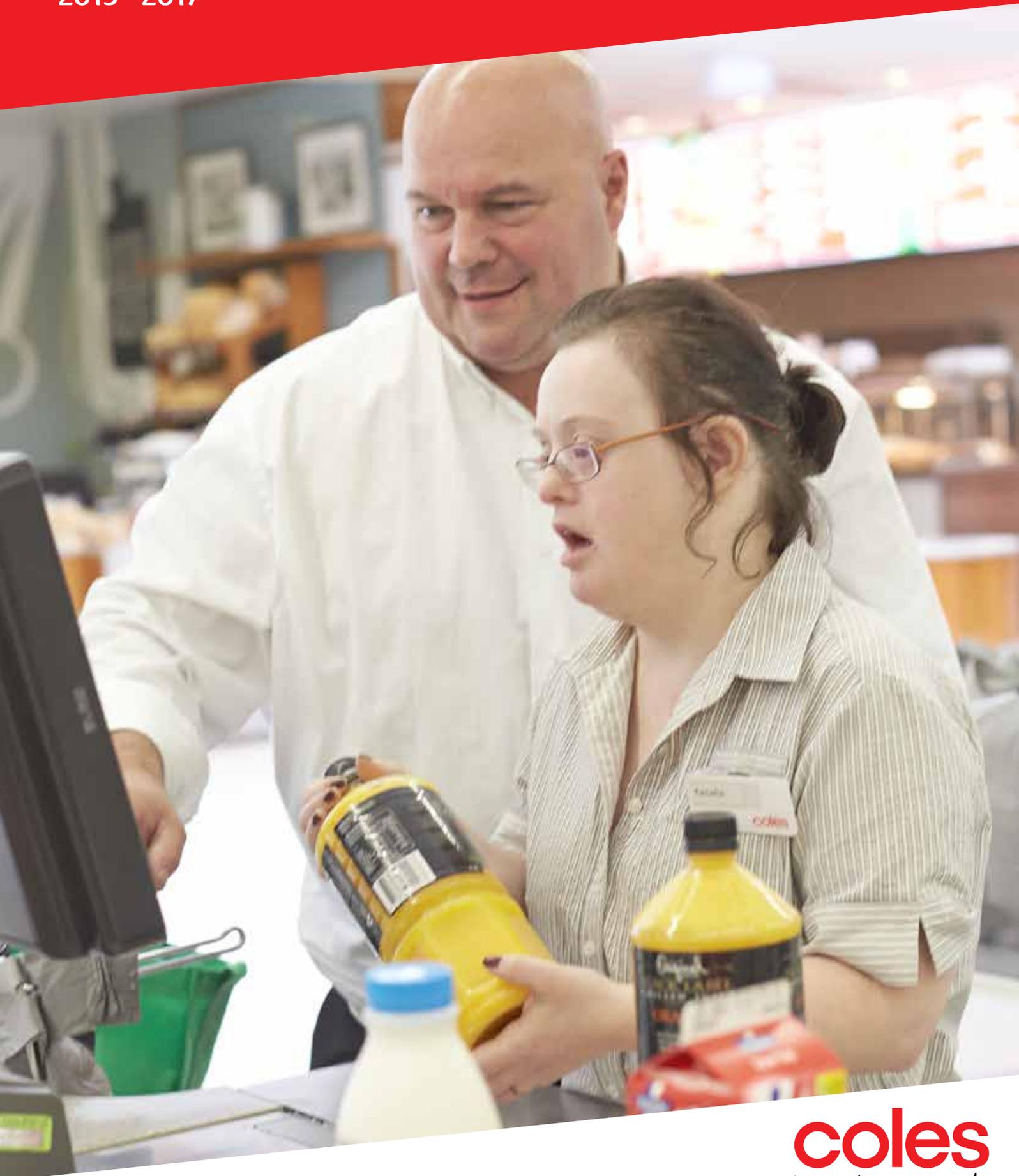


Our Accessibility Action Plan

2015 - 2017



coles
A little better every day

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Working together

At Coles we are constantly looking at ways we can do a little better every day to improve how we serve our customers, continue to build the best team in Australia and become a world class retailer.

