

Helping you on your way

Your Endeavour Group Newsletter



The Endeavour Way

***“Customers will never love a company until the employees love it first”
- Simon Sinek, Author.***

A company’s culture is the foundation for future innovation: we sum it up as “The Endeavour Way”. The Endeavour Way is the culture and the values that have been ingrained within Endeavour since its beginnings and are set to continue well into the future. It is a shared understanding of how we act and how we do things in our organisation, however there are important factors to remember to help support and drive our culture.

Our purpose - everyone understands why their work matters.

Values - to ensure our company values are practiced throughout the organisation

Customer Value - to ensure all activities provide real value to our customers

Capabilities - people’s roles match their capabilities

Autonomy - team’s need to flourish without dependency on individual leaders

Results - bottom line results and goals are achieved

These factors help us shape who we are as a company. First and foremost, we are a successful family business committed to the communities and people we work with. In turn, we build businesses that value people, deal with integrity, build trust and shape communities.

So what is our future innovation and direction? To be independent and value the freedom that enables us to provide the best offer to our customers. To control our service standards to meet the direct needs of the communities we serve.

Our values are an important part of our culture and help educate clients and potential customers about what we are about and clarify the identity of the company.

Customer commitment

Quality

Integrity

Respect

Good citizenship

A will to win

Personal accountability



“Culture is like the wind. It is invisible, yet it’s effect can be seen and felt.” - Bryan Walker

Couldn't see the forest for the trees



As the retail industry continues its transformation, the principals of a sound retail strategy have not changed: **Deliver value and create a unique customer experience.**



Constantly gaining customers attention and maintaining their loyalty is a continuing challenge, but one not to be ignored. One way to do this is to create a physical retail environment that captures the attention of consumers today. So the right retail store layout is important it will influence the customer experience, how they interact with our merchandise and will affect their purchasing behavior. This retail principle has been around for many years, it's easy to say but sometimes quite hard to achieve and relies on quite a few components coming together to

render a good result. Store design, customer flow, product zoning, shelf and product placement are just a few things needed to get right, and so the question arises - "whats right"??

Endeavour has now embarked on an enormous program led by Jamie Ashman and the Marketing team to transform our stores and deliver a fresh new open look. Starting with removing overstocked items to create more space on wall displays that enabled us to then remove floor shelving resulting

in more open floor space. Utilizing UCB planograms in all areas of the store including fridges, lubricants and auto car care has made an enormous difference to in store traffic flow and the reduction of non selling stocks.

This program is continuing over the coming months with confectionery and grocery being the next categories to tackle.

None of this would have been possible without the input and help from our site staff, the willingness and trust to make a change and of course without the support of our supply partners who supplied staff to assist in relays and restocking. Supercheap Auto via Matthew Luke have been a great support, relaying every store to a new polarogram and removing stock exceeding \$20k in value without question. Coke via Sarah Robinson with Field Manager Jeff Cooper and his team being an incredible resource sending up to 6 staff to sites assisting in relaying all the fridges has made the job possible in the time-frame allocated.

It just goes to show that a task that looks like "you can't see the forest for the trees" can be done if you break it down into manageable tasks, create a realistic plan and then use the resources around you to get the job done.

Alberton Before



Alberton After



Endeavour Management – by Jeff Griffiths



It is with great pleasure that I formally announce the first major change to the family management of the Endeavour Group. Megan Kostiuk, our eldest daughter, will be leaving the Child Care industry after 20 years to join Endeavour. Megan will take on the new position of Personnel and Compliance Manager of the Endeavour Group of Companies, as well as hold her current position as General Manager of Storage Stow Pty Ltd.

This is a significant move by Megan, representing her brother and sisters and advising them of the development of our companies. Carol and I have long held the belief that running our companies in Corporate Business is not the way that we want to go and we hold the belief that a company run by family values will not only create a better work environment, but will be more attractive to customers whom wish to support family business. Whilst family values are still important in present business ethics, they need to be combined with good business practices and disciplines which are demanded by authorities.

Both Carol and I are fully committed to our companies, we have no plans to retire. However, over the next few years we will be taking more time off to enjoy our family and outside interests. Hence, I have developed a plan that will see myself being “transitioned” (a term used by certain company people) from an operational role into chairing the company boards responsible for business strategies that will grow our companies. I am committed to this program for the next 5 years. In that time my key objective is to have the Endeavour name spread throughout the Oil Industry and recognised as a company that people from all categories want to deal with. I can do this because Endeavour Group has a great team of staff and Managers that work together in building a better future for all.

