



COOPERS

## Coopers 2015 Annual Report

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WHO SAYS YOU CAN'T

CHOOSE YOUR FAMILY?



COOPERS

Hand-made by the

Cooper family. Est. 1862.

COOPERS REACHES AGREEMENT  
TO BREW AND  
DISTRIBUTE  
BROOKLYN LAGER  
IN AUSTRALIA



*and*

NEW ZEALAND



V8 SUPERCARS  
PLATFORM  
PARTNER  
RELATIONSHIP  
EXTENDED  
UNTIL 2020



COOPERS BREWERY  
FOUNDATION  
DISTRIBUTIONS REACH

**\$3.1 MIL** →

# HIGHLIGHTS

TOTAL BEER SALES  
GROW TO A RECORD

**78.8**  
MILLION LITRES



NEW INTERNAL ROADS AND  
A MORE EFFICIENT TRUCK  
LOADING SYSTEM INTRODUCED  
AS PART OF THE  
INSTALLATION  
OF ADDITIONAL  
FERMENTERS



*Cheers  
to another  
great year.*

NEW 8.5 LITRE  
CRAFT BREW KIT  
RELEASED



MELANIE COOPER  
IS APPOINTED  
DIRECTOR OF  
FINANCE IN  
ADDITION TO  
HER ROLE AS  
COMPANY SECRETARY  
AND DIRECTOR OF  
CORPORATE AFFAIRS

THATCHERS  
GOLD  
WINS MAJOR  
AUSTRALIAN  
CIDER  
AWARDS





## A NEW AGREEMENT WITH BROOKLYN BREWING OF NEW YORK, AND CONTINUED STRONG GROWTH IN SALES, PROVIDED HIGHLIGHTS IN WHAT WAS A YEAR OF CONSOLIDATION FOR COOPERS BREWERY THROUGHOUT 2014-15.

Total beer sales for the year rose 4.7% to a record 78.8 million litres, completing 22 years of continuous growth in beer sales. Coopers has increased its market share again, to just under 5%, as the total market continues to decline.

Revenue for 2014-15 of \$235.1 million rose from \$231.3 million last year. After tax profit increased by 3.2% to \$28.9 million, from \$28.0 million last year. Fully franked dividends totalling \$12 per share were paid, consistent with last year.

Packaged beer volumes grew by 6.3%, but keg volumes declined by 2.7% to 12.8 million litres. This decline in our draught beer volume is to a level we last saw in 2009. This mirrors the decline in Australian beer consumption since 2009, when the national volume was 18.7 million hectolitres.

Australia is now drinking less than 17 million hectolitres per annum, levels not seen for more than 40 years. This troubling decline in consumption represents a loss of nearly 10% of Australia's beer volume in six years, despite a growing population.

Our margins continue to be under pressure as retailers fight to maintain their profits despite the declining volumes. This is seen in retailer demands for increasing discounts and rebates. Higher rebates for draught beer are recouped through increases in wholesale keg prices which push up the price of tap beer, and further reduce consumer demand.

Margin pressure is compounded by the profit on packaged beer being less than kegs, per unit volume. Added to the retail price pressures are increasing costs in malt, our key ingredient. The malt price rose by \$60 per tonne during 2014-15.

In June, Coopers reached in-principle agreement with Brooklyn Brewing in New York to brew and distribute Brooklyn Lager in Australia and New Zealand. Brooklyn was established in 1988, and is now the eleventh largest craft brewer in America. The agreement strengthens the international beer portfolio managed by our subsidiary Premium Beverages.

## THIS TROUBLING DECLINE IN CONSUMPTION REPRESENTS A LOSS OF NEARLY 10% OF AUSTRALIA'S BEER VOLUME IN 6 YEARS, DESPITE A GROWING POPULATION.

The main item of capital expenditure this year was the purchase and installation of another four fermenters, with the capacity of 200,000 litres each. This takes the total number of fermenters to 28.

The new vessels necessitated changes to roads within the brewery, and the opportunity was taken to streamline brewery traffic flow and cater for additional truck movements. Total works amounted to \$4.5 million.

In January this year, Tim had the honour of being appointed Chairman of the Brewers Association of Australia and New Zealand. One of the major issues being addressed is that of tax reform. The Association's Chief Executive, Denita Wawn elaborates further on the topic in this report.

Regarding the DIY Beer section of our business, domestic sales fell as a result of distribution issues with major retailers. Beer kit sales at our US subsidiary Mr Beer suffered due to increased competition.

Coopers renewed its sponsorship with the V8 Supercars, and expanded its involvement in cultural and community events. We also extended our naming rights of the Coopers Stadium at Hindmarsh for another five years, and renewed our involvement with Norwood Football Club which is our longest continuous sponsorship.