We understand that disability touches all aspects of our business – our team members, customers, suppliers, and the communities in which we operate.

The Coles Accessibility Action Plan is our commitment to challenge and improve accessibility for all Australians with disability, along with their carers.

Our focus is simple; to continue to work towards a sustainable future while supporting Aussie farmers, food producers and the local community, all supported by a diverse and inclusive team. It's important that we continue to make a difference to our customers, communities and our teams wherever possible.

I fully support the implementation of our Plan, and look forward to reporting on our progress as we continue to make a positive contribution to Australians and our communities.

Coles has undertaken significant work, including direct feedback from people with disability, to identify opportunities for improving the accessibility of its products, services and facilities.

We welcome this approach and the actions that Coles is taking. We have seen great leadership, energy and drive within the Coles business to make positive change to include people with disability in all areas of its businesses.

The Australian Network on Disability seeks to promote the equitable inclusion of people with disability in all aspects of business. We welcome Coles' commitments to people with disability as team members, customers and within the broader community.

In Australia 15 per cent of the working age population has disability. As a significant employer of people with disability, it is pleasing to see that Coles is increasing strategies to attract, recruit and retain skilled and talented people with disability. Businesses that have the vision to welcome people with disability in their day-to-day operations have a powerful impact on the whole of society. In Australia this will help to create a level playing field for people with disability and boost the competitiveness of our economy.

The Australian Network on Disability looks forward to supporting Coles and other leading Australian organisations with a passion to create a more equitable and inclusive Australia.



A handwritten signature in black ink, appearing to read 'John Durkan', with a horizontal line underneath.

John Durkan
Managing Director
Coles Group

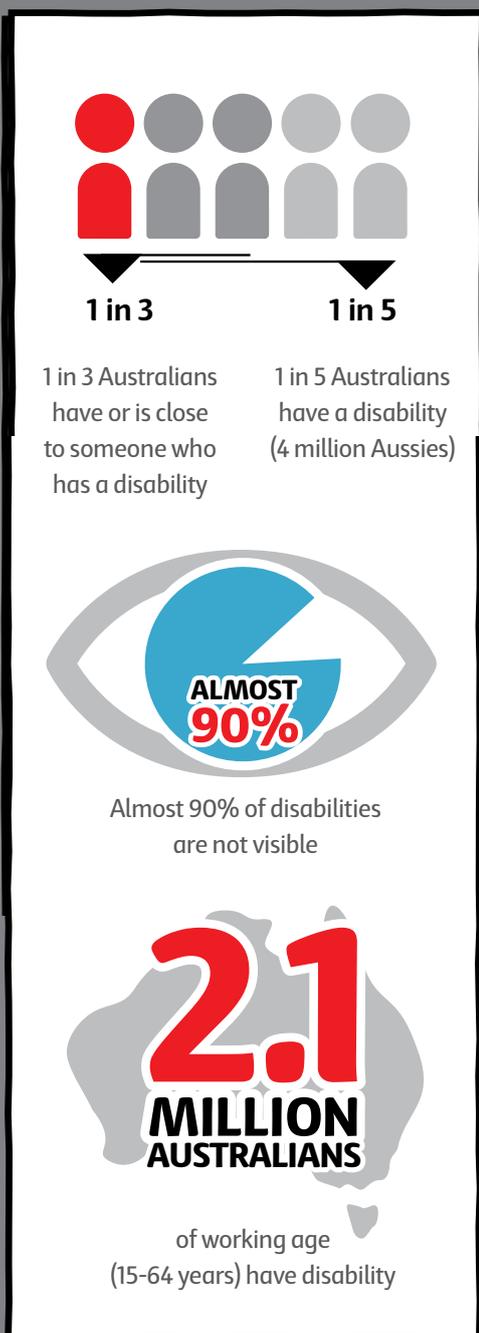


A handwritten signature in black ink, appearing to read 'Suzanne Colbert', with a horizontal line underneath.