Megan will join Endeavour mid-September 2019, when she will be travelling to sites with Carol to meet you all and get a feel of the company. A lot has changed since she was a teenager working in the Seaford and Dandenong depots for pocket money. The great thing is that our values have not changed and its her job to ensure they never will.

Staff Training Opportunity - Reminder-

Did you know that at Endeavour we have had a program in place for many years aimed at our younger staff members, however available to all..

What is it and whats it all about? Endeavour will pay the training costs for staff to do an RSA liquor course. Our aim is to give staff additional external training courses, experience, as well as give them personal knowledge about responsible liquor consumption.

Its about your personal development and assisting our staff to gain different skills that could be used in the future. It will value and assist both staff and Endeavour as you learn new skills for your day to day work with us.

If you are interested, talk to your Business Managers and find out more.



Working with the Property Group



One of the reasons why Endeavour is such a unique multi-site-operator is that it owns its Service Stations. What many people do not realise is that the sites are owned by Farol Pty Ltd, the commercial property holding company of the Endeavour Group. Farol is just one of the property related companies that are apart of the Endeavour Group:

Farol Pty Ltd is the commercial property holding company of the Group and develops commercial property. Farol's property holding include service stations, residential investments, retail investments and development sites.

Donay Pty Ltd is a residential property holding company of the Group and develops residential property.

Charlton Brae Pty Ltd is a residential property developer.

Griffiths Island owns holiday apartments and is a commercial property holding company of the group.

Seaford Beach is a retail property holding company of the group.

Over the last 28 years Jeff and Carol have grown the property portfolios to almost 50 properties. Due to the number of properties and the Group's hands-on approach to Property and Asset Management the Property Department was introduced.

WHAT DOES THE PROPERTY DEPARTMENT DO?

The Property Department oversees Property and Asset management, which is a pretty broad term, below is a summary of what the Department is responsible for from the initial idea of a property to existing properties.

- Concept to Acquisition -

The Property Department has developed a system of investigating towns within Australia and ranking them in level of interest for potential locations. The Department will submit a Network Planning Report which is a desktop investigation for further field analysis. If the Business Development Manager registers further interest in a town, then the Property Manager initiates discussions with local sales agents. If land is for sale at an agreed price, then the Property Manager manages the acquisition process.

Farol

donay

endeavour
group

Lets meet the Property Team



Alex Bakker – Property Manager

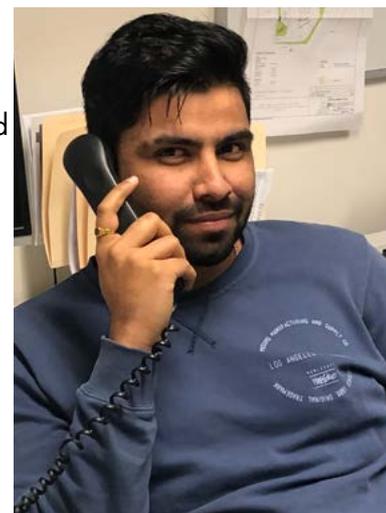
Alex has been in the petroleum industry for 12 years, the last 5 years with Endeavour Petroleum. Her experience within the property and building industries in recent years, as well as the petroleum industry, has made her a unique 'home-grown' product. Alex manages the Endeavour Group Property Department.

Abhi Rana – Property Administrator

Abhi has a background in IT and over 6 years in the petroleum and transport industries.

Abhi's experience

has provided great benefits in developing the Property Departments systems and integrations. Abhi handles the day to day management of the residential portfolios and assists in commercial projects.



Taylor Bailey-Lindsey – Property Clerical Assistant

Taylor is the newest addition to the Property Department, she facilitates administrative and clerical work within Property. Ensuring that the Departments databases are up to date and that all files are in order.



Karlie Hamlyn – Administrator

Karlie handles the administration of the Property accounts, ensuring that all invoicing and payment systems are up to date.



Maliha Qureshi – Network Planning Assistant

Maliha transferred into the Property Department as the Network Planning Assistant 18 months ago from the Carrum Downs site. Maliha has provided key assistance in developing the Group's network planning reporting systems and locating new locations. Maliha also assists in asset management and research.