On behalf of the Coopers Board and management, we wish to thank our shareholders, staff, customers and suppliers for their ongoing commitment to the company's success.

**Dr Tim Cooper AM**  
Managing Director

**Glenn Cooper AM**  
Chairman

*Campaigning to correct the taxing times of the past*



**DR TIM COOPER WAS THIS YEAR APPOINTED CHAIR OF THE BREWERS ASSOCIATION OF AUSTRALIA & NEW ZEALAND.**

The Association represents the major brewers on both sides of the Tasman, who together produce and/or distribute around 95% of beer consumed in Australia and New Zealand.

**The Association's Chief Executive Officer, Denita Wawn, prepared a brief report on activities during 2014-15.**

A major focus of our attention in 2015 was alcohol taxation.

While the Brewers Association believes that beer is taxed too highly in Australia, our major priority has been to resolve

distortions created by the wine taxation system. Wine producers receive significant rebates from government with 85% of wine producers not paying any tax.

Cheap wine is also taxed at a rate as low as five cents per standard drink, compared with \$1.50 per standard drink for beer.

The Association continued to facilitate and promote industry social responsibility through self-regulation of alcohol marketing (ABAC Scheme) and by funding DrinkWise, which encourages moderate consumption and a reduction in the misuse of alcohol, mainly through social marketing campaigns.

Improving the industry's public reputation remains a priority for the Association, with work aimed at ensuring politicians and decision makers have a better understanding of our industry and our products.



We have sought to highlight the industry through a number of events including a State of Origin night at Parliament House and hosting of an International Women's Day Lunch with beer and food matching.

**Our priorities over the next 12 months will be to expand our positive reputation campaign into the public domain and also facilitate a more balanced debate on alcohol as it relates to health, misuse and violence.**

*We are proud that:*

**EACH BEER PRODUCTION JOB CREATES ABOUT 27 JOBS UP AND DOWN THE SUPPLY CHAIN.**

**DOMESTIC PRODUCTION OF BEER SOLD AT THE RETAIL LEVEL RESULTS IN AROUND \$15 BILLION IN ECONOMIC OUTPUT IN AUSTRALIA.**

**93% OF BEER CONSUMED IN AUSTRALIA IS PRODUCED IN AUSTRALIA.**

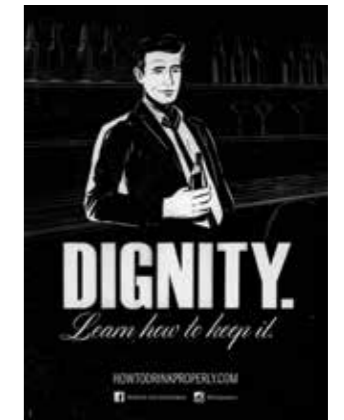
**As part of Coopers' commitment to corporate social responsibility, we remain proud financial supporters of DrinkWise Australia. Through its national information and education campaigns, DrinkWise seeks to change the Australian drinking culture to one that is safer and healthier.**

Throughout 2014-15, DrinkWise has promoted moderation and personal responsibility through a range of initiatives including its award-winning *How to Drink Properly* campaign aimed at 18-24 year olds. The approach challenges young adults to 'stay classy' by moderating the intensity and frequency of excessive consumption, and by providing advice and tips that highlight the difference between poor drinking practices and drinking properly.

DrinkWise has also been at the forefront of encouraging moderation at sporting, music and cultural events through the *You won't miss a moment if you DrinkWise* campaign. DrinkWise and the alcohol industry also continue to collaborate to ensure that labelling and packaging contain signposts to health information for consumers - encouraging them to 'Get the Facts' via the DrinkWise website.