Suzanne Colbert, AM
Chief Executive
Australian Network on Disability

What is “disability”?

Disability is defined by the Australian Bureau of Statistic as ‘any limitation, restriction or impairment which restricts everyday activities and has lasted or is likely to last for at least six months’.



This can include a wide range of aspects such as:

- Physical
- Intellectual and learning difficulties
- Mental illness
- Sensory such as hearing and sight impairment
- Physical disfigurement and Chronic pain or discomfort causing restriction

No two people with the same disability experience their disability in the same way

Did you know

- At age 45, 1 in 5 people will have developed disability
- By age 60, 1 in 3 people will have developed disability

Although the likelihood of living with disability increases with age, anyone can be living with a disability

In 2009, Workforce participation (got a job or looking for one) for people with a disability was at 54.3% compared to 83% of people without a disability.

However, where someone with a disability has a job it is in much the same type of role as someone with no disability

Accessibility at Coles

This is our first Accessibility Action Plan which provides details on how we have been working, whilst identifying areas where we still need to do a little better. We continually strive to improve the accessibility of our stores, sites and workplaces for people with disability, whilst supporting our customers and the community with some long standing and leading initiatives.

Coles has established an Accessibility Working Group with Peter Sheean, General Manager Operations, Coles Express, as our Chair. The Accessibility Working Group is accountable for the implementation and monitoring of the Coles Accessibility commitments and will meet on a quarterly basis to review progress.

A formal, annual review will be conducted, with key findings presented to the Coles Leadership Team. As part of the review process, various disability stakeholder groups will be engaged to provide comment and feedback.

Outcomes from the Accessibility Action Plan will be outlined and available on our website.

Our two year plan

In developing our two year plan, Coles established a Working Group and engaged a number of internal and external stakeholders through a consultation and review process to ensure a best practice approach. Coles would like to acknowledge the contribution made by the Australian Network on Disability with this and to our Accessibility Action Plan.

The actions within our Plan are a consolidation of the successful initiatives already established at Coles and include identified opportunities over the next two years.

Our actions, accompanied by timings, will be implemented over the next two years in a commercially and financially sound manner.

Our Plan enables us to better connect with the community by:

- providing accessible products, services and facilities both physically and digitally,
- creating opportunities for greater participation for people with disability and their carers, and
- enhance our attraction, recruitment and retention of people with disability by improving access to employment and ongoing development opportunities within an inclusive work environment.

Our Plan focuses attention in three key areas: Community and Engagement, Great place to work, and Products and Services. For every action we have assigned timeframes to gauge our progress and achievements. Some actions will be reviewed on an ongoing basis, whilst others by Year 1 (end 2015) or by Year 2 (end 2016). Our plan has been prepared for lodgement with the Australian Human Rights Commission (AHRC).

A sample of our Action Plan in place at our Berwick site.



