

Helping you on your way

Your Endeavour Newsletter



BAIRNSDALE REBUILD A ROARING SUCCESS



Bairnsdale was first introduced to the Endeavour network in 1996. This site has always been a strong performer but had serious potential for growth. Nato and the team were kept in anticipation of a site rebuild for only a few short years before works commenced in 2017! Many ideas and designs were put on the table for the rebuild, we eventually found that it would be best to utilize the well-built steel-frame of the workshop, which was located at the rear of the store.



By using the existing skeleton of the workshop, we were able to angle the store so that optimal road exposure was achieved, it also allowed building works to commence in March 2017 whilst the site continued to operate.

Jack Lumby from Proactive Building and his team of contractors were able to build upon the steel frame and achieve a lot within 5 months whilst the site was trading. On Sunday 6th August 2017 the site closed its doors to customers for 4 months to allow for major works. During this time the building team faced little disruption from the weather and minimal surprises.

The greatest surprise we faced during the site rebuild was that we anticipated to remove 5 old underground tanks, but instead found and removed 12! Within 4 months our team completely transformed this old country Service Station into a thing of beauty. The shop was moved further back in the lot to widen the forecourt; to aid in forecourt efficiency and traffic flow, as well as provide safer pedestrian access to the store.



We knew that we were one of the strongest sites in town for commercial diesel but could still see growth in this area. We widened our driveways to create better access for commercial vehicles and widened the high-flow lane allowing for up to 2 vehicles, to further increase forecourt efficiency. We now offer both high-flow diesel and AdBlue on pump due to industry demand and an increase in AdBlue vehicles being manufactured.



Under the canopy we have increased forecourt efficiency and grown volume by installing 4 dispensers which pump all 4 fuel grades, this means that we have the maximum product hose offer at 32 hoses.

The shape of the shop front has also lent to maximum visibility of the 10-door cool room from the forecourt drawing customers further into the store. The open layout has increased customer traffic within the store and allowed greater focus of shelf products.



The open visual plan, light colours and polished concrete floors present a clean and professional store and allow for minimum future maintenance issues. We have strengthened our retail offer by upgrading the food and coffee offers. To do this we significantly increased the counter size to allow for additional display cabinets, a deep fryer, food prep and cleaning facilities and storage fridges. The result of all this work is a credit to all involved, from opening the site has doubled its previous monthly fuel volumes and shop now sits at a 25% increase on previous trade figures. This is a great endorsement of our rebuild program.



HEYFIELD DIESEL SITE ALMOST FINISHED



And so, the tribulations of obtaining power once again rests upon the shoulders of our fearless Operations Manager, Mark Decleva. However the good news is on the 1st March power was connected and thus we can start the opening process, Mark expects the site to be open for business the week of 12th March .

Heyfield is a small rural town located in the heart of Gippsland. The town is situated along Traralgon- Maffra Road and is home to Australia’s largest hardwood sawmill. The town presented as an opportunity to expand Endeavour’s network resulting in the purchase of a green site which had development potential. The site was always intended to be simple and effective in design as an unmanned diesel facility.



Andrew McInnes from McInnes Earthmoving and his team took on the task of building the site for us in August 2017, completing works in 3 short months. All we needed was power to the site, however the industrial action within SP Ausnet has caused an unfortunate delay in the commissioning and opening.



A 30m wide driveway and a crush-rock area allows for large turning circles, in the centre a 500m² concrete slab houses the 68,000litre Diesel Trans tank and 10,000litre AdBlue tank. The site has been equipped with high-quality technology allowing us control and live visuals from Head Office.



Taking matters into his own hands, Josh Moore in his shining white triton arrived on site last week! After countless hours of methodical planning, overcoming many adversities and some serious DIY...



Endeavour now offer AdBlue on pump at Alberton, Bairnsdale and Heyfield. AdBlue is an aqueous urea solution which is used to reduce diesel engine emissions. In Europe more and more diesel vehicles are being equipped with exhaust systems which require AdBlue. This is generating an increase in the industry demand for AdBlue on pump and will become an essential product for our customers. With the 3 sites, Endeavour has commenced it’s AdBlue program in preparation for future demand.



We still had no power.



BP'S ARROGANCE GETS CURBED BY ACCC

In December 2017, the ACCC announced its decision to not support the BP acquisition of Woolworths fuel sites, a decision which took over 12 months but in the end was the correct one. Let me summarise why:

BP has the largest percentage of independently owned branded sites within Australia. Under the terms of the BP supply and brand agreements, dealers pay BP for the use of the BP brand and card. Historically this strengthened both BP and its dealers within the marketplace and was operated as a partnership.

