” coupled with more than doubling the sales from the same time last year tells the story. Well done to everyone.





NEW BRANDING MAKES AN IMPACT

Let's start splashing a little purple around and bring **"Duck Over food & drink"** to the forefront. Wow makes an impact and looks great. Jamie has worked her magic and made the area look fantastic.

More to come....



BP BRANDING UPDATE

Finally after quite some effort from the team BP managed to complete the referb at Korumburra which looks fantastic, fresh and clean and now without doubt is the best looking site in town.

BP also completed changing from analogue to digital LED pricing on all MID's throughout the group. Carrum Downs is next on the agenda to have full refresh including the MID LED pricing, hopefully followed by more soon.



NEW PUMPS FOR STRATFORD

On Friday September 14, Evan and Wayne from Pegasus commissioned two new pumps at Stratford - photo attached of Evan (with Wayne in the background) and our new babies!

Historically, Endeavour BP Stratford lacked fuel filling choices for customers - 5 pumps, 5 products and only 8 hoses. In addition, diesel was only available out in the open where trucks and small vehicles competed for the same filling positions.

By replacing 3 old petrol pumps (4 hoses in total) with 2 recently reconditioned pumps (12 hoses in total), we have introduced diesel under the car canopy and more petrol choices for our customers.

So far, customers are pleased with more filling choices and will also look forward to buying diesel when it rains without getting wet!

A big thanks to Pegasus Petroleum Services and Luke from GM Spooner for completing the works safely.



HEYFIELD CUSTOMER DAY A GREAT SUCCESS

We collected information from 66 customers via an entry form to win a Waeco cool ice box. Ian Smith was the winner, a local which is great! We estimated that approximately 80 customers visited the Heyfield site whilst we were there, not everyone filled out an entry form. 32 of the customers we saw were local to the Heyfield area, many others came from around Maffra, Sale,



and Bairnsdale. We also got to meet people from Avalon, Ashburton, Upwey, Narre Warren and as far as Inverloch and San Remo.

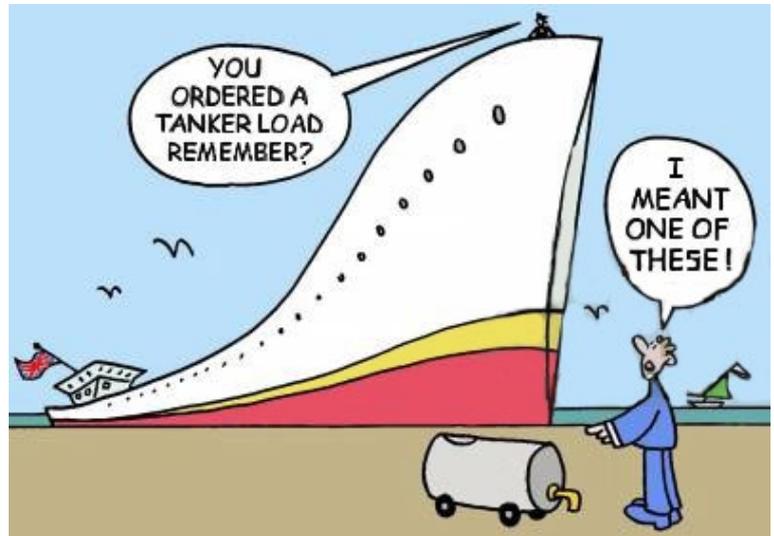
Free Coffee, Donuts, Stubby holders, pens and few caps were handed out to very happy customers. And whilst our little helpers were there no one was allowed to resist a free coffee!!!



JUST WHERE DO WE STAND REGARDING FUEL STOCKS IN AUSTRALIA

Comparing Australia to a car we only have about a third of our tank on hand.

Why so low? Especially when you think that on a world scale we are a major energy exporter and we sit in a region that has high fossil fuel reserves surrounding us. There's a very simple answer and that is.... we don't have any real plan to manage our fuel reserves or our fossil feed stock. As a nation we have a mindset of still being the lucky country and "she will be right attitude." Like many situations Australia faces its not until the * * * * hits the fan that we realise we face a real challenge and we need to start to work together to find a solution.



The facts.

Australia is a member of the IEA International Energy Association due to our high ranking in being an exporter of energy to the world markets.

Members consider that they each need to maintain 90 days or more of fuel stock domestically, so they can meet demand in times of crisis or major price spikes caused by international events. Australia is the only country that does not comply with this and in fact we run as low as 22 to 23 days. The figure moves but the reality is it's very low. Why?

We export our energy on contracts that means our reserves are sold and transported overseas once they are processed.