Three way focus

Category	Item	What we commit to do	By when
1 <i>Community and Engagement</i> Continue building inclusive communities; creating opportunities for greater workforce participation whilst maintaining ongoing support through community partnerships	1.1	Participation in forums with other organisations, sharing experiences and promoting ongoing progress in removing employment barriers for people with disability	Ongoing
	1.2	Review and enhance our recruitment processes to promote Coles as an accessible employer for people with disability	Year 1
	1.3	Engage key disability stakeholder groups in line with our annual Accessibility Action Plan review	Ongoing
	1.4	Explore options to expand our work experience/internship program to build skills and employability of people with disability	Year 2
2 <i>Great Place to Work</i> Continue building an inclusive and supportive culture; improving access and development opportunities for team members with disability, whilst enhancing our team members' level of disability awareness	2.1	Analyse engagement results annually of team members with disability to understand what we do well and identify further opportunities	Ongoing
	2.2	Build disability awareness by promoting success stories, key events and initiatives	Ongoing
	2.3	Include accessibility considerations in our sponsorships, events and training planning	Year 1
	2.4	Enhance our internal communications and team member awareness of information on accessibility support and services; whilst ensuring available in accessible formats	Year 1
	2.5	Review our reasonable adjustments process incorporating opportunities for improvement	Year 2
	2.6	Implement disability awareness training for our team members	Year 2
3 <i>Products and Services</i> Continue to consider customer needs by improving accessibility of products, services and facilities	3.1	Review our Tell Coles customer feedback surveys to ensure accessibility issues are reviewed by the Coles Accessibility Working Group.	Ongoing
	3.2	Make our digital experiences accessible by considering the WCAG 2.0 recommendations and engaging independent expert testers and real users with disability	Ongoing
	3.3	Explore ways to further improve the accessibility of our marketing material for customers with disability	Ongoing
	3.4	Comply with minimum Building Code accessibility standards, and exceed where possible, whilst reviewing and enhancing internal accessibility guidelines that are to be implemented for all new and refurbished stores	Year 1
	3.5	Provide increased support to include disability enterprises or suppliers who sponsor or support disability	Year 1

Community and engagement



Australian Network on Disability

In 2013 Coles became a gold member of the Australian Network on Disability (AND) a not-for-profit organisation resourced to support its members to advance the inclusion of people with disability in all aspects of business.

This relationship has enabled us to share and learn from experiences across the member network and contribute to events and forums. The team at AND have also played an important role as we established our new Working Group and developed our Action Plan.

Customer contact

To make sure all our customers have an opportunity to share their feedback, there are many ways customers can get in touch with us. This includes calling our Customer Care Team who are National Relay Service friendly, completing our online form, email, writing to us and via social media. Facebook and Twitter has enabled us to respond quickly to concerns and questions raised by our customers anywhere in Australia.

These social platforms provide our customers with a very transparent channel for feedback and engagement with our business and we respond directly to questions raised.



Guide Dogs Australia

Since 1982, Coles has supported the Guide Dogs Australia Collection Dog Program. The iconic Collection Dogs raise money to give people who are blind and vision impaired the skills and confidence to move around their local communities safely and independently.

Coles and our customers have raised over \$4.5 million since 1982 for Guide Dogs Australia.

You will find collection dogs in many Coles supermarkets and Liquorland stores throughout Australia. Last financial year, our customers' loose change and donations assisted to raise, train and support over 25 Guide Dogs across Australia.

So when you are next in a Coles store be sure to drop a coin or two in the collection dogs.





Passion drives results!

Kevin Goldsmith has been with Coles Express for 21 years and never ceases to amaze us with his ongoing contributions to the community.

Kevin started at one of the individual site franchises and transitioned to Coles Express and has proven to be an integral part of the team and their successes. He brings passion and commitment to the presentation and cleanliness of the site to make it a little better every day.

Kevin has a learning disability, which has in no way hindered his spirit in contributing to the Coles Express team.

Kevin is happy, energetic, helpful, engaging and passionate about customers, making him extremely valuable to have on the team, even contributing to 18 perfect Mystery Motorist results in a row.

In 2009, Coles Express ran a National Forecourt Standards competition to improve standards of our forecourts for customers. CEXP Five Dock, NSW was a finalist primarily due to Kevin's efforts at the site on a regular basis.

Kevin also plays a huge role in his community; he works at his local church helping with cleaning, setting up for mass and assisting the priest in service. Kevin also attends the local nursing home every Monday, sets up a room and helps the residents during prayer time and afternoon tea. Furthermore, Kevin sponsors a young child in India contributing towards their wellbeing and education.

We are extremely proud of Kevin. He is a terrific member of the team and his support for the community is to be admired.

Great place to work

mycoles.com.au

mycoles is our team member engagement platform providing up-to-date and reliable information on various topics, benefits and Coles news. The mysupport area contains useful information including topics like Flexibility, Carers, Ageing, Disability and Social and Emotional Wellbeing. The mynews area provides a direct way to raise awareness and share the latest Coles news, celebrations and important information. mycoles is available to all of our team members nationally.



