

IMPACT



CHANGING LIVES EVERY DAY THROUGH WHOLE PERSON HEALTH

2025 EDITION



THREE
Decades

Over **HALF A MILLION**
lives impacted



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INSIGHTS ON IMPACT

from Sanitarium Health & Wellbeing Group CEO



Kevin Jackson
CEO, Sanitarium Health & Wellbeing Group

Seeing our purpose come to life driven by the care and commitment of our people is one of the most rewarding parts of what we do.

Each year, as we bring together IMPACT Magazine, I'm reminded of the many ways our teams across the Sanitarium Health & Wellbeing Group quietly go about making a tangible difference whether it's providing food to families doing it tough, helping young people build confidence and life skills, or supporting health and wellbeing in some of the most remote parts of Australia.

This year's stories highlight just how far-reaching that impact can be. From disaster relief efforts in cyclone and flood-affected communities of Australia, to breakfast programmes in Papua New Guinea, keeping Australian workers physically and mentally fit and healthy, or the important work our team at Life Health Foods is doing to feed people and reduce waste it's clear our efforts are touching lives in practical, powerful ways.

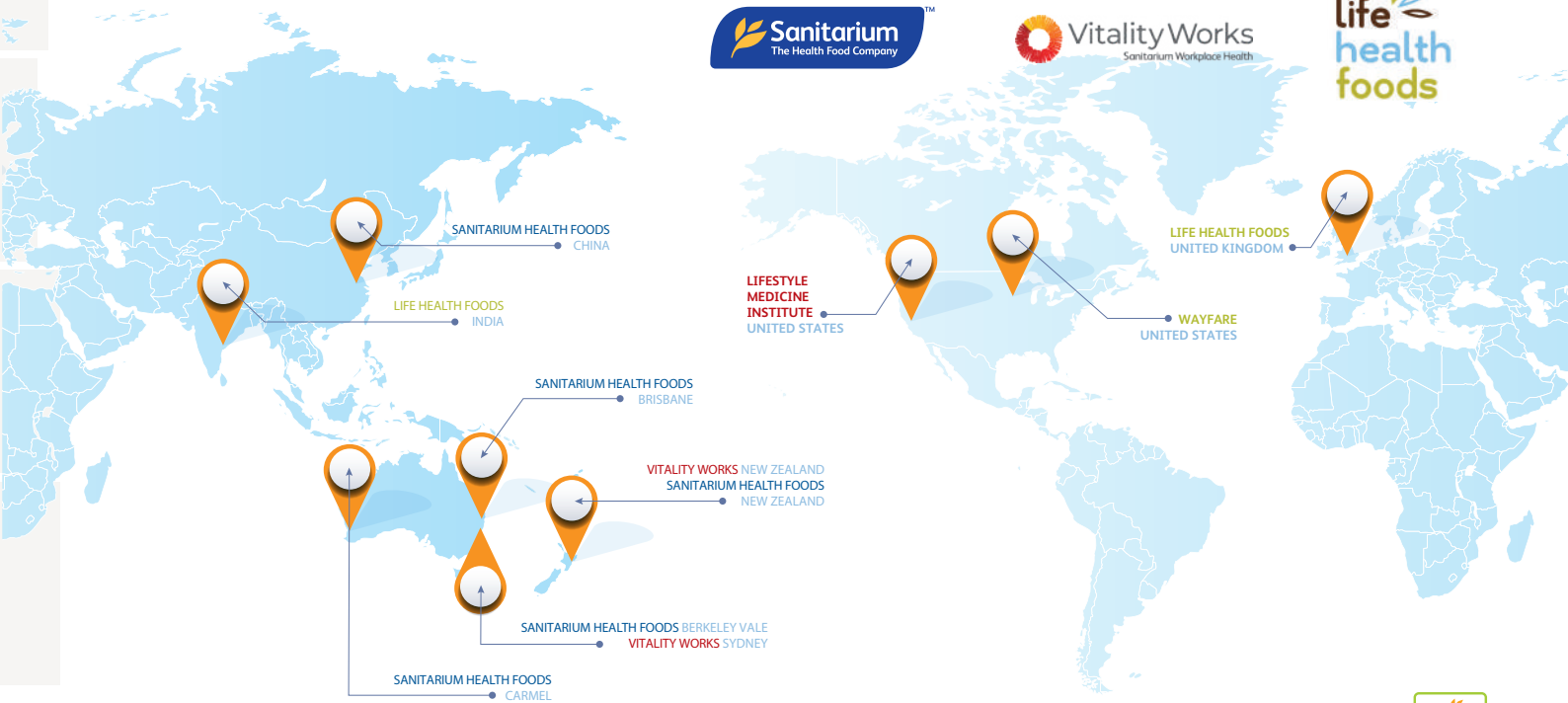
In this IMPACT Magazine, we also celebrate some significant milestones. 25 years of partnership with the Graeme Dingle Foundation, the incredible achievement of reaching half a million Sanitarium Weet-Bix TRYathlon participants, and we take a moment to pause and honour the legacy of our recently retired loose cereal lines, along with the teams who have helped shape that chapter of our history.

These aren't just stories on a page. They reflect the values we live in action, together, as part of Team Sanitarium, every day and the good that happens when people work with purpose. I encourage you to take a few moments to read the pages that follow. They show not just the work we do, but the heart we bring to it and the lives changed because of it.

In a world that's constantly shifting with economic pressures, global tensions, and changing community needs one thing remains steady: our commitment to serving goodness to communities around us. Not just commercially, but meaningfully.

I want to thank all our team Sanitarium members for continuing to show up for others with compassion, generosity, and a deep sense of care. Your work matters, and it's making a real difference.

OUR FOOTPRINT



BRINGING HOPE TO THE TABLE

A National Response to Food Insecurity from Sanitarium and Adventist Disaster Relief Agency

Nick never imagined he'd need a food pantry. But after a serious injury ended his career as a paramedic and left him unable to work, he struggled to provide for his teenage children during their stays. At the Adventist Development and Relief Agency (ADRA) Deane Street Food Pantry in Gosford NSW, he found a warm welcome and the support he needed.

"Nick was moved to tears as he was so relieved," shared Pam Kidd, pantry volunteer. "He felt judged elsewhere, but at Deane Street he felt welcomed and accepted. Our volunteers invited him to share a hot lunch while he waited. It was a moment of dignity and kindness he hadn't experienced in a long time."

Nick's experience is just one of many made possible by the growing national partnership between Sanitarium Health Food Company and ADRA. Now supporting eight community pantries across Australia, the initiative is responding to the rising cost-of-living pressures - helping families in crisis access nutritious food when it's needed most.

"Every community is different, but the need for dignity, connection and access to food is the same. Through this national partnership with Sanitarium, we're able to strengthen local pantries and expand our reach so more Australians feel seen, supported, and cared for in their toughest moments," explains Charlene Luzuk, National Programmes Director, ADRA Australia.

At the ADRA Community Centre in Blacktown, NSW, the food pantry welcomes around 1200 people each month - a clear sign of the growing need in the area. Among them is Helena, a single mother of six, three with special needs who relies on the pantry to bridge the gap when bills leave the cupboard bare. With \$800 in weekly rent and no child support, it's a constant battle.

"Something as crucial as breakfast cereal is a big deal and hard to live without," said Centre Manager Grace Copoceanu. "Sanitarium's donations mean Helena's kids never have to miss breakfast before school."

Helena echoes the impact: *"I have four kids in school, so the food support for them is very helpful."*

In Singleton, NSW, the ADRA pantry is not only helping clients like a father of three, newly parenting solo, but is also providing connection for volunteers and dignity for all.

"You guys save us heaps of money," the father shared. "Now I can use what little I have for school uniforms instead of food."


David, who volunteers his time to coordinate the Singleton pantry, explains their approach:

"We've moved away from hand-outs to creating a shopping experience where people choose what they take home. It restores dignity and gives people control at a time when they may feel like they have none."

"Everyone deserves access to nourishing food and to feel supported in times of hardship. Sanitarium's expanded partnership with ADRA reflects that belief - helping meet immediate needs while also restoring dignity and hope."


Amanda Ekman, Sanitarium Community Care Manager

OUR IMPACT




8 ADRA Food Pantries

supported nationally



4290

individuals assisted each month



123,432 Serves

of breakfast staples annually



Above: ADRA Community Centre in Blacktown assists a growing number of clients.



Above: Deane Street Food Pantry's weekly drive-thru service helps put food on the table for 170 people every month.

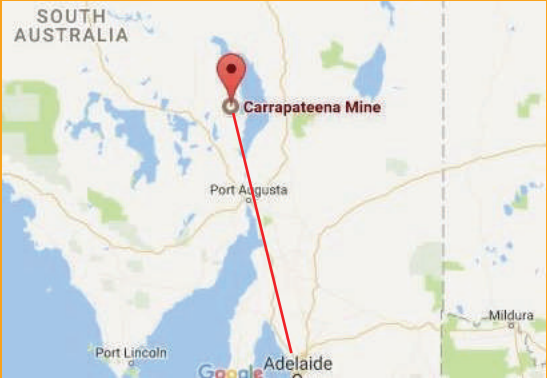


Above and below: It's a team effort to help locals facing food insecurity in Singleton.





Above: Morning stretches prepare workers for the day.



Carrapateena, 474km from Adelaide.

“There’s a lot of value in being someone people can talk to. Out here, that matters. Every day’s an opportunity to be part of something meaningful.”

Tyson Schubert, Health and Lifestyle Coach, Vitality Works



Above: Tyson Schubert enjoys the impact he can make as a Health and Lifestyle Coach.