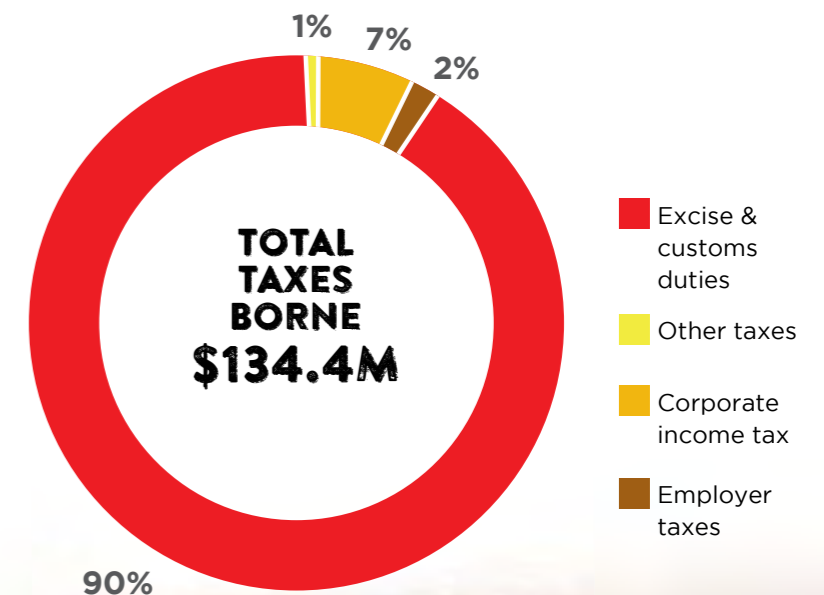
Importantly, our commitment to DrinkWise allows them to continue funding key alcohol education programs in the Northern Territory, aimed at indigenous men and teenage indigenous women.

Further information is available on the DrinkWise website [www.drinkwise.org.au](http://www.drinkwise.org.au)



**Coopers is committed to its corporate responsibility, which includes the payment of taxes to governments.**

Payment of tax is a significant way in which we believe we contribute to the benefit of the wider community. The following chart provides a summary of taxes levied directly against Coopers in all the regions we operate in (Australia, New Zealand and the USA) for the 2015 financial year. In addition to those taxes shown in the chart, we collect amounts on behalf of governments, such as GST, withholding tax, and employee taxes. The taxes borne by Coopers represent an immediate cost to our business, and impact our profit and loss.



*To good health and happiness!*

*Building capacity*



**COOPERS CONTINUED ITS DRIVE TO ENSURE ALL EMPLOYEES ENJOY A HEALTHY AND SAFE WORKPLACE, WITH THE INTRODUCTION OF NEW TRAINING, HEALTH AND WELFARE PROGRAMS.**

The Healthy Worker scheme commenced with the health of more than 60 employees being assessed, and was supported by the introduction of healthy food options for employees in canteens, and free health education sessions.

In a busy year for the Occupational Health and Safety team, voluntary influenza shots were dispensed on site before the 'flu season'; noise profile

and atmospheric testing was undertaken; and we continued to review and audit our legislative compliance documents and systems.

On the training front, six employees passed their Institute of Brewing and Distilling certificates, with Alf Stevens gaining a credit. We also continued to offer Australian Quality Framework and specific skills training where required, with five workplace leaders given the opportunity to take part in Front Line Leadership Certificate IV training.

Bullying and harassment prevention and awareness training was delivered, and a number of staff completed their contact officer training. In a move designed to broaden the skills and safety of staff, driver training was provided to sales, marketing and events personnel.

Finally, in May, an important new contractor management safety program was rolled out for events and engineering contractors to manage risk around projects and the staging of events.



**COOPERS CONTINUED TO BUILD CAPACITY AT THE BREWERY DURING THE YEAR WITH THE INSTALLATION OF FOUR NEW TRIPLE BREW FERMENTERS.**

These new fermenters provide additional capacity for lager production following the strong performances of partner brands Sapporo and Carlsberg. The extra capacity will support further growth in the international beers, including the addition of Brooklyn Lager.

Installing the new fermenters required changes to Coopers' internal road configuration and the establishment of a new eastern entry. Improvements have assisted traffic flow around the warehouse.

Within the brewhouse, Coopers has installed new Meura hybrid plates for the mash filter to bring it up to the latest standards. This upgrade has contributed to improved brewhouse yield.

A new Alfa Laval evaporator has been installed that is capable of producing 50% more extract than the remaining CT9 plant, and ensures Coopers can meet future market demand for malt extract and homebrew concentrate. The adoption of new rising film evaporation technology has helped reduce losses and improve energy efficiency.



**PALE ALE NATIONAL PROMOTION**

The largest push was a national on-premise promotion for Coopers Original Pale Ale, with prizes including music-related merchandise and the chance to win one of 250 pairs of Beats headphones. The campaign featured in more than 300 venues across Australia and attracted very strong support.

**NEW MILD CAMPAIGN & CREATIVE**

Mild Ale 3.5% is the official beer of the V8 Supercars series and is heavily promoted at all V8 Supercars events. Following an extension to the sponsorship agreement signed in March, work commenced on new Mild Ale 3.5% creative to follow the race around the country. This promotion is being given additional weighting to coincide with the Bathurst 1000 and the Gold Coast 600 events in October.



