

# IN FOCUS

A newsletter of stories from across the Wesfarmers Group



West Australian Opera's *Wundig wer Wilura* – a Wesfarmers Arts commission for the 2024 Perth Festival



Wesfarmers' long-term focus is a key part of our primary objective – to deliver a satisfactory return to shareholders – and in this edition of *In Focus* you'll read about how this commitment shows up in our divisions. From milestones at Kmart celebrating 55 years in Australia, to achievements in our new growth platforms as we ready for first production of lithium hydroxide.

Creating long term value is only possible by anticipating the needs of customers, looking after team members, treating our suppliers fairly and ethically, contributing positively to the communities in which we operate, taking care of the environment and acting with integrity.

At our recent annual Strategy Briefing Day in Sydney, managing directors from across the divisions shared their plans for the future, building on the solid foundations of our existing businesses.

Wesfarmers has a portfolio of market-leading retail businesses, with strong value-based offers, broad customer appeal, and growing addressable markets. Alongside these retail divisions, our globally competitive industrial businesses offer products and services that support critical industries.

The health division provides the Group with exposure to the attractive and growing health, beauty and wellbeing sector, and the ongoing development of the Covalent lithium project is one of the ways our businesses are supporting global decarbonisation.

All our divisions continue to expand their addressable markets and develop new product and service offerings. Across the group, we also see many opportunities for continuous improvement, delivering productivity and efficiency gains.

In Australia, there continues to be ongoing focus on costs of living with many households and businesses across Australia doing it tough. Our retail businesses' focus on everyday low prices is helping Australians manage their household budgets.

Two years ago when signs of inflation first emerged and interest rates began climbing, we talked about how we were going to double down to keep our prices as low as practical and work even harder to take cost out of our businesses so we could help our customers.

We were committed to not taking advantage of opportunities for higher short-term profits at the expense of our customers. Businesses like Bunnings, Kmart and Officeworks have built a reputation for lowest prices and great value over decades.

Now as we look back on these past few years, I am proud to say we have delivered on our commitment to value and in the process, built even stronger businesses.



**ROB SCOTT**  
Managing Director

## LITHIUM ONE STEP CLOSER WITH MINE OPENING

Wesfarmers' ambition to produce lithium hydroxide is one step closer with the opening of the Mt Holland mine and concentrator, as work continues at pace on the final stage in the value-add process – the refinery.

Once complete, the Covalent Lithium integrated operation will produce 50,000 tonnes of battery-grade lithium hydroxide annually – that's enough to power one million electric vehicles each year.

Wesfarmers Managing Director Rob Scott said the lithium joint venture would deliver long-term value to shareholders, benefitting from global decarbonisation efforts.

"When we made our initial investment into Mt Holland four years ago, we saw an opportunity to enter the lithium market and leverage our expertise in chemical processing here in Western Australia," Mr Scott said.

"We are continuing to advance studies to expand the Mt Holland mine and concentrator, and the next key milestone for Covalent is completing construction of the Kwinana refinery."

Federal Treasurer Hon. Jim Chalmers MP and Minister for Resources and Minister for Northern Australia Hon. Madeleine King MP have both this year visited the refinery, located close to the Kwinana port.



From left to right: Ian Hansen MD of WesCEF, Senator Varun Ghosh and Federal Treasurer Jim Chalmers



## BUNNINGS AND BLUEY RAISING FUNDS FOR CHILDREN

As Bluey-mania gripped Australia and the world, some Bunnings stores across Australia and New Zealand were transformed into real life 'Hammerbarns' after a popular episode of the hit children's show.

Back in 2019, Bunnings worked with the producers of Bluey to inspire the Hammerbarn episode. The Heeler family visited a very familiar-looking hardware store in search of a pizza oven and garden plants.

With seven stores transformed into Hammerbarns, more than 110,000 kids experienced Bluey-themed DIY workshops, building sand art, creating kaleidoscopes and making friends with garden gnome husbands Gerald and Hecuba.



As part of the celebrations, Bunnings teamed up with Make-A-Wish Australian and Make-A-Wish Foundation New Zealand to host BBQs and help raise funds to grant wishes for critically ill children.







## NEW MANAGING DIRECTOR FOR WESCEF

Managing Director of Wesfarmers Chemicals, Energy and Fertilisers, Ian Hansen, will retire in November 2024 after a 40-year career with the division. Mr Hansen joined CSBP in 1983 as a chemist at the Albany fertiliser works in WA.