ON SITE, ON CALL, ALL IN

A DAY IN THE LIFE OF A REMOTE HEALTH & LIFESTYLE COACH

For Vitality Works Health and Lifestyle Coach (HLC) Tyson Schubert, the workday starts 474 kilometres from Adelaide at Carrapateena, one of Australia’s most remote mining villages. This Fly-In-Fly-Out (FIFO) site houses up to 850 workers amid red dirt, searing heat, and zero city comforts. No shops. No beach. Just the buzz of machinery and the rhythm of life on-site.

But for many workers, it’s not the labour that wears them down, it’s the emotional toll of being far from home.

That’s where Tyson steps in.

Since June 2024, Tyson has delivered *Charge* at Carrapateena, a health initiative run by Sanitarium Health & Wellbeing Group’s Vitality Works across some of Australia’s most isolated sites. His role supports the physical, mental, social, and work wellbeing of FIFO workers living far from family and routine. *Charge* goes beyond fitness. It includes movement sessions, mental health check-ins, and social connection. Health and Lifestyle Coaches live onsite during their rostered blocks, supporting workers through long shifts and isolation.

Tyson’s days begin with pre-start stretch sessions, managing the gym, leading classes, and checking in with individuals.

“Most people think we just run workouts, but a big part of the HLC role is being available to talk... A lot of the value comes from listening, and I’m proud to be that person.”

Tyson and fellow coach Julia alternate rosters, meaning regular time away from his young family.

“It’s not easy being away, but I want my girls to see the value in helping others.”

Building Engagement Through Events

Carrapateena has embraced events that support whole-person health from guest speakers and financial wellness nights to comedy shows and a visit from Olympic beach volleyballer Zac Schubert.

A highlight was the eight-week *Balance Your Health* challenge, co-led by Tyson and supported by the Vitality Works nutrition team. It blends movement, education, mental health tools, and goal setting.

“It’s had such a positive impact on my life and work culture at site... I’ve turned my mental and physical health around,” said one resident, J. Kerr

“Mental wellbeing is real in these sites,” Tyson says. *“You never know how someone will feel or react. That’s why consistent support really matters.”*

Keeping it Fun

Beyond health checks and coaching, Tyson gets creative, think ice baths on hot days, goal-focused coaching, and social fitness sessions. His approach has helped foster community and a culture of wellbeing.

Resident Luke Boehm, Environmental Scientist shared, *“Nightly gym classes are a big reason I’ve stayed at Carrapateena. Tyson keeps things fresh with workouts that always get us laughing.”*

Basketball, table tennis, trivia nights, and board games add to the fun and connection beyond work hours.

National Reach, Local Impact

While *Charge* spans worksites across Australia, it’s true strength lies in local delivery by coaches like Tyson.

“Charge breaks down the barrier between home and work life, allowing people to reconnect to their wellbeing and achieve balance, regardless of location,” says Rachel Ouwendyk, Vitality Works Service Delivery Manager.

CHARGE: FAST FACTS

- Delivered at nine remote sites across SA, WA, and QLD.
- 250,000+ lives impacted annually.
- Nine Health and Lifestyle Coaches onsite daily (22 total nationally).
- Built on five Wellbeing Pillars: Physical, Mental, Social, Work, Health (Nutrition).
- Over 10 years of FIFO-specific delivery experience.
- Programmes delivered onsite by trained HLCs year-round.



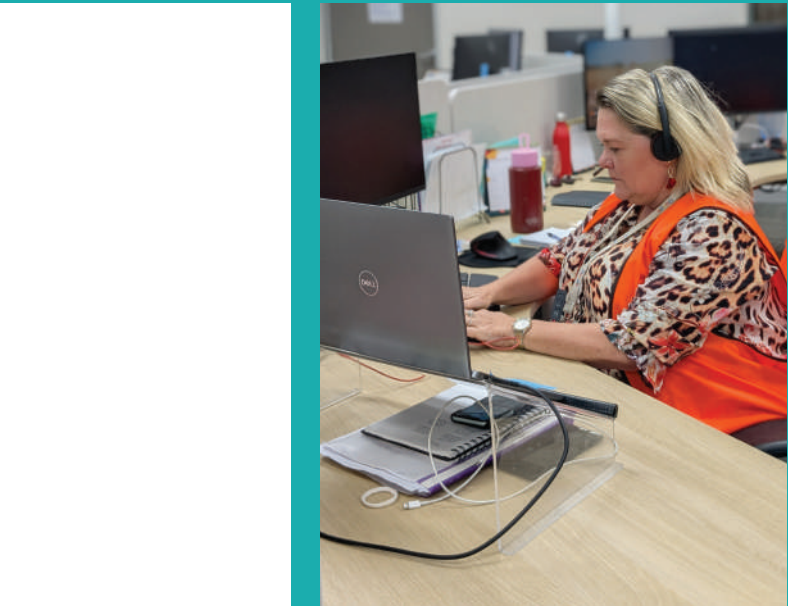
Above: Tyson and fellow coach Julia demonstrate the ice baths.



Above: Lewis Dick and Christopher Bull, Storemen at Berkeley Vale Distribution Centre, Sanitarium Health Food Company.



Above: Catrina Hylton, Customer Service Representative,, Sanitarium Health Food Company.



Above: Catrina Hylton coordinating logistics.



Above: ADRA volunteer at Coastlife Church, Gold Coast.

WHEN DISASTER STRIKES HELP IS READY

INSIDE SANITARIUM’S EMERGENCY RESPONSE TEAM

When Tropical Cyclone Alfred made news headlines in March 2025, the team at Sanitarium Health Food Company braced for impact, closely monitoring updates to assess the potential devastation it could bring to Southeastern Queensland and Northern New South Wales communities.

Years of experience supporting disaster relief charities have shaped the Team Sanitarium response, ensuring we select the most suitable food products for emergencies, and we can overcome evolving logistical challenges posed by floods, debris and road closures, and ensure timely delivery. But beyond strategies and evolving processes, it’s the people behind the scenes who make it happen. Their dedication ensures that when disaster strikes, help arrives swiftly where it’s needed most – to our staff and communities.

The People Behind the Response

Catrina Hylton, a Customer Services Representative in Sanitarium’s Logistics Team, understands the urgency and importance of disaster relief efforts. So, when a request for support from ADRA Australia came in ahead of Tropical Cyclone Alfred’s landfall, she sprang into action. *“Once a request for support is received, assessed and an order is placed, my role is to make sure that a load gets from order point, to destination. That means entering the order into the system, verifying all details, processing it, contacting the carrier and coordinating logistics to ensure it reaches its destination.”*

Disaster relief orders require an extra layer of care, including continuous tracking and reporting on the order’s progress as it makes its way to affected areas. This process involves multiple teams across Sanitarium, from logistics and transport to external freight companies. Effective

collaboration is crucial, as obstacles like road closures or supply chain disruptions can arise at any moment.

“Nurturing relationships and maintaining good communication play a huge role in ensuring nothing falls through the cracks. We’re used to working with large corporations with systematic processes, but urgent orders demand a different approach. They rely on people stepping up, communicating, and working together whether it’s the staff in the Distribution Centre, Transport teams, partners at Team Global Express, our Community Care team, or Head Office teams. If we’re not all on the same page, the response can falter.”

Passion and Purpose in Action

Despite the challenges, problem-solving and occasional stress of working against tight deadlines, Catrina and her colleagues take immense pride in supporting communities in times of crisis. *“Knowing that my work directly helps people in urgent need is one of the best things about my role. Every order matters, but disaster relief orders carry a special significance. Sanitarium is about caring, that’s who we are and what we do, and I think it’s really a wonderful thing that we always reach out in these circumstances and are always there to help feed the nation.”*

A Commitment That Endures

When disaster strikes, the impact is often overwhelming, but it’s in these moments that the strength of community and the power of compassion really shines through. Through the dedication of individuals like Catrina and the collective efforts of Sanitarium’s food relief reaches those who need it most quickly and efficiently. With a steadfast commitment to care and collaboration, Sanitarium continues to stand with communities in times of crisis, ensuring that no one faces hardship alone.

“I get quite emotional when I think about the people out there who are at the coalface, trying to pick up the pieces of some pretty traumatic situations. Many of them are people who’ve lost their homes or businesses, yet they’re reaching out to help others. That inspires me. If I can play even a small part-ensuring someone has breakfast that morning or providing a family with Weet-Bix to get through the week-that truly feeds my soul.”

Catrina Hylton, Customer Services Representative, Sanitarium Health Food Company.








Weet-Bix™

KIDS TRYathlon



500,000+
participants
since 1992

11
Locations
across Aotearoa
in FY25



300 events across 30+ years

clocking over 3 million kilometres of swimming, cycling and running across Aotearoa (roughly the length of New Zealand 1,800+ times)

Left: Two thumbs up from the event in Mt Maunganui.

Above: Ryan McCutcheon, an early Weet-Bix Ambassador and David Marshall, Logistics Manager at Sanitarium and Kids TRY volunteer.

OVER HALF A MILLION KIWI KIDS HAVE GIVEN IT A TRY

The People Powering the Legacy of The Sanitarium Weet-Bix Kids TRYathlon to 500,000 Entrants

In 1992, a small group of passionate Sanitarium Health Food Company team members gathered in Auckland to help bring an event to life, one that would give kids the chance to try something new, challenge themselves physically, and have fun while doing it.

“That first Sanitarium Weet-Bix Kids TRYathlon welcomed just 500 participants. Fast forward 33 years, and over 500,000 Kiwi kids have now crossed the finish line! That’s half a million moments of courage, determination, and joy. Half a million medals handed out with pride. And half a million chances to say, ‘I’ve given it a TRY’, shared Michael Barton, General Manager Sanitarium Health Food Company New Zealand.

