

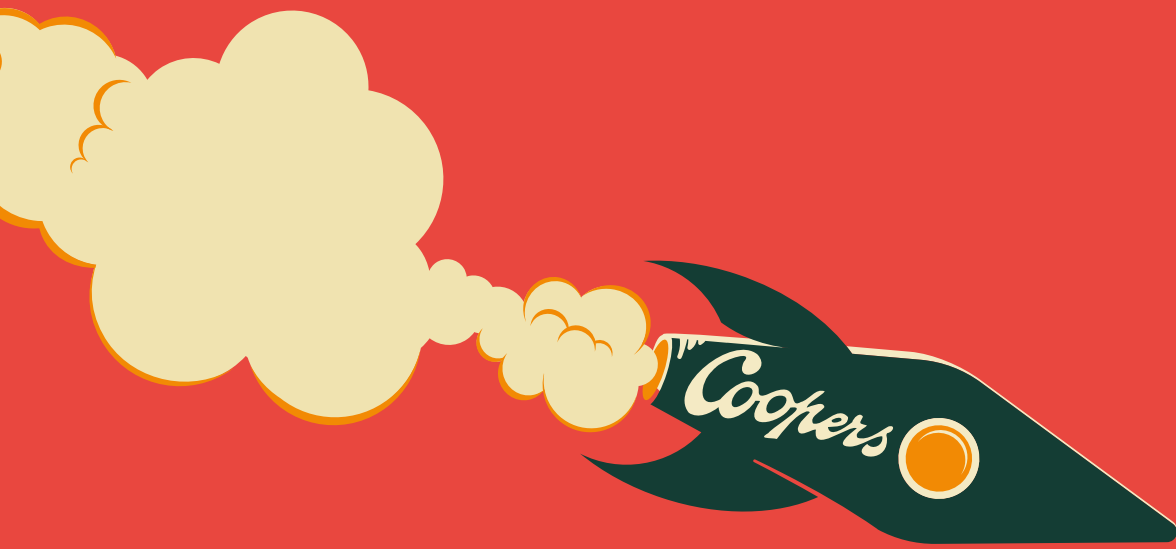


Coopers



160 LAPS  
★ Around ★  
THE SUN

ANNUAL  
REPORT 2022



*Coopers*

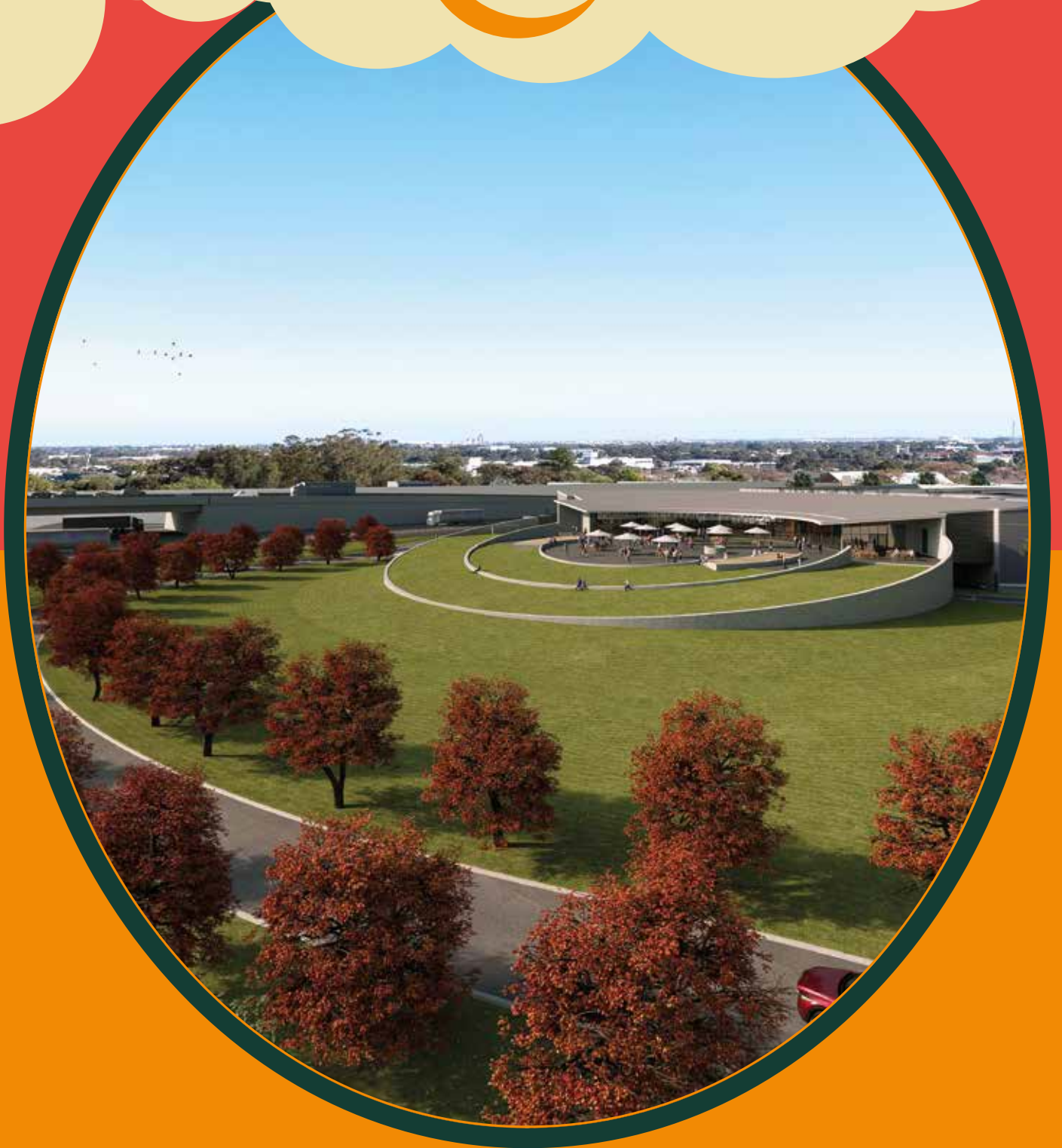




A NEW STRATEGIC DIRECTION IN MARKETING  
WAS LAUNCHED UNDER THE BRAND POSITIONING,  
*'Forever Original'.*

THIS REINFORCES COOPERS AS AN  
*authentic* AND UNSWERVINGLY *confident brand*,  
WITH A DEEP COMMITMENT TO ITS LONG HERITAGE  
AND *innovation* IN BREWING.

DR TIM COOPER



COOPERS VISITOR CENTRE (ARTIST'S IMPRESSION)

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01

# Expansion

VISITOR CENTRE, MICROBREWERY AND  
WHISKY DISTILLERY ANNOUNCED

*Pg 5*



# 160

*years old*

REGENCY PARK RED ALE  
HITS THE SPOT

*Pg 10*



# 79.4

*million*

LITRES OF BEER SOLD IN  
2022 FINANCIAL YEAR

*Pg 3*







# Surf's Up

NEW WORLD SURF LEAGUE  
SPONSORSHIP DEAL

*pg 15*

02



# Re-Signs

INTERNATIONAL BRAND  
RE-SIGNINGS AND ADDITIONS

*pg 23*



# \$760k

DONATED BY COOPERS  
FOUNDATION THIS YEAR

*pg 33*

# MANAGING DIRECTOR AND CHAIRMAN'S *Report*



*Coopers* Brewery marked its 160th year with the completion of capital projects and announcements of significant further investment in the future.

