



EST

1862

2023



A HOST OF MILESTONES OVER THE PAST
TWELVE MONTHS MARKED A NEW ERA FOR THE
BREWERY. FROM UPDATED DESIGNS ACROSS THE
FULL SUITE OF PACKAGING TO THE LAYING OF
FOUNDATIONS FOR THE NEW VISITOR CENTRE,
MICRO-BREWERY AND WHISKY DISTILLERY, THIS
YEAR IS DESTINED TO BE A STANDOUT IN THE
HISTORY OF COOPERS.

- DR TIM COOPER

A handwritten signature in black ink that reads 'J Cooper'.



CONTENTS

Highlights 2023	04
Managing Director & Chairman's Report	06
Capital Expenditure	08
Institute of Brewing and Distilling (IBD) Asia Pacific Convention	10
New Products	12
Packaging Refresh	18
Marketing	22
Awards	25
Sponsorships	26
Partner Brands	28
Brewing Products	30
Non-Alcoholic Beer	34
Maltings	36
Vale	38
Shareholders	39
People	40
Staff Awards	42
Foundation	44
DrinkWise	48
Brewers Association of Australia	51

HIGHLIGHTS



77.6 MILLION

Litres of beer sold in 2023 financial year.

p 06

TAKING SHAPE

Visitor centre, microbrewery and whisky distillery build well underway.

p 08



INTERNATIONAL SPOTLIGHT

IBD Conference held in Adelaide.

p 10

NEW LOOK

Major update and refresh to core packaging.

p 18



2023



CHEERS

Awards and accolades for Coopers beers.

p 25

ON THE FIELD

New sponsorship deal signed with NSW Waratahs.

p 26



FAMILY TIES

Latest sixth-generation appointment.

p 40



\$7.2 MILLION

Total now donated by the Coopers Foundation since 2006.

p 44



MANAGING DIRECTOR & CHAIRMAN'S REPORT

In a challenging market and subdued economic environment, Coopers Brewery delivered a steadfast sales and profit result for the 2023 financial year.

Coopers total beer sales, excluding non-alcoholic beers, reached 77.6 million litres, down from 79.4 million litres the previous year.

The national beer market, as reflected in industry data, was flat for the year, with strong keg sales compensating for falling pack sales.

Coopers' Australian volume declined 2.1% for the year, but with our performance stronger than the market in the latter half of the year. National sales volume in Australia was down 2.0% in the last six months of the year, but Coopers declined only 0.1%.

A highlight of the year was the return of pub and venue patronage following the industry lows experienced during the pandemic shutdowns, with Coopers increasing 26.1% in keg sales in advance of the market.

However, as with other breweries across the nation, Coopers continues to face a market influenced by increasing cost of living pressures, and excessive taxes on beer which have been

increasing at a rate faster than seen in the last two decades. This is in addition to higher costs of production and intense competition for retail shelf space as well as for tap points in venues.

A decline in packaged beer sales of 5.2% for the year, in line with depressed retail sales nationally, was not offset by the improved keg sales.

Coopers overall beer sales performance varied across jurisdictions.

- South Australia 0.0%
- New South Wales down 1.2%
- Queensland down 2.1%
- Victoria down 4.0%
- Western Australia down 5.0%
- Northern Territory down 7.9%
- Overseas (including New Zealand) down 10.1%

New and seasonal products were successfully released including Vintage 2022, Sparkling Ale in a 440ml can, Genuine Draught, and the mid-strength Dry 3.5.

Coopers maintains its strong position within the mid-strength, low and non-alcohol beer category, which now represents almost one-third of the total market, reflecting the increasing trend towards moderation among drinkers.

DIY and brewing products sales were challenged, with difficult market conditions contributing to a 20% fall in domestic homebrew sales and a 54% drop in exports.

Rising cost of living pressures are yet to significantly influence the purchasing decisions of customers as would traditionally be expected in this category.

Volumes of external malted barley and wheat sales rose more than 21%, with export sales to Asia up by 26%.

Coopers' beer portfolio received the first major update to core packaging in 20 years, which saw the iconic roundel refreshed with a clear, more contemporary design.

Meanwhile, the brewery's international partnerships continue to grow, with Miller Genuine Draft, Miller Chill and Coors beers rolling off the line at Regency Park for the first time, under a manufacturing agreement with Molson Coors.

In another first for the company, a two-year sponsorship deal was signed with the NSW Waratahs, making Coopers the official beer of this leading sports club and NSW Suburban Rugby.

Coopers sponsored the Institute of Brewing and Distilling Asia Pacific convention held in Adelaide, which brought together hundreds of delegates from all over the world. The brewery also attracted national and international interest in the major capital works project underway at Regency Park.

The brand home development, incorporating a world-class visitor centre, microbrewery and whisky distillery, is taking shape ahead of an expected opening next year. Construction of this \$60 million project began as an adjacent \$12 million warehouse expansion was being completed, thus boosting onsite storage capacity.