Throughout the last few years and especially during the lead up to the proposed acquisition of Woolworths retail fuel sites, BP began to operate in a manner which favoured its shareholders, resulting in decisions being made without consulting dealers. This mode of operation became more transparent during BP's announcement of the Woolworths acquisition; loyal BP dealers were not informed of how they may be impacted by this deal but were instead promised the opportunity to individually meet with senior BP marketing managers at a later date. Endeavour and other BP dealers were simply expected to trust BP and wait until BP were ready to meet, without any interim discussions regarding the obvious brand conflicts, impacts to pricing and supply or the potential influence the introduction of supermarket docket discounts may have on the network.

During the time that dealers were asked to wait for BP, the ACCC was requesting that potentially affected parties make their submissions. As BP was not acknowledging the many issues we saw that could damage our business, we decided to proceed with our submissions to the ACCC by the relevant due dates, the first being in April 2017 and the second in September 2017.

In August last year we finally received our briefing from BP as part of their national program. What we were told was simply breath-taking in its arrogance.

- BP will introduce their new metro brand to their network along-side a revised tiered program which will dictate the level of brand and retail offer at individual sites. BP will solely decide the tier allocation of its dealers.

- The acceptance of supermarket docket discounts will be limited to BP company operated sites, existing Woolworths sites and approximately 100 unspecified sites will also be invited to take part in this offer. No Endeavour owned sites will be included.

- BP stated that whilst they had yet to decide on their course of action in locations where there would be brand conflicts between Endeavour and Woolworths sites, upon acquisition the Woolworths site would be identified as BP owned site and will sell BP fuel.

- BP will continue to hold us to our existing supply agreement with all associated brand fees and service charges remaining unaltered.

- We would be given the opportunity to register with BP (if we desired) to be a prospective purchaser of some surplus sites. However, BP would have control of the sale process and sale was conditional upon the site remaining BP branded and supplied!

So here it was. Despite that for many years we were BPs only regional representation in many towns, we were not to be side-lined with an uncompetitive offer. Basically, we were set to become the poor cousin to BPs controlled network.

In the larger scheme, the industry would lose the impact made by the Woolworths retail price model, which is aggressive in comparison to BPs premium pricing. Woolworths have become well known for leading the market in



lowering pump prices and staying at lower prices for longer periods. We have direct experience with BPs TGP constantly ignoring the pressures of the local market, resulting in us losing margin when we remain competitively priced. It was interesting to see further proof of BPs arrogance upon the announcement of the ACCCs decision to not support the acquisition. BP publicly stated that they were shocked and surprised by the decision and that their dealer shared these feelings. It was in fact the opposite for BP dealers, the phones ran hot with overwhelming celebration following the announcement. We all knew that we were heading into network conflict with BP, who never intended to act upon our concerns. We also knew that BP was already a highly priced fuel company and we were worried that BP may seek a pay back on their acquisition by raising their fuel prices.

BP may still attempt to move forward with the Woolworths acquisition or they may try to negotiate a supply deal with Woolworths. It will be unfortunate if either course of action bears fruit but be rest assured that we will continue to protect our business as we move further away from a company that no longer respects the investments of its independent dealers or values listening to their concerns.

Jeff Griffiths,
Managing Director
Endeavour Group



Donna Bauer – Liberal Candidate for Carrum

Donna Bauer is the Liberal party’s candidate for the electoral district of Carrum, which covers Bangholme, Bonbeach, Carrum Downs, Patterson Lakes, Sandhurst, Seaford and Skye.

Donna shares Endeavour’s strong family values and she has the essential ingredients needed in politics today, a great sense of humour. Donna has been utilizing our office facilities for the last couple of months with a dedicated team of volunteers. We wish her and her team success at the elections.



Donna has lived in the community her whole life and is committed to advancing the area. Her priorities for her electorate include:

- Community safety
- Working for better energy prices and security
- Easing local traffic congestion
- Law and order



Energy Pricing

Jeff recently met with Donna Bauer, Matthew Guy (State Opposition Leader) and David Southwick (State Shadow Minister for Energy and Resources)



at our Carrum Downs site to discuss the effect of rising power costs. Jeff pointed out that in 2017 Endeavour’s electricity cost was \$478,000 and continues to rise every year despite ongoing investment in LED lighting which cuts lighting consumption by two thirds. In 2016 we spent \$30,000 at our Carrum Downs site to convert it to LED lighting, however, electricity bills for this site were \$10,000 higher in 2017 than they were in 2016.



Its estimated that if those works had not taken place, Endeavour would have faced a 35% increase in power costs at this single location. As a company we are continuing to look at our power costs and will shortly announce further programs which will be designed to cut power consumption whilst increasing operating efficiency.



Royal Lubricants Update

With great enthusiasm, Sales Representative Jamie Ashman has been refreshing Endeavour's lubricant offer.



Over the last few months Jamie has been working with sites and our lubricant supplier, **Royal Lubricants**, to introduce new products, such as Royal's new performance bike range and bulk lubricants. Jamie has also been working with everyone to generate promotions tailored to our customers.



