

scratch and sniff!



Xpress

WELCOME

Welcome to the March edition of Xpress. We have packed this edition with all your great photos from Backing Our Farmers Day. We also highlight some of the stores affected by the recent floods and fires. For the mums out there, you can win a bunch of flowers for Mother's Day. There's also a Sudoku to solve – it's a bit harder than the last one! So take a whiff of the frosted cupcake scratch and sniff and enjoy!



ALL IDEAS WELCOME

Whether you have a big or small idea, all submissions are welcome in the I've Got An Idea program.

Duty Manager Troy McBean from Williamstown, VIC had a simple idea to switch off the power on our shrink wrappers when they are not in use. This reduces our electricity use. The Sustainability Team has incorporated Troy's idea along with many other power-saving initiatives. Some other great ideas recently accepted were:

- Jackie Hagg from Keysborough, VIC – provide unwanted food products to FareShare (a homeless assistance organisation).
- Kylie Watkins from Kyabram, VIC – change the name "Leg Ham Deli" to "Deli Leg Ham".

Keep the ideas coming!

CUSTOMER COMPLIMENT

It's always nice when our customers thank us for doing our job.

But some people make customers feel just that extra special. Store Trading Manager Nick Caboche from West Ryde, NSW received a compliment from a customer recently. The customer said she was feeling very unwell while doing her shopping. Nick was "calm and caring" while an ambulance was called. "He stayed with me while my family and shopping were taken care of," she wrote. "I appreciated his professionalism." **Well done, Nick!**

NATURAL DISASTER ALERT

The recent floods and fires across Australia made headlines around the world. We asked some of our stores in the midst of it all what it was like for them.



Ingham, QLD

Office Cashier Helen McElroy said the floods in early February left the store surrounded by water for over a week. "We were high and dry like a marooned island," she said. "We had people coming in using boats." The store didn't receive any deliveries for four days and fresh food was running out fast. Over those four days, only six staff members could make it to work, one of them by kayak! Helen said those able to come to work were "run ragged", taking orders for the State Emergency Service to deliver non-perishable food to stranded people by helicopter. Luckily, their bakery department had enough flour to keep bread in supply. Staff member Ricky Short said he was "so proud" of the work the team did to get grocery orders for the SES to collect and serve those customers who could get to them. "The support received both from our area team and the Regional Manager over the phone was a great feeling," he said. "Just knowing that others were thinking of us made us feel as though we were not alone."

Seymour, VIC

When Store Manager Steve Newman arrived at the fire-affected areas, he said it "looked like a refugee camp with no organisation". "It was very ordinary and smoke was constantly around," he said. The store took charge and they donated about \$70,000 worth of stock. "We set a few things up such as a shop, kitchen and cool room," Steve said. "The kitchen fed around 400 people."

Wallan, VIC

Full assistance was given by the Wallan store from the very first text message calling out for pillows. "We also supplied ice and food and drinks for those who were fighting the fires," Store Services Specialist Loui Tikellis said. On top of the stress of the bushfire threat and emergency, Seymour had staff missing and staff members trying to protect their homes. "Thankfully we accounted for all the staff yet we unfortunately had two families affected, with houses being destroyed," Loui said.

HAVE YOU EVER... had a pet?



We want to see the animal members of your family. Big, small, furry or feathered, send us a photo!

Send your high resolution photos to xpress@woolworths.com.au or hardcopies via internal mail to Xpress, National Supermarkets, Norwest, North Wing Level 4, N4.C7.U.07 (all hard copy photos can be returned upon request).

Remember to include your name and your store with your entry!

BARILLA COMPETITION WINNERS

Congratulations to the winners of the Barilla Pasta competition.



1. Anne Tracey - Torquay, VIC
2. Heather Brown - Penrith, NSW
3. Suzanne Horton - Eastlands, TAS
4. Jarod Farrow - Harbourtown (Biggera Waters), QLD
5. Lisa Byrne - Strathalbyn, SA
6. Lesley Saunders - Waikiki, WA

SUDOKU

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WIN A BUNCH OF FLOWERS!



Would you like to win a beautiful bunch of flowers for Mother's Day?

We have 10 bunches to give away – one per region – courtesy of Clover Hill. To enter, just tell us in 50 words or less why you would like your day brightened with a fresh bunch of flowers. Send your entries to xpress@woolworths.com.au or by internal mail to Xpress, National Communications, North Wing, Level 4, N4.C7.U.07. Please include your name and your store number with your entry. Entries close Friday, April 24. Good luck!

OUR TEAM... CELEBRATING THEIR SERVICE!

Chris Fuller, NSW



Chris Fuller from Orange, NSW has been working with Woolies for the past 24 years. He started off as a "trolley boy" before moving to the produce department and has been there ever since. He even sent us some photos of how the store looked like when he first started. The prices of our fruit and veg have not increased by much in the last 24 years!



Thrift Park, VIC



Kathy, Karen and Joan celebrating 20 years at Woolies.

At our Thrift Park store in Victoria, three of our staff members have notched up the big 2-0. That's right! They are celebrating 20 years of working with Woolies!

Kathy Pfeiffer / 20 years in March

Kathy started working at Thrift Park as a 15 year old while still at school. She is now the Customer Service Manager, having spent her time on the front end and in the cash office.