These important long-term investments are being managed within current banking covenants and as the brewery continues to report a solid financial position.

Profit-before-tax for the 2023 financial year was \$28.5 million, compared with \$27.3 million the previous year. Fully franked dividends of \$12 per share were paid in the financial year, down from \$14 paid last year.

Through the generosity of staff and shareholders, as well as other fundraising activities, the Coopers Foundation contributed \$645,000 to 19 charities, taking the total donated to more than \$7 million since it was formed in 2006.

During the year we welcomed the latest sixth-generation family member to the company, with Iain Cooper joining the brewing team. We also pay tribute to Jim Hazel who retired from the Board after dedicated service for the past 11 years.

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



Dr Tim Cooper AM
Managing Director



Glenn Cooper AM
Chairman

Coopers

**IT IS ESTIMATED THE
PROJECT WILL PROVIDE
MORE THAN 500 ONSITE
LOCAL JOBS DURING THE
CONSTRUCTION PHASE...**



CAPITAL EXPENDITURE

Since the first sod was officially turned onsite in December 2022, construction of the \$60 million brand home development has progressed significantly.

Following a competitive tender process, Coopers appointed Australian construction company Built to deliver the new development at Regency Park, which encompasses a visitor centre, microbrewery and distillery.

A restaurant and bar, outdoor plaza dining, dedicated tasting room, interactive history display, and underground stillage for whisky maturation will all feature in this highly unique and immersive facility.

The development has garnered overwhelmingly positive responses since plans were first announced, with the industry and general public maintaining a keen interest in the progress of works underway.

It is estimated the project will provide more than 500 onsite local jobs during the construction phase, and many more in the manufacturing of materials prior to site delivery.

The microbrewery and whisky distillery plant and equipment have been fabricated by Briggs of Burton in England and Scotland, and expected to arrive at Coopers in late 2023 ready for installation, with construction of the brand home development due to be completed by mid-2024.



Meanwhile, the brewery's new 5500 square metre warehousing expansion is complete and the facility is now being utilised.

This \$12 million project, led by Australian family-owned construction company Ahrens, significantly boosts onsite storage capacity, where additional offsite premises were required. Consequentially, the number of automated guided vehicles at the brewery has been expanded to a fleet of eight.

As part of other ongoing capital works, four new fermenters are currently being installed at the brewery, taking the total number to 36 vessels.

IBD CONFERENCE

**HOSTED AT ADELAIDE OVAL
IN MARCH AND ATTENDED
BY DELEGATES FROM
ACROSS THE WORLD...**



Coopers has long championed innovation, collaboration and research for the brewing industry. For many years, professional and technical development has been nurtured in conjunction with the Institute of Brewing and Distilling (IBD), through which numerous Coopers employees have obtained qualifications.

As testament to this, Coopers was justifiably proud to carry the mantle of Diamond Sponsor of the 37th IBD Asia Pacific convention.

Hosted at Adelaide Oval in March and attended by delegates from across the world, the convention was chaired by Coopers brewer Dr Jon Meneses. The four-day program featured a range of technical presentations, panels and workshops as well as offsite activities, including local pub visits, a gala dinner, a tour of Coopers maltings and brewery, and a closing lunch at Sunnybrae Estate.

In addition to bringing together leading lights in the industry, it also marked the 70th anniversary of the Asia Pacific Section – the first overseas section of the IBD to be formed when it inaugurated in Adelaide in August 1953.

Adelaide last hosted the convention in 2002, and this year's event was an opportunity to showcase the growth in the city's craft brewing and distilling industry since that time.

With themes of embracing the IBD Section's 70-year history and innovating for a sustainable future, the convention featured more than 60 presentations and workshops as well as 34 exhibitors.

Among the conference speakers were the Chair of IBD Asia Pacific Mr Gary Faulkner and IBD President Ms Bhavya Mandanna, with Dr Tim Cooper delivering the brewing industry keynote address.

As the first face-to-face convention since it was last held in Wellington, New Zealand in 2018, the conference was an opportunity to reconnect with colleagues from around the world and share knowledge on best practices and new technologies within the industry.

In total, more than 480 local, national and international guests were in attendance, representing 24 countries around Europe, North America and Asia.

Joining Dr Meneses and other industry leaders on the 2023 convention's organising committee were fellow Coopers representatives Nick Sterenberg, Janie Zimmermann, David Medlyn and Dr Doug Stewart.

Coopers extends its congratulations to the organising committee for staging this most worthwhile and successful event.





**THE NEW OFFERINGS
ATTRACTED STRONG
SUPPORT FROM TRADE
AND CONSUMERS...**

NEW PRODUCTS

Coopers continued its focus on new product development, with a series of permanent and seasonal releases launched throughout the year. The new offerings attracted strong support from trade and consumers, reflecting the ongoing market demand for fresh and innovative products alongside our existing beer portfolio.