During her efforts Jamie recognised potential in Stratford to further the lubricants offer. Stratford had a great space, which formally housed their pet-food range. Jamie and the team at Stratford have made good progress in converting this space into Endeavour's first lubricant depot, Endeavour BP Stratford Lubricant Depot.



Helicopter pilot just loves Foster

Sue and the team at Foster once again got to see their favourite helicopter this summer, who also brought along a new pilot this year. As you may remember, this helicopter likes to land across the road from our Foster site to enjoy some hot food and a cool drink.

Customer appreciates over and above service at Cowes



With the hot weather attracting many people this summer the island was swarming with beach goers. A young lady obviously had a bit too much sun on a particularly hot day, seeking shelter the store at Cowes. Her mother Sue later rang Head Office to continually thank our staff at Cowes for the care they showed her daughter who had heat stroke. A fantastic effort to the team at Cowes for going over and above the call of duty.

Suspicious customer at Traralgon

Brendan Smiles from Traralgon management to snap a shot of a suspicious looking customer who was hanging around the shop floor.



Update

From Nic Moulis, Director FuelnGo

FuelnGo is consistently moving loads of fuel from multiple terminals in QLD, VIC and NSW. We have increased our fuel volume due to the continued efforts of Shirilee and Josh. FuelnGo has also assisted in growing LPG sales as agents for Unigas, recently gaining a larger multi-site customer.

FuelnGo is now looking for a VIC based Sales Manager to assist in our future growth. If you know of anyone looking for a rewarding sales role with industry experience to join our business, give them a heads up. They may contact me direct to discuss the opportunity.



Leah the Beauty of the Ball

Leah Hawkins from Cowes had her deb in October 2017, with Valma saying "I had the greatest pleasure of being asked to be a guest at my junior's deb on Friday 20th October.

Very honoured to be asked and it was just a "feel good" moment. Leah looked absolutely stunning and danced beautifully. I haven't been to a deb for a long time (maybe my own!) so it was good to see how different they are. We used to have old fashioned music to match the dance and now they use today's hits, along with some older music. Thank you again Leah for allowing me to be there on your special night."



Joy Warren 21 years at Grantville

Joy has just celebrated her 21st year at Endeavour. Joy has been a vital member of Endeavour, working at our Grantville site since even before Endeavour purchased it in 1997.



New Marketing Manager appointed for the Endeavour Group

Ross Gilberthorpe has joined Seaford office as the Marketing Manager to the Endeavour Group.



Ross has many years of experience in marketing and sales and brings a new and fresh look as he comes to us from outside of the Petroleum industry. Ross spent most of his career in the printing industry working for companies such as Kodak and will be responsible for all marketing functions throughout the Endeavour Group. However Mark Declava ensured that Ross was put to work learning the ropes at Stratford during his second week visiting all the Endeavour sites.



Lysterfield

Nicole Massese from Gunns Gully has been appointed Site Supervisor at Lysterfield. Nicole brings with her 13 years of site operations experience within Endeavour.

New Staff Member for Sydney

Thimali De Silva has been appointed as Administration Officer to FuelnGo and will start in the Sydney office in early March. Thimali has an extensive administration background as a legal secretary and with the NSW Education Department.

Staff Departures

Melanie Stanton from Lysterfield has decided to move on after 2 years at Endeavour. Mel has played an important role during her time at Carrum Downs and shortly at Lysterfield. We wish Mel all the best in her future endeavours.

Ken McKay announced his retirement. Ken has been in the industry for over 27 years. Ken's last official working day was 31 January 2018, we all wish him all the best in his retirement.



Mark Declava from Seaford office and Sue Sinclair from Foster "What do you mean you dont like my hairdo" !!



AFLW

Mark Decleva and his daughter Mia and son Matthew had a special day with the Carlton AFLW team and managed to get themselves recruited for the team photo. We are not sure what role Mark is playing with the team, however rumour's are rife that he has put his hand up to be the team masseuse.



AFLW round One

As foundation partners to Carlton's womens team, Endeavour has secured 10 tickets to each of their home games this season. Round one, Carlton v Collingwood, was a fantastic game enjoyed by a bunch of our staff.



During the game some were also lucky enough to meet Chris Judd

Pool Shark comes to town

Mark Decleva and Nato Desio show off their skills in the local pool tournament



Always look the best

Luke Plancke on the end of the long broom lending a hand making the site at Alexandra look the best



Making the most of the festive season

Sharley Hughes made the most of the festive season and put together some fantastic display specials to help sales. What is xmas without a cold bottle of Crown Lager.





Est. 2007

2018 AFL UNOFFICIAL KNOCK OUT COMPETITION

Entry Fee - \$10 (per entry)

2017 Prize Money was \$11,553*

Starts in Round 1 (March 22)

This is a simple (**pick one team per week**), fun & not for profit competition. Anyone can join. Tell your family and friends!

To join, go to <http://www.footy tipping.net.au/silverfox>

Join, pay and tip asap. Don't miss out!

*This year's prize money will be total entry fees minus website costs

