

Woolworths Liquor Group

Woolworths Liquor Group continues to be the national leader in drinks retailing, offering our customers a choice in formats: Dan Murphy's (Destination), BWS (Convenience) and The Wine Quarter (Online).

PEOPLE

Customers

Most customers are on the lookout for a quality product at a good price, and our stores deliver that. One thing we also provide is responsible ranging, marketing and sale of liquor products.

Charter for ranging alcohol

The process of selling alcoholic products to our customers actually starts early, when we are first looking at a product that we might want to put on our shelves. We have 10 principles that are used to screen a product, helping determine whether it is suitable, non-offensive and does not appeal to minors.

Principle 1	Principle 2	Principle 3	Principle 4	Principle 5
The product should not have the potential to appeal to minors.	The product should not have an appearance that could potentially lead to confusion with confectionery or soft drinks.	The product should not have an appearance which may lead to confusion about its alcoholic nature or strength.	The product should not draw any association with drug culture, narcotics or other illicit drugs or drug paraphernalia.	The product should not encourage illegal or immoderate consumption such as binge drinking, drunkenness or drink-driving.
Principle 6	Principle 7	Principle 8	Principle 9	Principle 10
The product should not suggest any association with dangerous, violent, aggressive or antisocial behaviour.	The product should not suggest that consumption can lead to social, sporting or sexual success.	The product should not feature imagery or language that could be deemed offensive on cultural, religious, ethnic or gender grounds.	The product should not suggest that any physical or mental health benefit can be obtained by consumption.	Ready to drink products containing more than two standard drinks per single serve container will not be ranged by Woolworths Liquor Group.

Responsible marketing

DrinkWise Australia

Woolworths Liquor Group (WLG) is a supporter of programs run by DrinkWise Australia, an independent, not-for-profit organisation for healthier and safer drinking. Founded on industry leadership and community partnerships, DrinkWise develops and runs national information campaigns. We provide financial support and promote DrinkWise social marketing campaigns in our stores.

A DrinkWise program that was launched in 2014 on 'How to Drink Properly' has been recognised internationally. First recognised with Silver at the Spikes Asia Award in 2014, it was further acknowledged with another Silver award in the Youth Marketing category of the 2015 Asia Pacific Effie Awards.

Within three months of its launch, the 'How to Drink Properly' campaign had encouraged a third of the respondents in the 18-24 age group to drink less on a night out, and 81% of young adults were now thinking about the effects of moderation.

We contributed more than \$375,000 towards DrinkWise during the year, and through our BWS brand, we donated television advertisement spots for its 'Never Miss a Moment' campaign.

Woolworths Liquor Group

Alcohol Beverages Advertising Code

We follow the Alcohol Beverages Advertising Code (ABAC) and abide by the ABAC adjudication process to ensure our Exclusive Brand products comply with the code. Our previously mentioned principles for ranging alcohol support our efforts to comply.

Responsible service of alcohol (RSA)

We train our staff on the responsible service of alcohol and they receive regular refresher training. We feel that the many programs we run surpass our regulatory requirements to not supply alcohol to minors or those already intoxicated.

Many of our RSA programs were developed by our business and have since been adopted by industry. The programs include:

- ID25 – asking customers to provide identification if they appear younger than 25
- ‘Don’t buy it for them’ – awareness of the dangers of supplying alcohol to minors
- School uniform policy – refusing to sell alcohol to a customer in school uniform, even if they are 18 or older
- Special event preparation – additional training for staff leading into events like Schoolies week

PROSPERITY

Suppliers

Good Buyer Principles

Our business has implemented its Good Buyer Principles, which sets out the standards our buyers should follow when dealing with suppliers. We require that all parties act with fairness and transparency when they deal with each other.

Principle 1: Fair and clear relationships

Principle 2: Clarity in marketing and promotional activity

Principle 3: Open, honest and early communication

Principle 4: Protection of intellectual property

Principle 5: Dispute resolution

These principles support our agreement with the Winemakers Federation of Australia, which represents all Australian wine makers.

Supplier Portal

Our Supplier Portal (wlgpartners.com.au) is openly accessible to new and existing suppliers who are looking to sell their products nationally. It is also flexible enough to assist a small boutique producer seeking to range their products in a local store.

Community

White Ribbon

Total community investment by Woolworths Liquor Group = \$898,000

White Ribbon is a global male-led movement to end men’s violence against women. White Ribbon Australia aims to engage boys and men to change the attitudes and behaviours that lead to and perpetuate men’s violence against women.

Woolworths has White Ribbon Ambassadors in our liquor team. Ambassadors are encouraged to be the faces and leaders of the campaign, by living the White Ribbon Oath: never to commit, excuse or remain silent about violence against women.

In 2015, we raised more than \$158,000 to support White Ribbon through merchandise sales in BWS and Dan Murphy’s stores.

Jawun

WLG has partnered with the Jawun Indigenous Community Secondment Program (Jawun) for a number of years, to help indigenous communities through skilled corporate secondees. Established in 2001, Jawun is a small not-for-profit organisation that supports innovative programs of change in indigenous communities. Jawun means ‘friend’ or ‘family’, an honour in the language of the Kuku Yalanji people from Mossman Gorge in Cape York, Queensland.

Our secondees have found themselves helping organisations from Arnhem Land, to the Goulburn-Murray Region, to Redfern in Inner Sydney. Stepping out of roles that include Online Fulfilment, Advertising, HR and Area Management, our people each spent six weeks assisting organisations in areas of tourism, health and education.