We have closed our old refineries and now import fuel mainly from Asian refineries that are more efficient, produce a better-quality fuel and have huge export capacity.

We failed as a nation to get industries to invest in refineries, storage infrastructure and ports that will allow for the handling of fuel and better import /export facilities within our capital cities which generate high demand.

The fuel industry has rationalised its network of retail sites, fuel depots and terminals. We have moved to just in time infantry and got rid of assets like bulk rail cars that carried fuel all around Australia as well as acting as another form of fuel storage.

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Governments are aware of this situation. In fact, there was an energy white paper prepared by retired Air Vice Marshall John Blackburn and it was designed to clearly state we are heading for 20 days cover of fuel. That meant our pricing of fuel was now vulnerable to price spikes and that any response to a major disaster within our region would be adversely affected by lack of fuel.

How do we fix this situation? The answer is simple yet very challenging for Australia. We need to first start to have public discussions about fuel. We need to involve all levels of Government and we need to ensure that they do not play politics but rather act in the best interests of our Nation. We also need to realise that if we want to maintain our standard of living we do need to export but this should only be done when we fully understand our domestic needs. Another challenge is that we need the oil companies to step un with the facts about their current state of play with infrastructure and markets. They have been too secretive and focused on chasing profit rather than acting in our best interests. The last and challenge is one of mindset. We need to realise that we are part of Asia and as such we need to work with our neighbours to manage oil fields, develop local markets and infrastructure and ensure that we share the richness of what our world region offers.

Article by Jeff Griffiths

CHRISTMAS IN JULY

28th July 2018 was a night to remember, Endeavour celebrated Christmas in July with enthusiasm. Held at the Cranbourne Turf Club on a cold wet and windy Melbourne winters night the entire team got together to enjoy each others company.



Fantastic food, great atmosphere along with a wonderful live band called MadLove a 2 piece band played well into the evening. We had the famous photo booth for everyone to take some memorable, or not so memorable photos of themselves during the night.

Thanks to the effort from the "Party Team" Alex and Jamie the night went off with out a hitch, although some did have a little problem finding the place

endeavour
group
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STAFF SPOTLIGHT

JOY WARREN – Retirement

Joy Warren has been part of the endeavour family for the past 21 years. Joy began her journey at the original Grantville site when endeavour first acquired it in 1997, as a casual with an hourly rate of \$13.20 per hour. She quickly made her way up the ladder and became the manager of the bottle shop. After many years in the senior roles at the site Joy unfortunately was struck with a terrible health battle and was in hospital for many months. It was touch and go for a while and we were glad to hear that Joy's strength, determination and fight to survive pulled her through. She returned to work as a console operator and office secretary.



During her employment at endeavour Joy's family joined the team, Mark & Cameron her sons were employed as juniors and console operators and her husband Ross was employed as a night shift console operator.

Joy and Ross have both retired and moved to Kyneton to enjoy their retirement years. Endeavour would like to wish them both all the best and thank them for their many years of service.

Karen McAllister has resigned from the position of Site Supervisor Midvalley. Karen has been a shining light and has done an amazing job running one of our largest sites. We wish Karen all the best for the future.

Dean Everard from Launching Place will be replacing Karen. Dean comes with a wealth of experience, knowledge and marketing expertise. He has taken Launching Place to the next level. I am certain that Dean will do just as well at Mid Valley.

With Dean's departure from Launching Place, we are pleased to announce that **Nathan Trickey**, the current site supervisor at Pakenham Upper, will be taking over the reigns at Launching Place. Nathan has worked extremely hard over the last two and half years to make Pakenham Upper one of our strongest growth sites. Taking Nathan's place as site supervisor at Pakenham Upper will be **Hayley Stephenson**. Hayley is the current 2IC at Pakenham Upper and since joining Endeavour, Hayley has shown a strong dedication to her work and the amazing effort she has done to develop Paky Stock feeds has made her the ideal candidate.

NATIONAL DONUT DAY



A pleasant surprise for the staff at Head Office with a bunch of donuts delivered courtesy of Lasso Creative our design studio we are using to develop the new website.

A feast of the most beautiful donuts you have ever seen, unfortunately, or fortunately for some there were very few people in the office that day so Jamie, Jeanette and Julie did their best to ensure that good food did not go to waste.

WELL DONE TEAM !!!