“Kids TRYathlon is simply part of growing up for Kiwi kids – many participate every year till they reach 15. It’s so rewarding being part of the team that brings TRY to life and enables kids from all backgrounds to participate,” says Hayley Scott, Portfolio Brand Manager. “It’s not about winning. It’s about having a go, developing confidence, and building habits that help them achieve their personal best.”

The People Behind the Purpose

From setting up cones and bike racks at dawn to high-fiving every last finisher, it’s the people behind the scenes who’ve shaped the TRYathlon into a rite of passage for Kiwi kids.

Jim Rennie, former NZ Marketing and Sales Manager, was the visionary behind the series. His goal? Tackle the rising rates of childhood obesity and create a platform for promoting active, healthy lifestyles in a way that felt fun and accessible for all.

Ryan McCutcheon, one of the original Weet-Bix ambassadors, brought the energy to the early events, leading warm-ups, running alongside the kids, and making sure every participant felt like a superstar. David Marshall, now Logistics Manager, started as a volunteer in the early days and helped build the event’s grassroots momentum.

“There were just a few of us - Sanitarium employees and our families - travelling across New Zealand to help set things up, along with other local contractors. Seeing the sense of achievement on kids’ faces as they cross the finish line was something I’ll never forget. That sense of accomplishment, it’s why we kept coming back.” For Gavin Liggett, an electrician with Sanitarium, volunteering became a family affair.

“My kids participated when they were younger. Now I volunteer to give back for the joy the TRYathlon brought them and the confidence it gave. It’s special to be part of something that’s shaped so many childhoods.”

“We spent many years as the kids were growing up at the events in Mt Roskill and Point England enjoying serving alongside many other Sanitarium staff and families. This year only our youngest, age twelve, participated in the TRY whilst Keely and James were happy to have an early morning start serving in the kids’ breakfast space, engaging with and encouraging the kids throughout the morning.”

“They remember the fun times they had participating and asked if they could join the team again this year.”

Gavin Liggett, Sanitarium Electrician



World Record

Largest children’s sporting event (certified by the International Triathlon Union, 2009)

Ages 6-15

The TRYathlon welcomes all abilities





HALF A MILLION KIWI KIDS HAVE GIVEN IT A TRY

A Culture of Confidence & Connection

The TRYathlon doesn't just impact the kids. It's created a powerful ripple effect through Sanitarium's own culture.

"It gave about a dozen of our families the chance to engage directly with local communities and share our purpose," says David Marshall. *"We were volunteers but by spending time together outside work, we formed stronger connections. It brought us closer, both as colleagues and as a community."*

Looking to the Next 500,000

The Sanitarium Weet-Bix Kids TRYathlon remains committed to giving more kids the chance to take part, with a continued focus on accessibility and inclusion. From modified course options to community scholarships, breaking down barriers remains central to its impact.

"We're so proud that children of all backgrounds and abilities feel welcome," says Hayley Scott, Portfolio Brand Manager Weet-Bix.

"We've heard stories of kids who didn't think they could ever finish something like this, but they did. And that belief stays with them."

As the next generation of Kiwi kids gear up to give it a TRY, the legacy is in safe hands with the same heart, the same purpose, and the same Weet-Bix energy cheering them on.



Above: Gavin Liggett and his children, Keely and James helping at the Auckland event.

WHAT A DIFFERENCE A YEAR MAKES

REVISITING THE BLOSSOM PROJECT

In August 2024, 13 Spirit of Sanitarium Awards Programme (SOSA) recipients travelled to Vanuatu to help construct bathroom amenities for The Blossom Project, a purpose-driven initiative supporting women and girls affected by domestic violence, sexual abuse, and teenage pregnancy.

The Blossom Project is delivered through a range of activities, including the Elang Family Support Services Centre (FSSC), which offers counselling and life-skills training. The Centre is based at the Etas Seventh-day Adventist Church compound and is funded via a partnership between Adventist Disaster Relief Agency (ADRA) Australia and ADRA Vanuatu.

One year later, the difference is unmistakable. The new bathroom amenities have been warmly received by participants in The Blossom Project and the wider community.

“The Centre had been without running water or bathroom facilities since opening in May 2021,” shares Danielle Masoe from ADRA Vanuatu. *“The new amenities now support our clients, nearby residents, church members, and even visiting international groups. When the ADRA New Zealand Connections team came in late 2024 to work on the new church foundation, the facilities provided much-needed comfort and convenience.”*

A Real Difference

The addition of the ablution block has had an immediate, tangible impact.

“Our clients, especially women, young girls, children, and elderly women no longer have to use the bush toilet 150 metres away,” says Danielle. *“During the rainy season and at night, it was unsafe and unhygienic. Now, we have a safe, clean facility that truly improves the experience for everyone coming to the Centre.”*

Elang FSSC continues to offer vital counselling and life skills training from a safer, more supportive environment.

Beyond the Build: Employee-Driven Support

The impact didn’t end with the build. Motivated by their experience, SOSA participants and Sanitarium teams across the business continued to support the Blossom Project from home.

Employee-led fundraising included:

- Pizza lunch at Head Office in September raising \$500.
- Pancake breakfast hosted by SDI in November, raising over \$1000.
- Vitality Works pledge: one Life-Skills Training Kit donated for every 50,000 lives impacted in FY25 (goal: 6–7 kits).

These efforts are funding Life-Skills Training Kits, valued at \$450 each. The kits equip women with practical tools and knowledge in:

- Cooking
- Sewing
- Carpentry
- Poultry raising
- Backyard gardening

“These kits are a stepping stone to independence,” Danielle explains. *“They offer hope, opportunity, and a path toward self-reliance.”*

A Lasting Impact

The impact of Sanitarium’s involvement has reached far beyond the initial construction effort.

“The support from Sanitarium both on the ground and back home has been amazing,” says Aleksandra Ewing, Senior Fundraising Manager at ADRA Australia who joined the team on the trip. *“This wasn’t just a one-off project. It planted something lasting – both in the hearts of SOSA*

participants and the community we came to serve. Thanks to Sanitarium, women in need can access a safe environment, skills, and the confidence they need to build a better future for themselves and their families.”

Reflecting on her experience both on-site and back home, SOSA participant Eliza Baird shared, *“Building the bathroom was meaningful but knowing it’s helping a woman stand on her own two feet makes it unforgettable. It’s something I’ll carry with me forever.”*

SOSA participant Matt Foord echoed that sense of enduring impact: *“My trip will have a lifelong impact on how I live my life and how I raise my children. To experience the Blossom Project, and see the positive impact it has on the communities, will forever remind me not to take life for granted and be grateful for the opportunities I receive.”*

“The experience humbled me deeply and reminded me of the importance of gratitude and community-lessons that continue to shape my perspective and values every day.”

For Dean Ward, SOSA participant



Left and top right: SOSA service trip participants lending a helping hand in Vanuatu. Above and below: Members of the local Vanuatu Blossom Project Community.



The Blossom Project One Year On

- 13 SOSA recipients travelled to Vanuatu to support the build.
- One new bathroom facility completed at Elang Family Support Services Centre.
- Three Sanitarium-led fundraisers held since the build.
- Over \$1500 raised by Sanitarium employees to support training kits.
- 6–7* Life-Skills Kits pledged by Vitality Works. (Valued at \$450 per kit.)
- 320+** Women and girls with safer access to hygiene and support services.

Pauline’s Path Forward

Pauline cares for two elderly individuals and works tirelessly in her garden to provide food for her household. She has long admired the women in her community who are skilled in sewing, and she shared her aspirations with ADRA Vanuatu, who offer various life skills training programmes to empower communities. By participating in the sewing training, Pauline learned to make beautiful ‘meri blouses.’ This skill has opened opportunities for her to earn an income and support her family. *“Life today is very hard,”* Pauline says.

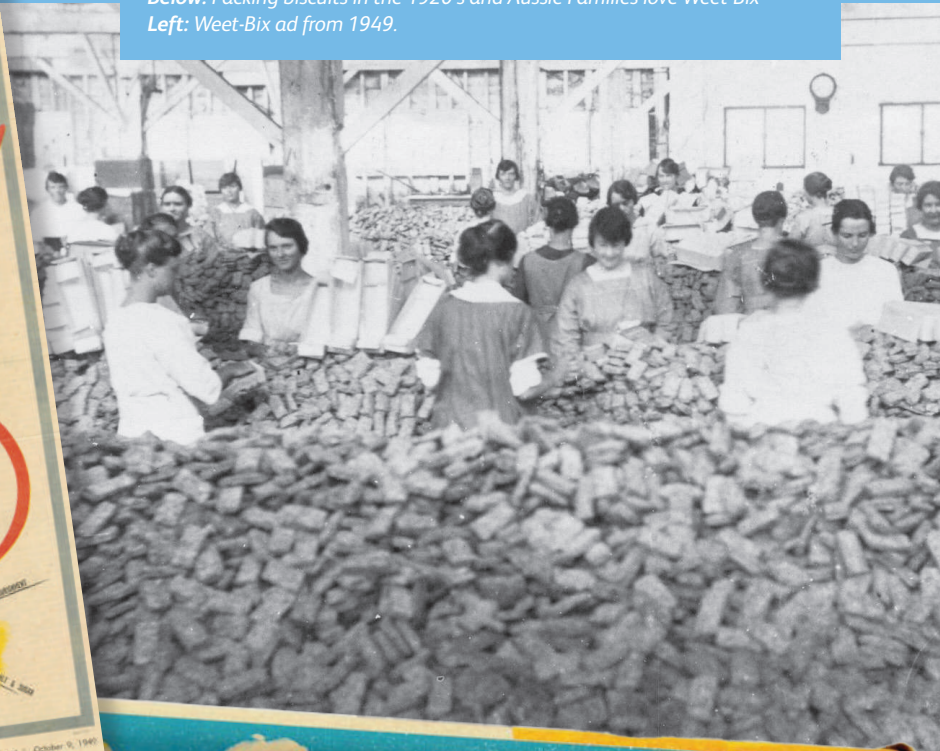
“We have to sew to earn money to support our family instead of buying clothes that are too expensive. I thank God for ADRA, who provided this training to us.” Pauline turns passion into purpose as she sews ‘meri blouses’ (like the one featured) to support her family, thanks to ADRA’s life skills training. Pauline’s story originally published by ADRA. Reproduced with permission.