Social and emotional wellbeing

If one of our team is looking for a support service for themselves, for family or a friend they can find information on what assistance is available along with useful reference material. An example of this is our Mind your health resources.



Flexibility at Coles

We know there are times where our teams may require greater flexibility at work. Coles has introduced Flexibility at Coles guide to support team members and managers when working through requests for flexible work arrangements and where they can go for further assistance.

Carers, Aging and Disability

There are times when our team may need some practical advice and information. This area provides links to organisations where they are able to receive this assistance.

Raising awareness

In recognising National Week of Deaf People in 2013 mycoles created two short videos in conjunction with the team at VicDeaf, demonstrating a few key Auslan signs to assist our teams when communicating with our customers who are deaf.

"Awesome video we have of a lovely couple who are deaf that come in weekly I have learnt how to say thank you but that is as far as I went this definitely will help me with this lovely couple. Well done great idea"

Dianne

"Great to see that Coles is so determined to make a difference by spreading their awareness through the company! I'm simply amazed that Coles has such a diverse and inclusive calendar"

Myles

Our Cultural and Community Events calendar provides a central reference for our team members to also be able to identify what key dates are coming up and look to plan their own celebrations, events or activities at a local level.

National Day of People with Disability was also another key date we acknowledged and invited our teams to share stories of how they may be celebrating this day with their teams or within their community.



From manager to champion

Our teams right across the country do wonderful things, making a real difference in peoples' lives every day. Michael, a Store Manager has done just that. After joining Coles nine years ago, Cecelia or CC as she is known, fell in love with retail and decided that her dream in life was to be a checkout operator.

CC has Down syndrome and until recently performed maintenance related tasks keeping the store in tip-top shape.

When CC shared her dream with Michael about 12 months ago the store team worked closely with CC and her job support, training them both in the ways of working for checkout.

CC's dream became a reality when she had her first shift on the checkout and there were smiles all round as she served her first customer. CC now works a regular shift on the registers and looks forward to this each week.

CC is a shining example of determination and perseverance and is proof that you should never give up on your dreams.

The Store Manager, Michael and the team at Lilydale are very proud of CC, as we are proud of them for their support and encouragement of her.

Michael is not just a Store Manager at one of our Supermarkets, he is a Disability Champion; enabling the dreams of a team member to come true.

"You will be surprised as to what you find out, and what can be achieved if you look beyond the disability"



Michael Thompson
Store Manager,
Supermarkets
Operations

Products and services



National Relay Service

By becoming National Relay Service (NRS) friendly we provide even better service and support to a wide range of people in the community. The NRS is a free phone service that assists people who are deaf or have a hearing or speech impairment to make phone calls which they could otherwise not make.

Partnering with the NRS makes it even easier for our customers to get in touch.

Improving our technology

Coles is committed to ensuring that our digital products and services can be easily used by all of our customers, including those with disabilities.

To that end, we have established accessibility standards by referencing technical criteria for digital accessibility, and we regularly review our digital sites to improve access for people with disability.

Trolleys designed to support our customers

Coles now has two trolley designs in their fleet to better support our customers with their shopping experience. One which specifically supports customers in a wheelchair, and the other uniquely designed trolley to support families with children who have disabilities.

Store layout and design

As Coles open new stores, disability needs and access requirements is an integral part of planning to ensure the needs of our customers and team members are met.

"Federation Centres in partnership with the leading supermarket chain Coles, seeks to develop new stores across our portfolio for the mutual benefit of our organisations. It is pleasing to see that our companies objectives are aligned when it comes to meeting the needs of our customers."

Coles Supermarkets in their development and store refurbishment planning, ensures an integral part of the design stage incorporates disability needs and access from the car park to their in store experience. The design brief from Coles customises the experience by including elements such as signage, lifts, ramping, parking locations and trolley storage, right through to the store amenity and in store fixture placement.