NIGHT AT THE FOOTY

We were lucky enough to be able to secure an opportunity from Lion (Dare/ Big M) of some tickets to the St Kilda v North Melbourne last round clash at Etihad Stadium. It was a great function where St Kilda were saying thank you to all their supporters for 2018. Nathan Burke was the guest speaker and gave a great account of himself. Representing endeavour were Luke Plancke , Nicole Massese , Nathan Trickey and Dean Everard. It was great to be able to reward our hard working supervisors with this opportunity. We have had several of these opportunities where staff have been able to attend some great functions so far this year . Its great to see people enjoying themselves on a social level . Endeavour supporters such as Lion and Patties have made these events possible. By the way the Mighty Kangaroos defeated the Saints by 22 points.



NIGHT OUT FROM PATTIES FOODS

Go Demons, a great night out thanks to Patties Foods with Phillis and Steve Slattery from Korumburra and Luke and Kerry Plancke to watch the D's win their way to the semi finals after beating Hawthorn at MCG on Saturday 14th September.

DRIVE OFFS INCREASING

There has been a swift and decisive change in Policy around Drive offs by the Victorian Police.

Previously the policy has been one of mixed investigation and follow up where in many cases the Police interpretation was that a drive off / Failure to pay was a civil matter between the service station operator and the customer. This policy has now changed where Police have committed to follow up all incidents of Drives offs and actively pursue where criminal intent and overt criminal behavior is witnessed. In regards to Failure to Pay's the Police will be keeping a data base on all people who fail to pay for their fuel purchase and then identify repeat offenders.

HON EDWARD O'DONOHUE VISITS CARRUM DOWNS

Donna Bauer (Liberal Party Candidate for Carrum) and Edward O'Donohue (Liberal Member for Eastern Victoria Region and Shadow Minister for Police, Community Safety and Corrections) came to BP Carrum Downs and were greeted by Chinmoy Mukherjee (Site Supervisor) and Lukas Plancke (Business Manager). Chinmoy - please thank your team - the site was spotless and very well presented for our visitors.



Coincidentally, as Donna and Ed walked into the back office area, Luke and Chinmoy were investigating a drive-off incident which had just happened. For the next 45 minutes, we discussed drive offs and associated issues.

We shared our statistics for the past 2 years - our network experiences approx. 2 drive-offs per day and costs our business approx. \$100 per day.

We praised the efforts of Senior Sergeant Steve Owen - based in Ed's region - and the work he has done bringing fuel retailers in the Gippsland region together to combat drive-offs. We have seen a significant reduction in drive-offs in Gippsland. We showed Donna and Ed how the Drive Off Alert App worked and is used by site staff to check plates. Ed asked if we had any recent robberies or break-ins so we shared our recent experiences in our network - Carrum Downs, Lysterfield and Grantville.

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We shared recent experiences where we had assisted police in investigating crime events not related to our service stations.

We all welcomed the news that Victoria Police will now investigate every drive-off as well as shared ideas on how petrol retailers could receive more access to stolen or expired plates.

A few hours later, Donna posted the following message on her Facebook

page: out in Carrum Downs today with Shadow Police Minister Edward O'Donohue MP. Carrum Downs Police Station is still only open 9 – 5 pm on weekends, having halved their operating hours. Burglary/Break and Enters are up +21.0% since December 2014 and Theft is up +17.5% since 2014 in Carrum Downs. These are all significant increases and are the crimes that keep people awake at night.



BLUE RIBBON LUNCHEON HOSTED BY ENDEAVOUR

Senator the Hon Michaelia Cash the now minister for Small and Family Business along with Mr Chris Crewther MP for Dunkley, Victoria were the main attractions at the Blue Ribbon event held at the Endeavour offices in Seaford.

The Dunkley Blue Ribbon is a networking opportunity held

by local business leaders and led by Chris Crewther of the Liberal party. Approximately 25 guests were invited to meet with Senator Cash and Mr Crewther, discuss local issues and as ask many questions as they liked.

Ross hosted the day taking the opportunity to introduce the Endeavour Group to the audience as well as lead some really good discussions on local business and what the Liberals are intending to do to assist.





NEW COFFEE CART AT HEYFIELD

Heyfield local business woman Sheree O'Neill has opened her new QuickCuppa coffee van on our site at Heyfield in September. Sheree had recently operated a coffee business across the road at the Mobil service station for some time. She approached us and asked if we were interested in leasing her some land on our site if she purchased a new coffee trailer as she wanted to expand and grow her business.