*Campaigns*

**COOPERS CONDUCTED A NUMBER OF SUCCESSFUL MARKETING CAMPAIGNS DURING THE YEAR TO SUPPORT A RANGE OF PRODUCTS, PARTICULARLY OUR TRADITIONAL ALES.**

Between November 2014 and March 2015, Coopers featured the ale “family” on one of Melbourne’s iconic trams, supported by advertising in selected transit stations in both Sydney and Melbourne.



**SHARE OUR KIND OF SPARKLING**

In March a unique Sparkling Ale promotion commenced, designed to encourage venues to offer a 750 ml “long neck” bottle of Sparkling Ale to diners with their meal.



**AFTER DARK - KINGSWOOD**

The After Dark promotion gave consumers of Dark Ale the chance to win tickets to a series of exclusive live gigs across Australia featuring the band Kingswood. Total entries were up more than 200% over last year.



**COOPERS NOW ON INSTAGRAM**

Social media is an increasingly important component of Coopers’ marketing strategy and an area in which we continue to invest time and money to encourage public engagement.

By using various social media platforms, Coopers is able to quickly engage with consumers and fans worldwide.

One of these platforms is Instagram, which Coopers joined in November last year. By June 30, we had had attracted almost 4000 followers.

Our reach on Facebook grew 160% during the year, with almost 3 million hits, while the number of posts being shared increased by 138% to 87,000.

*From city festivals to country events,  
Coopers comes to the party.*

REFLECTING A LONG HISTORY OF SUPPORTING COMMUNITY EVENTS ACROSS THE COUNTRY, COOPERS SUCCESSFULLY LOCKED IN MULTI-YEAR EXTENSIONS TO MAJOR SPORTING, MUSICAL AND CULTURAL SPONSORSHIPS.



## ON THE CULTURAL FRONT

### MAD MARCH

Sponsorships for the Fringe, WOMAdelaide and the Garden of Unearthly Delights have all been extended on a multi-year basis. This is in addition to our sponsorship with the Adelaide Festival which makes Coopers a sponsor of all the major cultural events in Adelaide's renowned 'Mad March'.

### GOOD FOOD MONTH

A revised two-year agreement was signed with Fairfax Media to cover Good Food Month, and the Night Noodle Markets in Brisbane, Sydney, Melbourne, Canberra and Perth as well as the Adelaide event in September and October 2015.

### DARWIN FESTIVAL

In the Northern Territory, Coopers has continued its long association with the Darwin Festival, signing a new three-year deal as the exclusive provider of beer and cider.

### V8 SUPERCARS

**In March, Coopers announced it had extended its involvement with the V8 Supercars until at least 2020.**

The V8 Supercars is Coopers' largest national sponsorship, providing exclusive pourage rights for beer and cider products at all Australian V8 Supercars events, as well as significant

on-track presence and greater integration with broadcast and digital space.

The event proved to be a great showcase for Coopers Mild Ale 3.5%, which has enjoyed 20% growth nationally.

Thatchers Gold Cider was added to the offering and is expected to benefit from the increased profile the V8 events will provide.

### NORWOOD FOOTBALL CLUB

Coopers first sponsored Norwood Football Club in 1946. We have extended our involvement until the end of 2024, with a new 10-year deal signed in December 2014, making it the brewery's longest continuous sponsorship. As part of the deal, Coopers will continue to boast stadium naming rights at Norwood.

### COOPERS STADIUM

Naming rights were extended at Coopers Stadium Hindmarsh for a further five years to 30 June 2023. Coopers Stadium is the home of the Adelaide United Reds.

#### Coopers and Premium Beverages were proud to support:

- Great Australian Beer Spectacular, VIC and NSW
- Malthouse Theatre, VIC
- Melbourne International Comedy Festival, VIC
- Perth International Arts Festival, WA
- Sydney International Comedy Festival, NSW
- The Australian Masters Golf, NSW
- The Emirates Australian Open Golf, NSW
- Woodforde Folk Festival, QLD



## NEW PRODUCTS



## Vintage Ale Launches

Special luncheon events were held in Sydney, Melbourne and Adelaide for the launch of the Limited Edition 2014 Extra Strong Vintage Ale in July.

This was the first time the launch has taken place in three locations simultaneously with each event attended by a Director and a brewer. As in previous years, a

vertical tasting was conducted to show how Vintage Ale ages over time. At each launch, Coopers' trade customers and media were the first to sample the latest Vintage Ale.



## NEW PACKAGING

New six-pack options were introduced during the year, including a **Black & Tan pack**, containing three bottles of Coopers Best Extra Stout and three bottles of Coopers Original Pale Ale.

The **Coopers Selection six-pack** enables consumers to pick up any Coopers 375ml bottles in a mixed six-pack.

