

Helping you on your way

Your Endeavour Group Newsletter



A fresh new look for Endeavour - Ross Gilberthorpe

A surprise new look for Endeavour at the end of 2019 with the transformation of Endeavour BP Carrum Downs, the first site in the group to have an internal face-lift and it looks fantastic. Site Supervisor Chimnoy Mukerjee and his team are super impressed and very excited with the changes, with customers making very positive statements.

The change to the site is a significant step in the re-imagining and focus on Endeavour branding for the group, it's taken some time with many different ideas researched and costed before the final concepts were agreed to. The use of the Endeavour purple coupled with the redesigned Duck Over logo in green has created a clean and vibrant environment, the tweaking of shelving and a reduction in stock enabling shoppers to clearly see the offerings available has worked well.

The plan is to continue to roll out the new shop look throughout the network over the coming months bringing our branding to the forefront and making a clear statement to our customers. Our Duck Over brand is strong in our network and needs to be marketed with pride. We have a great food offer, fresh and tasty with plenty of variety and we will shout out from the rooftops how good it is.

To further develop our shop offer we are continuing to look at ways to streamline our business and increase both turnover and margin. Stock control, stock rotation and reducing wastage are all components of this process. Having less stock does not mean you will have less sales, quite the reverse in many cases. Our shelf reduction plan has allowed us to place focus on brands that have a high impact in the store, making it easier for customers to identify what they are looking for whilst at the same time highlighting new products without confusion.

Our Vision - To be independent and value the freedom that enables us to provide the best offer to our customers. To control our services standards to meet the direct needs of the communities we serve.



SUSTAINABILITY



An essential part of the Endeavour Group - Alex Bakker

It was pointed out to me recently that I have not made enough noise about what our Group of Companies has done to achieve higher levels of sustainability within our business. Taking these comments on board I have gone back into our history and now would like to give you a summary on past activities, plus advise of our future goals.

What have we been doing?

- Since 1994 we have spent over \$80,000 sponsoring Landcare projects in the following areas. Korumburra, Bairnsdale, Dalyston South Gippsland, Sale, Lakes Entrance and Phillip Island.
- We have paid for the construction of 2 green house igloos at Barb Martin Bush bank where volunteers collect seeds to grow native plants for sale.
- Funded erosion works at 3 different catchment creek beds in Gippsland.
- Entered carbon offset agreements where our company has leased land and paid for either the planting of new trees or taken up the cost of supporting existing forests.
- In first quarter of 2020 we will take on a further 3000 trees.
- We stopped the use of polystyrene cups at sites.
- Over 5 years ago we removed plastic bags from the majority of our shops and replaced them with recycled paper. This year we finalised the removal of all plastic bags as well as straws. We have also introduced a range of keep cups and looking to replace our disposable cup range with a recyclable product along with food eating utensils.
- In 2017 we started to convert all sites to LED lighting, which not only cut power costs, it substantially dropped our carbon emissions.
- Over 3 years ago we introduced cardboard collection bins at our sites and converted all rubbish bags to biodegradable.
- In our office upgrade we installed 2 refrigerated water units to cut down bottled water use.

Our business plan and our daily activities are now to operate sustainability as a goal.

'We want a long term future in which our people and our business can prosper while staying aware of the natural systems around us and looking to ensure their continued survival.'

The world is now waking to this challenge and we can now look for support to achieve our goal from learning and looking at those that are taking action to support our environment. Our aim is to join with them as we look to design future sites as well as the way we operate our business to use resources wisely and cut back our impact on the environment and create a healthier world. Our mindset needs to change from creating waste to recognising everything has a use and that use needs to have a positive effect on our lifestyle as well as the environment. By committing to make these changes we not only can avoid a catastrophe we become part of a positive change that will bring people closer together and working to create a better life for all.

Making an impact - Horsham begins - Mark Decleva



After many months of planning, construction and commissioning Endeavour Horsham has come to life. Endeavour Horsham site # 19 officially opened for business on Friday November 8. Our front page advert in the local Wimmera Mail Times made quite an impact with many customers visiting the site to see what was going on.

Not long after we opened there appeared an article on the front page stating "Endeavour Petroleum has launched an offensive on high diesel prices in Horsham" Our strategy was to make an impact and show the local community that it is possible to have lower pricing for fuel, and thats what we have done.

The project is a great example of how the Endeavour Group works to deliver a project from concept to operation. Alex Bakker Group Property Manager and her team have done a fantastic job dealing with all the regulatory bodies, builders and contractors to deliver a splendid example of what an unmanned site should really look like. It has without doubt set a new standard in the industry and will make quite an impact throughout Victoria as the Endeavour Group develops more sites in the near future.