*Vitality Works pledge target for FY24–25

** Report: Your Impact with ADRA – Blossom Project Vanuatu



Below: Packing biscuits in the 1920's and Aussie Families love Weet-Bix
Left: Weet-Bix ad from 1949.



Weet-Bix: A 97-Year Trans-Tasman Legacy

From a church vision to a cultural icon, Weet-Bix continues to carry the SDA Church's mission to change lives through whole person health.

- First produced in 1928 under the SDA Church's health ministry.
- Made by Sanitarium, a not-for-profit Church owned company.
- No. 1 cereal brand in both Australia and New Zealand.
- Honoured with the first-ever People's Choice Blue Plaque.
- This financial year, Sanitarium has donated over 14.5 million serves of food through its Trans-Tasman Community Care programme.

NSW BLUE PLAQUES PROGRAM

Behind every plaque, there is a story

Scan the QR code to learn more about the NSW Blue Plaques Programme



MARKED BY MISSION

HOW THE SEVENTH-DAY ADVENTIST CHURCH HELPED WRITE WEET-BIX INTO THE HISTORY BOOKS

For nearly a century, Sanitarium Weet-Bix has been more than breakfast, it's been a vessel for the Seventh-day Adventist Church's (SDA) health message, shared across Australia and New Zealand through the mission of the Sanitarium Health Food Company. Now, this iconic Trans-Tasman brand has been honoured with a prestigious NSW Government, Department of Heritage and Environment, Blue Plaque, recognising the humble breakfast cereal's cultural impact and the underpinning Sanitarium values that have shaped it for 97 years.

Selected as the first-ever People's Choice recipient, and first ever company to receive the award, in the NSW Government's Blue Plaque programme, Weet-Bix was chosen by thousands of Australians for its place in both history and hearts. Among those to champion for the plaque were Stanmore's SDA community, Sanitarium's staff, and retail partners. The plaque will be installed at Sanitarium's Manufacturing site in Berkeley Vale, New South Wales following final Council approvals.

"Behind Weet-Bix is a mission, a purpose to serve, this plaque recognises the vision of our Church pioneers, and the faith-filled work of generations who saw food as a way to change lives for the better."

Kevin Jackson CEO
Sanitarium Health & Wellbeing Group

Launched in 1928 under the SDA Church's health mission, Weet-Bix grew to become the number one cereal in both Australia and New Zealand. It reflects the Church's commitment to whole person health, a principle that still guides Sanitarium's mission of changing lives through whole person health.

Todd Saunders, Sanitarium's General Manager ANZ, reflects: **"Aussie Kids truly are Weet-Bix kids, and we thank our loyal Weet-Bix consumers and our Seventh-day Adventist Church Community who have driven this campaign for Sanitarium to receive such a pivotal accolade for the 'Introduction of Weet-Bix' to Australia."**

"From its humble beginnings in Sydney's inner west, to Sanitarium's purchase and mass scale production, Weet-Bix was born from a deeper purpose than just nutrition, it represents our commitment, as a Church-owned health food company, to changing lives. Being recognised with the People's Choice Blue Plaque nearly 97 years on is a powerful affirmation of that mission and of the trust Australians have placed in this iconic cereal."

That mission extends far beyond supermarket shelves. Through initiatives like the Weet-Bix Kids TRYathlon in New Zealand, grassroots sports sponsorships, and long-running campaigns highlighting sporting heroes and healthy role models, the brand has inspired generations of young people to move more, eat well, and dream big.

Weet-Bix is also a key part of Sanitarium's Community Care programme, helping put food on the table for families doing it tough. This financial year alone, Sanitarium has donated over 14.5-million serves of food, proof that a simple product can carry extraordinary purpose.

Kevin Jackson reflects on the deeper meaning of the recognition:

"This recognition reminds us that the health message given to the Adventist Church over 150 years ago is still transforming lives today. Weet-Bix isn't just a household name, it's a daily expression of our commitment to health and service. The Blue Plaque is a public celebration of that mission."

Produced by a not-for-profit, Church-owned company, Weet-Bix has never existed to deliver shareholder profit but to serve communities and uplift lives through better health.

"This moment is a milestone-not just for Sanitarium, but for the Church community that helped shape its vision, It shows that when values and purpose align, even a breakfast cereal can make a meaningful difference."

Kevin Jackson CEO
Sanitarium Health & Wellbeing Group





Above: Cafe owner Troy.



Above: Verity gained job experience through For Change Co.

OUR IMPACT

\$8000

one youth fully supported
for 6–8 months

4 Cafés

supported during Free Brew Day

822 litres

of Alternative Dairy Milks
donated



POURING PURPOSE

ADC BREWS PROMOTING COMMUNITY CONNECTION, ONE CUP AT A TIME

At The Alternative Dairy Co. (The Alternative), supporting cafes goes beyond great plant-based products—it's about fostering connection and community wellbeing. *"Hospitality is about people. It centres around a product, but more importantly it is about community,"* Rachel Glasbergen, Senior Business Leader, Café and Food Service.

This year, The Alternative brought that purpose to life, backing youth employment through a social enterprise and empowering team members to give back locally.

The Alternative and for Change Co. Connection

When Sophie Murchie joined The Alternative as Business Development Manager in Victoria, she brought more than experience, she brought a connection to For Change Co., a Melbourne-based social enterprise helping young people at risk of homelessness through paid training and café work.

The Alternative supported a range of community initiatives, including donating products for 'Free Brew Days'.

The Local Way

Separately, through its The Local Way initiative, The Alternative provided products for events such as Homelessness Awareness

Week and contributed \$8000 in a donation which was enough to fund one young person's full journey with For Change Co.

"It's incredible to see the impact they're having," says Sophie. *"I've seen trainees go from starting out to running busy cafés with confidence. Their purpose grows alongside their skills, it's everything The Local Way stands for."*

"That \$8000 supported one young person's full journey and the investment pays off," says Fiona Walker, Head of Operations at For Change Co. *"Last year, one of our trainees, Verity, completed the programme, secured full-time work, moved into independent housing and is now pursuing a career in Social Services. And she's not alone, 83% of our graduates move into work or education, and 95% report improved confidence."*

In FY24-25, For Change Co. supported 40 young people across its three Melbourne cafés.

Stepping Up Locally – Volunteer Hours in Action

The Alternative team members are also encouraged to use volunteer leave to support causes close to home and for Tegan Page, Territory Development Manager, that meant stepping up when her hometown

of Murwillumbah, NSW was hit by Cyclone Alfred in March 2025.

Cut off by floodwaters and without power or water for 11 days, Tegan saw the devastation firsthand. She volunteered at the local evacuation center, packing essentials for evacuees and donating a case of The Alternative oat, almond and soy milk, much-needed supplies with supermarkets emptied.

Several local cafés were also affected. At Keith, Tegan jumped behind the machine to help when staff couldn't make it in. Later, she volunteered six hours at MIArts Precinct, giving owner Troy time to focus on repairs.

"It meant a lot to use my community hours here at home," says Tegan. *"This café is part of my town, I love it here. Helping out gave Troy the space to regroup, and I shared a few ideas to help things run more smoothly."*

"It wasn't just about reopening, it was about improving," says Troy. *"Tegan gave us practical insights that helped ease the pressure. The changes we made have had a lasting impact on our team and our customers."*

Brewing Opportunity at Flourish Café

In New Zealand, The Alternative team members have identified Flourish Café, a Project Employ initiative, as a future community partner.

Project Employ creates employment pathways for young people with intellectual and learning disabilities. At Flourish, trainees gain real-world skills in an inclusive, supportive café environment.



What's The Local Way?

The Local Way is The Alternative's initiative to support local cafés making a difference. \$50,000 in funding has been distributed between April and June 2024 across Australia and New Zealand, to fund community-focused projects, ranging from youth training and disability inclusion to sustainability and emergency relief.

Cafés are nominated by The Alternative team members, and each chosen initiative receives up to \$4000 to bring their impact to life.



Main picture: Weet-Bix delivery
 Left: Food Hub, Te Hiku Pataka with Weet-Bix
 Below: NZFN staff with boxes of Weet-Bix.



HELPING KIWI FAMILIES

AS DEMAND FOR SUPPORT GROWS

Across Aotearoa, many whānau are finding it increasingly difficult to put food on the table. Rising living costs and economic pressures have pushed more families into food insecurity, and the need for support has never been more urgent.

Thankfully, our partner, the New Zealand Food Network (NZFN), continues to play a vital role in helping ease this burden. In their March 2025 food security snapshot, NZFN reported that they are now supporting over half a million individuals each month, distributing a staggering 13-million kilograms of food nationwide. Alarming, in 2024 alone, 30 % of those seeking food support were doing so for the first time.

