

Helping you on your way Your Endeavour Newsletter

WE'RE CONTINUING TO UPGRADING OUR SITES



Upgrading the look of our sites is important to Endeavour, no matter the brand it shows our standards and our commitment to our customers. Easy when you have your own brand and 100% control, not so when we have to rely on our partners.

However we are moving forward and have had some positive results last year with Korumburra and Carrum Downs refreshed late 2018. Negotiations are on going with a promise of 3 sites to be completed in 2019, we have nominated Traralgon, Grantville and Cowes, no dates set at this stage so watch this space.



NEW PUMPS AT GRANTVILLE

Want to make the customers happy and sell more fuel? new pumps at Grantville in October 2018 did just that. Installing diesel on the forecourt has made a significant difference to customer satisfaction, eliminating congestion and improving customer comfort by being under the canopy. Proof of this was an increase over 34% volume Nov - Dec 2017 versus Nov-Dec 2018

UPGRADES ARE NOT ONLY ABOVE THE GROUND



Protecting the environment and ensuring our sites are safe and secure is an ongoing task and one that Endeavour treats with high regard. Its far better to check the quality of the tank before any issues arise, only way you can really be sure is to dig a whole, go inside and have a look.

Traralgon is a good example of preventative maintenance on a large scale, dig a hole in the ground to locate the tank, cut a hole in the top of the tank crawl in and have a good look. Repair any damage if needed then coat the entire inside of the tank with a new liner

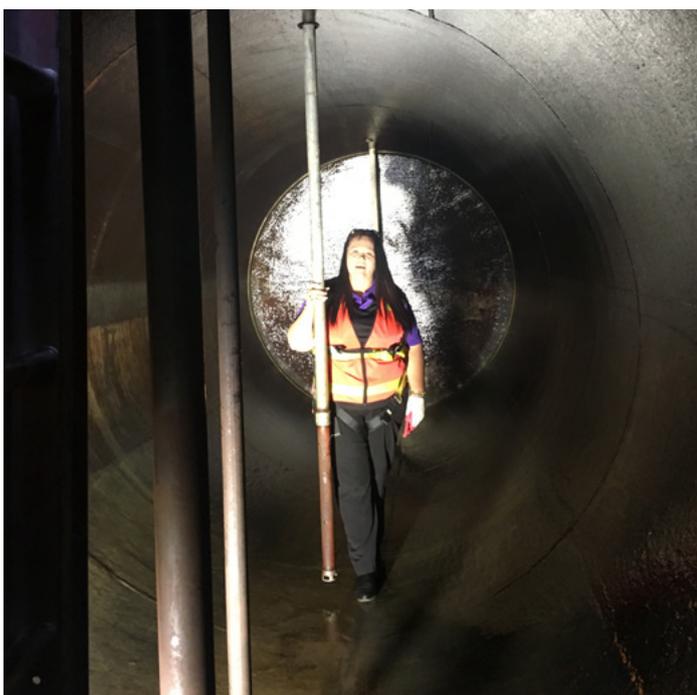
made of fiberglass giving a new lifespan in excess of 30 years.

Our contractors JCC Suntech have done a fantastic job in difficult circumstances, an incredibly difficult environment to work in as Annmarie found when lowered into the tank for a look see. We are led to believe that she is going to stick to her role as Business Manager rather than pursue a career change.

Over 1000 man hours has been spent on the project, in its final stages now with resealing of the concrete being completed by Mid April.



Congratulations to all involved, in particular our site staff who have managed to keep everything going, and keeping our customers happy during this time. Well done team..



