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Officeworks named as one of Australia's most innovative companies

Officeworks has been recognised as one of Australia's most innovative companies in the AFR BOSS Most Innovative Companies List for 2019, announced at a gala ceremony in Sydney overnight.

The prestigious annual list is based on a rigorous assessment process managed by Australian innovation consultancy Inventium, in conjunction with a panel of industry experts. Nominees are ranked based on innovation culture, strategy, resources and process that demonstrate a sustainable and repeatable approach to innovation.

Officeworks ranked tenth on the overall list, from more than 1000 nominated organisations across Australia and New Zealand, with the submission based on a voice assistant pilot program which enabled customers to shop with the retailer using voice technology.

Officeworks Managing Director, Sarah Hunter, said: "I'm thrilled that Officeworks has been acknowledged as business that fosters a culture of innovation. We're focused on helping make bigger things happen for our customers and growing our business to better meet their needs as their expectations change.

"We have a history of innovation and listening to our customers, being responsive to their needs. This means we've always stayed on top in terms of our range and relevance. We put ourselves where we believe they expect us to be, whether that's online, in store, or with new technologies such as voice.

"As the retail landscape evolves, we remain focused on delivering an experience that is easy and engaging, no matter how customers choose to shop with us," she said.

After being the first big box retailer in Australia to launch Google Assistant, Officeworks partnered with Google to identify an opportunity to leverage the technology further to make a real difference in its business customers' lives.

Customers could use the Officeworks voice assistant to order by simply saying, "OK Google" followed by the product categories they required, such as paper, water, coffee, toner, etc. Officeworks then sent them their preferred products in the quantity they desired at their preferred delivery time.

The award's methodology measures a top innovation implemented in the past twelve months. Specifically, the judges consider how valuable the problem is that the innovation is solving, the quality and uniqueness of the solution, and the impact the innovation has made.

The full AFR BOSS Most Innovative Companies list for 2019 can be viewed [here](#).

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About Officeworks

Established 25 years ago in Richmond, Victoria, Officeworks is committed to making bigger things happen for its customers, team, the community and stakeholders. It operates 167 stores across Australia, a website that is home to

more than 40,000 products, a national call centre, and a business team that helps micro, small and medium-sized businesses start, run and grow. Officeworks offers customers a wide range of office supplies, technology, furniture, art supplies, education resources and helpful services like print & copy and on-site tech support through Geeks2U – delivering an experience that is easy and engaging, no matter how customers choose to shop. Officeworks is focussed on the safety, wellbeing and career progression of the more than 8,000 team members it employs. It's also dedicated to operating in a sustainable manner, including building and maintaining meaningful connections with the communities in which it operates, fundraising for its national partners and local community groups, continuing to reduce its impact on the environment and source responsibly. Part of one of Australia's largest listed companies, Wesfarmers, Officeworks is focussed on continuing to deliver satisfactory returns to shareholders over the long term.

About the AFR BOSS Most Innovative Companies list

The AFR BOSS Most Innovative Companies list (previously the BRW Most Innovative Companies list) is now in its eighth year. The list ranks the most innovative organisations in Australia and New Zealand and is the only national list of its kind. For the first time in 2019, the list was broken down into 10 industry categories, effectively ranking organisations against their peers. The list is judged and compiled by Inventium – Australia's leading innovation consultancy. Inventium uses a unique, scientifically proven approach to help organisations grow through innovation. In 2019, the list comprised of ten industry lists of ten, compiled from over 800 nominations, and 400 shortlisted organisations.