## CRAFT BREW KIT

A new Craft Brew Kit, which makes the equivalent of a single carton of beer per brew, was released in August.

The new kit makes 8.5 litres of beer, compared with 23 litres in Coopers' traditional DIY beer kits, and includes its own thermometer, hydrometer, bottles and instructional DVD.

The 8.5 litre patented fermenter proved very popular among DIY beer enthusiasts in the USA, with the smaller size making it easier for DIY brewers to experiment with various beer styles.



## BOTANIC ALE

In August, Coopers collaborated with the Lobethal Bierhaus and the Botanic Gardens of South Australia to develop a new limited edition beer.

Botanic Ale was brewed using barley grown and harvested at the Botanic Gardens near Hackney Road in Adelaide as part of a Botanic Gardens program aimed at connecting the community with plants, agriculture and food.

Because the amount of malt derived from the harvested barley was too small for Coopers to process with its own equipment, arrangements were made for Coopers' brewers to work with Lobethal Bierhaus owner and brewer Alistair Turnbull, who was able to provide more suitable equipment for the task.

A total of 1200 litres of Botanic Ale was produced and sold through the Botanic Gardens Restaurant and the Lobethal Bierhaus.

All proceeds went to the Botanic Gardens of South Australia.



## PREMIUM BEVERAGES



**PREMIUM BEVERAGES RECORDED A STRONG YEAR WITH SALES REVENUE GROWTH OF 8%**

**Premium Beverages saw record volume across the portfolio which grew by 7% to 55.3 million litres.**

Sales of Coopers' beers were up 5%, while partner brands grew 15%, led by Sapporo. Partner brands now make up 15% of the total portfolio.

With an increase of 18%, Coles Liquor has largely driven growth in the national account sector, which was up 8%. Strong growth in packaged beer sales was also recorded in all states across the independent channel.

Total sales in New Zealand grew 7%, driven by a rise in sales of Sapporo.

During the year, Premium Beverages employed an additional seven staff in Australia and one in New Zealand, taking its total number of employees to 67.

The agreement reached with Brooklyn Brewery of New York in June 2015 will provide Premium Beverages with another strong international brand in its portfolio.

Brooklyn Brewery is the eleventh largest craft brewery in the US and the number one exported American craft brand. Coopers will brew and keg Brooklyn lager for the on-premise market, while bottles and cans will be imported.

## PARTNER BRANDS



### THATCHERS GOLD

Coopers began selling Thatchers Gold Cider through Premium Beverages in January 2014. The second largest selling cider in the the UK on-premise market, Thatchers Gold has also been growing steadily on-premise in Australia.

Growth in awareness and sales is expected to gain momentum from decisions to make Thatchers Gold available at major community festivals sponsored by Coopers, as well as at V8 Supercars events.

Planning is underway to change packaging, and phase out the current four-packs of 500 ml bottles to introduce six-packs of 330 ml bottles, which is the packaging format preferred by Australian consumers.



### CARLSBERG

Despite static sales, significant growth was recorded in the independent channel, with keg sales up 30%, following the signing of fifty new draught accounts. As part of a volume based trade incentive, 100 guests were hosted at each of the Liverpool FC games in Brisbane and Adelaide, and eleven customers won the opportunity to watch Liverpool play live in the UK.



### SAPPORO



Sales of Sapporo surged by 33% during the year, with Asian restaurants proving to be one of the major areas of growth.

To help drive this success, Premium Beverages appointed a Sapporo Ambassador, Shimo Shinichiro, and reintroduced the 20 litre keg. This is paying dividends, with the smaller kegs becoming increasingly relevant in Asian food channels.

Strong growth was experienced for the iconic 650 ml Sapporo cans - especially in the on-premise market - while sales of Sapporo 355 ml bottles and 50 litre kegs also performed strongly.

### KRONENBOURG

Sales of Kronenbourg 1664 were up 26% for the year, while Kronenbourg Blanc sales rose strongly, albeit off a low base.

We are looking at innovative ways to promote the product, as well as the means to grow ranging and distribution.



### MYTHOS

Although sales of Mythos were down 4% for the year, progress was made on growing margins.

The 355 ml can was also introduced late in the year and we expect this will provide a boost to the product.



## NON ALCOHOLIC PRODUCTS

### Non Alcoholic

**COOPERS BIRELL ULTRA LIGHT AND ZERO ALCOHOL BEERS CONTINUED WITH STRONG GROWTH OF 9% DURING THE YEAR.**

The performance was led by Holsten 0.0%, which enjoyed growth of 64%, while Birell recorded an increase of 3%.