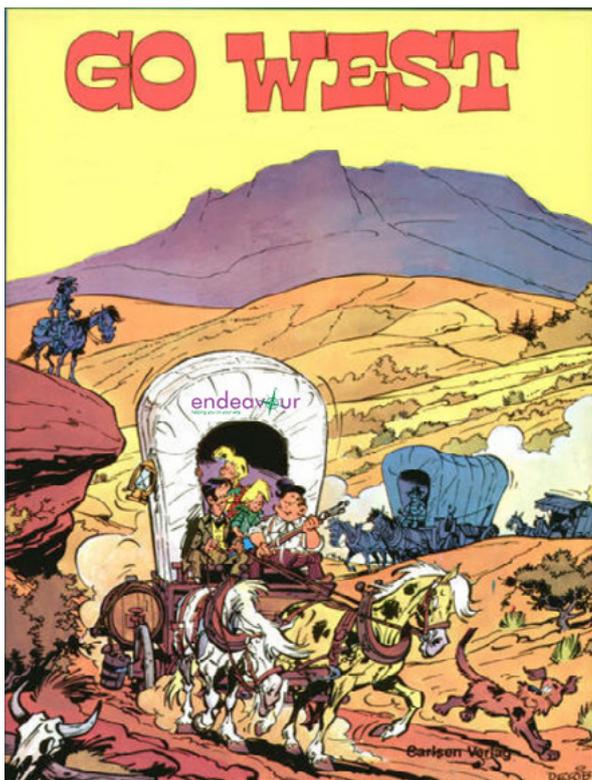
IS ENDEAVOUR HEADING WEST ?



Following our recent announcements that we are developing fuel sites on recently acquired land in Great Western, Horsham, Mount Gambier, Moama and Stawell, many people have been asking me "Is Endeavour heading West?". The answer is quite simple, yes, we are heading West. But we are also looking East, South and North.

We are an independent fuel company and one of our many advantages of being so is that we have no supplier sitting over us, confining where we can trade by restricting their brand application. We do not have to conform to someone else's retail network plan and are able to seek opportunities for the expansion of our business into areas that we consider that we can make the most impact.

Our expansion does face barriers, around factors such as the economics of our fuel supply, which comes down to our ability to purchase fuel from a local terminal at the best possible trading terms. Another challenge we face is the hiring and training of local staff to operate the site. It is always important to us that we can offer full support to staff about the use of our



POS sales systems and merchandising disciplines involved with our shop program, supported by UCB. Historically, we have met both these challenges and we will continue to develop our marketing platform to suit our expansion in regional areas, which is our preferred target market.

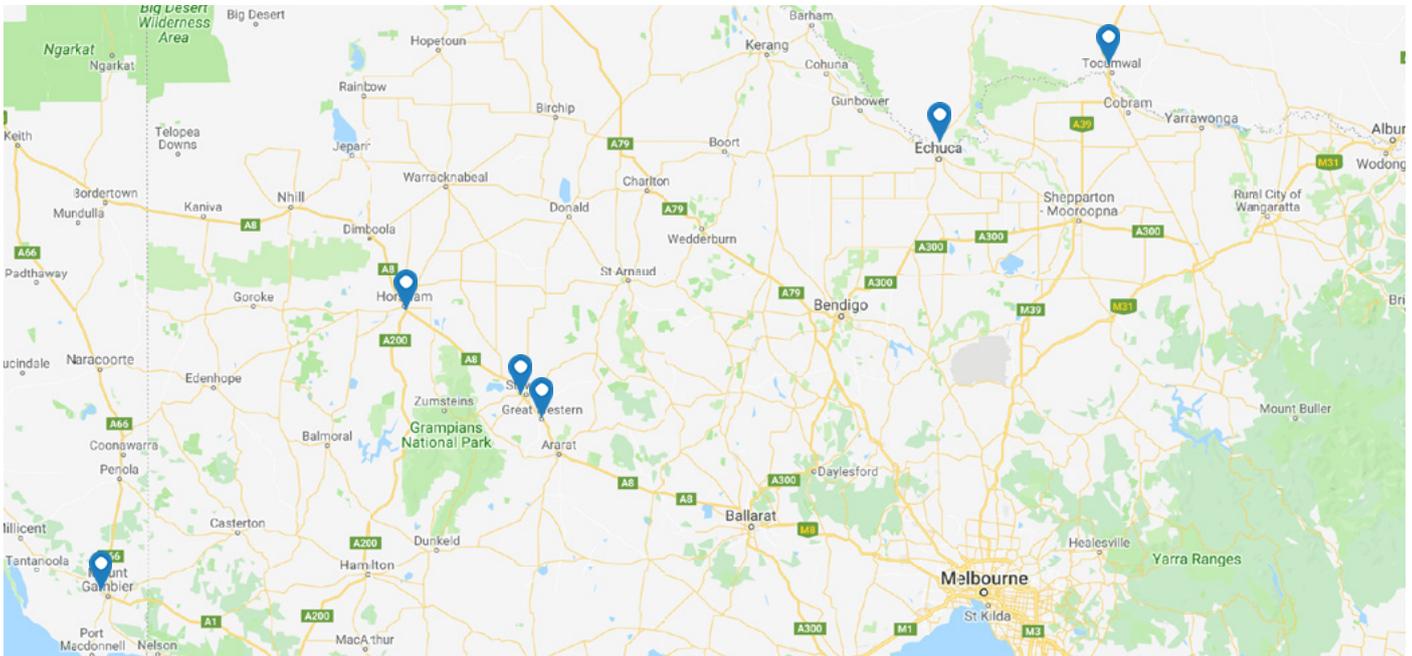
So, when you are traveling around regional Victoria (and Australia) keep your eyes open for any potential sites. If you see a location that you believe would be a great addition to our Endeavour Diesel 24/7 or Endeavour Petroleum retail sites, contact Alex in our Property Department. She can have a report generated on the area, which covers information such as the potential market size, competitor network and property values. Once a report has been completed, she will come back to you with a summary of the information we have learnt. You never know, you may be the person that chose one of our new best performing sites within the Endeavour Network.

