

For Immediate Release

Officeworks launches ‘Officeworks for Business’, introducing exclusive pricing on hundreds of business essentials

Melbourne, VIC – 12 September 2024 – Officeworks, Australia’s leading retailer for technology, office supplies, furniture, stationery and learning and development resources, is proud to announce the launch of "Officeworks for Business," designed to support and provide a convenient solution to businesses nationwide.

Tailored to meet the needs of today’s business environment, Officeworks for Business provides exclusive value and benefits to both new and existing business customers. Businesses, regardless of size, can save 5% on hundreds of business essentials, get free standard metro delivery on orders \$65, receive 30 days to pay to help stay on top of their cash flow and access a range of other exclusive offers both in store and online.

Sarah Hunter, Managing Director of Officeworks, commented, “Officeworks for Business provides access to exclusive pricing and benefits on the widest range of products, including a 15% off introductory offer on four of our most popular copy paper lines. We remain focused on meeting the changing needs of our community as digitisation is transforming the way our business customers work, learn, create and connect. We are truly focused on helping our business customers make bigger things happen.

Sarah Hunter added, "We understand the challenges that businesses face, especially small businesses during these inflationary times, and with Officeworks for Business, we aim to offer more than just products. Whether a local gym, not-for-profit, retailer or medical centre this is a complete support system that helps them save time, money and receive in-person personalised support to ensure they can focus their resources on what matters most."

Officeworks for Business comes at a time when SMEs are experiencing financial pressures with data showing:

- Credit reporting firm [Illion](#) finds that the number of small businesses at risk of collapse has jumped by 20 per cent in a year.
- In 2023, the Australian Bureau of Statistics identified about 14.0% or 356,216 Australian businesses ‘exited’, simply closed.

Professor of Consumer Behaviour and Retail Marketing, Gary Mortimer said, “Australian businesses, particularly sole-operator and small businesses have been doing it tough for many years, so such a program can alleviate some of the costs for operators. In particular, offers that include business discounts, free delivery and same-day printing certainly responds to the financial and operational pressure’s businesses are facing today.

“Business buyers are also actively seeking products that cause minimal environmental harm - businesses must embrace sustainability practices. This new Officeworks for Business program offers guided buying and sustainable initiatives, which takes the ‘guesswork’ out for businesses, helps them attain their sustainability goals and meet their customers’ demands,” Professor Gary Mortimer added.

Officeworks for Business reinforces the brands commitment to putting the community at the forefront of their operations and being a vital partner to small to medium-sized businesses.

- Officeworks serves over 260,000 business customers, 92% of those are small medium enterprises (SMEs)
- Officeworks provide approved access to credit to more than 100,000 businesses.
- Where a customer faces financial hardship, Officeworks will work with the customer to put payment arrangements in place.

Community support for SMEs:

- Many small businesses rely on Officeworks support to start, run and grow their operations.
- With dedicated assistance from the Officeworks local community engagement team, small business customers remain their top priority and a key long-term commitment. Throughout the year, Officeworks has provided in-kind support to 4,826 small businesses, helping provide relief as cost-of-living pressures increase.
- Additionally, Officeworks store teams are encouraged and measured on the connections they create in their local communities. By engaging with small businesses, local schools, community groups and not-for-profit organisations, Officeworks can leverage its scale to support as many small businesses as possible.
- Since FY2020, Officeworks has supported 19,000 small businesses, with the aim to achieve 24,000 small businesses by 2025. The aim is to help these businesses start, run, grow and thrive in the years ahead.

Future advancements of the program are still in the works, with the business working towards launching more service additions and innovative solutions across its 170 nationwide store locations. Positioned to be a one-stop shop and convenient destination for all, the launch of Officeworks for Business reflects the retailer's ongoing commitment to helping businesses of all sizes thrive. It offers low prices, the widest range of products, and the essential services customers need to manage both their households and businesses.

Creating an account is simple—any customer with an ABN, regardless of their size or spending with Officeworks, can sign up. Existing Officeworks Business Account holders will also automatically gain access to the new offers, excluding those with existing, negotiated business pricing.