Coopers has come a long way since our founder Thomas Cooper recorded his first brew in 1862. While there are plenty of reasons to celebrate this historic anniversary, Coopers remains focused on the task ahead in what are challenging conditions for the beer industry in Australia and abroad.

Coopers status as the nation's largest independent family-owned brewery was reinforced this year by the takeover of the next largest competitor, Stone and Wood, by Kirin subsidiary, Lion Australia.

The hospitality sector continued to show the strains of restrictions imposed in response to the COVID-19 pandemic, keeping domestic sales subdued in the 2022 financial year, while freight and logistic issues impacted international trade.

**Coopers' total beer sales, excluding non-alcoholic beers, reached 79.4 million litres for the 12 months to 30 June, 2022.**

While this represents a 3.5% fall on the 2021 financial year sales volume of 82.3 million litres, which is in line with a 3.7% contraction in the domestic volumes as measured in industry data, it is a commendable result given the supply and demand pressures.

Sales volumes across Australia were varied as follows:

- Western Australia up 2.0%
- New South Wales and ACT down 4.9%
- Queensland down 0.8%
- Victoria and Tasmania down 7.4%
- South Australia down 4.6%
- Northern Territory steady

The popularity of cans remains high, with this packaging format now representing 33.5% of packaged beer sales.

Keg sales have remained below pre-COVID levels, reflective of the tough lingering conditions facing pubs and other licensed venues, with the pandemic continuing to be a disruptive influence on hospitality.

New beer releases were well received in the market, with the limited-edition Regency Park Red Ale proving a popular seasonal addition to the portfolio.





Coopers was pleased to renew Australian manufacturing and distribution agreements with Sapporo and Carlsberg, while a new partnership was announced with Molson Coors International, which will see Coopers produce the brands Miller Genuine Draft, Miller Chill and Coors at Regency Park.

Strategic marketing and sponsorship activity was undertaken throughout the year, which saw Coopers strengthen its ties with Australia's surfing community through a new three-year sponsorship of World Surf League Australia. Meanwhile, the naming rights for Coopers Stadium at Hindmarsh were extended for another five years.

Profit-before-tax for the 2022 financial year was \$27.3 million, compared with \$36.5 million the previous year. Fully franked dividends of \$14 per share were paid in the financial year, up from \$13.50 paid last year.

Through the generosity of staff and shareholders, as well as other fundraising activities, the Foundation was able to distribute a record annual amount of more than \$760,000 to 25 charitable projects.

**With the brewery in a strong financial position, the Board approved plans for a significant capital expenditure project.**

Coopers has a history of innovation and diversification, which has provided the company with alternative revenue streams over the past 160 years. It is through this same lens that exciting expansion plans were announced, which will see a new visitor centre, microbrewery and whisky distillery established at Regency Park.

This \$50 million investment will embody the past, present and future of Coopers, with an emphasis on what makes Coopers unique. By showcasing the history and originality of Coopers, domestic and international tourists will engage with the art and science of both brewing and tasting. It is an investment with a long-term horizon in which the sixth generation of the Cooper family is taking an active role.

We wish to pay tribute to Director of Marketing and Innovation, Cam Pearce, who is retiring after 12 years with the company. Cam has been instrumental in the growth of Coopers and we thank him for his outstanding contribution. He will remain on the Board as a non-executive Director.

On behalf of the Coopers Board and management, we extend our thanks to all our employees for their continuing commitment and performance, as well as to our valued customers, suppliers and shareholders for their ongoing support of the brewery.



*Tim Cooper*  
**Dr Tim Cooper AM**  
Managing Director



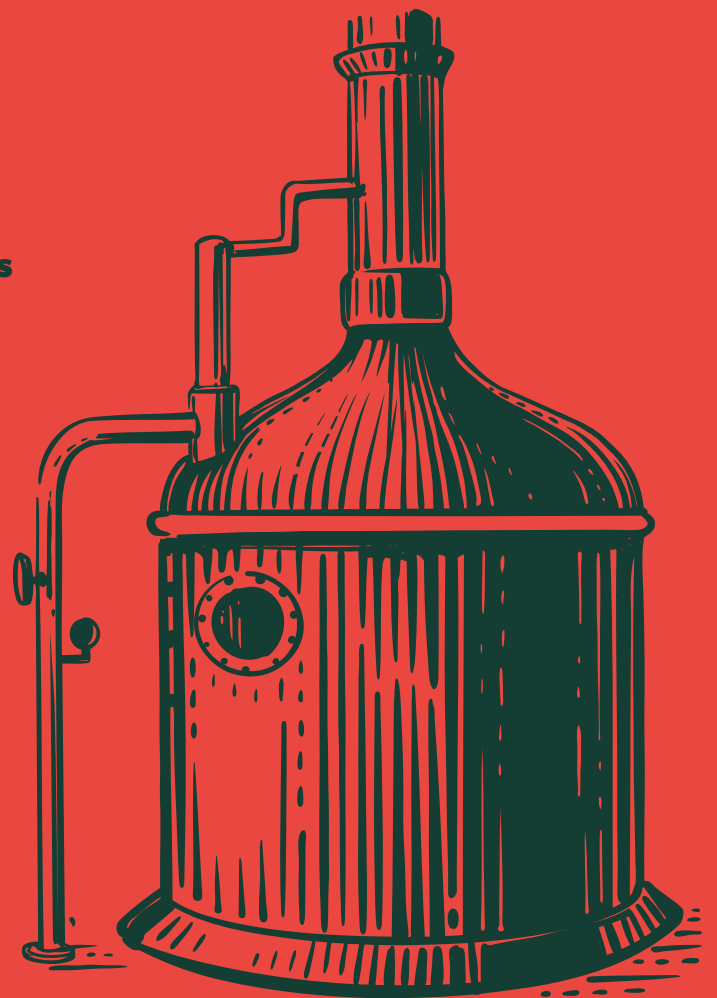
*Glenn Cooper*  
**Glenn Cooper AM**  
Chairman





# CAPEX

**Announced in April 2022, *Coopers* is embarking on one of the most exciting capital expenditure projects in the company's history, with expansion plans unveiled for a new visitor centre, microbrewery and whisky distillery.**





Under the plan put forward, Coopers will invest \$50 million in the once-in-a-generation development, which will position the brewery for future growth through the construction of new facilities including:

- Microbrewery
- Whisky distillery
- Underground stillage for whisky maturation
- Restaurant and bar
- Outdoor plaza
- Dedicated tasting room
- Interactive history display

Embodying the past, present and future of the brewery, the visitor centre will help Coopers showcase its heritage and products to the world, and further attract visitors from across Australia and overseas.