DRY 3.5

In November, Coopers officially released its first mid-strength lager to meet the growing call for lower-alcohol beers. Following a successful trial run of Coopers Dry 3.5, the lager was added to the brewery's permanent portfolio.

Dry 3.5 shares the quality and credentials of the popular full-strength Coopers Dry – low carb, fine filtered and low calories – but with less alcohol, such that each 375mL can contains only one standard drink, 3g of carbohydrates and 90 calories.



P&O PACIFIC LAGER

Coopers teamed up with P&O Cruises Australia to launch the ultimate ocean-going thirst quencher – P&O Pacific Lager.

P&O and Coopers had earlier engaged a taste testing panel of cruising enthusiasts to help find a beer with an inspiring Pacific taste. The result was the clean and crisp P&O Pacific Lager, which is served exclusively on P&O Cruises.





SPARKLING 440ML CANS

In response to strong consumer demand, the limited release 440mL cans of Coopers Sparkling Ale were released for the first time. High interest amongst the trade saw all stock fully allocated before release, with consumers responding to the move with significant positive feedback. Coopers 440ml Sparkling Ale was the first product to feature the brewery's refreshed packaging, and was well-received by Coopers fans, especially during football finals season.





GENUINE DRAUGHT

Inspired by the classic Coopers Draught product sold from 1989 to 2003, an 18-pack limited edition release of Coopers Genuine Draught was made available in South Australia and Western Australia.

The golden-hued, full-flavoured lager, packaged with a retro white, red and black can design based on the original Coopers Draught, was well-received by consumers.

Coopers

2022 VINTAGE ALE

In July 2022, the 22nd Coopers Vintage Ale was released, with a nod to the brewery's 160th birthday celebrations and long history in developing limited-edition, premium quality beers.

Characterised by its unique hop selection featuring American and German varieties of El Dorado and Huell Melon respectively, Coopers 2022 Vintage Ale again proved popular with beer drinkers across the country.



FESTIVE PACK

Towards the end of 2022, Coopers released its national festive Christmas carton, which included Pale Ale, XPA, Mild Ale and Sparkling Ale. Building on the success of last year's limited first release in South Australia, the 2022 national edition comprised a selection of the brewery's most popular products.

PACKAGING REFRESH

**A BRAND-
NEW LOOK FOR
COOPERS' PORTFOLIO
OF ALES AND STOUT
WAS UNVEILED IN AUGUST,
FOLLOWED BY A ROLL-OUT ON ALL
PRODUCTS ACROSS THE RANGE,
WITH UPDATED PACKAGING
LATER EXTENDED TO LAGERS.**



THE FIRST MAJOR UPDATE TO CORE PACKAGING IN 20 YEARS

The iconic Coopers roundel featured on more than 50 Ale and Stout packaging formats, was refreshed with a distinctive, modern design showcasing the brand's heritage and brewing process.





MAXIMISING DISTRIBUTION EFFICIENCY

Complementing the design changes, the 750ml Coopers longneck range was also packaged in an improved, lightweight bottle, developed to maximise distribution efficiencies, while cans received the addition of QR codes to connect consumers with product information and campaign messaging.





MARKETING

**FULLY INTEGRATED
SUMMER CAMPAIGN...**

THE ROLL SUMMER CAMPAIGN

Coopers rolled into 2023 with the single biggest marketing initiative in its history.

Launched in November, the fully integrated summer campaign ran across digital and social media, and featured a short film and an augmented reality game, to raise awareness of the unique Coopers roll.

SOCIAL MEDIA AND DIGITAL

The brewery's digital presence continues to build, with targeted social media and direct marketing activity.

Coopers continued to hold its position as one of the most influential Australian beer brands on social media compared with core competitors. In research conducted by social analytical platform, Zavy, Coopers sits in first place on Facebook (up from second last year) and second overall across Facebook and Instagram.

The brewery's Facebook, Instagram and LinkedIn platforms all achieved double digit increases in new followers. Coopers has a combined social and digital community of over 200,000 drinkers nationally.





TRADE ACTIVATION

Coopers' strong association with live music continued, with the brewery shouting more than 2000 fans to a live gig with Triple J's former Hottest 100 winner, Ocean Alley. Coopers worked alongside hospitality group Merivale to host the event at its flagship venue, ivy Sydney.

A partnership between Coopers and the ALH hotel group saw the launch of the first joint national promotion, with a successful 'purchase-to-win' campaign rolled out in all ALH venues serving Coopers on tap Australia-wide. Branded merchandise was included amongst the prizes.

A continued focus on supporting mid-strength products served on mining sites across Queensland and Western Australia included a Mild Ale and Dry 3.5 can promotion in November and December.

CREATIVE APPOINTMENT

In line with Coopers' streamlined marketing approach towards 'always-on' and seasonal campaigns, Special Australia was appointed as the brewery's new creative agency, charged with building brand position on tap, shelves, and in the hands of consumers across Australia.