The results follow a decision by major liquor retailers to position Birell and Holsten 0.0% in the beer sections of stores, increasing awareness of the products among beer consumers. Sales were also boosted through increased distribution by Dan Murphy's and Coles Liquor.

The growth in ultra light and zero alcohol beers reflects trends overseas, and is expected to continue to rise into the future.

Holsten 0.0% was a major sponsor of the Operation Black Hawk team endurance events. The zero alcohol and high electrolyte properties make Holsten an ideal recovery beverage.



### HOLSTEN'S OPERATION BLACK HAWK



## MALT EXTRACT AND DIY BEER



### Malt Extract

**TOTAL MALT EXTRACT SALES FELL 3% FOR THE YEAR, MAINLY IN EXPORT SALES, DRIVEN BY INCREASED COMPETITION IN ASIA. THE DECLINE IN THE AUSTRALIAN DOLLAR IS EXPECTED TO ASSIST SALES IN THE FUTURE.**



### DIY Beer

A packaging refresh for the Coopers DIY Brew Kit and the introduction of a Craft Brew Kit led to an overall increase in DIY kit sales of 10%. Overall, concentrate sales declined 8% with domestic sales of Coopers falling 7% due mainly to problems with the implementation of auto-stocker software by a major discount variety chain.

Sales in this retailer were down 26%. However sales from other retailers continued to grow, whilst wider distribution was achieved through Dan Murphy's.

International sales fell 10%, led by a decline in UK sales resulting from significant restructuring and distribution disruption at Tesco.



**COOPERS BEER KITS RECORDED STRONG GROWTH OF 10%**



A year of consolidation for Morgan's and Mr Beer



MORGAN'S

During the year, Coopers online store fulfilment was relocated to the Yatala site. Combined with the assembly of Coopers Beer Kits, this has been a cost effective use of the new warehouse and office facility constructed in 2014. Total sales were only slightly down despite a national retailer discontinuing generic home brew products. However, other areas of the business performed strongly, delivering growth in beer kits, which rose 6% on the previous year, underpinned by the Morgan's Premium series which grew 10%.

MR BEER

Mr Beer sales declined as a result of increased competition and a general fall in US retail spending over the Christmas period. A new management structure is in place with a number of initiatives being implemented. These include the launch of five new online store sites; a new community forum which has already generated a 300% increase in traffic; increased social media presence; and the introduction of a new product line-up.

Shipping has also commenced out of the Tucson facility in Arizona. This dual warehouse structure should further reduce freight costs and increase efficiencies.



Raising a toast to yet another prize-winning year



For the seventh time in eight years, Coopers Original Pale Ale was named Australia's Best Full-Strength Beer at the Australian Liquor Industry Awards (ALIA) in October. It was also named Best Marketed Beer or Cider Brand, continuing Coopers' strong run of success in ALIA.

Coopers' social media presence was recognised at the Australian Drinks Awards of Excellence, with the brewery being named the Overall Winner for the Best Presence in Social Media Beer, as well as Best Presence in Social Media Domestic Beer. Coopers Dark Ale took out the honours for the Best Ad Campaign for Craft Beer.

These prestigious awards recognise excellence in the manufacturing, supply, distribution and brand sectors within the Australian liquor industry.

On the cider front, Thatchers Gold scooped the pool at the fourth annual Australian Cider Awards in October.

Thatchers Gold won the Best in Show, Best Cider, and Best International Cider/Perry trophies at the Australian Cider Awards. This achievement was particularly remarkable because it was the first time Thatchers Gold had entered the awards, which, in 2014, attracted 150 Australian and international entries across 17 categories.

Completing the epic prize haul, Coopers was named Champion Large Brewery at the Royal Adelaide Beer Awards, while Vintage Ale was named the Champion Ale, Stout was named Champion Stout, and Coopers Original Pale Ale was named Champion Australian Style Ale.



# SHAREHOLDERS

*Coopers has become synonymous with corporate family pride*

## CORPORATE AFFAIRS

**162**  
SHAREHOLDERS

**1,148,589**  
SHARES IN TOTAL

**92%**  
OF SHAREHOLDERS  
ARE RELATED TO  
THOMAS COOPER

**\$338**  
PER SHARE

**3RD GEN.**  
NUMBER OF  
SHAREHOLDERS: 1



**4TH GEN.**  
NUMBER OF  
SHAREHOLDERS: 28



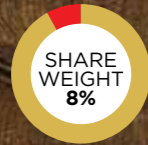
**5TH GEN.**  
NUMBER OF  
SHAREHOLDERS: 66



**6TH GEN.**  
NUMBER OF  
SHAREHOLDERS: 50



**OTHER**  
NUMBER OF  
SHAREHOLDERS: 17



**COOPERS ADDED ANOTHER ELEVEN SHAREHOLDERS THIS YEAR, TAKING THE TOTAL NUMBER TO 162.**



This includes fifty members of the sixth generation, who, between them, hold 2% of total shares.