HORSHAM SITE READY TO START BUILDING IN APRIL



48-50 GOLF COURSE ROAD HORSHAM development is about to kick off in April, an exciting new project to launch our attack into the Western districts of Victoria. The site has already attracted attention from the local press (Wimmera Mail Times) and will see even more over the coming months with an extensive marketing campaign with advertisements and articles set to deliver a powerful message through the local media. We're coming and we are going to make a difference to local communities throughout the region, so watch this space.

NEW SITES TO BE DEVELOPED IN THE WEST



The Endeavour expansion continues to grow with sites purchased throughout the west, along with Horsham sites have been acquired in Stawell, Great Western Moama and Mount Gambier. These will be a variance of unmanned Diesel 24/7 sites as well as shop sites with the largest being a truck stop in Mount Gambier. It's exciting times for Endeavour, a lot of work to be done over the coming months and years however the result will be an even stronger company providing value products to communities in rural areas.



ENDEAVOUR IN STORE PROMOTION WINNERS

In partnership with some of our major suppliers, endeavour have been able to offer our customers some great in store promotions over the last few months. Exclusive endeavour in store promotions give our customers the opportunity to win a major prize by purchasing products in endeavour stores.



Summer fun promotion – Trik Trailers

During December and January, Trik Trailers and Endeavour ran a Summer Fun promotion. Any customer that hired a trailer from an Endeavour store or Trik direct went into the draw to win a new 6x4 trailer full of summer goodies (valued at \$1000). The Winner Geoffrey Brooke hired a trailer from Endeavour BP Cowes. Geoffrey's photo reached over 3,000 people on Facebook.

Hitachi Site Radio – 4n20

Together with 4n20 we offered our customers the opportunity to Win a Hitachi Site Radio. A total of 8 radios were up for grabs, customers whom purchased two patties products went into the draw. We also ran a site incentive where a site could win a radio themselves, based on the most entry's vs customers. Winners were from as far as Pennyroyal near Geelong, plenty of locals also won the prize from Alexandra, Bairnsdale, Pakenham, Traralgon, Heyfield and 2 winners from Toora also took away the prize.



Victa Lawn Mower - Royal Lubricants

Congratulations went to Barry Lunson whom purchased a Royal Lubricant product at Endeavour Alexandra. Barry was very grateful to receive his new Victa Corvette lawn mower valued at \$500. The Alexandra standard met us at site to take some photos and published a short story. With over 400 entries across the sites the promotion was a great success.

Watch for the next promotion, win a chain Chainsaw starting 1st April.