### **Works are expected to begin in the second half of 2022.**

The 3200-litre microbrewery will enable the brewing team to develop small batch beers to supplement the current portfolio. Complementing this, the new whisky distillery – comprising a 9600-litre wash still and a 5500-litre spirit still – will have capacity to produce more than 500,000 bottles per year, although the ageing requirements of whisky mean that it will be some years before sales will commence.

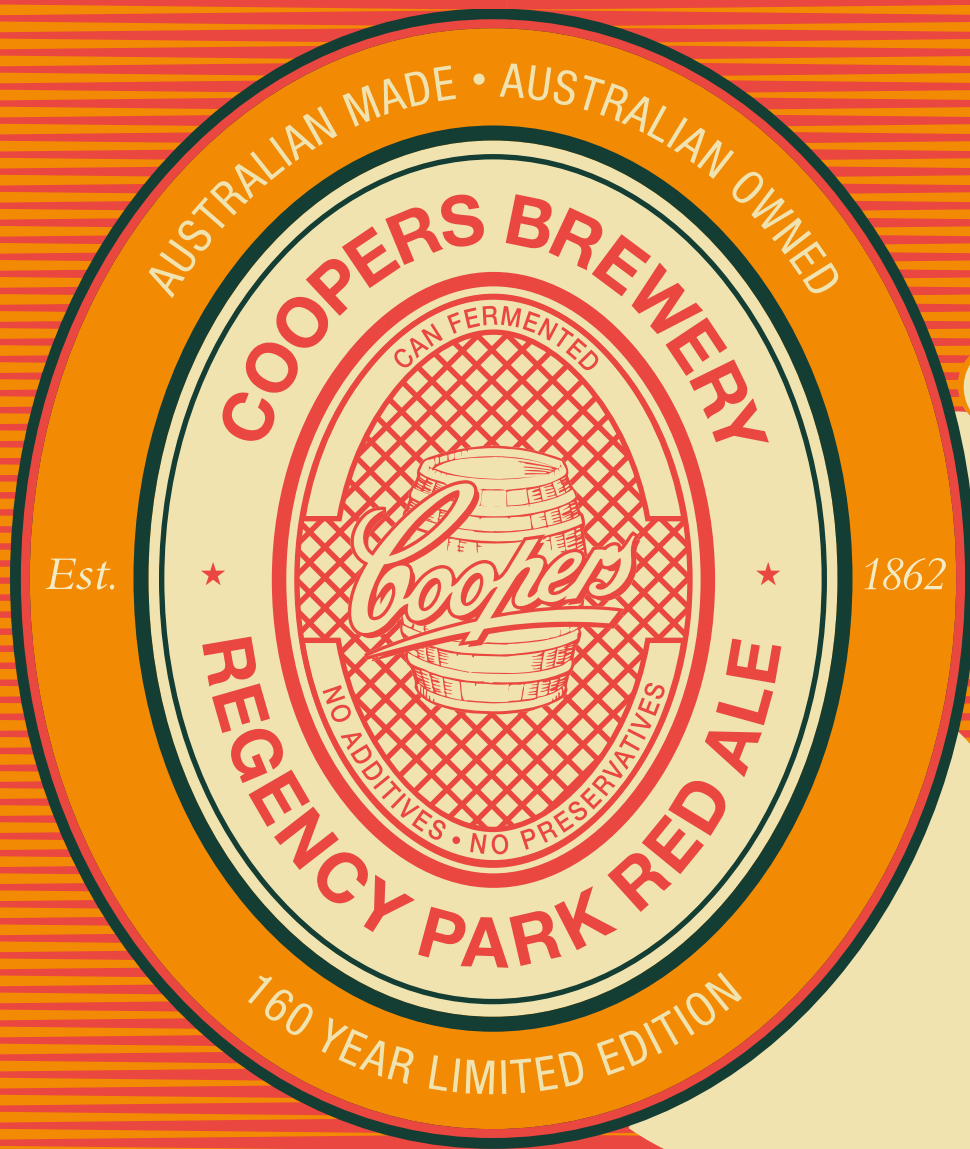
Various other capital expenditure projects were also undertaken at the brewery during the year, with a combined focus on capacity, quality, efficiency and growing our capability.

At a cost of nearly \$5 million, the new boilerhouse was commissioned and commenced operation, replacing two existing boilers that had reached the end of their working life.

Work commenced on a 5500 square metre expansion of the warehousing facilities at Regency Park, with South Australian construction firm Ahrens appointed to the project. Scheduled for completion in the first half of 2023, this \$15 million investment significantly boosts beer storage capacity and will be primarily serviced by automated guided vehicles.

The brewery purchased the onsite co-generation plant, allowing for further optimisation of steam and power to deliver operational and cost benefits.

Packaging line upgrade work was also undertaken to provide greater flexibility for the production requirements of our contract-manufacturing arrangements with international brands.





A CELEBRATION OF *Coopers* 160 YEARS  
OF MAKING GREAT BEERS, ITS NAME PAYS HOMAGE  
TO THE REGENCY PARK LOCATION WHERE WE'VE  
BEEN BREWING OUR FAMOUS BEERS SINCE 2001.









# NEW *Products*

*Coopers* maintained its sharp focus on innovative product development throughout the year, with new releases receiving strong market response.



## REGENCY PARK *Red Ale*

**In March, *Coopers* released the limited-edition Regency Park Red Ale to celebrate *Coopers'* 160 years of brewing.**

Available in kegs and cans, the beer was crafted with distinctive caramalts and a selection of all-Australian hops to offer an Australian twist on the classic Red Ale style which originated in Ireland.

Regency Park Red Ale was the latest addition to the growing portfolio of craft-style beers, and follows the limited-edition Australian IPA, released in 2021, and Hazy IPA, released in 2020.



## CHRISTMAS PACK

A local South Australian release Christmas pack, featuring *Coopers'* most popular canned products, was promoted through selected retailers and sold out quickly in December 2021.

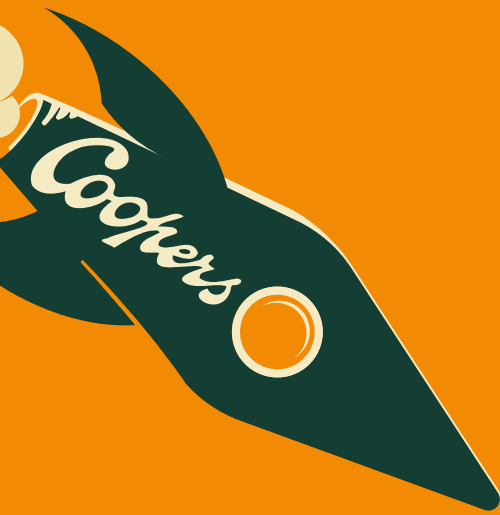
Due to the success of this packaging, this offering will be repeated in December 2022.



## VINTAGE ALE 2021

*Coopers* Vintage Ale celebrated its coming of age with the 21st release, exemplifying the enduring passion of the brewers at *Coopers* to create a unique seasonal beer.