The Coles team are at the fore front of design in terms of ensuring the needs of their customers are met, a vision we encourage and are proud to work in partnership with."

Bilinda Errington
General Manager - Strategic Relationships



The wheelchair trolley simply clicks onto the front of a wheelchair and is at the right height for the customer. They have been specially designed for a customer who uses a wheelchair to assist them to be able to complete their shop independently.

Our additional needs trolley has been specifically engineered to provide secure

seating for children with disabilities.

They allow children to share in the shopping experience without their parents or carers having to juggle both a wheelchair and trolley around the stores.



coles.com.au

Improving accessibility through Coles online

By delivering groceries directly to the kitchen bench, Coles online provides an important service to Coles customers; especially those who have challenges with vision and/or mobility.

Recognising this, Coles has invested and continues to invest heavily in creating a truly user-friendly service for our customers with disabilities. We reference standards like Web Content Accessibility Guidelines (WCAG) v2.0 when developing our websites, we test new website changes for accessibility, and we conduct regular testing with our customers who have disabilities.

Coles online ensures that accessibility isn't merely a technical "tick the box" exercise; instead, Coles online provides a genuine easy-to-use shopping experience, for all of our customers.

These principles and the practices that support them are integrated into everything we do. Coles online also works with the National Relay Service, ensuring all our customers can communicate with our Customer Care Team.



The things that make the difference

At Coles some team members not only deliver great customer service, they go above and beyond for our customers assisting them with anything they need. Lisa Brayshaw is one of our team members at Coles Balcatta, WA who does just that.

Lisa was nominated by her team for a Care Passionately award earlier in the year. Care Passionately awards recognise and celebrate team members who make

Coles a little better every day by caring passionately for our customers, products, stores, business, team or the community.

Lisa provides support to Tim and his dog Uko twice a week with his shopping over the last three years. Tim is visually impaired and appreciates the assistance that Lisa provides him each week. Lisa is an outstanding example of how our team support their customers throughout their shopping experience at Coles.

A message from our sponsor

Having a team with diverse backgrounds, gender and accessibility needs, is so important to ensure we are representing the communities in which we operate. At Coles, we are able to make a big difference and build a really diverse team to welcome and serve our diverse customer base.

Over the last 12 months we have established our Accessibility working group, which has played a key role in building our first Accessibility Action Plan. This outlines 15 key areas where we commit to make a real difference to our customers, our team and our communities.

I am really proud of our team who already do a fantastic job supporting customers in our stores. Lisa at Balcatta in Western Australia assists a visually impaired

customer with his shop every week, and Leanne from Rutherford in New South Wales collects ring-pulls from cans to raise money for wheelchairs... and there are countless more examples right across our business.

The Coles Accessibility Action Plan will help us continue to deliver an even better service to our customers by making it easier to shop at Coles, and offer more employment and development to a diverse team so that we truly represent the communities in which we serve.



Andy Coleman
Operations and Supply Chain Director
Executive Sponsor – Diversity

Sharing your feedback

We'd love to hear from you, so if you have any questions or feedback relating to our Accessibility Action Plan 2015 –2017 which can assist us to better connect with our teams, customers and the community please contact us:

Email us: diversity@coles.com.au

Phone us: Feedback – Coles Customer Care
1800 061 562

If you are deaf, or have a hearing or speech impairment:

1. Contact us through the National Relay Service
<http://relayservice.gov.au/support/training/nrs-call-numbers/>
2. Provide the NRS with the Coles Customer Care number 1800 061 562

For more information, visit <http://relayservice.gov.au/>

Access our online form: www.coles.com.au and complete the form at the end of the Contact Us page.

Write to us: Customer Contact Centre
PO Box 480
Glen Iris VIC 3146
Australia
Fax: (03) 9829 3818

Alternative access formats

Our Accessibility Action Plan 2015 – 2017 is available on our Coles website at www.coles.com.au. Our Plan is also available in alternative formats and can be provided by making contact with us.