AWARDS

Coopers Original Pale Ale was named one of Australia's top craft beers in the prestigious GABS awards, jumping three places to eighth position amongst Australia's 'Hottest 100' craft beers for 2022. Overall, five Coopers beers were included in the top 100, with a further three in the top 200, resulting in Coopers becoming the second best-represented brewer in the vote – Coopers' strongest overall performance at these awards since 2009.

Coopers Original Pale Ale also won the 2022 Premium Domestic Beer of the Year at the Australian Liquor Industry Awards, while the Australian International Beer Awards saw three Coopers beers awarded gold medals: Original Pale Ale, Sparkling Ale, and Mild Ale, with Original Pale Ale also picking up the Consistency of Excellence Award.

**COOPERS BEERS
AWARDED GOLD
MEDALS...**

SPONSORSHIPS

NSW WARATAHS AT ALLIANZ STADIUM

In February, Coopers announced a key partnership with one of the country's leading sporting clubs. The two-year sponsorship deal saw Coopers become a major partner of the NSW Waratahs, and represents the company's first partnership with NSW Rugby Union – the oldest provincial rugby body in the southern hemisphere.



COOPERS BECAME A MAJOR PARTNER OF THE NSW WARATAHS...

The partnership included Coopers being named the official beer of the NSW Waratahs and NSW Suburban Rugby, with Original Pale Ale and Mild Ale available at all home matches at Allianz Stadium.

The sponsorship is leveraged through game day activations, stadium signage rights and corporate hospitality opportunities, with Coopers working closely with stadium hospitality provider, Merivale.

WORLD SURF LEAGUE AUSTRALIA

Coopers' partnership with World Surf League (WSL) Australia continued for the second year of a three-year deal, with activations and product sold as part of the major beer sponsorship at all four marquee Australian WSL events: Bells Beach, Margaret River, Snapper Rocks and Narrabeen.

In addition to event-focused promotions, the on and off-premise activity in key markets further connected Coopers to Australia's surfing community, with Pacific Pale Ale leading as the hero product in this campaign.



ARTS COMMUNITY

Coopers maintained its long-term partnerships in the arts community with support of Gluttony and The Garden of Unearthly Delights at the Adelaide Fringe. Coopers continued its support of the WOMAD world music festival, for the 31st consecutive year, and as a proud beer sponsor of the event since its inception.

Coopers continued its support of the Woodford Folk Festival as official beer sponsor. The 2022-2023 festival was the first Woodford Festival post Covid and was Coopers' seventh year as official beer sponsor.

PARTNER BRANDS

CARLSBERG



Carlsberg celebrated 175 years of brewing, and to mark the occasion Coopers was proud to host a VIP event in Melbourne.

In addition to the 175th anniversary function, Coopers also invited a number of trade customers to take part in a 5-day familiarisation tour of Denmark, which naturally included a tour of the historic Carlsberg Brewery in Copenhagen, a canal tour, beer tastings and dinners.

Rounding out a big year for our Danish partners, Coopers also marked Carlsberg's 30th year as the beer sponsor of Liverpool FC – the longest standing partnership in the UK Premier League.

At an exclusive launch party in Adelaide, Coopers unveiled limited-edition promotional cans and packaging, featuring four of the most celebrated players in the partnership's history.

Throughout the year, Carlsberg was the nationwide naming rights partner of the Scandi Film Festival. Kronenbourg 1664 sponsored the So Frenchy, So Chic festival.

On the business front, sales rebounded after a slow start to the year, with good retail growth in the latter half. Consumers returning to on-premise locations further aided keg sales and saw Carlsberg post a 22% increase for the full year.



THATCHERS

Following a brand marketing refresh late in the last financial year, an integrated trade and consumer program was run in independent outlets for Thatchers during summer.

Sales of Thatchers performed strongly in a declining cider category, up 20% overall, incorporating 25% growth in bulk sales and 14% increase in pack sales.



MILLER COORS INTERNATIONAL

Manufacturing of Molson Coors International products commenced at Regency Park, with Miller Genuine Draft, Miller Chill and Coors rolling off the line. This contract arrangement aids the recovery of manufacturing overheads.

SAPPORO

Sapporo's popularity in Australia continues to rise with volume up 3.2%, driven by keg and new can products, limited edition packaging, and the most significant mass-media campaign to date.

A 20% increase in draught taps nationwide now has Sapporo pouring in 573 venues, with 23.3% draught growth in Queensland alone.



BREWING PRODUCTS

The market for DIY and brewing products remained in a state of flux, with rising cost of living pressures yet to influence purchasing decisions of customers as would traditionally be expected.

Historically, tightening economic conditions have correlated with increased sales of DIY and brewing products as households reduce and/or redirect discretionary spending.

Coopers domestic homebrew sales volume fell 20%, while exports were 54% lower than the previous financial year.