In keeping with the heritage of Vintage Ale, the 2021 release was characterised by a record addition of 275kg hops in the brew, featuring late and dry hopping with two American hops, Cashmere and Eukanot, and the Australian hop, Eclipse.



440ML

CANS

In response to strong consumer demand, limited release 440ml cans of *Coopers* Original Pale Ale and Best Extra Stout were again made available, and were well-received by the market.

012



DRY

3.5%

A limited run of *Coopers* Dry 3.5% in 375ml cans was trialled in selected locations across Queensland, New South Wales and Western Australia. The first mid-strength lager in *Coopers'* portfolio, Dry 3.5% shares the fine filtered quality and low calorie/low carbohydrate credentials of the popular *Coopers* Dry, but with less alcohol.



# MARKETING

*Coopers'* master brand positioning, 'Forever Original', continued to lead the strategic marketing direction for the 2022 financial year. The distinctive design was further incorporated into advertising, activities and marketing material, with the 160th celebration front and centre.





**Measuring 170 metres in length, the billboard advertisement was prominently located on the Glebe Island silos in Sydney Harbour during May and June.**



**A total of 883 paid advertising sites were in market for 36 weeks, representing double the amount of assets activated in previous years.**

A series of 16 bespoke hand-painted murals were featured on outdoor sites across the country with local artists engaged to interpret the Forever Original brand in a visual representation. The campaign ran through summer and included iconic sites in Melbourne, Sydney and Brisbane.

As part of the Coopers 160 years celebration, Coopers took over the largest billboard in the southern hemisphere with a birthday message – Coopers – A long history needs a long billboard –1862-now.

The anniversary was further celebrated with a series of trade events and '160'-themed promotions, which culminated in an anniversary gala dinner in Adelaide with key customers, media and the Cooper family in attendance.

# SURF

015



*Coopers* announced a **three-year partnership with World Surf League Australia, incorporating experiences and activations at key surf events around Australia.**

Coopers' sponsorship incorporates the four marquee Australian WSL events held each year. The 2022 season saw the return of the Bells Beach competition and the Sydney Longboard championships after COVID-19 disrupted the event calendar.

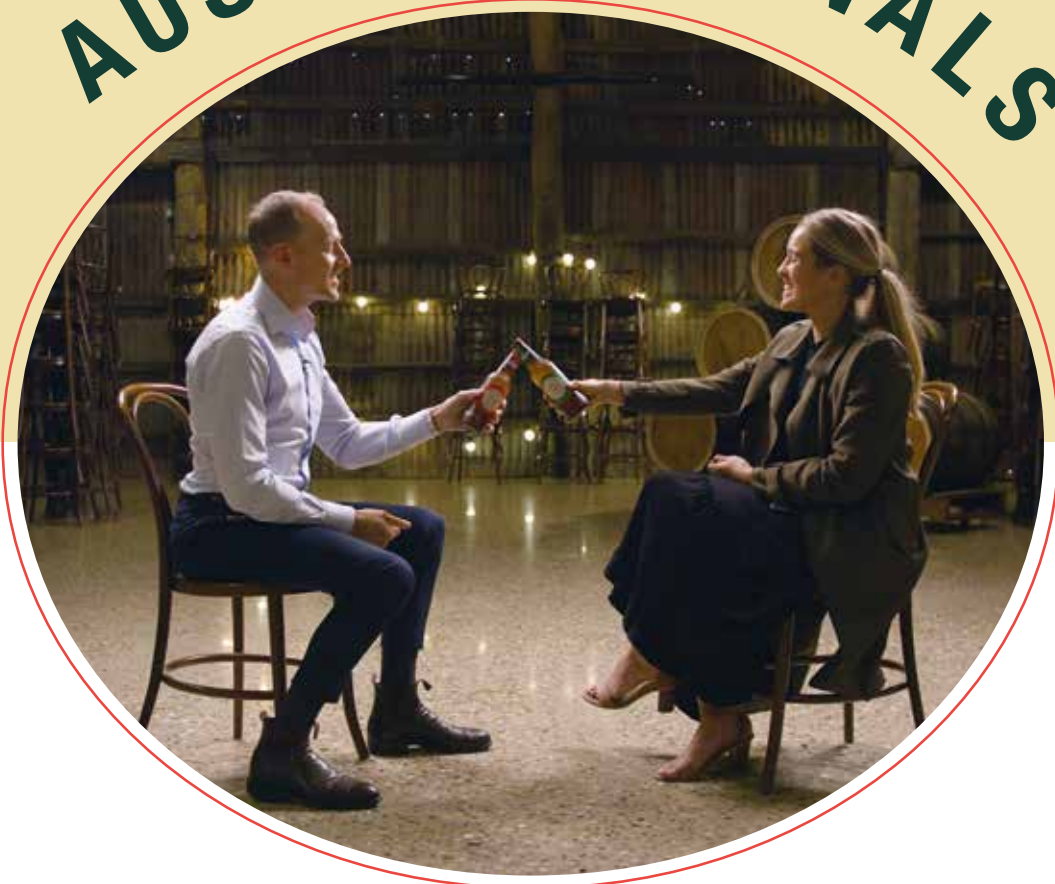
An additional partnership with STAB Magazine and Digital, in the Real to Reel film competition and the Pacific Odyssey film series, has further strengthened Coopers' association with the surf community.

The partnership includes all Coopers' products, but with a particular focus on Pacific Pale Ale, the brewery's summer-style beer, which has resonated strongly with the surfing community.



# AUSSIE ORIGINALS

016



**The *Coopers* Aussie Originals Series, a family business promotional campaign, was launched in partnership with News Limited.**

In the series, sixth-generation family member Andrew Cooper caught up with some of Australia's oldest and most successful family businesses to talk about their own history and outlook.

To date, the campaign has been seen by more than 500,000 Australians, with the video series generating nearly 100,000 views.

A competition for subscribers of The Australian, garnered 3,000 entries, with eight winners hosted by Louise Cooper for a weekend stay at Mount William Station's new homestead at the foothills of the Grampians National Park.

# DIGITAL & SOCIAL MEDIA



*Coopers' digital presence is expanding, with more than 100,000 followers across all social media platforms, and annual growth in followers on Facebook and Instagram exceeding 10%.*

Coopers was the second most influential beer brand across social media against core competitors in the past year, rising from seventh place in June 2021, as voted by online analytical platform Zavy.

More than 250 unique social media posts were published via Coopers' owned channels during the year. In addition, Coopers enthusiasts contributed 4,200 individual pieces of social content championing the brand, with positive reactions triggered on social media.

# AIRPORTS

018



**As domestic and international tourism returned, *Coopers* ensured the brand was front and centre for travellers in targeted airport food and beverage experiences.**

The refurbished Coopers Alehouse at Adelaide Airport opened in September, while the Roll Inn at Sydney Airport also welcomed travellers as borders re-opened. The bars continue to offer a large range of Coopers products.