Despite the growing need, NZFN faces its own challenges. With food supply stock levels remaining flat, the organisation has been forced to reduce the size of food parcels or, in some cases, turn away new recipient agencies.

“We hope that our donation helps feed more families and put less pressure in their daily lives, doing their best to pay the bills and feed the family,”

Michael Barton, General Manager, Sanitarium Health Food Company, New Zealand

Weet-Bix: Nourishment Families Can Count On

As a key partner to NZFN’s mission, Sanitarium Health Food Company is proud to help bridge this gap.

Since 2020, Sanitarium has been donating millions of serves of Weet-Bix to NZFN to help keep families nourished. What began with just over 1.5 million serves has steadily increased over the years. In the last financial year alone, we provided 2.4 million serves, helping NZFN respond to the growing demand for nutritious food.

The role of NZFN in supporting Food Hubs across the motu cannot be understated.

Sophie Percy, Relationship Manager, NZFN said “On average, NZFN continues to be an integral part of Aotearoa’s food security ecosystem. While most Food Hubs have relationships with multiple food suppliers to help meet demand, 39% of hubs are receiving more than half of their stock from NZFN.”

Whānau Voices from the Frontline

The many food hubs across the country are always grateful for their regular supply of Weet-Bix as it makes a real difference in homes and communities:

“We find Weet-Bix fantastic because kids don’t just have them for breakfast, they have them for snacks too! They are filling and the kids love them. When offering a choice of cereal, families always pick Weet-Bix,” says a staff from Eltham Food Bank served by On the House Charitable Trust (a NZFN Food Hub).

“I wanted to take a moment to express our heartfelt gratitude for the generous donations of Weet-Bix that we have been receiving. Sanitarium’s contribution is a true testament of compassion and commitment to making a difference in

our community. We are overwhelmed by their generosity and willingness to help us conquer our food insecurity in the far north,” said Te Hiku Pataka, NZFN Food Hub and social supermarket.

Continuing Our Commitment

Sanitarium remains dedicated to supporting the health and wellbeing of Kiwi families. Through our ongoing partnership with NZFN, we are proud to help nourish communities and provide reliable, wholesome food when it’s needed most.

Because every box of Weet-Bix isn’t just breakfast, it’s a small act of care, a reminder that no one should face food insecurity alone.

whānau - extended family
 motu - country



Above: Food Hub, On the House Charitable Trust with Weet-Bix



Top: Volleyball session at West Musgrave.
Above: Pre-shift stretch session at Oak Dam.
Below: At Roy Hill, Health and Lifestyle Coach Chantal Quinn connects with a FIFO resident over a game.



Mind over Media: Conor's Balance Breakthrough

For Oak Dam Driller Offsider Conor, Balance Your Health wasn't just about fitness, it was a circuit breaker. With support from his onsite Health & Lifestyle Coach, he used the programme to tackle a growing social media addiction, learning to set goals, build better habits, and reclaim his focus.

Obstacle faced:

- Social media app addiction
- How he overcame it: Perseverance and determination

Challenge wins:

- Eliminated sugar cravings
- Completed first-ever 5km and 10km runs
- Hit a personal best 140kg deadlift
- Boosted energy, confidence, and connection
- Swapped screen time for meaningful reflection

Habits eliminated:

- Facebook/Instagram addiction
- Sugar binges
- Short attention span
- Craving for short-form content (Reels/TikTok)

New habits developed:

- Journaling
- Running twice a week
- Gym five times a week
- More reading
- Improved focus and longer attention span

“Until completing my feedback, I didn't realise how far I'd come with my mental clarity and anxiety-or just how hard social media addiction had been to overcome. I now place more value on these results than the physical. It's been a good eight weeks.”

Conor, Oak Dam Driller Offsider

A THOUSAND LIVES A DAY

The Power of Charge

Vitality Works' wellness programme *Charge* - is helping remote workers find strength, community, and purpose, one small step at a time.

In some of Australia's hardest-working mining communities *Charge* is sparking lasting change, building healthier teams and stronger connections.

Delivered by dedicated, live-in Health and Lifestyle Coaches (HLCs), *Charge* provides practical, personalised support for Fly-In-Fly-Out (FIFO) workers across nine* remote mining sites.

According to the WA Mental Health Commission** FIFO workers experience psychological distress at nearly double the rate of the general population, a challenge *Charge* is directly working to address through connection, routine, and live-in support.

Focused on simple, sustainable actions in nutrition, movement, sleep, and mental wellbeing, *Charge* touches over 1000 lives each day, delivering small wins that add up to remarkable transformations.

Monthly programme themes like mateship, resilience, and self-care bring teams together in fresh, engaging ways, from fitness challenges and trivia nights to group workshops and casual chats. It's these

moments of connection that often make the biggest difference.

“The accessibility to health and fitness, encompassing all aspects of physical and mental wellbeing has made a significant positive impact on my swing. It's helped me perform better in the demanding FIFO environment.” Naura, Roy Hill, WA

More Than Just Numbers

While the stats are impressive, the real impact is felt in the culture of care the HLCs foster. Oscar McArdle, Glencore Field Maintenance Supervisor – B Crew, shared, *“The changes I've seen in my team through Charge have been fantastic. Thank you for being the link and pathway for my team. It's great to see them motivated to make even small changes around food, nutrition, and health.”*

At Dugald River, 1796 km northwest of Brisbane, QLD, participants Winnie and Cathy agreed: *“The group classes are a highlight, they're always engaging and challenging. The trainers are fantastic at pushing us to do our best. It's made a huge difference in keeping us motivated.”*

Redefining Health in Remote Workplaces

Charge is changing the conversation around health and wellbeing in some of Australia's toughest working environments.

As Rachel Ouwendyk, Vitality Works Service Delivery Manager puts it,

“Charge supports whole-person health and strengthens team culture. It bridges the gap between home and work life, helping people feel grounded and supported, even in the most remote settings.”

Charge Fast Facts

National Reach

- 1000 workers supported daily
- Over 250,000 lives touched annually

Sites in FY25 rollout:

WA: Roy Hill, Leinster, Mt Keith, West Musgrave

SA: Oak Dam, Carrapateena

QLD: Rolleston, Clermont, Dugald River

Wellness Pillars

- Mental Wellbeing
- Social Wellbeing
- Physical Wellbeing
- Work Wellbeing
- Health (Nutrition)

*Nine sites for FY 25

** WA Parliamentary Inquiry Report “The impact of FIFO work practices on mental health”.

OUR IMPACT

The Balance Your Health programme, an eight-week initiative delivered as part of the Charge programme, achieved standout results at (Oak Dam in the Far North of South Australia.)

77
participants
(70% workforce engagement)

101.2kg
total weight lost

84-year
collective drop in
metabolic age



Kylie and Michael Jennings with Loaves and Fishes Truck



Above: Steve Beams, General Manager, Sales (third from left), Kylie and Michael Jennings, Owners of Loaves and Fishes (Centre), Amanda Eckman, Community Care Manager (far right) with members of the Loaves and Fishes team.

Right: Tenneille Owens-Nolan from Chinchilla, regional Loaves and Fishes customer.



Above: Peta-lee Schmidt Peta-Lee from Chinchilla, regional Loaves and Fishes customer.

OUR IMPACT

FY25 Serves:

143,712



Weet-Bix:

132,192



So Good:

11,520

FEEDING HOPE

NOURISHING REGIONAL QUEENSLAND, ONE HAMPER AT A TIME

In the heart of regional Queensland, where supermarket shelves can be scarce and everyday essentials come at a premium, one grassroots charity is making a profound difference. Loaves and Fishes, based in Toowoomba, is bringing food relief and dignity to families in some of the state's most remote and underserved communities.

Their work is relentless driving overnight across rugged outback roads to towns like Cunnamulla, Charleville, Roma, Chinchilla, and Tara, bringing with them not just food, but hope. In communities where little competition can see a loaf of bread cost \$6.50 and a 3-litre bottle of milk \$9.00 or more, access to nutritious food is not just difficult, it's nearly impossible for many.

A Lifeline on Wheels

Each month, Loaves and Fishes founders Kylie and Michael Jennings, along with a small team of dedicated volunteers, make the challenging journey across regional Queensland. In one typical route, they leave Toowoomba at 9pm, drive through the night nearly 700 kilometres to Cunnamulla, and begin setting up hampers by sunrise. After a brief rest at a local motel, they're back on the road by 3am, heading three hours east to St George for another day of distribution, before making the five-hour drive back to Toowoomba. It's a demanding routine, carried out with little sleep but huge levels of unwavering commitment to the communities they serve.

Since July 2024, Loaves and Fishes has distributed more than 8000 hampers, helping over 30,000 individuals, including more than 13,500 children. These hampers are a lifeline for families living on single incomes, pensioners, and individuals experiencing homelessness or isolation.

"People travel up to two hours just to meet the truck. There's only one grocery store in some of these towns, and when it comes to affordability, most just can't keep up."

Corporate Support That Helped Keep the Wheels Turning

After seeing a segment on A Current Affair in September 2024 about Loaves and Fishes being at risk of closing with their pantry virtually bare, Sanitarium Health Food Company staff felt moved to offer their support. Teams across various departments quickly came together to coordinate a donation of essential breakfast items, including over 58,000 servings of Weet-Bix and 5700 servings of So Good milk.

"This was about responding to a need," said General Manager of Sales Steve Beams. "We knew that if we could help Loaves and Fishes keep going, families doing it tough in regional communities could keep getting the support they rely on."

