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SHIFTING CONSUMER BEHAVIOUR HELPS OFFICEWORKS REACH NEW SUSTAINABILITY HIGH

More Australians are considering the environmental impacts of their retail habits and are choosing to shop more sustainably - especially when shopping for their children, according to Officeworks which released its People and Planet Positive Report today updating its progress against its 2025 ESG targets.

Research* shows that one in two Australians are actively looking for greener products or services, and 44 per cent consider a brand's environmental efforts to be 'very' or 'extremely' important when making a purchasing decision.

Reflecting this shift in consumer behaviour, Officeworks' Greener Choices product range, which provides more sustainable products such those made from natural or recycled materials, less plastic or are compostable, refillable or fully recyclable at the end of their life, achieved the strongest year on year sales growth of any product range at 58 per cent and grew its range from 2,000 to 2,400 products in the past financial year.

The retailer also identified sustainable shopping habit changes in parents of school aged children during the key retail period of Back to School. Parents chose to shop more sustainably than ever before, with 78 per cent of the Greener Choices products outperforming 2021 sales for the same period.

Also reflected in the People and Planet Positive report is evidence that consumers are increasing their recycling habits. Since launching its Bring it Back program in 2015 and offering in-store recycling bins for printer cartridges, e-waste, pens, markers and more, Officeworks has collected more than 7,000 tonnes of products to be recycled or repaired. In 2022, there was a 12 per cent increase in the volume of products collected - diverting 1,650 tonnes of unwanted products from landfill. 37 million pieces of plastic were also saved from the environment as a result of plastic being removed from product packaging or through the removal of single use plastic products

Officeworks Managing Director Sarah Hunter said: "We know our customers want to make more sustainable choices, and our role in delivering value while operating a sustainable and responsible business is more important than ever.

“Our People & Planet Positive 2025 plan is our long-term approach to supporting our team, enhancing our connection to our local communities, reducing our environmental impact and sourcing products in sustainable and responsible ways,” Ms Hunter said.

“Some of our long-term goals are ambitious, such as being fully powered by renewable energy by 2025, planting two million trees and transitioning to a net zero and circular economy but with the help of our team, customers and partners we’re committed to making a lasting, positive difference by putting people and the planet at the heart of what we do.”

Officeworks last year announced 18 commitments to achieve by 2025. Progress includes:

- Carbon market-based emissions down by 10.4 per cent compared to FY21, and a total reduction of 37 per cent in location-based emissions since 2015
- \$7.3 million provided in community contributions together with the support of its customers for support local, state and national causes, an increase of 13 per cent from FY21
- Planted 1.24 million trees and 1,800 hectares of land restored since launching the Restoring Australia initiative in 2017 which sees two trees planted for every one used based on the weight of paper and wood products purchased by customers in partnership with Greening Australia
- Support provided for 14,007 students, with 9,820 students helped with sponsorships and educational resources through national partnerships with the Australian Literacy and Numeracy Foundation and The Smith Family which work to improve educational outcomes for Australian students
- Invested in a 21 per cent state in the World’s Biggest Garage Sale to scale circular economy solutions for the retail industry across Australia
- Progressed towards the goal of using 100 per cent renewable energy by 2025, including signing the first large-scale wind and solar farm agreement in Queensland and installing seven more solar PV systems
- The annual equivalent of 37 million pieces of plastic removed from product packaging or through the removal of single use plastic products
- Over 2400 + sustainable products available through Greener Choices, helping customers shop more sustainably
- The safest year yet, with a Total Recordable Injury Frequency Rate of 5.8 which is a 3.3 percent improvement from FY21
- More than 1,590 team members seconded to another role, promoted or transferred into another opportunity at Officeworks.

The Officeworks People & Planet Positive report can be accessed [here](#). (to be updated 2/9)

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ABOUT OFFICEWORKS

Established 28 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 and Australians to work, learn, create and connect.

Officeworks offers customers a wide range of office supplies, technology, furniture, art supplies, education resources and helpful services like print & copy and on-site and remote tech support through Geeks2U – delivering an experience that is easy and engaging, no matter how customers choose to shop.

Officeworks is focused on the safety, wellbeing and career progression of the more than 9,000 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.

References

* Finder's Green Consumer Report, June, 2022