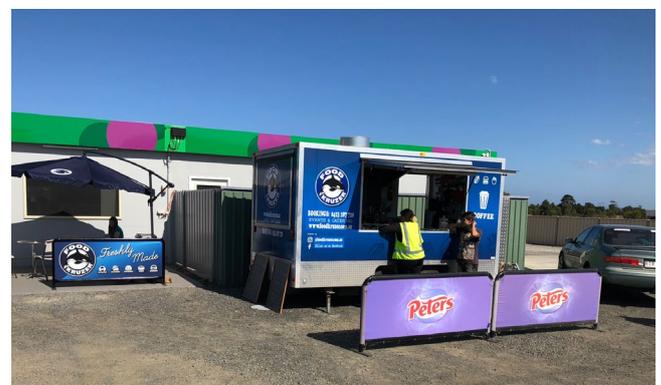
Happy to oblige Mark Decleva, operations manager for Endeavour Petroleum set it up, had some crushed rock laid and Sheree was off and running. Mark said "we are happy to assist local business develop as well as very grateful for the new business that has come to the site since Sheree has started."

ALBERTON COFFEE CART GAINING TRACTION

Its been a hard winter for Ursula in the Food Kruzer, however hopefully things will look up now the warmer weather is coming.

Ursula recently increased her hours from early morning to mid afternoon in an attempt to capture more business from the locals and travelers through the area.

Great burgers and good coffee are a must and without doubt the Food Kruzer delivers every time. Make sure you drop in if your in the area.



CARLTON BLUE SKIES

As part of its continued sponsorship of Carlton Football Clubs Women's team, Endeavour was presented with the opportunity to continue attendance to Carlton's Blue Skies program. 6 Site Supervisors and Head Office staff attended this leadership forum which address the challenges and opportunities of Diversity and Inclusion in sport, business and life.

The session was led by Dr. Katie Spearitt, CEO and Founder of Diversity Partners. The theme for the session was "Everything you wanted to ask about Diversity and Inclusion in your workplace." We were a part of an "Unconscious Bias Workshop" which as the session title suggests it addresses Cultural Equity and Ethic Equality within business and how management teams can embrace Diversity and Inclusion to strengthen their business, whilst identifying and addressing our own Bias.

Positive chemistry within a team is always important, however if all members of the team are similar in personalities and problem solving (this is Affinity Bias) then it restricts the team's ability to explore a range of opportunities. Cognitive diversity is the inclusion of people who have different styles of problem solving and can offer unique perspectives because they think differently. Problem solving can be categorised into 6 key styles:

- Outcomes
- Options
- Evidence
- Process
- People
- Risk



These 6 styles are in fact the major influence in a person's problem solving. People often fall into the 2 dominant styles, to them either the Outcomes or their Options are the most important factors in problem solving. Organisations are now looking to leverage from Cognitive Diversity and a diverse cultural background of staff.

Did you know that the human mind is bombarded with up to 11 million pieces of information at any given moment? Our minds are only capable of processing 40-50 items of information per second and a lot of information is processed by our minds without us being aware of it. It does this by drawing on prior learning/retained information and we instinctively react on our unconscious conclusions. This is known as Unconscious Bias. Most of our decision making is done unconsciously and ultimately, we are constantly jumping to conclusions.

Fuel n Go SPONSORS BROCK GIBLIN RACING

Brock Giblin was the winner of the 2017 Series X3 Queensland Club Championship, bringing the title home with a lead of 15 points over second place.

In 2018, Fuel n Go chose to sponsor Brock in his effort to win back to back championships. One reason Fuel n Go choose to sponsor Brock is his passion of the sport. He was recently described by Trachside Media as "one of the most passionate drivers" they had met in their time in motorsport. After a recent round of racing, Brock said on Facebook, "Big thank you to the Officials, Series X3 QLD and Federal Tyres for the weekend without them we wouldn't be racing. Another massive thanks to all my sponsors *Fuel n Go*, Elgas, Queensland Hyundai Parts, IGA Landsborough and Glasshouse and Link Signs."



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Crazy For Ewe 1 Aug at 4:49pm · 🌐

ENDEAVOUR PETROLEUM HAVE KINDLY DONATED \$250 TOWARDS FUEL FOR THE SEMI OF FEED...
we cant thank ewe enough... 🍷❤️🍷❤️🍷❤️

👍❤️ 89 8 Comments 4 Shares

Like Comment Share

CRAZY FOR EWE

Endeavour Petroleum sponsored \$250 to assist the 12 volunteers from the Pakenham area who traveled to Yeoval in NSW to distribute 52 tonnes of stock feed, mineral blocks, dog food, milk powder and pre-paid visas to 52 farmers within the district.

Congratulations and well done to the team.

Bruthen Fire Brigade
This voucher entitles the bearer Goods to the value of \$50
Redeemable at:
BP Bairnsdale
Valid till 31/08/2019

Proudly Sponsored by
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BONFIRE NIGHT

Bruthen Fire Brigade recently ran a Bonfire night as a fundraising event, with the fire season approaching its important that the crew has everything they need to support the community.