GRANTVILLE FIRES TO CLOSE FOR COMFORT



Around noon on Friday 1st February a bush fire broke out in the Grantville Nature Reserve. The dense bush land and terrain prevented Fire Fighters from accessing the fire, originally caused by lightning. The aerial firefighting team deployed multiple air craft and work tirelessly with the ground crews for two days. More than 200 fire fighters prevented the 647-acre fire from destroying homes & lives. Adams estate & Tenby point housing estates were evacuated as a precaution, with the weather conditions the fire was unpredictable.



The entire community pulled together to support one another. Endeavour BP evacuated under CFA instruction on Friday after noon, with staff going over and above to ensure the safety of all involved and stayed on site into the night to assist. After four very stressful days, with everyone on watch & act the fire-fighting crews, volunteers and forest fire management finally got the upper hand and contained the fire. Fire crews then continued to monitor conditions and work through the bush land to extinguish hot spots. Wild life rescue teams continue to care for and rehabilitate injured and displaced wild life.

OUR FIRIES ARE THE REAL HEROES



Our dedicated staff go to great lengths to protect our sites !!

A big thanks goes to Peter Lynch from the Endeavour Seaford office and all the members of the CFA for their dedication, without them much would have been lost. Peter has been an active member of District 8 CFA out of Narre Warren for more than 3.5 years



SHARLEY SUMS IT UP BEAUTIFULLY

It has been a very stressful past few days from having to evacuate the site and make sure all the staff and general public were safe, Jayde, Gabrielle and myself remained on site to ensure customers didn't loiter and so that we could provide diesel to the many fire trucks, we also gave the assembly area / evacuation site cool water to hand out to anyone in need also to the police directing traffic in the intersection

if they required. We ended up collecting our children from school early so they weren't stuck on one side and us on the other luckily we did this just before they closed the highway. Then to go home where Robbie and myself ended up packing bags and gathering all of what we regard as our most precious and important personal items in our house ready to flee at any given moment. Last night was the first night I slept soundly as conditions had calmed and things seemed to be under control, we are still on a "watch and act" alert for both the site and my personal home so I will not be the one who becomes complacent and leaves things till the last minute as we all know these situations can be extremely unpredictable and change in any given moment. (Continued page 8)

It is extremely humbling to watch a community pull together in a time of crisis and work tirelessly and effortlessly to ensure their fellow neighbours are safe and have a full support network even if it was just a simple offer of a meal, a bed or a safe shelter from the fire. Lastly a massive shout out to all the emergency services crew who worked day and night to keep us all safe and away from harm. We are all so extremely blessed to have such selfless humans in this world that put their own lives at risk to protect ours on a daily basis how do you even begin to show your gratitude. Finger crossed we are out of the danger zone for now.

Sharley Fynn Grantville Bottleshop



COMMUNITY FUND-RAISER

Two community fundraising events were held after the fires for the locals to come together and Thank the CFA and volunteer organisations. One held at the Grantville Hall and one at the Kernot Store. Hundreds of people attended and raised thousands of dollars for the organisations involved. It's wonderful to see how local communities and businesses come together in times of crisis.



Sharley Fynn & Marie Gallagher from the Bottle O working the lolly jar stand

STAFF NEWS



Sue Sinclair had been with Endeavour for over 16 years, Sue worked at and managed multiple sites including Traralgon, Cowes and Foster. Sue's bubbly personality always had a positive impact on her co-workers and customers. With a fluff of the hair and some more lipply Sue was always ready to impress. Sue & her husband Mark decided to sell their house in Inverloch and move to Rockhampton to be closer to family. In late October 2108 we said goodbye and wished them all the best for the future. With the idea of semi-retirement in mind Sue is now working as a casual at a BP store in Rockhampton and enjoying the sunshine and time with her family.

GOING ABOVE AND BEYOND

Recently Chris Edwards was working at Alexandra on a Sunday morning when a young lady came into the site visibly distressed. She had been left on the side of the road by her so called friends with no money and no phone. After confirming her mothers phone number Chris phoned her and told the story. The mother was unable to travel from Berwick to Alexandra to pick her daughter up, so Chris offered to drive the her home to Berwick once his shift was completed. The young women's mother was concerned that her daughter was going in a car with a stranger so Chris called Carlye to vouch for him.