“I am honoured and humbled to have been given the opportunity to provide leadership and be part of WesCEF over such a long period of time. I will retire very proud of our positive, respectful and inclusive culture, which reflects our people and purpose.”

He'll be succeeded by Aaron Hood (pictured), currently WesCEF's Chief Operating Officer and who has held other senior executive positions within Wesfarmers.

## WESFARMERS RADIO STATION, TURNED ABC, MARKS CENTENARY

More than a century ago, an executive at then Westralian Farmers Co-operative, devised an idea to develop a radio station with the intention of lessening isolation for people in remote areas.

Wesfarmers bid for the first commercial radio licence in Perth and on 4 June 1924 with the first broadcast, 6WF was born.

Any staff member who could play an instrument – and many who couldn't – were drafted into the Westralian Farmers Band. On the night of the first programming, several hundred people assembled in the third-floor concert hall to see Premier Philip Collier perform the opening ceremony.

Over time, it became impossible for the radio station to pay its way – there was no foolproof way to collect the subscription fee, advertising revenue was minimal, and artists had to be paid. Wesfarmers sold 6WF to the Commonwealth government in 1928, which made it part of the ABC network.

**In Perth in June 2024, Wesfarmers Chairman Michael Chaney joined ABC Perth Radio to commemorate the milestone. And whilst the station is now known as ABC Perth, Mr Chaney commented that “as far as we’re concerned in the company, it’ll always be 6WF”.**



## A WEST AUSTRALIAN WONDER: WUNDIG WER WILURA

Wesfarmers support for First Nations arts and culture saw the world premiere of *Wundig wer Wilura* – the new Wesfarmers Arts musical theatre commission from award-winning songwriters and storytellers, Gina Williams AM and Guy Ghouse, produced for West Australian Opera.

Opening as the centrepiece of the 2024 Perth Festival, *Wundig* starred an all-First Nations cast performing under the baton of conductor Aaron Wyatt. Mr Wyatt, a Noongar man from Western Australia, recognised as the first Australian First Nations person to conduct a major Australian orchestra.

*Wundig* brings Noongar language, history and culture to the stage in an acclaimed follow up to the duo's first opera collaboration, *Koolbardi wer Wardong*, commissioned by Wesfarmers Arts in 2021.

Williams and Ghouse composed *Wundig* in consultation with elders on Ballardong Country, telling a story Gina grew up with – one of a young man and young woman who are promised to other people but fall in love and decide to elope, causing a Shakespearean conflict between their two family groups.

Wesfarmers is Principal Partner of West Australian Opera and a major partner of Perth Festival.



Photos courtesy of West Australian Opera

<b>325</b> STORES ACROSS AUSTRALIA & NEW ZEALAND	<b>50,000</b> TEAM MEMBERS
<b>\$8.9m</b> FY23 COMMUNITY CONTRIBUTIONS	<b>#1</b> MARKET SHARE IN HOME PRODUCTS

## KMART CELEBRATES 55 YEARS WITH MORE GROWTH TO COME

Kmart has proudly operated in Australia for 55 years, recently celebrating the 1969 opening of its first store in Burwood, Victoria. Kmart now has 325 stores across Australia and New Zealand and almost 50,000 team members.

From humble beginnings, Kmart products are now found in 90 per cent of Australian households. Kmart remains committed to making everyday living brighter by providing great value products at the best prices.

Kmart has been selling its own brand, Anko, for many years and the range has helped the retailer develop sophisticated product design capabilities. The division is focused on continually simplifying its integrated business model and sees plenty of room to continue growing.

The Anko product is being selectively expanded into new markets globally, beyond Australia and New Zealand.

## ONEPASS KEEPS GROWING AS PRICELINE JOINS

Priceline is the latest Wesfarmers brand to join the OnePass membership program, delivering additional value to Priceline's Sister Club members.

OnePass members get meaningful benefits across all Wesfarmers retailers immediately upon joining including free delivery on eligible items, express click and collect, and 365-day returns, as well as instore benefits. There's also more to come with improvements planned for members both instore and online.

OnePass is becoming deeply embedded across Wesfarmers' retail divisions, helping them drive earnings and provide customer insights.

OnePass was recently voted Australia's top paid subscription program in a national poll. The research, commissioned by The Point of Loyalty, showed consumers are leaning into rewards programs as family budgets are under pressure.



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