Let's meet our newest sales person **Stuart Hurley**

Questions

Married? Children? Pets?

*What was your first job?
And how did you get it?*

*When I'm not at work,
I am...*

*Where would you
want to live the rest of
your life? Why?*

*Which Superhero is best
and why?*

*What do you like best
about your current role at
FNG?*

Answers

Married to Liz Hurley!! 28 Years. Two children- Mitch 25 and Tara 23. Two Pets- Penny- Chocolate Brown Lab and Gavin- Rabbit (Note-would have 10 dogs if room permitted) No cats allowed-they taste funny.

First part time job- Washing dishes at the Grainstore Tavern on King St. My brother knew the owner and got me in first full time job Bank of NSW-Elsternwick 1982 (Applied directly to the bank and received an interview within 48 hrs)

Working around the house, sailing, walking (trying to get fit) helping my father, (he's 92), umpiring footy as a volunteer (too old to play), trying to relax and spending time with family. Really enjoying spending time family and friends

Anywhere with my family. As far as location, preferably a warmer climate on the beach.

Marine Boy (I love the water and his oxygen chewing gum and little boomerangs were pretty good. Also his mates were Dolphins, so that's a plus).

Opportunity to sell and develop personal skills in a very dynamic market, and also being part of both the FNG and Endeavour teams.

Shirilee McEwan Sales Manager QLD Finds Next Generation of Kings! - by Shirilee McEwan



During a recent trip along the New England Highway, I cruised into the lovely little picturesque town of Tenterfield. Whilst grabbing a local coffee, I had a little look on the internet and found a little fuel distributor called "Kings Fuel Supplies" Following a lovely conversation with a gentleman named Greg chatting about the 'fuel world' we found a lot of other common interests, mostly around

horses. A couple of trips later and a after selling him a few loads of fuel, Greg and his lovely wife Wendy and I had dinner at the Tenterfield Golf Club. They are second generation fuel distributors with Wendy's father owning the business before them. They have 1 son, Jack, who at 21yo is hoping to be the 3rd generation in the fuel business. They deliver to mostly local farmers from around Glen Innes to Warwick and provide good old fashioned country service which their customers value. Dealing with Kings is a pleasure, it makes our job in Sales all the more rewarding to be able to help them on their way to success.



How far will we go to see our customers ?

To the Nullarbor and back - by Josh Moore

Not long ago on a planet far far away (basically in South Australia) I conducted Unigas site audits that took me from Adelaide through Port Augusta, Port Lincoln, Streaky Bay, Ceduna and Nullarbor.

This was my first time on the western side of South Australia and what an eye opener it was. In 4 days I traveled about 3,000km and visited some great and some not so great service stations. At the furthest site which was the "Nullarbor roadhouse" I paid \$1.99 per litre for ULP Manager advised me that yes they still get customers complaining about the price and she welcomes them to fill up at the next servo down the road 200km away, talk about a captive audience!!

Whilst at the roadhouse I came within 10 meters of a very thin Dingo (apparently not much food around for them), met some grey nomads and uncovered that the site was not connected to the electricity grid but ran their entire site, including a hotel, off diesel generators. The staff live at the site and are mainly traveling students, either Australian or foreign. I also met a group of south Australian motorcycle police who I met up with again some 3 hours away from our original meeting place, booking someone for speeding and no, not me. If you ever get a chance to drive this road through to WA I would highly recommend.

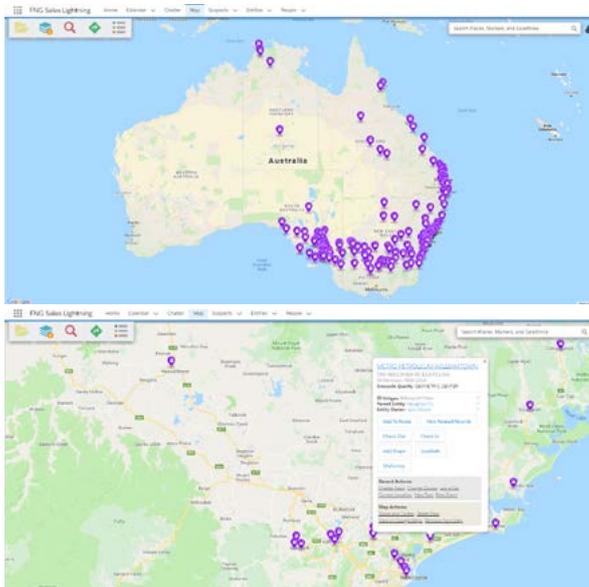


Lightning Strikes at Fuel n Go

Fuel n Go has launched the latest version of their Customer Relationship Management system.