Mark Decleva Business Development Manager for Endeavour Petroleum has visited the site many times over the past couple of months, meeting with customers, talking to local business and tasting the local cuisine called a "Florrie Steak Sandwich"

Within a few days from opening, we had dropped Diesel prices in the Horsham Industrial Estate by 9 cpl. Previously, Horsham was regarded as having some of the highest fuel prices in Victoria. By some clever advertising and a front page article in the local newspaper, Horsham locals have started supporting Endeavour Petroleum due to us being the main instigator in driving Diesel prices down.

Brad from Horsham was our first customer. He was "stoked with the great pricing" and pleased that we are supporting farmers during the busy harvest season by providing easy access to our location.

We have hired locals to perform a number of duties at our new location: install fire safety equipment, site and equipment maintenance, CFA inspections, rubbish removal and last but not least fuel deliveries - Turnbull Transport have been tremendous support.

Peter Turnbull and his team have gone out of their way to provide a fantastic service and advice, we are very happy to have them as our fuel carrier.

A busy year ahead with the development of many new sites, Moama looks like it's next on the list.





Buckie the Pirate ready to sail

We are almost ready to start building our new Storage Stow facility at Alberton in eastern Victoria, all approvals have been finalised and the design process is almost complete with building due to start in

the 2nd Qtr of 2020.

In late August, Megan and Jamie attended the Self-Storage Association of Australasia's annual conference at the Cairns Convention Centre. The conference was held over three days with back to back business sessions, a trade fair and evening networking functions. The business sessions were very informative and well structured, three streams on different topics all ran at the same time, giving delegates the choice of which session would be most beneficial to their business. The topics ranged from building, legal, marketing, occupational health & safety, human resources and much more and were very broad in discussion focusing on general everyday small business, not just the storage industry. The SSAA team, suppliers and the delegates are a great group of people, it was a valuable experience with lots learnt and lots of new relationships created.



Expanding opportunities with Ritchies IGA

Developing our business means looking outside of our sites and finding new opportunities to encourage customers to come to Endeavour.

We are pleased to announce that Endeavour Petroleum have extended our shopper docket offer with Ritchies IGA Supermarkets.

For several years at Carrum Downs, Ritchies IGA customers have been able to redeem 4 cpl fuel discounts when presenting their supermarket shopper docket vouchers. Recently, we agreed with Ritchies IGA to extend the same offer to 8 more of our service stations which are in close proximity to Ritchies IGA supermarkets. Those 8 service stations are Bairnsdale, Stratford, Wurruk, Traralgon, Midvalley, Gunns Gully, Lysterfield and Pakenham Upper. Both Ritchies IGA and Endeavour Petroleum hope to attract new customers by this offer extension.

Fuel n Go putting peddle down

The Fuel n Go business has come a long way in five years, our Business Plan laid out a framework and the milestones for success. It is our belief that we have hit these and more. In quick time, FNG has become a multi-State supply company, selling all fuels in each market, to a diverse customer base. The company has defined the fuel jobber in Australia, working with suppliers and carriers to deliver a new fuel wholesale business.



As a company we continue to review our operations. During regular assessments of the business we look at our functioning efficiencies, cost of operation and productivity. Each time we implement the actions from a review we have strengthened the business. Now, as part of a more structured Endeavour Group, these reviews look also at the wider opportunity that a larger organisation has to offer. You would have already noticed that the team in Seaford has interacted more within FNG over time.

Fuel n Go have recently introduced some changes to improve the business, one important change is to the administration function. We are announcing that a new administration structure with two additional staff is being started. This new division of our company will operate from our Victorian office at Seaford and as a result of this we will be closing our NSW office early in 2020. Our Seaford offices are now undergoing renovations to house this team. This newly structured team will provide administration support to our sales managers who will operate out in the marketplace. One of the main goals of this team, led by Anton, will be to create a wholesale pricing and buying platform. The win here will be that FNG maximises the most advantageous buying and selling conditions. Moving these operations to Seaford will also mean we can achieve further involvement of existing Endeavour staff who will assist FNG to provide the additional customer services required.

Staff News

Site Supervisors meeting

Held November Nov 20th and 21st at Seaford, The meeting focused on Policies and Procedures, company including safety. So for something a little different and to highlight the importance of these subjects the team was treated to an exciting event at Ace Carts. Many of the team participated in the event which consisted of a 15 min warm up session followed by 2 separate races. Not for the faint hearted with a few spinning out trying to go a little to fast through



the corners. It was a great example of having to comply with all the procedures explained to us on the day to ensure our safety. It was also a lot of fun with some surprising results and showed real determination by everyone to be a winner. Those who did not partake cheered from the sidelines with encouragement and a little laughter.

The winners were determined on the fastest time + finishing positions in both races



1st Taylor Bailey - Lindsay who won both races and had the fastest time on the track, great job Taylor.
2nd Peter Ainsworth and 3rd the big fella Ross Gilberthorpe



New addition to the Bottle-O team at Grantville.

For those of you whom don't know already, Sharley had her baby!

Welcoming the newest edition to the Endeavour Family, Allira Jeanne Fynn, born 09/12/20019 at 9.04am. 6lbs/5oz - 2960gms.