Almost 92% of shareholders can trace heritage to Thomas Cooper through birth or marriage.

A total of 28 shareholders participated in the dividend reinvestment plan in December, with the issue of 2,963 shares at \$338 per share. In June, 2846 shares, also valued at \$338, were issued to 27 shareholders.

The annual Share Purchase Plan in June allowed 14 smaller shareholders the opportunity to purchase a total of 510 shares at the dividend reinvestment price of \$338 per share.

As of June 2015, stamp duty on share transfers was abolished by the South Australian Government.



# VALE MATTHEW COOPER



## Vale

**Matthew Simon Cooper**  
9/10/63 - 24/12/14

All members of the Cooper family, brewery staff and friends were deeply saddened by the passing of Matthew Cooper in December, following a long illness.

Matthew was husband to Stefany and Michele (deceased); father to Victoria and Ursula; son to Bill and Jo; and brother to Tim, Verity and Melanie.

Matthew joined the brewery in 1994 after a career working in hotels, including managing The Duck Inn, Coromandel Valley for Coopers. On joining the brewery, he worked in the logistics area, originally at the Norwood Distribution Centre.

He moved to Regency Park with the logistics team in 1998, and in 2002 became the core liaison for Premium Beverages logistics. In late 2013, Matthew received his 20-year service award.

In 2011, he was appointed a Governor of the Coopers Brewery Foundation, a position he held with passion. His work in researching and investigating funding applications was greatly appreciated by the Foundation Board.

Despite his illness he remained active in the Foundation, including welcoming Kevin Scarce to the Foundation Board on 9 December 2014, just weeks before his passing.

He was an enthusiastic and valuable contributor to the work of the Foundation and is sadly missed.

Our thoughts are with Stefany, Victoria and Ursula.



## A strong foundation of support for the community

**Coopers Brewery Foundation continued its strong support for local charitable organisations, with \$580,000 being divided amongst 31 organisations.**

Since its formation in 2006, the Foundation has distributed more than \$3 million to over 200 charitable projects. In order to raise these vital funds, a number of events and appeals were held through the year.

### STING & PAUL SIMON CONCERT

The popular Sting and Paul Simon concert held at Coopers Brewery in early February was attended by around 11,000 people, and raised \$50,000 each for Hutt St Centre and St John's Youth Services, from venue hire and staff donations.



### THE COOPERS BREWERY FOUNDATION GOLF DAY

The 7<sup>th</sup> Annual Golf Day surpassed all previous golf days, raising funds for Catherine House, which provides supported accommodation to single adult women who are affected by homelessness. With a record 136 players and 12 corporate hole sponsors supporting the event, the day raised \$111,400 for this important service.



The 2015 Shareholders Appeal raised \$31,900 for Cure 4 Cystic Fibrosis, Adelaide CF Research Gene Therapy Group. This organisation aims to fast track research to human clinical trials for a gene therapy based cure.

Glenn, Tim and Melanie Cooper participated in the Motor Neurone Ice Bucket Challenge, raising a very cool \$1,133 in just a few minutes. The social media phenomenon swept the world achieving more than \$3 million in Australia and around \$200 million worldwide for MND research and therapy.

In response to the sad passing of Matthew Cooper, shareholders, staff and friends generously contributed more than \$20,600 to the Mary Potter Hospice to buy much needed pressure care mattresses for patients.

Acknowledging her generous support of the Foundation since inception, Mrs Jo Cooper was invited to become a Patron, while in December, the former South Australian Governor, Kevin Scarce,

joined the Foundation's Board of Governors, taking the place of Rex Keily.

In other changes, Jim Hazel stepped down from the Investment Committee while Brad Grunert joined as Secretary.

After the executive officer's fees were paid from corpus, the amount held in the portfolio stands at \$3.105 million.

### PRIME MINISTER'S COMMUNITY BUSINESS PARTNERSHIP

In October 2014, Foundation Chair Melanie Cooper was invited to join the Prime Minister's Community Business Partnership.

The Partnership brings together government, community and business leaders to develop

practical strategies to foster a culture of philanthropic giving and investment in Australia.

A key focus of the Partnership has been to provide advice on reducing red tape in order to simplify corporate and private philanthropy and investment in social impact enterprises.