Called Sales Lightning, the updated CRM application has a new mapping function that geolocates data for the sales team. Both in a desktop version and mobile app, Sales Lightning puts the power of information in the hands of FNG like never before.

Not only is there information on all FNG customers, but now the system has information on all 6,700 service stations in Australia.



Sales route planning, LeadSafe reports and SiteSurveys can now be done at the click of a button. This includes loading images from sites as they are visited. When using the mobile app, the FNG sales team also has the opportunity to use Google mapping tools as they work through the sales route.



Already, FNG is seeing results from the strong focus this gives the sales team.

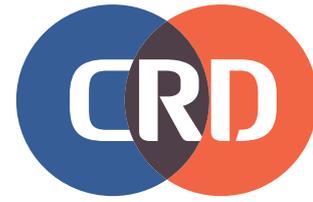


CRD informs Amazon

Customer Relationship Data recently presented to the Amazon Web Services global sales team.

During the recent Amazon Conference held in Sydney, CRD was asked to present on the Asia Pacific petroleum environment. Nic gave the AWS group a run through highlights of the data CRD has gathered through the OPIS alliance. He also used his extensive knowledge of the Australian and Asian markets to provide insight into the changing industry landscape.

As CRD continues to work towards being a premium fuel industry information provider, AWS has indicated they are keen to support the effort.



Another successful winter promotion with Royal Lubricants and some very happy customers

CHAINSAW Winners!



Congratulations Frank & Ricky whom both purchased Royal products at BP Wurruk & Endeavour Alexandra winning a New Chainsaw valued at \$400.



Carlton FC continues to be a strong and important relationship

As most of us know Endeavour has very strong ties to the Carlton Football Club. Stemming from the passionate support Jeff Griffiths has given them over many years to our relationship today that crosses many divisions of the Endeavour Group.

A question you may ask is "what benefit does Carlton FC, a club based in Carlton give us"? Its a good question and one that needs a little explanation, however trust me the answer will surprise you.

It's not actually all about the football, it's about creating a network, meeting new people and taking advantage of new opportunities. Business Networking is a really valuable way to expand your knowledge, learn from the success of others, tell others about your business and create new relationships with companies that can help our business. Over the past couple of years we have met and are now engaging many different companies who are assisting us grow our business, building companies, promotional companies and many others.

During match days as a component of our sponsorship we are able to take advantage of corporate lunches held prior to games. Here we invite our business partners to get to know them and create a stronger working relationship. This is something we alone could not organise so its been a real benefit to us all and we have been able to cement some really strong relationships with our suppliers and partners.



Carlton AFLW Foundation Member: Foundation means the first so this is very important to us as we support and encourage Womens Football throughout our network. We also support the Carlton Respects program as this is also something Endeavour is keen to promote. CARLTON RESPECTS has been developed to educate students about respect and equality using the platform of football. CARLTON RESPECTS aims to take action in relation to gender equality for the prevention of violence against women,

BLUES BANTER - Check out this on the CFC website or YouTube. It's a fun look at football from the players perspective, its also a major component of our sponsorship where we have the opportunity to show off our brand and logo as we are the only sponsor and as such get some really good coverage.

Remember its not just about the football, its about using our relationships and partners we have to grow our business.....





Safety is so very important

Its dark, its wet and its 8.00pm at night, this unfortunate driver decided to take a late turn and ended up impaled on the canopy pole.. Its a serious reminder that the forecourt is a dangerous place.

Whilst there is nothing that you can do to stop the accident, its what we do afterwards thats important:

1. Turning off the pumps immediately to ensure any severe damage does not cause further issues. 2. Grab your high vis vest and see if the driver needs assistance. 3. Call emergency services, ambulance, fire brigade or police to assist. 4. Make the area safe for other customer, use of cones to section off the area.

These are just some of the things our site staff have to deal with and are trained to perform in their day to day duties.