# SPONSORSHIPS

**In the 2022 financial year, *Coopers* supported a range of key industries and events. From large national events, local festivals and naming rights sponsorships, the *Coopers* brand was on display across the country.**

Notable ongoing sponsorships included the Melbourne International Comedy Festival, the Darwin Festival, Balaklava Cup, Gawler Cup, Bay Sheffield foot race, and Norwood Football Club at Coopers Stadium Norwood.

## NAMING RIGHTS

Coopers signed a five-year extension to the naming rights sponsorship of Coopers Stadium at Hindmarsh, extending the agreement through to 2028. Representing a 15-year investment by Coopers in South Australia's home of soccer, this agreement also retains pourage rights with Adelaide Venue Management's other sites – Adelaide Convention Centre and Adelaide Entertainment Centre.









## FESTIVALS

Longstanding partnerships continued throughout the arts community, which saw Coopers throw its support behind Yours and Owls Festival, Adelaide Fringe, Gluttony, Garden of Unearthly Delights and the Adelaide Festival.

Amongst the most notable was the continued association with the WOMAD world music festival. The event celebrated its 30th year in 2022. Coopers has been a proud beer sponsor of the internationally recognised festival since its inception.

## TRIPLE M

Coopers signed a deal to become the exclusive naming rights sponsor of Triple M's cricket broadcasting for the 2021/22 Ashes series – the Coopers Mild Ale Triple M Rocks Cricket. This included brand exposure for Coopers Mild Ale across radio, digital, and television during the station's summer of cricket coverage.



# ★ AWARDS ★



**Despite the impact of the pandemic on the hospitality sector, the brewery was nonetheless proud to receive a number of medals and honours.**

## *GABS*

Coopers performed strongly in the GABS Hottest 100 Aussie Beers competition, where more than 50,000 Australian drinkers voted across 2,200 beer nominations.

Coopers Original Pale Ale reached 11th position, jumping 64 places from the 2020 vote, and showed once again why it's one of Australia's most loved beers.

Four Coopers beers were included in the top 50, and a further five placed in the top 200, making Coopers' 2021 GABS results some of the strongest in its history.

## *Australian International Beer Awards*

In May 2022, the Australian International Beer Awards saw Coopers take home 14 medals, including four gold: Original Pale Ale (pack and keg), Sparkling Ale (pack) and Coopers Dry (keg) which was judged best in its class of Low Carb Lager.

## *Young Achiever Awards*

Coopers apprentice Matthew Flint took out the Outstanding Apprentice Award in the 7NEWS Young Achiever Awards in May, in recognition for his hard work and exceptional commitment. Matthew has been with the brewery for four and a half years, working toward a dual qualification as a mechanical fitter and an electrician.



# PARTNER Brands

*Coopers'* international brands portfolio performed well in a competitive market, headlined by the extension of the *Sapporo* and *Carlsberg* contracts for a further ten and five years respectively, and the signing of a new manufacturing partnership with *Molson Coors*.



## Sapporo

The Sapporo brand continues to grow in Australia, with strategic marketing campaigns supporting the brand's push for increased market share alongside a rise in the Japanese beer segment.

A renewed Japanese Manga artwork campaign, with updated packaging, leveraged the culture and history of Japan's oldest beer brand in targeted campaigns across on-trade, retail digital and out-of-home channels.



**The Sapporo Perfect Pour program encouraged on-trade partners to deliver a more rewarding customer experience across the bar, which helped grow sales volumes.**

Late in 2021, Coopers became the exclusive distributor of Yebisu in Australia, with the premium Japanese all-malt beer featuring in a 4 x 350ml can format.

Managing Director Tim Cooper and National Sales Manager Mark Goulmy attended a signing ceremony with Sapporo in June, for the ten-year contract extension.



## Carlsberg

Despite sales of Carlsberg dropping during the year as a result of consumer behaviour changes through COVID-19 and other market factors, the brand posted an improvement in keg sales.

Carlsberg launched a limited-edition Cheers to Football can in 23 countries, drawing on its world football credentials, underpinned by its longstanding sponsorship of Liverpool Football Club.

**The well-recognised Molson Coors brands will be manufactured under strict quality controls and supervision at Regency Park.**



## Molson Coors

A long-term manufacturing agreement was signed with Molson Coors International under which Coopers will manufacture the brands Miller Genuine Draft, Miller Chill and Coors.



## Thatchers

Thatchers Cider underwent a strategic marketing refresh during the year. Various promotional activities and trade activations have been planned for roll-out in the new financial year.



# BREWING *Products*

026

**The challenges of international logistics and freight, associated with the global pandemic, impacted DIY and brewing product sales during the year.**



**Domestic homebrew sales fell 9.4% in line with industry trends.**

Consumer demand continued its gradual retreat from the above-trend highs of recent years. International freight and container availability disrupted and delayed trade routes to market, with port congestion seen across North America, Europe and Asia contributing to a 29.9% fall in export volumes. These logistical challenges are expected to linger for some time.

As cost of living increases begin to be felt more acutely across Australia and overseas, we can expect demand for DIY and homebrew products to strengthen again in line with historical experiences.





## MORGAN'S

Morgan's sales volumes dipped below last year's record results as the demand for home brewing began to normalise from the pandemic-related spike.

Net sales revenue was down 10% compared to the previous year, but Morgan's products are still performing strongly with higher levels of activity compared to pre-COVID times.

Demand remains strong, in particular for beer kits, despite some logistical challenges due to localised flooding and lingering COVID-19 lockdowns in Australian states.



**In June, sixth generation family member Louise Cooper joined the Morgan's Board.**

**Following a surge in sales due to restrictions in the first year of the pandemic, sales of Mr Beer subsequently fell back.**

As the world emerged from stay-at-home orders and returned to public activities, demand for Mr Beer kits and other brewing products predictably reduced.

Demand was further impacted by domestic inflationary pressures in the United States, with the cost of freight being a contributing factor. Delays in shipping and in-bound freight also contributed to reduced sales.



## MR BEER





## MALT EXTRACT

*Coopers* malt extract sales volumes were comparable with the previous year, with international exports to Asia-Pacific up 10.1%, buoyed by new customers coming on board in Asia.

Domestic sales were down 2.0% as a result of some food manufacturers experiencing production headwinds.

**Demand continues to grow for non-alcoholic beer. Liquor and supermarket retailers have significantly increased stocked ranges to cater for customer demand and more competitors entering the market.**

Against this competitive environment with a number of new entrants vying for market share, sales of non-alcoholic beers in the Coopers' portfolio declined 24.0%.

The competitive landscape impacted supermarket listings and sales of Coopers Ultra Light. There are signs of recovery, with a renewed focus on retailer partnership showing promise heading into the 2023 financial year.

German non-alcoholic beer Holsten 0.0%, distributed under license by Coopers, was impacted by global logistics challenges, which delayed stock imports and created extended periods of unavailability.



## NON-ALCOHOLIC BEER

# MALTINGS

*Coopers'* maltings operated at a reduced capacity over the 2022 financial year, but still managed to process 50,000 tonnes for customers in food production and beverage manufacturing.