Staff go ape for the Social Club  
Mid-Year Dinner



**WITH A COLOURFUL JUNGLE THEME, THE MID-YEAR DINNER WAS HELD AT THE KENT TOWN HOTEL IN JUNE TO GREAT SUCCESS.**

Leading up to the dinner, a staff raffle raised \$4,200 in aid of the Coopers Brewery Foundation, with prizes drawn on the night.

The Coopers Social Club has a 77% membership rate, with benefits including wine deals, ticket offers and special events.



**THE TWELFTH FAMILY FUN DAY WAS HELD IN DECEMBER WITH SOCIAL CLUB MEMBERS AND THEIR FAMILIES ENJOYING THIS EVER-POPULAR ANNUAL EVENT.**

Recognising the people behind every Coopers label

**SERVICE**

The Guiding Principle and Service Awards were announced at the annual Christmas dinner held at the Convention Centre in December. Special mention was made of Coopers' long-serving staff members:



**20 YEAR AWARD**  
**Briony Neindorf,**  
*Administration*



**25 YEAR AWARD**  
**James Cooper,**  
*Coopers Board*  
.....  
**Tim Cooper,**  
*Managing Director*



**30 YEAR AWARD**  
**Geoff Wilson,**  
*Packaging*



**40 YEAR AWARD**  
**Darryl Ryan,**  
*Lager Cellar/Kegs*

**RIDE LIKE CRAZY**

In support of the South Australian Police, Coopers was a major sponsor of the 2015 Ride Like Crazy event, which raises money for the Neurosurgical Research Foundation and Flinders Medical Centre in its fight against cancer. In addition to a fundraising dinner sponsored by Coopers, eleven Coopers' cyclists rode through the challenging undulations of the Adelaide Hills, completing a 107 km long or 52 km short course.

**NEW FACES AROUND THE BREWERY**



**Dr Doug Stewart** joined this year as Coopers' Quality Manager. He has a doctorate in biochemistry and comes to Coopers from Joe White Maltings, where he was the General Manager, Technical.

**Brad Grunert** was appointed as Financial Controller after a 15-year career with KPMG. He graduated from the University of Adelaide, and in recent years has worked in London and Sydney, having previously worked as Audit manager on KPMG's Coopers account.

**Bradley Brazil** is Coopers' new ICT Coordinator. He previously worked as National IT manager for the Bible Society, IT Manager with Uniting Care Wesley Bowden and most recently ran his own consultancy, The Clever Office.

**Ian Bradshaw** joined Coopers in December as Marketing and SA/NT Sales Manager. Ian is a former hop grower from Tasmania and has worked with international beverage companies, including Pernod Ricard, Two Dogs and local brewers Boag's and Cascade.

## OUR PEOPLE AND FAREWELL GLENN



Nigel Hillier

### THE CREDIT CHECKER

Nigel started his career with SA Brewing, working for 28 years. Today, Nigel has been Coopers' Credit Manager for 12 years, working with many of the same customers he knew from his earlier work. Nigel is a keen follower of horse racing and enjoys keeping fit.

#### Favourite beer:

Coopers Sparkling Ale



Darren Leopold

### THE CELLAR MASTER

With a degree in Applied Science Darren joined the Brewery in the Lager Cellar seven years ago. He recently gained a certificate in brewing from the Institute of Brewing and Distilling. Outside of work, he enjoys the outdoors and is into fishing and camping.

#### Favourite beer:

Coopers Clear



Phill Farrer

### MAN FROM THE WEST

Phill is a Coopers' Sales Rep and a keen DIY brewer. Phill studied at Flinders University before heading to the UK, gaining rep work for Mars Confectionery. He later joined Coopers in 2009 and enjoys playing basketball and spending time with his wife and two young boys.

#### Favourite beer:

Coopers Dark Ale



Carmel Lineage

### THE PACKAGING QUEEN

Carmel was working for the Catholic Archbishop of Adelaide before joining Coopers on the bottling line at Leabrook in 1994. More recently she moved to the newly commissioned bottling line in 2013. Carmel enjoys time with her family, especially her young granddaughters.

#### Favourite beer:

Carmel recommends Coopers Vintage Ale



## FAREWELL GLENN!

**IN OCTOBER 2014, A RETIREMENT PARTY WAS HELD FOR GLENN COOPER ON THE GROUNDS OF THE BREWERY.**

Around 400 guests turned out to recognise Glenn's contributions to the industry and the community over the years. The event was a great opportunity to showcase the brewery and our portfolio of beers to the trade and our colleagues in the brewing

industry. Attendees were hosted by Coopers 6<sup>th</sup> Generation family members and the Coopers Sales and Marketing staff who ran the bar giving guests a very personal Coopers experience.



ENJOY RESPONSIBLY

Australian made. Australian owned.





COOPERS

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