There is no compromise when it comes to safety, our staff and our customers safety comes first at all times. **“Be safe, be aware, be diligent, and keep informed”**



Traralgon Site flying with new pumps

New Pumps, refurbished tanks and highway signage, at the Golf Course, coupled with an aggressive pricing strategy has seen a significant increase in volume at Traralgon not seen to these levels before. Shop sales are also increasing and with further shop relays planned we are confident this will continue into the future.

Well done to Karen and the team.

Horsham Trans Tank Diesel 24/7

Were almost ready to go, the Trans Tank is on site and the builders are starting August 21st to prepare the site and build . With an opening date scheduled for the week of the 21st October. Its very exciting for Endeavour to have its first Western District offer up and running, which will

be followed with the development of Stawell site, as well as Great Western, Kerang, Moama and of course our Truck Stop at Mount Gambier.

Endeavour Petroleum - developing new sites and bringing to the Western Region of Victoria a new level of value and service



It's all happening at Cowes



Don't you love it when a plan comes together ?

Jack Lumby from Pro Active Building and his team have done a fantastic job over the past weeks getting the site prepared to install the canopy (bottom left).

Its an enormous job to co ordinate a bunch of separate contractors and make sure every thing goes smoothly and safely. It just goes to show how good these guys are and how lucky we are to have them as our partners.



Kudos for a quiet achiever - by Sharley Fynn

A quiet achiever in the Endeavour Group is our very own Bottle-O in Grantville located next to our BP Service Station this little gem has been nominated 5 years running for Bottle-O store of the year award, in 2017 we made it to top 5 best store's in Victoria, and in 2018 won 1st place state wide. Not a bad achievement and one that we should all be proud off, but there's more. This year 2019, the Endeavour Grantville Bottle-O is a chance to take out first place nationally which will be announced on the Gold Coast in September this year. We are all very excited and I will be attending on behalf of the company to hopefully walk the stage and accept the award, wish us luck.



Continuing improvements and innovations rely on constant Bottle shop relay's :- recently a major focus on private label wines led to re-designing of our ends we are accompanying this with a footy finals promotion organised by our IBA business manager (Willy). A chance to win a footy jumper of your choice, a slab of beer of your choice and a selection of nibbles valued at \$300 supplied by IBA. It has definitely sparked some interest and sales of these products have increased substantially. For example, from Feb 1st to March 31st from that group of private label products the team sold 101 units across all varieties and then from 1st April it was relayed with a new promotion buy 2 for a better price deal. Since then sales increased by an additional 335 units (486 in total) just goes to show when you focus on a particular in store product placement, use strong signage and an have attractive pricing sales will always boom.

4n20 classic meat pies and king size sausage rolls went on sale for the first time in store, this is building momentum slowly, especially as in this day and age the "knock off drink" could put you over the limit so it's always best to have a full belly.



Some things are just out of our control

The Bottle-O was hit by a natural disaster on Friday the 10th May as severe weather conditions resulted in a significant amount of heavy rain in a very short period of time. We all thought it had missed us completely and believed the worst had passed even though many surrounding



towns in the area had been hit hard. Nope...unfortunately at approximately 1pm it decided to hit our little town, our drains could not handle the sudden influx of water and before we knew it was rushing through the front doors. The result was the flooding of the entire store from front to back with about an inch of water. All of our displays were affected and many boxes destroyed thankfully the product inside was ok. After many hours of cleaning up we just had to have a massive sale on singles of those affected products, the best possible outcome due to no major damaged. The most stressful part was we had been told we were being judged for store of the year on the Monday so we only had two days to get the store back into an orderly fashion ready for presentation. We all worked extremely hard and were



successful in cleaning everything up before the judges arrived. I was extremely proud of our staff as a team all working together to achieve this in such a timely fashion.



What do I want to do when I grow up?

Dannika Curtis at Launching Place with our latest junior member wanting to join Endeavor Petroleum, Sue Seymour's grandson is Winston aged 3. He's also known as Harry Potter from Hogwarts and likes orange juice and loves his name badge.

What a little star!!

Big Year for our Fireman Pete

Our very own fireman Pete Peter Lynch has had a big year. Firstly, whilst working full time at Head Office in Seaford he was fighting



fires at the Grantville fires earlier this year, turned 60 and celebrated with a bunch of folks from Seaford office. Was then awarded the Dorothy Balcombe award from Narre Warren Fire Brigade, an award to recognise the service and dedication of firefighters.

Congratulations Peter !!



endeavour
group