**Sales of malt to international markets increased slightly to 29,000 tonnes, while the domestic market was down 43.3% following the closure of a large domestic customer. *Coopers'* own requirement for malt was down 5.3%, resulting in the malt output from the maltings declining 8.1% for the year overall.**

Korea, Singapore and Thailand remained Coopers' biggest export markets for malted barley, although the global shipping container shortage created logistical challenges for international customers.

Supply of raw cleaned barley for export to global food producers increased significantly and accounted for some lost malted barley volumes.

Coopers commenced production of wheat malt for the first time, in a targeted domestic push towards craft brewers and food manufacturers.

After a less than ideal start to the year, the 2021 growing season achieved an above-average crop for farmers and produced good-quality grain.

Following trials in the previous year, Leabrook barley has become a mainstream variety in production, a pleasing reflection given that the barley was allowed to be named by Coopers. Two further barley varieties are undergoing trials for the potential substitution of Spartacus.



# ★ Vale ★

**It is with sadness we acknowledge the passing of Philip Seppelt, a fifth-generation family member, and son of the late Edna Seppelt, nee *Cooper*. Philip was a regular attendee and active participant at our AGMs, and is survived by his wife Cara, siblings, two children and grandchildren.**

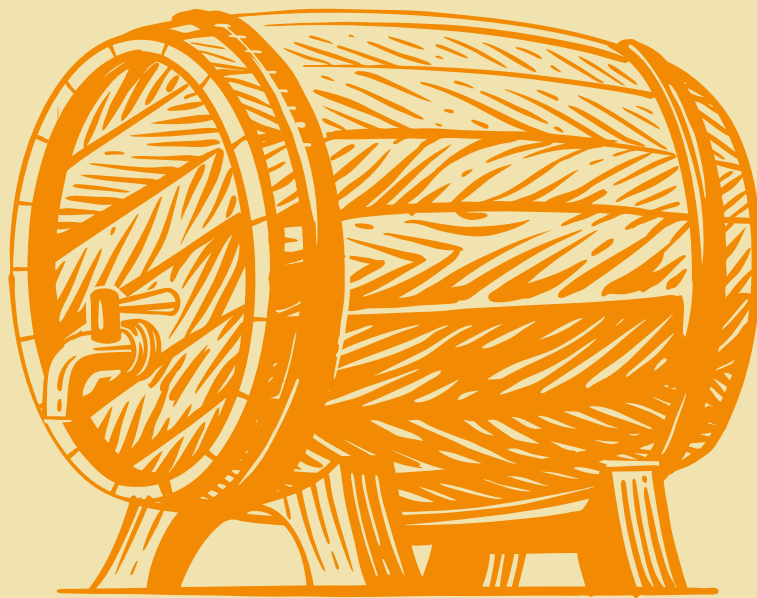
**We also note the passing of Laurence Sage, aged 33. Laurence was a sixth-generation family member, nephew to former *Coopers'* employee Duncan McCarthy, and grandson to Barbara McCarthy, both of whom passed away in 2020.**

**He is survived by his parents and three siblings.**

**Both former shareholders were members of the 'A' side of the *Cooper* family, and we extend our sympathy to all family members affected by their loss.**

**We further note the passing of Mark Properjohn, aged 67.**

**Mark was a second-generation shareholder, courtesy of his late father, *Coopers'* former superannuation advisor, Ed Properjohn, who first invested in shares in 1972.**





# SHAREHOLDERS

**Shareholder numbers have grown to 183 with the addition of seven shareholders through the winding up of two estates, and transfers from existing shareholders to sixth-and seventh-generation family members, respectively.**

The 2021 Coopers Annual General Meeting was held on-site but was limited in numbers due to COVID-19 restrictions. Attendance at the meeting was a 'hybrid' version, being both online and in person, to approve the reappointment of Board Director Rob Chapman and proposed changes to the company Constitution.

The number of issued shares of the company increased by 8,187 ordinary C-class shares during the year from 1,069,490 to 1,077,677. There were 3,430 shares issued in the December 2021 Dividend Reinvestment Plan (DRP) with 28 shareholders participating, and a further 3,728 issued in the June 2022 DRP with 27 participants, all at \$425 per share. Eleven shareholders purchased a total of 1,065 shares under the Share Purchase Plan (SPP), which was instituted to allow smaller shareholders to increase their investment beyond the scope of DRPs and share sale allocations. The SPP is limited each year to \$2m of issued shares for up to 20 applicants of no more than 250 shares each.

The company maintained liquidity options for shareholders through a share buyback in November 2021, but only 36 shares were sold at \$425 per share.

*Coopers'* shares remain predominantly held by four generations of the *Cooper* family, with a smaller proportion being held by other families and organisations associated with the *Cooper* family.

## 4TH GENERATION

**437,758 shares 40.6%**

## 5TH GENERATION

**495,880 shares 46.0%**

## 6TH GENERATION

**73,139 shares 6.8%**

## 7TH GENERATION

**500 shares 0.1%**

## OTHER SHAREHOLDERS

**70,400 shares 6.5%**

**Dividends in both December 2021 and June 2022 were paid at \$7 per share reflecting the buoyant sales of the previous year.**

# FOUNDATION

033



**The *Coopers* Brewery Foundation distributed a record annual amount of more than \$760,000 to 25 charitable projects, taking the total donated since inception to \$6.574m, benefitting more than 340 charitable projects.**

The Foundation welcomed Jasmin Barry-Keen as its new Executive Officer in September, and we thank former officer Briony Neindorf for her four years of dedicated service.

Coopers has committed to donating 1.5% of pre-tax profits to the Foundation Investment Fund, resulting in \$470,000 being donated in June 2022. Volatile investment markets saw the fund lose some of its value at the end of the financial year due to its holdings in equities, but the long-term outlook for these investments is sound. At June 2022, the Foundation had assets of \$9.801m, the growth of which is expected to help provide income for future Foundation custodians to continue the legacy of giving to charitable causes.

The Coopers Brewery staff again generously donated more than \$70,000 over the course of the year, with the Warrior Woman Foundation and Teen Challenge supported in their name. The Warrior Woman project provides important mentoring and life skills education to young women leaving state care, while Teen Challenge offers a live-in rehabilitation program for young men suffering addiction issues.

**Shareholders donated over \$154,000, supporting two charitable causes, namely Salt Care for women in the Shoalhaven area seeking shelter from domestic violence, and Careworks, an organisation that teaches financial literacy.**

The Sustainable Giving Grants of \$50,000 per annum are provided to three charities at any one time, paid over a three-year period. This year, Prison Fellowship Australia's Extraordinary Lives project was awarded the grant from the community and family support sector, helping children of prisoners to thrive.

This charity joins the Australian Literacy and Numeracy Foundation in the field of youth education, and Neuroblastoma in the health and medical research sector.

The thirteenth Foundation Golf Day was again held at Kooyonga Golf Club in May, with 33 teams, of which eleven were hole sponsors. Following the game, golfers were invited to a gala dinner, capping off the day's fundraising of more than \$158,000 from the team and sponsor income, donations, and auctions. A highlight of the evening was an informal 'Q&A' with Cooper's Board Director Rob Chapman interviewing Police Commissioner Grant Stevens on his experience as State Coordinator navigating South Australia through the pandemic.