The contribution enabled Loaves and Fishes to continue its food relief runs and helped shine a light on the growing issue of food insecurity in rural and regional Australia.

"No other charities go out west to help these people, they are really struggling to put good, nutritious food on the table," said Kylie. "We get told regularly how much we are appreciated, and that they don't know what they would do if we have to stop coming out."

More Than Just a Meal

The impact of Sanitarium's collaboration with Loaves and Fishes is deeply personal for many Loaves and Fishes clients.

"The support from Sanitarium has helped me to provide more for my kids," shared Tenneille from Chinchilla. "It takes a village."

"We were spending \$500 at the supermarket and getting just two bags of food," said Mariah from Cunnamulla. "Getting the Weet-Bix and So Good milk means we now still have food in the cupboard."

Others, like Peta-Lee from Chinchilla, found strength in restored independence:

"I was struggling to afford food and had to ask my family for help. Now I can make

it through the month by myself without needing a loan."

Loaves and Fishes isn't just about food, it's about connection and care. Kylie Jennings remembers one moment that stayed with her: "The first time Peta-Lee used our services; she broke down in tears. She was really struggling. Now, she's always smiling when we arrive."

Delivering More Than Just Hampers

Beyond weekly food relief, Loaves and Fishes has responded to flood emergencies and bushfire crises, delivering hundreds of hampers in partnership with Foodbank. They're now exploring expanding their reach into Goondiwindi and Inglewood, responding to increasing calls for help.

No other charity is making these kinds of deliveries out west and the need continues to grow. Yet, for the families lining up at sunrise, clutching hands and holding hope, it's clear: Loaves and Fishes is more than a pantry. It's a lifeline. It's a movement powered by compassion, tireless volunteers, and corporate partners like Sanitarium who believe that no Australian, no matter how remote should go hungry.

"Through our everyday work," said Steve Beams, "we can positively affect the lives of everyday Australians. And that's something we're incredibly proud of here at Team Sanitarium."



EASING HUNGER AND PROMOTING HEALTH

AND EDUCATION ACROSS PAPUA NEW GUINEA



Above: Buk bilong Pikinini Children's Library students with Sanitarium Weet-Bix and So Good plant based milks.



Above: Buk bilong Pikinini Children's Library - staff serving up Weet-Bix and So Good to the preschool children.



Top: Serving a nourishing breakfast at Pacific Adventist University during Exam Week.

In Papua New Guinea (PNG), where many communities face daily struggles with food insecurity, limited healthcare, and educational inequality, the power of partnership is changing lives. Through its International Community Care Programme, Sanitarium Health Food Company continues to invest in practical, purpose-driven initiatives that uplift and empower some of the most vulnerable groups across the nation.

Anchored by a long-standing Memorandum of Understanding (MOU) with the PNG Mission of the Seventh-day Adventists (PNG Mission) and strengthened through collaborations with the Pacific Adventist University (PAU), Buk bilong Pikinini (BbP), and trusted export partners, Sanitarium's support in FY25 has reached schools, prisons, and universities across the country. These programmes are united by a simple but powerful idea: good nutrition is the foundation for better health, stronger learning, and brighter futures - a notion aligned with Sanitarium's supporting whole person health philosophy.

From delivering nourishing breakfasts to young learners, to supporting university students through stressful exam periods, and reaching sick and isolated inmates at Buimo Prison Camp with essential care and nutrition, each project supported is an expression of Sanitarium's commitment to compassion, dignity, and opportunity for all.

Feeding Hope: Supporting Vulnerable Prisoners with Nutrition and Care

In December 2024, the PNG Mission led a prison health promotion programme at Buimo Prison Camp, located just outside Lae City. Home to nearly 900 inmates, the facility holds some of the most vulnerable individuals including sick and female prisoners, making it a critical setting for health and nutrition support.

With the backing of Sanitarium, the team brought donations of Weet-Bix and So Good plant-based milks, aiming to provide not just nourishment, but a message of care and dignity. Although direct distribution was not permitted, the supplies were handed over to the Commander in Charge, Mr. Tibilio, for delivery to those in isolation. *"We learnt that there were sick prisoners at the Isolation Sick Bay and Female Wing, so we went there with Weet-Bix and So Good to give them," a PNG Mission Office member shared. "We were restricted from feeding them directly, so the items were passed to the Commander for distribution."*

This initiative reinforced an essential truth: health and dignity matter, no matter the setting. For the PNG Mission and Sanitarium, offering nutritious food was more than an act of service; it was a statement of compassion, and a step toward better care for those who are often forgotten.

A Bowl of Change: How Breakfast is Fuelling Brighter Futures in Papua New Guinea

Tackling Hunger to Unlock Learning

In 2024, Buk bilong Pikinini (BbP) Children's Libraries partnered with Sanitarium, the Australian Export Consortia, and Market 2000 to launch the Breakfast Pilot Project at the UPNG Library Learning Centre in Papua New Guinea. Funded by Sanitarium and coordinated by its International Team, the project set out to tackle a critical issue: students arriving at school hungry, distracted, and undernourished.

OUR IMPACT

PNG Mission Office MOU:

36,192

serves Weet-Bix and So Good



Pacific Adventist University Pre-Exam Breakfasts:

26,880

serves Weet-Bix and So Good



Buk bilong Pikinini Breakfast Pilot Project:

22,000

serves Weet-Bix and So Good





Top: Distribution of Weet-Bix and So Good, Buimo Prison Camp.
Right: Buk bilong Pikini Children's Library.

“Our International Team is proud to support these pre-exam breakfasts for students. It was fantastic to see the collaboration between Sanitarium, our PNG distributor, and the University staff in providing students with a healthy start to their day ahead of a busy exam period.” Paul Rosa, International Business Manager.



EASING HUNGER AND PROMOTING HEALTH AND EDUCATION ACROSS PAPUA NEW GUINEA

In PNG, food insecurity is a major barrier to education and student wellbeing. According to the Pacific Islands Literacy and Numeracy Assessment (PILNA), 40 % of primary students don't eat three meals a day, and 80 % report experiencing hunger. This affects attendance, engagement, and academic performance, students who eat regularly perform up to half a school year ahead of their peers.

The goal of the pilot was to deliver a reliable, nutritious meal to food-insecure students and measure its ripple effects on health, behaviour, well-being and learning.

A Noticeable Change in the Classroom

Each morning a bowl of Weetbix and So Good oat milk was served. Though unfamiliar at first, the breakfast quickly became a highlight of the day. Teachers observed students becoming more focused, alert, and engaged, particularly in the crucial early hours of learning.

Beyond nutrition, breakfast became a moment of connection. It helped students ease into the school day, encouraged social interaction, and contributed to calmer, more settled classrooms. Over the course of the trial, more than 9500 bowls of Weet-Bix and 800 cartons of oat milk were served, delivering up to 25 % of students' daily nutritional needs, including iron, fibre, and B vitamins.

The project wasn't without challenges. Supply chain delays, limited storage, and low parent engagement created hurdles. But with each challenge came innovation, improved logistics, community outreach, and stronger planning for future phases.

Scaling Up for Greater Impact

Now, the project is ready to grow. Phase Two aims to reach 1500 students across Port

Moresby over the next 12 months, with a vision for national expansion.

“Our long-term goal is to build momentum and secure sustained support from government, NGOs, and private partners to embed this initiative as a permanent fixture in schools across the country,” said Assistant Brand Manager for Sanitarium International, Cameron Abbott.

This isn't just about breakfast, it's about giving every child a stronger, healthier start to the day, and to their future.

Fuel for Success: How Sanitarium Helped Pacific Adventist University Students Power Through Exams

When exams hit, even the smallest gesture of care can make a big difference. At Pacific Adventist University (PAU) in Papua New Guinea, that gesture came in the form of a bowl of Weet-Bix, a splash of So Good milk, and a warm smile from staff. Through a meaningful partnership with Sanitarium, PAU's Semester two pre-exam breakfast programme became more than just a meal, it became a source of strength, encouragement, and community.

For eight days, over 3000 breakfasts were served, nourishing more than 800 day students, along with 100 staff members and 34 married student families. The initiative directly addressed the challenge faced by many commuting students who leave home before sunrise and often arrive on campus without eating.

“Some students live in settlements and cannot afford a good breakfast. They would have gone without it during exam week.”

What PAU provided was a great blessing.”

Deputy Vice Chancellor Academic, Professor Lalen Simeon.

A Programme That Made a Mark

Student feedback was overwhelmingly positive, with 67 % rating the breakfast excellent, and nearly 80 % choosing Weet-Bix as their favourite option over fruit and buns.

“I really like the Weet-Bix. It gives me so much energy that lasts me the whole day,” said one student. Another shared, “A breakfast of Weet-Bix, banana, and So Good will help me get a good exam grade.”

A Lasting Impact

Amanda Ekman, Community Care Manager, who along with Paul Rosa from Sanitarium's International team facilitated the delivery of Sanitarium products said, “It's a privilege to support PAU in this way, and we're grateful for the opportunity to help their students. We're looking forward to supporting the programme again in the upcoming Semester one for 2025. This collaboration is more than a meal service—it's a testament to shared values, community care, and the difference a nutritious breakfast can make in a student's success.”



Left: Algre (4th from right) at the Stars Graduation Celebration Breakfast

Below: Stars Camp strengthens teamwork and skills.