- To sign up for Officeworks for Business, [click here](#).

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Notes to the Editor:

Officeworks for Business program includes:

- **5% saving: on hundreds of business essentials.** Plus, to celebrate the introduction of Officeworks for Business, for a limited time saving of 15% on J.Burrows copy paper carton and palette options* (*offer valid until TBC and available to business customers only, who do not already receive negotiated pricing)
- **30 days to pay:** for businesses, to help stay on top of their cash flow (subject to credit approval)
- **Free and flexible delivery options:**
 - Free standard metro delivery for business customers on orders over \$65 across all states (including the ACT).
 - Free 2-hour click and collect.
 - Same day delivery available for in-stock items ordered before 11.30am (business days) for orders to selected areas.
- **Online Self-Service:** Access to a self-service business platform with features allowing for order tracking and ability to link multiple cards to the one account to help customers manage how they spend across their business.
- **Same Day Printing:** Meet the urgent needs of business with convenient and fast printing solutions.

- **People and Planet Positive products:** Business customers will be able to shop Officeworks' People and Planet Positive range that includes products made from recycled content, wooden materials, certified cotton, fast-growing plants, or are refillable, recyclable, or reusable.
 - **Sustainability Initiatives:** Embedded in the next phase of the program, Officeworks will be launching Bring it Back for Business, a new recycling offer where business customers can purchase a recycling box to allow them to recycle their unwanted or used technology accessories, ink and toner and will have access to impact reporting to support their sustainability goals.
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Interview opportunities:

- Officeworks Managing Director, Sarah Hunter
- Professor of Consumer Behaviour and Retail Marketing, Professor Gary Mortimer
- Business owners available on request

Media Contact:

For an exclusive Interviews, behind the scenes of an Officeworks store, distribution centre or further assets, contact:

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Assets:

- Click [HERE](#) to view Officeworks for Business imagery

About Officeworks

Established in 1994 in Richmond, Victoria, Officeworks is committed to making bigger things happen for its customers, team, the community, and stakeholders. It operates 170 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 and large-sized businesses start, run and grow and Australians to work, learn, create and connect.

Officeworks offers customers a wide range of technology, office supplies, 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.

About Same Day Printing

Officeworks' new Same Day Printing service allows customers to get high quality menus, flyers, business cards, brochures and more printed when they need it - today. Same Day Printing saves customers time so they can stay ahead, evolve their brand or bring a new idea to life. It's as easy as ordering before 2pm online or in selected Same Day Printing stores for pick up that day. This new offer which launched in late July, enables over 17 million Australians, or nearly 65% of the population, to have access to same-day printing. The service enhances Officeworks' existing Print+Create service which has offered high quality, affordable printing on a wide range of products for the past three decades.

[To view our full delivery options, click here.](#)

About Professor Gary Mortimer

Professor Gary Mortimer is an active researcher in the areas of food retailing, retail marketing and consumer behaviour.

Prior to joining QUT, Gary spent over 25 years working with some of Australia's largest general merchandise and food retailers. In 2020, he was appointed as the Chair of the [Australian Retailers Association \(ARA\) Consumer Research Advisory Committee](#) and to the Expert Advisory Group for the NSW [Department of Planning, Industry and Environment Employment Zones Reform](#). Professor Mortimer also sits on the editorial boards of the [Journal of Retailing and Consumer Services](#) and [International Journal of Bank Marketing](#).

Widely recognized as Australia's leading retail expert, he is a regular commentator across mainstream media, newspapers, current affairs, television, radio and trade publications. He is the highest read QUT author on [The Conversation](#), with over 3.2 million reads of his 80 articles. Professor Mortimer continues to work closely the retail sector through consultancy arrangements and keynote addresses.

Sources*:

- <https://www.abs.gov.au/statistics/economy/business-indicators/counts-australian-businesses-including-entries-and-exits/jul2019-jun2023>
- <https://www.sciencedirect.com/science/article/abs/pii/S0022435920300713>
- <https://www.abc.net.au/news/2024-05-02/small-businesses-at-risk-of-collapse-as-big-business-cruise/103792082>