Joan Pane / 20 years in April

Joan began working for Woolies as a casual working one day a week in systems. Now she spends her time at Thrift Park working on the front end and looking after the bakery.

Karen King / 20 years in June

Karen has been at Thrift Park for all of her 20 years. In that time she has had many roles including positions in systems, perishables and, most recently, the meat department.

HSC ACHIEVER



Congratulations to 18-year-old Erin Keating for coming first in NSW in food technology in the 2008 HSC.

Erin worked as a service cashier at Dural, NSW while studying at Mount Saint Benedict College, Pennant Hills. Well done Erin from the team at Dural!

YOUR SAY

If you would like to have your say, contact: Mail Xpress, Woolworths National Supermarkets, Norwest, North Wing Level 4, N4.C7.U.07 • Email xpress@woolworths.com.au Office Services Type in 'Xpress' in the nickname/listnames field Phone (02) 8885 4967 Fax (02) 8885 0352

Woolworths Backing our Farmers 09 *the road to recovery*

Orange, NSW



The folks at Orange, NSW had a fun day dressing up like cowboys and cowgirls while serving snags from the barbie.

Chadstone, VIC



At Chadstone, VIC customers not only helped the farmers by buying groceries but they could have also landed themselves a husband! Farmer Tim and Farmer Damian from the TV show *The Farmer Wants a Wife* were special guests on the day. They helped out behind the checkouts and with groceries.

Rosebud West, VIC



Staff from Rosebud West, VIC got into the spirit of the day. Back row: Mark Rome, Lorraine Allen, Amy Taylor, Katie Hardy. Front row: Heath Delaland, Penny Morssinkhof, Sarah Baker, Allison Stevens and Lucy Hill.

BACKING OUR FARMERS DAY

Congratulations to everyone who took part in Backing Our Farmers Day. The day raised more than \$7 million dollars for farmers across Australia – that's a record!

Donation by region	Region 4 \$704,785	Region 8 \$818,494
Region 1 \$675,363	Region 5 \$597,709	Region 9 \$818,231
Region 2 \$624,463	Region 6 \$712,760	Region 10 \$844,145
Region 3 \$622,458	Region 7 \$649,583	Grand total \$7,067,992

Stores with the highest customer turn-out per region

Region 1 Murray St 9,408	Region 6 Dickson 6,238
Region 2 Rundle Mall 9,637	Region 7 Town Hall 23,133
Region 3 Sebastopol (Ballarat) 4,962	Region 8 Macquarie Ryde 8,067
Region 4 QV 7,776	Region 9 Carindale 5,271
Region 5 Eastland (Ringwood) 5,787	Region 10 Macarthur Chambers 5,748

Join the group Woolworths Backing Our Farmers 2009 on Facebook to find out more while making some new friends!

Benalla, VIC



Staff at Benalla, VIC went all out for Backing Our Farmers Day. There were farm yard animals including pigs and lambs, a tractor and hay display, a barbecue and lots of taste testing. Region 5 Retail Support Manager Robert White said staff did a great job. "A number of stores got behind the day over and above," he said. "However, Benalla did that little bit extra to make a difference."



Albany Creek, VIC



Senator Mark Fumer visited the Albany Creek store in QLD to show his support for Backing our Farmers Day. He is pictured with dressed-up staff members Tyrone Prisk and Leah Oldmeadow.

Kalgoorlie, WA



Staff from Kalgoorlie, WA built a scarecrow with a face made of salad veggies. Let's hope it didn't scare the customers away! They also had a barbecue and staff were dressed up in Akubras and flannelette shirts.

Marj Fernie and Jade Hinaki hamming it up!



BREAD BAKE OFF



Apprentice baker Tim Riedel is congratulated by Bakery Specialist Troy Pinder.

From French sticks to mud cakes, our bakers in region 9 achieved fantastic results at the Toowoomba Bread Show in February, taking out 21 awards.

Ten of those awards were from apprentice classes. Among the winners was Tim Riedel from Springfield who was awarded the most successful 1st and 2nd year apprentice award (a Woolworths-sponsored award).

The show has been running for more than 20 years in conjunction with the Royal Toowoomba Show. Bakery Specialist Tony Dobson said the competition was the biggest bread show in regional Australia. "Entries were received from an area spanning Bundaberg to northern NSW," he said. "Woolworths has been a proud supporter of the Toowoomba Bread Show since its inception."



GET STUFF CHEAPER

Been to the movies lately and discovered it is no longer a cheap outing for you and your family and friends?

If you join awe (the Association of Woolworths Employees), you can go every time for under \$10.00! And it's even cheaper for your children.

awe members receive competitive prices on exhibitions, live shows, concerts, theme park tickets, shopping vouchers, sporting events and major attractions in SA, NSW, ACT, WA and VIC.

We send flowers to members when they have been in hospital and in the unfortunate case of a bereavement in the family, as well as a gift to celebrate the birth of a member's child.

All members will receive an awe@work booklet providing discount vouchers for local dining, leisure, attractions and shopping.

For just \$1.20 a week, being a member provides great value for money. Some of our long-serving employees have been a member for more than 30 years!

If you wish to join awe or have any questions, please call during office hours on **1300 796 293** or check out our website www.awe.org.au

SUDOKU SOLUTION

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