The results, which are in line with the experiences of other DIY beverage distributors globally, highlight post-pandemic consumer behaviour and attitudes, as well as lingering supply chain challenges which have continued to hamper sales of products including BrewArt.

**COOPERS CONTINUED
TO FOCUS ON
STRENGTHENING
ITS PRESENCE IN
SUPERMARKETS...**





COOPERS DIY

A focus amongst large retail customers to work through existing stock levels has also contributed to the depressed market conditions.

Despite the challenging environment, Coopers continued to focus on strengthening its presence in supermarkets, while highlighting product affordability within marketing campaigns.

MORGAN'S

Sales volumes for Morgan's fell in line with industry trends, continuing its retreat from pandemic-related highs. Net sales revenue was 7.7% lower compared to the previous year, with the core beer kit category down 12.4%.

The diversified Morgan's product range remains ready to take advantage of future market changes and cost of living pressures while additional warehouse racking was installed to deliver an extra 400 pallet spaces in the Yatala facility.



MR BEER

Sales of Mr Beer struggled in challenging market conditions.

Despite inflation and cost of living concerns in the United States, consumers continue to venture out of their homes and socialise post-pandemic. This trend, and ongoing higher freight cost pressures, contributed to a reduced demand for Mr Beer kits and other brewing products.

While some positive recovery signs began to emerge in Canada in the latter half, overall sales fell 24% over the financial year.

MALT EXTRACT

Sales volumes of Coopers malt extract were 12.2% lower on the previous year, weighed down by sluggish exports.

Recording a 7.4% drop, domestic sales were somewhat depressed, while exports fell 33% as key customers – predominantly food producers – chose to run down existing stock levels.

However, some positive signs of a rebound in exports began to emerge in the second half of the financial year.



NON- ALCOHOLIC BEER



**CONTINUED TO
COMPETE STRONGLY...**

The overall market for non-alcoholic beer continues to grow, reflecting stronger consumer demand as well as increased supply from domestic and overseas producers.

Coopers Ultra Light and German beer Holsten 0.0%, a Carlsberg brand which is distributed in Australia under licence by Coopers, continued to compete strongly with an increasing number of brands for coveted supermarket shelf space.



This has resulted in a highly competitive and crowded marketplace for this popular category, presenting a challenge for Coopers.

Despite this increased competition, the Coopers non-alcoholic portfolio held up well, declining only 1.8% over the 12 months to June 30.

The outlook for the sector remains positive, with some distribution territory regained in the second half of the year.

Coopers

MALTINGS

Stronger international demand saw sales of malted barley and wheat rise 12.6% to 57,400 tonnes during the financial year.

Global barley and gas market volatility, in large part due to the war in Ukraine, steered overseas buyers towards Coopers maltings.





Food and beverage manufacturers in South-East Asia and North Asia paid particular attention to Australia in seeking to shore up supply.

In total, Coopers exported 36,800 tonnes of malt to its key markets, a 26% increase on the previous year, with existing customers in Korea, Singapore and Thailand accounting for the majority of international sales. More than 16,000 tonnes of raw barley was also exported to Singapore.

Nationally, 20,600 tonnes were sold to domestic customers, and to meet Coopers' own malt requirements.

After successful trials, two new barley varieties were introduced to production, while wheat malt, which Coopers began processing last year, has become a regular product offering to Australian craft breweries and food manufacturers.

A strong start to the domestic growing season has laid a positive foundation for the year ahead, pending future weather events.

**STRONGER
INTERNATIONAL
DEMAND SAW SALES
OF MALTED BARLEY
AND WHEAT RISE...**

VALE

We farewelled two fourth and two fifth generation shareholders this year.

Gwen Cooper was the wife of former Chairman Maxwell Cooper who served the company for 49 years. During that time Gwen was a great support to Maxwell and a gracious representative of the family and the company. We thank Gwen for her service as well as her generous donations and support of the Coopers Foundation.

Boronia Bennier, 93, was the middle child and youngest daughter of the brewery's inaugural Chairman John Cooper. Boronia was a loyal shareholder attending many company events and AGMs and also a supporter of the Foundation.

Philip Cooper, brother of Chairman Glenn Cooper, passed away unexpectedly. Phil was the son of fourth generation Executive Director, Ken Cooper and was a great supporter of the Coopers V8 Supercar Sponsorships for many years.

Jane Amos, née Piper, daughter of Geoff Piper, was a fifth generation Cooper shareholder, related to the family by virtue of her great-great aunt Edna, sister in law to Samuel Cooper, who was married to Arthur Piper.

SHAREHOLDERS

There was a sharp increase in the number of shareholders this year, with the addition of 31 new members and the winding up of two estates, taking the total number of shareholders to 212. More than 93% of shares are held by members related by birth or marriage to the founder Thomas Cooper.