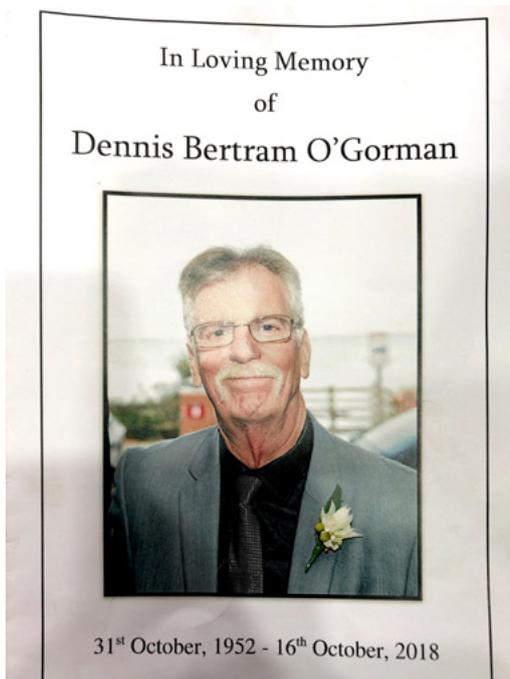
There must be something in the water at Alexandra, this is one of several occasions where staff have gone to extraordinary lengths to assist a member of the general public. This is Endeavour, how we work and how we portray ourselves to our customers, well done Chris and the team.



Cheryl's from Alexandra has been working at our Endeavour site 12 years in March

Cheryl is a key member of the team at Alexandra and we thank her for all of her experience, and apparently Cheryl makes the best Schnitzel Burger in town.

STAFF NEWS



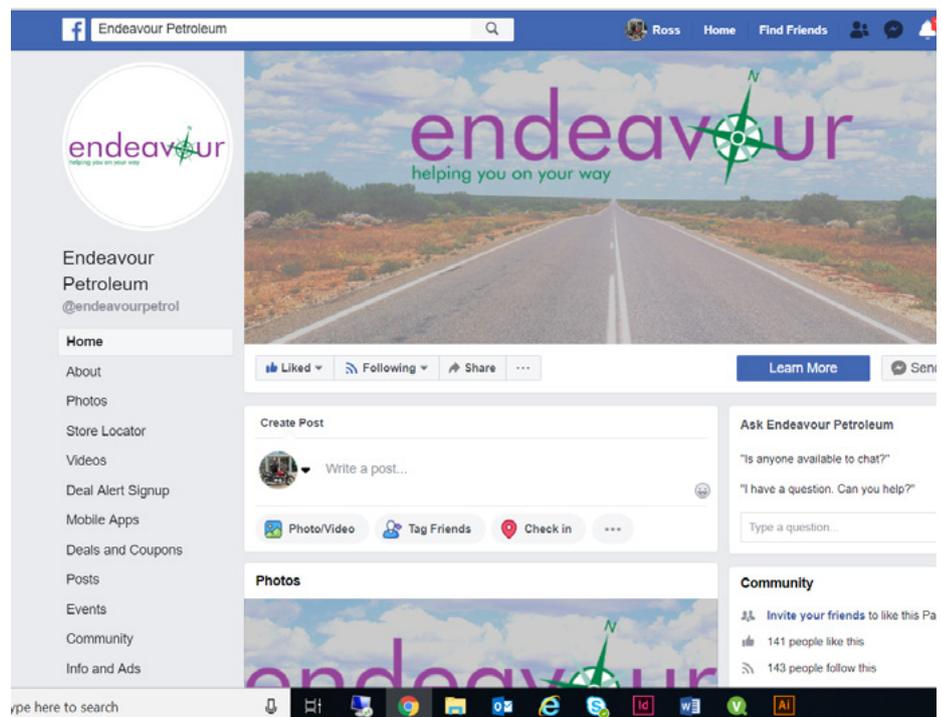
The sad news of the passing of Dennis shocked all of us late last year, Dennis started at Endeavour in January 2014 at Pakenham upper, he also worked more recently at Cowes and Grantville and was one of the good guy’s. A joker with a dry sense of humour, always ready to play a trick or drop a sarcasm bomb, he was a genuine, gentle natured and loving family man.

