



## Foster's Group Sustainability Update - March 2007

*Foster's Sustainability Taskforce received an important boost this month with Group President & CEO, Trevor O'Hoy, assuming the Chair. Trevor's move underlines the significance Foster's attaches to our sustainability agenda and our determination to pursue improvements across the whole of the business. At its March meeting, the Taskforce conducted a half year review of progress against Foster's 2006/07 Sustainability Action Plan, and began planning for the 2007 Report to be released in late September.*

*In preparing for this Report, we are particularly keen to hear your views on the issues it should cover and any specific areas for improvement relative to our current (and inaugural) report. Send your comments and any other feedback to [inthecommunity@fostersgroup.com](mailto:inthecommunity@fostersgroup.com), and don't forget the option of providing your views on the 2006 report on-line at [www.fosters.com.au/about/sustainability\\_report.asp](http://www.fosters.com.au/about/sustainability_report.asp).*

### **Lighter Bubbles a Foster's First**

Foster's has launched Australia's first ever reduced alcohol, lower calorie sparkling wines, offering consumers more choice and again demonstrating our commitment to promote the responsible enjoyment of alcohol. Yellowglen Jewel Yellow and Jewel Pink contain 40% less alcohol and 30% fewer calories than regular bubbly, with no compromise on flavour and quality. Foster's will be putting significant promotional effort behind Jewel Yellow and Jewel Pink over the coming months, so keep an eye out for these innovative products in your local bottleshop.



*Celebrating Yellowglen Jewel Yellow and Pink*

### **Foster's top 10 in reporting on stakeholder engagement**

Foster's was recently recognised as a top 10 Australian company in the important area of sustainability reporting and disclosure. The survey of ASX Top 50 corporations, conducted by Net Balance Foundation, praised Foster's overall approach to stakeholder engagement and flagged some areas for improvement. To view the full report, visit

[NBF Stakeholder Engagement Disclosures Report 2007.pdf](#)

### **Mercy Mission for Historic Trees**

Foster's has launched a new partnership with local officials and community groups to save the state owned historic "tunnel of elms" in front of our Beringer Vineyards winery in St. Helena, California. The landmark elms are nearly a century old and have been dying due to disease and neglect. Under the supervision of local arborists, Foster's is supporting both short and long term programs to save the remaining 124 trees through new irrigation, pruning, fertilising, root protection, pest inoculation and replanting.



*The historic tunnel of elms*

### **The Right Stuff**

This month, the Foster's America's team recognised six employees for exemplifying "Do the Right Thing", one of the five core behaviours that together make up our Foster's Ways of Working. Winners set practical but inspiring examples of how to Do the Right Thing, including above and beyond efforts to support colleagues and contribute to the community. Next month's awards will recognise employees who have shown us how to "Win as One Team." For more information on Foster's Ways of Working, see the Our People section of our current Sustainability Report at [www.fosters.com.au/about/sustainability.htm](http://www.fosters.com.au/about/sustainability.htm)

### **Community Program Coming to New Zealand**

Our community engagement program, Foster's in the Community, will be extended to encompass Foster's New Zealand on the 1st of July. Launched in Australia and the United States in mid 2005, the program is organised around a core set of funding themes and comprises community grants, sponsorships

and a host of employee involvement and recognition initiatives.

[www.fostersinthecommunity.com](http://www.fostersinthecommunity.com)

### **Guidelines get a Makeover**

Since 2002, much of Foster's brand marketing as well as primary containers (bottles, cans etc) have borne a logo reminding consumers to "Enjoy Responsibly". The use of this logo is governed by guidelines which have recently been refreshed. The new guidelines ensure for example that the logo appears on all internet and email marketing executions. We have also developed a French language version, for use on containers destined for French speaking and bilingual markets. Foster's will continue to update the guidelines over time to ensure "Enjoy Responsibly" remains relevant to consumers.



### **Ozone Depleting Substances Tackled**

Our 2006 Sustainability Report highlighted unusual losses of the ozone depleting refrigerant R-22 from one of our production facilities. Work has since been undertaken to stem these losses and investigate the use of alternative refrigerants. As a result, we are confident that the problem has been addressed, and F07 losses are expected to be well below those declared in F06.

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