034

**The funds raised from the Foundation Golf Day were shared between Operation Flinders, supporting teens at risk through outback mentoring programs, and St John's Youth Services, providing young people with accommodation options.**







# People

## CAM PEARCE RETIRES

**After 12 years overseeing the growth of the *Coopers* brand, Director of Marketing and Innovation, Cam Pearce, has retired.**

**Cam has been an integral part of many changes and developments at *Coopers* and we thank him for his outstanding contribution and tireless dedication.**

His lasting impact includes the successful integration of the Premium Beverages business into the organisational structure of Coopers, which saw a substantial change given the former operating independence of Premium Beverages. The integration also entailed the establishment of a marketing structure to support national growth and corporate change, which Cam pursued with rigour.

Cam instigated the introduction of new products to ensure Coopers remains front of mind to consumers while retaining our originality. More recently, Cam initiated a review of the packaging of our ale range and has supported the efforts of the marketing team in bringing this packaging refresh to fruition.

While Cam, who is married to fifth-generation family member Robyn Cooper, retires from day-to-day operations at the brewery, he will remain on the board as a non-executive Director, where he has served for more than 20 years.

Following Cam's retirement, National Marketing Manager Kate Dowd will continue to lead Coopers' brand and marketing strategy, reporting to Coopers General Manager, Michael Shearer.

**Sixth-generation family members Andrew and Louise *Cooper* will replace Cam's positions on a number of industry and subsidiary boards.**



# COVID-19

## *Where we are now*

**As Australia entered its third year of COVID-19 restrictions, the pandemic continued to have a detrimental effect on the hospitality industry and *Coopers'* operations. Not only were sales impeded by consumer hesitancy, logistical challenges also hindered sales both domestically and internationally.**

**General Manager, Michael Shearer and Legal Affairs and Risk Manager, Caitlin Martin led the COVID-19 response, managing the risks presented to employees and operations, as well as working to mitigate disruptions caused by the close contact rules and isolation requirements.**

**All employees are to be commended for the way in which they adapted to these additional complexities in both their professional and personal lives.**





# GUIDING PRINCIPLE AND LONG SERVICE *Awards*

**A record number of over 1,100 Cheers for Peers nominations were received through TINYpulse, the company's online survey and feedback platform.**

Once again, our Guiding Principles of Passion, Respect, Responsibility, Consistency and Service were exemplified during the year, when many employees worked extra hours to keep the company operating at a high level, servicing both internal and external customers, stakeholders, and suppliers.

**The Guiding Principles Awards were presented to the following recipients based on their colleagues' recognition through Cheers for Peers.**

## *Guiding Principles*

**DAVE MEDLYN**

*Brewhouse & Lager Cellar*

**KATE DOWD**

*Marketing*

**PAUL ASKEW**

*Quality Assurance*

**EMMA CRAGGS**

*Brewing Products*

**CAM TAYLOR**

*Morgan's*

**DAVE HUNTER**

*2LD Sales*

**FRANK PERROTTA**

*Distribution*

**HEATH GROSVENOR**

*National Sales*

**DANNI MORAN**

*Packaging*

**LEANNE GELLY**

*Finance & Admin*

**GRAHAM MACDONALD**

**AND TRISH HARDY**

*NSW Sales*

**ANTHONY PETHERICK**

*SA Sales*

**MARK ELVERD**

*Maintenance*

**NICK STERENBERG**

*Operations*

**CHOONG LIEW**

*VIC Sales*

**SHEAHAN RODRIGO**

*Maltings*

**JAYNE STEVENSON**

*WA Sales*



We acknowledge the retirement of former Engineering Manager Robin Howe after 38 years, of which 34 were as an employee following four as a contractor. Robin made a significant contribution to the brewery over this time, not only as Engineering Manager but also in a number of project management roles, including as the electrical lead under Dr Tim Cooper during the construction of Regency Park; project supervisor for the second packaging line; and assisting Tom Bullock in managing the construction of the maltings.

In line with the company's Guiding Principles, the Call It Out Program was revisited online for all employees across the country, underscoring the company's zero-tolerance policy to bullying and harassment.

The annual Workplace Gender Equity Agency report, which is publicly available, was submitted, including reference to policies, strategies and remuneration relating to gender equality in the workplace.

Given the difficulties of travelling and meeting in large numbers, caused by COVID-19 restrictions, the company continued to find innovative ways to communicate with employees around the country, including group Zoom tastings for new product releases.



# Long Service

## 15 YEARS

**MELLISSA BARTER**  
*SA Sales*

**DOUG CONNER**  
*Packaging*

**BRENT COUTTS**  
*Business Systems*

**DAMIEN D'ETTORRE**  
*Events*

**LEANNE GELLY**  
*Administration*

**COREY GIGLIO**  
*Distribution*

**FIL MARKOVIC**  
*Distribution*

**JANIE ZIMMERMANN**  
*Quality Control*

## 20 YEARS

**FRANK AKERS**  
*Customer Service*

**CAM PEARCE**  
*Marketing & Board  
of Directors*

## 25 YEARS

**RICHARD ARBON**  
*Brewhouse*

**GEOFF PEVREALL**  
*SA Sales*

## 30 YEARS

**GRAHAM LEHMANN**  
*Distribution*

**JAMIE MACDONALD**  
*Brewhouse*

**ANDREW RITTER**  
*Packaging*



# DRINKWISE

**DrinkWise works as a not-for-profit organisation to bring about a healthier and safer drinking culture in Australia, through the provision of education and practical aids for responsible consumption of alcohol. DrinkWise delivers proactive, innovative and evidence-based campaigns and initiatives that inform and support consumers, and address alcohol harms and misuse. *Coopers* has been proud to support DrinkWise for over ten years.**



Statistics released by the Australian Institute of Health and Welfare revealed that most Australians (57%) said their alcohol consumption did not change during the COVID-19 pandemic. In fact, many Australians drank less during the pandemic (27%), and DrinkWise research showed that lower-strength alcohol products helped many cut back on their alcohol consumption. However, 20% drank more, underpinning the importance of providing education around alcohol, and helping to ensure that, in times of stress or anxiety, people avoid turning to alcohol to alleviate their concerns.

To support more people in making responsible choices, DrinkWise also developed campaigns and initiatives, such as the cellar door Stay Tasteful While Tasting campaign, to help consumers better manage their alcohol intake. The program was described by South Australian Premier Peter Malinauskas as 'bloody brilliant' and by (then) Federal Health Minister Greg Hunt as 'really smart and innovative'.

DrinkWise has also been actively highlighting the lower-strength alcohol options available for consumers. DrinkWise commissioned independent research to explore Australian attitudes and behaviours towards zero, low- and mid-strength alcohol products across age groups, genders and drinking settings.

**As a first step in applying the research insights, DrinkWise partnered with retailers to commence a trial of dedicated lower-strength sections in selected stores, accompanied by in-store messaging. *Coopers* Ultra Light was prominently displayed as part of this trial.**

These initiatives showcase the proactive whole-of-community approach that DrinkWise takes to promoting moderation around alcohol. Coopers is proud to support DrinkWise and work alongside industry, community and government to encourage healthier and safer decisions amongst the majority of Australians who choose to consume alcohol.