Fourth-generation shareholders	31.3%
Fifth-generation shareholders	54.6%
Sixth-generation shareholders	7.1%
Seventh-generation shareholders	0.1%
Other shareholders	6.9%

The issued shares of the company increased by 7,527 shares through the two Dividend Reinvestment Programs during the year, and a further 1,100 through the fully subscribed annual Share Purchase Plan. While the company offered a buyback of shares in October, no shareholders participated.

Two dividends payable in December 2022 and June 2023 were paid at \$6 per share. Shares were valued at \$405 in October 2022 and \$400 in April 2023 with the total number issued increasing to 1,086,304, made up as follows:

A-Class Shares	
appointing two A-Class directors	15,517
B-Class Shares	
appointing two B-Class directors	15,953
C-Class Shares	
appointing independent directors	977,639
D-Class Shares	
appointing one D-Class Director	77,195

Company Secretary Melanie Cooper took long service leave from October to early January and sixth-generation family member and Manager of Strategic Development Louise Cooper was appointed Co-Company Secretary.

Coopers

PEOPLE



SIXTH-GENERATION

Coopers welcomed sixth-generation family member Iain Cooper to the brewery, who returned from overseas to take up the position of Technical Brewer in May.

A graduate of the University of NSW with degrees in Arts and Economics, Iain subsequently completed his Master of Science in Brewing and Distilling in Edinburgh. He followed this with more than three years at Carlsberg in Copenhagen, focusing on craft brewing and malt research, as well as managing a pilot malting plant.

As Managing Director Tim Cooper's son, Iain joins his sister Louise (Strategic Development Manager) and cousin Andrew (Export Beer and On-Premise Key Account Manager) at the brewery.

Both Louise and Andrew have also expanded their roles. Louise was appointed to the Brewers Association's Regulatory Committee and Morgan's Brewing Board while Andrew represents Coopers on the Drinks Association Board.

**COOPERS WELCOMED
SIXTH-GENERATION
FAMILY MEMBER
IAIN COOPER TO
THE BREWERY...**

JIM HAZEL RETIREMENT

Jim Hazel served on the Coopers Board for eleven years from April 2011 to November 2022.

He brought with him extensive experience as a director of various listed and unlisted companies including Bendigo and Adelaide Bank Limited and Rural Bank Limited. He has served as a director of the Motor Accident Commission, Adelaide Football Club Inc, COTA SA and other not-for-profit organisations.

In his time on the Board, Jim encouraged the creation of, and assisted in serving on, Coopers' Audit Risk and Remuneration Committee. He provided a wealth of financial and strategic knowledge and understood the nuances of managing a family-owned public unlisted company. The Coopers Board acknowledges and thanks Jim for his many years of valued service.



REPORTING AND POLICIES

The company submitted the annual Workplace Gender Equity Agency report focusing on strategies and policies for gender equality in the workplace. This data is available to shareholders upon request to the Director of Corporate Affairs and Company Secretary, Melanie Cooper.

STAFF AWARDS

GUIDING PRINCIPLES AWARDS

The Guiding Principle Awards were announced at the annual Christmas Dinner. Employees were recognised through the Cheers for Peers online platform for outstanding performance and honouring the company's values of Passion, Respect, Responsibility, Consistency and Service. The following employees were acknowledged this year:



VALUES LEADER

Michael Shearer, General Manager

BREWING

Pelle Matto, Brewhouse and Lager Cellar Operator

BREWING PRODUCTS

Frank Akers, Customer Service

DISTRIBUTION

Rocco Musolino, Warehouse and Transport Leading Hand

ENGINEERING

Steve Schmitz, Engineering Team Leader

FINANCE AND BUSINESS SUPPORT

Caitlin Martin, Legal Affairs and Risk Manager

MARKETING

Helen Taylor, Customer Marketing Manager - On Premise

MORGAN'S BREWING

Jay Findlay, Finance and Administration Manager

NSW AND ACT SALES

Graham McDonald, State Manager

OPERATIONS

Tim Blight, Project Engineer

PACKAGING

Scott Merkel, Packaging Operator

QUALITY CONTROL

Janie Zimmermann, Quality Manager

QLD SALES

Floyd O'Toole, Area Manager

SA SALES

Brent Felice, On Premise Sales Manager, Sponsorship and Events

VIC SALES

Suzana Aceska, Events, Sales and Sponsorship

WA SALES

Graham Griffin, State Manager

LONG SERVICE AWARDS



15 YEARS

Matt Ford

Maintenance Fitter, SA

Heath Grosvenor

National Sales Manager, QLD

Kellie Lombardo

Area Manager, NSW

Rennie Matto

Packaging Operator, SA

Greg McConnell

Sales Manager Brewing Products, QLD

Anthony Petherick

Sales Manager, SA

Jason Ridge

Area Manager, SA

20 YEARS

David Medlyn

Technical Brewer, SA

Eric Tascione

Distribution, SA

FOUNDATION

The Coopers Foundation has now donated more than \$7.2 million to Australian charities since inception in 2006 – a milestone that could not have been achieved without the generous support of staff, shareholders, corporate partners and the public.