Stars Programme Impact Across New Zealand

16 Stars Schools Nationwide (2024)



4174 students

• 766 Peer Mentors (Years 12 & 13)



• 3408 Year 9 Stars participants



25-YEAR PARTNERSHIP EMPOWERING YOUNG KIWI LIVES

How Peer Mentoring Is Making a Difference Through the Stars Programme

This year, the Graeme Dingle Foundation celebrates 30 years of transforming young lives and 25 years of partnership with Sanitarium Health Food Company. This enduring relationship supports *Stars*, a school-based peer mentoring programme that helps Year 9 students navigate the often-daunting transition into high school.

Led by trained Year 12 and 13 Peer Mentors, *Stars* creates safe spaces for connection and growth, where senior students walk alongside juniors, offering leadership, friendship and guidance.

Stars in Action – Auckland Seventh-day Adventist High School

At Auckland Seventh-day Adventist High School (ASDAH), *Stars* is a part of everyday school life.

Each Year 9 student joins a small group led by a Peer Mentor. Sessions focus on teamwork, values, identity and culture, with friendships forming naturally along the way.

The year begins with mentor training and a multi-day adventure camp where students tackle challenges together, from crate-climbing and archery to shared meals and conversations. These experiences build trust, confidence, and connection.

Group discussions explore identity, resilience and personal “superpowers.” But often, the real impact happens quietly, a check-in, a laugh, or a few kind words at the right time.

“I enjoy how the Stars mentors bring the most out of the students. It allows people who feel they’re not heard to speak and use their voice.” Year 9 participant.

ASDAH has seen strong engagement from both juniors and senior mentors. In 2024, 99 students participated, including 27 Peer Mentors and 72 Year 9s.

In 2025, 98 students are involved with 24 mentors guiding 74 Year 9s.

Teachers at ASDAH say they’ve seen the impact firsthand with mentors stepping up and juniors growing in confidence week by week.

Peer Mentor Algre Dinauto

For Peer Mentor Algre Dinauto, *Stars* was a personal journey as much as a leadership role.

“I realised I couldn’t share lessons with my mentees unless I believed in them myself,” she says. *I started applying what we learned to my own life. The topics in Stars, identity, self-awareness, resilience are things even adults grapple with.”*

Algré found the role challenging, managing group dynamics, staying focused, and showing up consistently.

“But that taught me to stay calm, be encouraging, and give generously of my energy and smile.”

Her motivation was purpose. *“I joined Stars to build character. I thought about who this was for and how we, as mentors, help set the tone for our school. I didn’t have many role models when I was younger. I wanted that to be different for our juniors.”*

Adventure Camp Feedback:

Students reported feeling more confident, making new friends, and learning to work better with others (Graeme Dingle Foundation, Adventure Camp Survey 2025).

25 Years of Partnership: Sanitarium + the Graeme Dingle Foundation

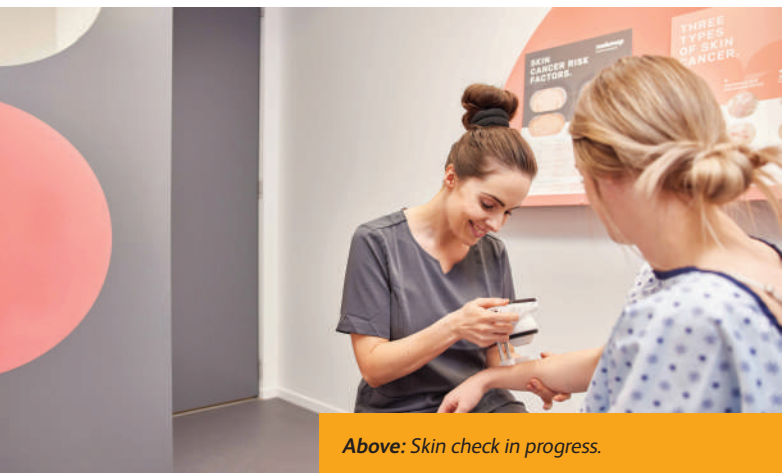
Together, we’ve:

- Mentored thousands of Year 9 Students
- Trained hundreds of Peer Mentors
- Enabled life-changing camps
- Supported measurable impact through research, training and evaluation
- Celebrated youth leadership at the Stars Excellence Awards

“The Stars Programme enables young people to build connections. Through confidence and belief in themselves, they’ll thrive!”

Tamara Elliot, Graeme Dingle Foundation Programme Coordinator, Stars.





Above: Skin check in progress.

SOFIA'S STORY

HOW A FREE SKIN CHECK HELPED CATCH CANCER EARLY

"I lived in the sun!" says Sofia*, a Vitality Works employee in her 50s, reflecting on her beach-loving childhood. *"With very white hair, a brown body... I was a classic beach baby: in just a nappy and zinc on my nose."*

Like many Australians growing up in the 70s and 80s, Sofia was surrounded by a culture that celebrated sun exposure but knew little of its dangers. Even as awareness grew, she admits, *"The damage had already been done."*

Fortunately, through Vitalize, Vitality Works' internal health and wellbeing programme, Sofia accessed a complimentary voucher for a skin check with MoleMap skin cancer clinics. Although not her first skin check, the convenience and value of the offering motivated her to book in immediately.

"I know how important regular checks are," she says. *"It was fantastic that Vitalize offered employees the opportunity to have one, without the cost being a barrier."*

Ordinarily priced at \$219, the skin checks offered through the programme give employees access to a comprehensive, expert-led service. For Sofia, that meant getting professional imaging, dermatologist specialist review, and a clear treatment plan, all without needing multiple appointments or additional out-of-pocket costs. It's this kind of accessible, early intervention that makes a real difference, catching concerns before they become crises.

During Sofia's appointment, two suspicious lesions were flagged. One turned out to be harmless sun damage. The other was a Basal Cell Carcinoma (BCC), a form of skin cancer requiring surgical removal.

"The mole was right in the centre of my back-where I couldn't see it, It wasn't dark or obviously suspicious, just a light pink spot I'd never noticed. I was told this type of BCC grows like mould-they just get bigger. If you don't catch it early, it spreads. In my case, it meant eight stitches and a painful recovery."

Since then, Sofia's habits have changed dramatically. *"All my skincare now has SPF 50+, I wear hats outdoors, and I teach my kids sun safety. This skin check was life-changing—and lifesaving."*

From January to March 2025, Vitality Works delivered 50 days of skin checks across Australia**, with 858 appointments, 884 images captured, and three melanomas, 36 carcinomas, and 67 pre-malignant lesions diagnosed.

Skin Cancer Facts***

- Two in three Australians are diagnosed with skin cancer every year.
- More than 7000 melanomas are diagnosed in New Zealand every year.
- Over 2000 Australians die each year from skin cancer, more than the number who die on our roads.
- 95 % of cases are caused by UV exposure, but most are preventable.
- Skin cancer costs the Australian health system an estimated \$272 million each year.

"While our core service is delivering health programmes to clients across a variety of industries throughout Australia and New Zealand, we also prioritise the wellbeing of our own people," says Roxy Davis, Service Delivery Lead. *"Through our Vitalize programme at Vitality Works and Better U across the wider Sanitarium group, our employees have access to the same life-saving services we offer our clients."*

Skin checks remain one of Vitality Works' most in-demand offerings, with uptake rates as high as 80 % in some corporate client rollouts. Since partnering with MoleMap in 2021, repeat clients continue to grow, evidence that when it comes to health, prevention is powerful.

*not her real name

**Vitalize is available in Australia and New Zealand

*** AU statistics: Mole Map, NZ statistics: Melanoma New Zealand

FAIR FOOD, REAL IMPACT

THE KITCHEN-CENTERED CHARITY NOURISHING AUCKLAND COMMUNITIES

In homes across Auckland, food insecurity is a daily reality for many families. But, thanks to a partnership between Life Health Foods (LHF) New Zealand and local food rescue charity Fair Food, more people are receiving the food and support they need. Together, they're helping to turn surplus food into something meaningful, nutritious meals, shared knowledge, and practical care for the community.

Every week, Fair Food collects fresh, surplus food from growers and retailers and redistributes it to over 50 frontline community organisations. When LHF came on board as a Conscious Kitchen Sponsor and regular food donor, Fair Food was able to do even more. These donations help ensure good food doesn't go to waste and instead ends up nourishing local whānau.

Thanks to support from LHF, Fair Food was able to share the equivalent of nearly 50,000 meals over 12 months with local whānau doing it tough.

Food with Purpose: Fair Food and LHF Impact at a Glance

- 49,650 meals shared with Auckland whānau.
- Cooking skills shared to make kai parcels more meaningful.
- 50+ frontline charities supported.
- One mission: Nourish families, reduce food waste, and restore dignity.

"The kitchen is the heart of the home, and that's absolutely true for us at Fair Food," says Michelle Blau, Fair Food General Manager. *"Thanks to the support of Life Health Foods New Zealand, we were able to share almost 50,000 meals with whānau who would otherwise go hungry. The financial support allowed us to share cooking knowledge, so our kai parcels were*



Above: Meal preparation to feed families.

more meaningful, and whānau could cook more nutritious food for their families."

LHF's contribution goes beyond funding. Staff also roll up their sleeves to support Fair Food's mahi on the ground. Each quarter, eight to 10 LHF team members volunteer regularly, helping sort and pack food parcels in Fair Food's Avondale hub. And as part of their support, LHF shares surplus stock when it's available.

The impact of this support is already reaching homes across Auckland. A New Zealand Police Constable from the Auckland City District, who works closely with vulnerable families, shared a heartfelt message of thanks from whānau who received food assistance:

"They were super surprised and grateful with what they were given. They didn't expect it and wanted to pass on their thanks... it took some stress off the mothers till payday."

Why Food Rescue Matters

- New Zealand households throw away over 100,000 tonnes of food every year.
- That's enough to feed the entire population of Dunedin for nearly three years.
- Fair Food helps turn this waste into meals for families who need them most.