Sharley, Robbie and Matthew are super proud and are enjoying life with a new baby in the house.

All the best from everyone at Endeavour



Who's counting ?

Clearly no issues with calorie count for this lot,



Animal Rescue - Jeanette Mitchell

The Animal Rescue craft guild group has a lot of crafty people, knitting, sewing, making, designing and recycling "everything" to make products that help animal rescue carers.

The group has 17,500 member across Australia, and when the call comes for anything that can be made to help any creature needing a bed, or something comforting to help the animal heal. All items are sent to specific distribution areas so the rescuers and carers have a central point of contact. All members are volunteers and products are made and donated.

Recently the main animals that have been catered for are, Koalas, kangaroos and bats, due to the fires in NSW and Victoria.

Jeanette Mitchell from HO and friend Diane cut and stitched 30 pairs of mittens, 160 pouches and liners and 26 large pouches which were mailed off in Endeavour donated parcel post bags to the Animal Rescue Craft Guild in NSW



Volunteer Furies continue to support - Peter Lynch

Peter Lynch Endeavour Business Administration Manager and Josh Moore FuelnGo Sales Manager have been working on the front lines to assist the bush fire effort in NSW and Victoria.

Peter was called away early Friday 3rd Jan in the evening to Bairnsdale, Johnsonville, Swifts Creek and Bruthen - returning on Tuesday 7th January.

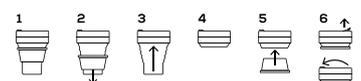
Several houses had already been lost, as well as sheds and stock losses. Most of the townsfolk had evacuated, but there were still plenty of those (including their children) that had chosen to stay. Our brigade, as well as all of those around us here in District 8 have their fire fighting appliances permanently moved to Swifts Creek staging area. They are being manned by replacement crews, rotating through 24hr - 4 day deployments each.

Some of the crews are being flown in and out and some bussed in - depending on arrangements and whether planes can fly in the conditions.



Collapsible Cups better for the environment

Stojo collapsible cups were introduced for sale at Endeavour stores in November, Durable, high quality and affordable the cups are designed to replace traditional paper cups. Available in sizes large and small and available in multiple colours they are great value and look the part.



Marketing News - Sponsorship



**KORUMBURRA SHOW
MUSIC FESTIVAL
Competition
Saturday 8th February 2020**

Head to korumburracommunity.org.au to enter

- Band prize \$400** MJA Accounting, Treacy Real Estate, Moriarty Transport and Williams, Edwards and Findlay
- Instrumental and vocal \$300** Endeavour Petroleum
- Solo singer \$200** Retire and Wealth Planners P/L (Korumburra)
- Solo Instrumental \$100** South Gippsland Optical, Korumburra
- Under 16yrs \$100** RSL Korumburra Sub Branch
- Under 12yrs \$50** Moriarty Transport
- Encouragement award (open section) \$50** Parry's Korumburra (gift store)
- Encouragement award (under 16yrs) \$50** Burra Plants and Gardens supply

We are continuing to support many different community events throughout our network including the Korumburra Show and Music Festival. Held every year since 1893 on the 2nd Saturday of February, the Korumburra show is fun for locals and visitors alike, the Korumburra Show provides a family friendly day out.

The show features a wide variety of competitions including: farm animals, horse events, jams, vegetables, knitting, photography, quilting, various children's events and incorporates the music festival.

The music event is for young local budding artists to showcase their talents to the community.

Endeavour have sponsored the prize for The Best Instrument and Vocal Performer and will be providing our Endeavour marquee for the event.

Marketing News - Promotions



Endeavour's partnerships with major suppliers often afford us the opportunity of extra activity at sites during local events. This year the CCA Monster team were more than happy to run a promotional giveaway day at both Cowes and Grantville over the MotoGP weekend 26th & 27th October. The Monster team gave away 1,128 cans (47 slabs) of 500ml Monster energy drinks to customers and passerby over both sites, and also handed out stickers and



key-rings to any under 16's. The reaction from customers was great, everyone loves a Freebie. In store we ran a 2 for \$6.50 promotion on Monster 500ml varieties for the whole month of October with every purchase eligible to enter an in store competition to win either a Monster Cooler or a life size Rossi motorcycle cut out. Cowes sold 34 deals and Grantville sold 75 deals. The lucky winners were very happy to pick up their prizes and pose for photos.

All in all a very successful promotion and we look forward to more activity and promotional events at other sites with various suppliers.

New Trailer Hire Program - Promotions



Endeavour has partnered with U-Haul Australia to provide trailers to all of the Endeavour and BP Endeavour sites throughout our network. The agreement gives Endeavour exposure to a wider range of trailer hire including heavy duty car trailers, horse floats, furniture, cages and one way hire for many sites as well as lawn mower hire at specific sites.

The U-Haul hiring system is console based leaving our operators free from much of the tedious paperwork needed to hire a trailer.