Dennis enjoyed his time out of work with his wife Jill and often went to the cabin at lake Eildon fishing and having a few frothies with his kids.

We will always miss you Dennis

ONLINE MARKETING / SOCIAL MEDIA

As we look to the future of advertising and marketing it is very apparent that print media is becoming obsolete. Online advertising is the way of the future. Over the last few months endeavour has invested time and resources into our on-line presence. We developed and launched a new website, www.endeavourgroup.com.au. The new website was created with the group in mind, to promote all endeavour group brands and present a website that didn’t look like the typical petroleum website. The site has received some very positive feedback and is succeeding in creating brand recognition of the companies. The marketing team is also monitoring the Endeavour Petroleum sites Google business listings and providing updates to increase our search engine optimisation. The Endeavour petroleum Facebook page has been inactive since late 2017. This has also an area of focus for the marketing team, as we increased our on-line activity. The page details have been updated, photos added and promotions posted. The Facebook page has reached over 3K people in the last 28 days. As the activity increases the traffic to the page and website will follow suit.



MICHAELS IGA PARTNERSHIP A WIN WIN

Endeavour aim to provide our customers with the best possible service and value. When we purchased our Carrum downs location we inherited a local partnership with the local Ritches independent supermarket. Offering our customers, a 4cpl discount with their shopper docket. We have investigated the benefits of having this offer and found that on average 175 customers per week use a docket purchasing over 265,00lts of fuel per year. At our Korumburra site our direct competition has always offered the 4cpl discount, as both stores are BP, we were confusing the customers. The staff at Korumburra highlighted a necessity to provide the same discount at our site, providing better customer service, value and attract more customers. The lines of communication were opened with Michael’s IGA, and a partnership agreement was formed. Korumburra commenced the shopper docket discount on the 11th Feb and in the first month have processed 172 dockets.



This process has highlighted an opportunity at all our sites. Mark our business development manager is investigating the possibility of partnership deals with our local independent grocers.

BOAT CRUISE FOR OUR BUSINESS PARTNERS A SUCCESS



It’s very important to continue to show our partners who we are and what we do, so the opportunity to hire the Pratt family boat through our association with the Carlton FBC was perfect. A select group of our partners were invited for a 4 hour cruise on Sydney harbour, included in the guest list were the owners of Royal Lubricants, UCB senior managers, Elgas, The Distributors, Frucor, Jack & Co, Mobil, Petro National and others including some Endeavour board members. Introductions made by Ross and Nic & Jeff outlined the reason for the get together as well as sharing with the group a little more about the Endeavour Group. Relationships built during the afternoon are invaluable and will benefit both ourselves and our partners into the future.



SITE IMPROVEMENTS CONTINUE



YEA THE FIRST TO REMOVE SHELVING

Changing something that's been the same for a while is sometimes difficult, however the team at Yea new something was not quite right. So they have made a change, taking out an entire shelf unit to free up space making it easier for the customers to move about has worked a treat. Indications are that customers are far happier and the traffic flow is good, however it's early days and monitoring continues to see if we can grow sales.

It's a start with more changes to come, now we have space to work with we can start testing some new products and positions of current ranges to see what and where products sell the best. Great work Sarah and the team.

COFFEE WALLS ARE COMPLETE

Finally we have completed the installation of the new Franke coffee machines from ProCaffe along with the new look walls the last being Alberton. It's early days however Glen and the team are working very hard to drive sales of coffee, looks great and they are having a very positive reaction from the customers.



NEW COFFEE CARDS COMING SOON

Many sites have requested new coffee cards we are printing more. Same process as before, customer gets a free coffee on the 6th, 12th and 18th purchase



Duck Over

coffee club members card

Enjoy FREE Coffee when you collect stamps

Duck Over for a coffee on us!

Have your card stamped each time you buy a coffee and the 6th, 12th & 18th are absolutely FREE!

1	2	3	4	5	6 FREE	7	8	9
10	11	12 FREE	13	14	15	16	17	18 FREE