# BREWERS ASSOCIATION OF AUSTRALIA

## CEO Report

*by John Preston*

**“As the brewing industry and our partners in the hospitality sector worked to recover from the pandemic, it was another busy year for the Brewers Association.**

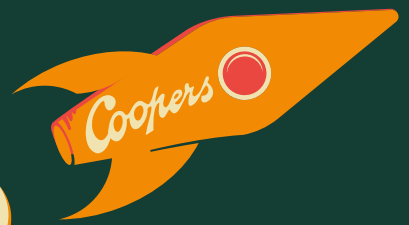
Our key focus this year was the campaign we ran with the Australian Hotels Association (AHA) and Clubs Australia, calling on the Federal Government to reduce the rate of excise on draught beer by 50% in the 2022 Federal Budget. The campaign highlighted that Australia has the fourth highest beer tax in the world, with the rate increasing twice each year. Working closely with our partners, we were very successful in securing media coverage for the high rate of beer tax, and the impact this has on beer drinkers and the hospitality industry.

As the Association moved into 2022 the campaign stepped up. We highlighted that the February 2022 tax increase was the largest in over ten years, due to increased inflation, and that it came at a time when the hospitality industry was still suffering the effects of the pandemic. In the lead-up to the Budget, we met with many Coalition MPs and Ministers, and were pleased to have so many of them come out publicly and support the campaign. In all, over 20 Coalition MPs signed a letter to the Treasurer calling on him to reduce the draught beer tax.

Despite media outlets indicating the Federal Government would act in response to our campaign, unfortunately a draught beer tax cut was not included in the 2022 Federal Budget. Whilst disappointed with this outcome, the campaign was extremely effective in highlighting the high rate of beer tax in this country, and the impact this has on beer drinkers and our brewing industry.

With the election of a new Federal Government and Anthony Albanese as Prime Minister in May 2022, the Brewers Association will continue to put the case for action on beer taxes. We are also focused on ensuring policy-makers are aware of the contribution that brewing makes to our economy and the communities in which we operate. The new Prime Minister has said that “Australia must be a country that makes things”, and we believe there is no finer example of this than the brewing sector.



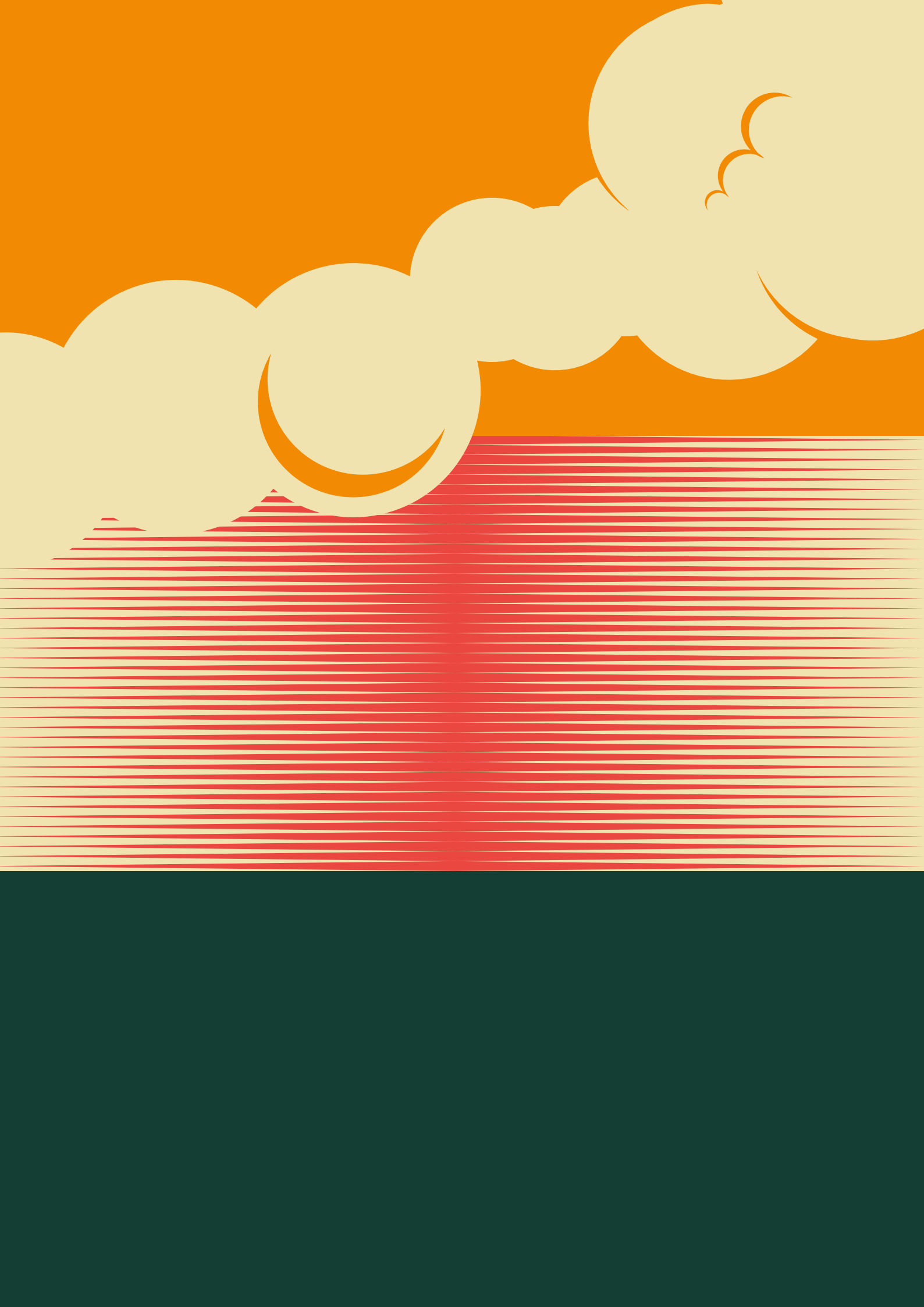


**The vast majority (85%) of beer consumed in Australia is made in Australia, with our beer supply chain almost entirely domestic, with the industry generating \$16 billion every year for the Australian economy. Most significant is our long-standing partnership with Australian farmers. In a typical year, Australian brewers will purchase close to \$500 million of agricultural products and directly support 3,000 farm jobs.**

We will work to communicate this message to all MPs and policy-makers, to ensure it is front of mind for them whenever they make decisions affecting our industry.

I would like to thank Dr Tim Cooper, who took over as Chair of the Brewers Association this year. I'd also like to welcome Louise Cooper to our Regulatory Committee, and to thank Nick Sterenberg for his ongoing leadership of our Technical Committee. I particularly wish to thank Cam Pearce for his support, advice and insight as a key member of our Regulatory Committee and wish him well on his retirement."

**John Preston**  
**Chief Executive Officer**  
**Brewers Association of Australia**





# Coopers

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COOPERS.COM.AU