This year, the Foundation awarded \$644,540 to 19 charities with recognised strengths in youth education, aged care, medical research and health care, and in fostering family and community support based on Christian values.

In December 2022, youth education charity Opening the Doors Foundation was selected to be the recipient of the Sustainable Giving grant, and will receive \$150,000 over the next three years. This organisation provides support to First Nations students to meet the costs of an education of their choosing.

Neuroblastoma Australia and Prison Fellowship Australia – past recipients of the Sustainable Giving grant – were also awarded the next instalments of funding and reported outstanding results from the projects that have been supported.

**THE COOPERS FOUNDATION
HAS NOW DONATED MORE
THAN \$7.2 MILLION TO
AUSTRALIAN CHARITIES
SINCE INCEPTION...**



Brewery staff have been very generous in their support of the Foundation again this year, donating over \$62,000. Three charities were assisted on their behalf: Association of Australian Assistance Dogs (NQ) Inc, Global Care Australia, and Story Factory Inc.

Company shareholders donated over \$148,000 from dividends, allowing the Foundation to support two under-privileged communities: St Merkorious Charity Association Inc and Uniting Church in Australia Frontier Services.

On a rainy day in May, the 14th Coopers Foundation Golf Day was held at Kooyonga Golf Club with 36 teams playing and 14 hole sponsors supporting the event. The fundraiser for medical research organisations Australian Prostate Cancer Research Society, Breakthrough Mental Health Research Foundation, and the Jodi Lee Foundation, raised over \$170,000 and was the

Foundation's most successful event to date. Despite the inclement weather, golfers enjoyed on-course activities, a gala dinner with entertainment, major and silent auctions, and the amusing skills of Cooper's sixth-generation brewer, Iain Cooper as emcee.

Coopers Brewery donated \$400,000 to the Coopers Foundation Investment Fund. This was the second year that 1.5% of pre-tax profits has been donated for investment. The fund, which performed well this year, now holds \$11.3 million in cash, government bonds, credit, real assets, and domestic and international equities.

The Foundation had maintained a \$250,000 investment in the highly successful Social Ventures Australia Social Impact Bonds in collaboration with the Hutt St Centre to help alleviate the growing issue of homelessness in Adelaide.



WE WOULD LIKE TO CONGRATULATE THE FOUNDATION'S PATRON JO COOPER AM ON RECEIVING A MEMBER OF THE ORDER OF AUSTRALIA...

We would like to congratulate the Foundation's Patron Jo Cooper AM on receiving a Member of the Order of Australia in the King's Birthday Honours for significant service to the philanthropic sector and to the Anglican Church of Australia. It is a fitting tribute to the generosity and support Jo has provided to the charitable sector.

In recognition of outstanding contributions, the Governors introduced a new donor level over \$500,000. These new 'Diamond' donors are Coopers Brewery Ltd, Castlegate James, and Jo Cooper AM. In addition, platinum-level donors each contributed over \$100,000, gold-level over \$10,000, red-level over \$5,000 and green-level over \$50.

Throughout the past year, the Foundation has remained steadfast in its commitment to supporting charitable organisations, and is proud of the impact made in local communities across Australia.





DRINKWISE

DrinkWise is an evidence-based not-for-profit organisation dedicated to changing the Australian drinking culture to one that is safer and healthier.

This year, Coopers was part of the DrinkWise and the Parliamentary Friends of Preventative and Public Health educational event at Parliament House in Canberra.

The event provided a valuable platform to share DrinkWise's research on consumer attitudes towards zero and lower-strength products, and the work being done to encourage those Australians drinking at risky levels to consider zero and lower-strength options to reduce their overall alcohol consumption. It also provided an opportunity for Members of Parliament and other guests to sample some of the expanding zero and lower-strength beer, wine and spirits product range. Coopers Mild Ale, Dry 3.5, Light and Ultra-Light products were available and enjoyed on the night by attendees, demonstrating the brewery's ongoing commitment to evolving consumer trends.

**TO REINFORCE THE
IMPORTANCE OF PARENTS
NOT SUPPLYING THEIR
UNDERAGE TEENAGERS
WITH ALCOHOL,
DRINKWISE DEVELOPED
THE IT'S OKAY TO SAY
NAY CAMPAIGN.**



Game one of the National Rugby League (NRL) State of Origin came to Adelaide this year. To help remind passionate sporting fans about the importance of moderating their alcohol consumption and always being respectful towards family, friends and everyone in the community, DrinkWise joined forces with the South Australian Government, South Australia Police and some of the game's heavyweights and arch-rivals to remind the community to Always respect, always DrinkWise. To ensure a whole-of-community campaign, DrinkWise also partnered with support services to emphasise the importance of people asking for help if they are having trouble managing their alcohol consumption or if their behaviour or choices were impacting those around them.

To reinforce the importance of parents not supplying their underage teenagers with alcohol, DrinkWise developed the It's okay to say nay

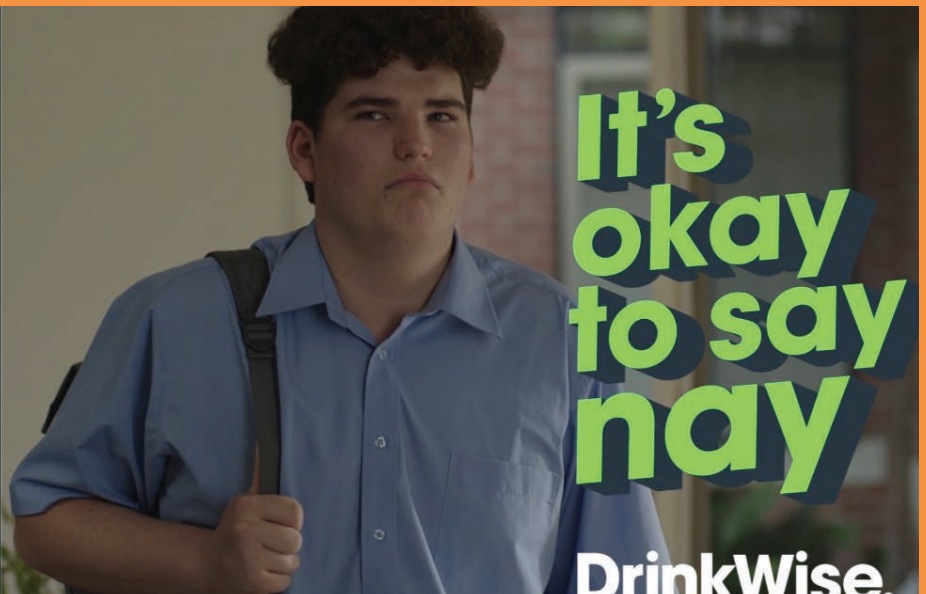
campaign. Following a significant media launch featuring renowned adolescent psychologist, Dr Michael Carr-Gregg and medical health expert Dr Andrew Rochford, the It's okay to say nay campaign continues across Australia to keep reminding parents about the role they play in protecting their teenagers from the risks associated with underage drinking. Early evaluation suggests the campaign is having the intended impact, with 33% of parents who had intended to supply alcohol to their underage teenagers indicating they would no longer supply.

Coopers is proud to support DrinkWise and the work it does to bring government, industry, sporting and community groups together to deliver practical campaigns and resources that help create a safer and healthier drinking culture for all Australians.

**87% of
parents
aren't
giving
their
underage
teens
alcohol.**

**It's
okay
to say
nay**

DrinkWise.







BREWERS ASSOCIATION OF AUSTRALIA - CEO JOHN PRESTON



Over the past year, the Brewers Association of Australia has continued to press the case for a reduction in beer tax whilst also getting the message out there about the enormous contribution that brewing makes to our economy.

The Brewers Association has worked hard to ensure that the new Federal Labor Government, elected in May 2022, and particularly Treasurer Chalmers understands that Australia has one of the highest beer tax rates in the world, and that this hurts beer drinkers and damages our brewing industry and the pubs, clubs, bars and restaurants for whom beer is an anchor product.

As part of our efforts on tax, we have worked to increase public awareness when the tax rates go up every February and August. I am confident that the media coverage we have secured, highlighting the impact of the tax, will have been noticed by decision makers in Canberra.

Another key priority for the Association has been raising the awareness of the contribution that brewing and beer makes to the Australian economy.

In November 2022, on National Agriculture Day, we launched our Economic Contribution Report, which highlighted, in particular, the \$500 million-worth of barley and hops the Australian brewing sector sources each year from Australian farmers, and the 3,000 jobs in the agriculture sector this supports. The launch received extremely positive media coverage and was endorsed by the National Farmers' Federation and GrainGrowers Australia.

In February 2023 we supported the launch of the Parliamentary Friends of Beer Group, which is co-chaired by Alison Byrnes MP and Sam Birrell MP. The objective of the group is to bring together Federal MPs from all sides of politics to learn more about the brewing sector and support our industry. The group was launched with an event at Parliament House in Canberra, and was extremely well attended.

Once again, I would like to thank Dr Tim Cooper for all his support as Chair of the Brewers Association, and Louise Cooper for her participation as a key member of our Regulatory Affairs Committee. I'd also like to thank Nick Sterenberg for his ongoing leadership of our Technical Committee and the invaluable advice and assistance he provides.

John Preston

Chief Executive Officer
Brewers Association of Australia





COOPERS BREWERY LTD

ABN 13 007 871 409
461 South Road, Regency Park SA 5010
PO Box 46, Regency Park SA 5942
Telephone 08 8440 1800

coopers.com.au