Source: Love Food Hate Waste NZ, based on research commissioned by the Ministry for the Environment.

Together, Fair Food and LHF are helping to make life a little easier for families who need support and ensuring good food doesn't go to waste.

whānau - extended family or community group; often used to refer to families or households.

Kai - Food or meal

Mahi - Work or effort; often used to describe purposeful or meaningful work.

Aroha - love, compassion, empathy.



Above: Meal preparation to feed families.

20 YEARS OF TRANSFORMING LIVES

WITH COAST SHELTER

2025 marks an incredible 20-year partnership milestone for Sanitarium Health Food Company and Coast Shelter, a New South Wales-based charity supporting people experiencing homelessness, food insecurity, and hardship on the Central Coast.

Since the partnership was established, an initiative of current Sanitarium Health & Wellbeing CEO, Kevin Jackson, over two decades, this long-lasting relationship has delivered practical, life-changing support and impact, from supporting nutritious meals and volunteering to job-readiness programmes that help clients take meaningful steps forward.

“Sanitarium’s generosity year on year and support continues to enhance our Community Centre and refuge services, ensuring that those in need have access to nutritious meals and essential resources,” said Lee Shearer, former CEO of Coast Shelter.

Healthy Kitchen Programme: Nourishing with Dignity

A cornerstone of the partnership is the Healthy Kitchen Programme, which provides daily hot meals to locals facing hardship. With Sanitarium’s continued support, Coast Shelter regularly purchases fresh, seasonal produce from local suppliers, enabling them to serve goodness to their clients they might not otherwise have been able to.

Over the past financial year, the programme served more than 8300 meals, ensuring Coast Shelter clients doing it tough have access not only to food, but a pathway to proper nutrition in a compassionate and caring environment.

Job Ready Skills Training: Real Skills from Real Professionals

In 2024, the partnership evolved to include Job Ready Skills Training Workshops, supporting Coast Shelter clients, including those currently in refuge, to build

confidence and prepare for employment. Led by Sanitarium’s People and Culture Team, the sessions covered résumé writing, interview practice, and workplace communication.

15 clients took part, with eight already securing employment externally.

Participant Josiah credits the programme with helping him to secure employment.

“After one of the sessions, I spoke with one of the facilitators, Gabrielle, she encouraged me to go for my forklift license. That gave me a boost and made me feel more confident to get out there. I got my license and now work in a manufacturing job, which I really enjoy.”

Workshop facilitators and Talent Acquisition Specialists Gabrielle Staniland and Jamilah Johnson, both reflected on the change they saw in participants:

“It has been life-changing to see the difference these sessions have made,” said Gabrielle.

“It has brought a sense of fulfillment in giving back to the community,” added Jamilah.

Coast Shelter staff also noticed the shift these sessions were having on their clients.

“I love transformation – I see these clients from start to finish and it’s so exciting the effect these days have on their self-esteem,” said Ali Booth, former Youth Employment Specialist.

“The dignity and patience that Sanitarium’s People and Culture Team displayed along with the skills development will go a long way in assisting participants to move into sustainable employment. We are lucky to have such a fantastic corporate partner in Sanitarium.” – Kyleigh Holland-Quinn, Service Evolution Manager

After 20 years of partnership with Coast Shelter, Sanitarium’s contribution continues to assist in addressing the evolving needs of the community with real, lasting impact.

“The dignity and patience that the People and Culture Team displayed along with the skills development will go a long way in assisting participants to move into sustainable employment. We are lucky to have such a fantastic corporate partner in Sanitarium.”

Kyleigh Holland-Quinn, Service Evolution Manager



Josiah’s Journey How One Workshop Changed His Direction

Josiah, a former Coast Shelter client, shared the impact attending a workshop had on supporting his employment outcomes:

“Before the Job Ready sessions at Sanitarium, I didn’t realise how many jobs were out there in manufacturing. My most memorable part was the interview practice - it was a non-threatening environment and the facilitators were very kind. After one of the sessions, I spoke with one of the facilitators, Gabrielle - she encouraged me to go for my forklift license. That gave me a boost and made me feel more confident to get out there. I got my license and now work in a manufacturing job, which I really enjoy.”



Above: Coast Shelter staff Crystal, Emma and Penny unload fresh vegetables funded by the Healthy Kitchen Programme.



Above: Job Seeker Skills Programme attendees pictured with Sanitarium workshop facilitators Jamilah Johnson (far left) and Gabrielle Staniland (third from left, front row), and Programme Lead Brianna Catling (back row, second from right).



“Seek out the distant horizons and cherish those you attain. Aim for the highest cloud, so that if you miss it, you will hit a lofty mountain.”

Dancey Whata, 10-year team member, message to colleagues

Above and right: Dancey Whata.



Above: Luis Martin, Rene Racasag, Prudence Macheke, Diana Oh, Tangi Maka

A BOX FULL OF HISTORY

HONOURING OUR 85-YEAR JOURNEY OF ‘LOOSE CEREALS’

For more than 85 years, Sanitarium Health Food Company’s loose cereal range has been part of everyday life for generations of New Zealanders. Products like Muesli, Granola, Honey Puffs and Weeties became familiar names in homes across the country, produced year after year by a dedicated team from our various sites including Christchurch, Palmerston North and Auckland.

On 23 May 2025, the final run of loose cereals was completed at the Auckland manufacturing facility, bringing an end to a chapter that has shaped both our product history and the lives of the people behind it. Together, the team saying goodbye shares more than 700 years of collective experience.

This change also marked a farewell for the Pah Road loose cereals team, who finished on 30 May 2025. Among them are team members who have spent decades at Sanitarium, some for over 40 years, and families whose connection to the site and the manufacturing of our products spanning multiple generations.

It’s a significant moment, not just because production has ended, but because it represented a legacy built through commitment, collaboration, and care. As one chapter closed, we paused to reflect on the contribution of this team and the role they’ve played in shaping our story.

“Sanitarium has been my home for the past 43 and a half years, and as I look

back, I feel truly grateful. When I first joined, it was a great company to work for, and over the years, it has continued to support me. I’ve made lifelong friends here, and as I say goodbye, I’m filled with appreciation,” shared Zarina Sills, Quality Systems Controller.

“Coming to work each day has been a joy, not just because of the job, but because of the amazing people I’ve worked with. While I’ll miss my daily drive to work, I’m looking forward to the next chapter of my life, where I hope to give back and share the same kindness that Sanitarium has shown me. Thank you to everyone for being part of this incredible journey.”

Rene Racasag, Process Assistant, gave a heartfelt farewell having worked in Muesli production for 18 years. “I’ll miss my team for the rest of my life. But I wish them all the best. Don’t be afraid about tomorrow – God knows,” he said.

“I believe in being a team player – it’s not just me; it’s not everyone else; it’s the whole team.”

Prudence Macheke, who has been working with Muesli for four years says she has thoroughly enjoyed her time at Sanitarium and always wanted to work at Sanitarium, driving by the iconic brick building many years ago and was really excited when she got the job.

With 21 years of service, Diana Oh who managed the oven process, making sure

product quality was met, hopes her team “enjoy life, stay safe and be happy.”

“It’s so sad to see our cereals lines cease production but it has been lovely to mark the end of this journey with my colleagues who I’ve worked alongside to make these great products with for so long,” shared Olivia Tevarga who worked the line’s last day.

In line with our Purpose, the team’s legacy is one that has been built one shift, one batch, one milestone at a time and one that will continue to shape the way we work and support each other.

While production of loose cereals in New Zealand has now concluded, the impact of the people behind them lives on, in the values they’ve embodied and in the strength of the teams they’ve helped build.



TIMELINE OF LOOSE CEREALS



A BOX FULL OF HISTORY

HONOURING OUR 85-YEAR JOURNEY OF ‘LOOSE CEREALS’



Above: Brigido Carpio with a pack of Weet-Bix Clusters.



Above: Zarina Sills, Quality Systems Controller.



Above: Olivia Tevaga and Isu Lemoa with the last Granola pack.

“Coming to work each day has been a joy, not just because of the job, but because of the amazing people I’ve worked with. While I’ll miss my daily drive to work, I’m looking forward to the next chapter of my life, where I hope to give back and share the same kindness that Sanitarium has shown me.”

Zarina Sills, Quality Systems Controller, 43.5 years with Sanitarium



Above: Representatives from Daylight Centre Fellowship charity receiving a donation of £2500.



Above: LHF team members participating in the Deeping Raft Race.



Above: Members of the Children in Need Fundraiser organising team.

SMALL ACTS, BIG IMPACT

HOW LIFE HEALTH FOODS UK IS STRENGTHENING COMMUNITIES ONE MOMENT AT A TIME

At Life Health Foods (LHF) UK, the team believes that impact doesn't always start big. Sometimes, it begins with a bake sale. A splash in the river. A shared moment of care.

This year, the teams have found joyful ways to show up for the people and places around them. Whether it was fundraising, sponsoring, or cheering from the sidelines, everything pointed back to our Purpose, changing lives every day through whole person health. And with the cost of living stretching households across the UK, supporting that ethos felt more important than ever.

"We're proud to have produced over 600 Million serves of nourishing, accessible food, enough for every person in the UK to enjoy our products ten times. With 1 in 5 households facing food insecurity (Food Foundation, 2025), healthy, affordable choices matter more than ever," said Jonathon Thorn, CEO of Life Health Foods UK.

But the care and support didn't stop at what products LHF UK makes: The team leaned into how they give.

It started with soaked socks, wobbly paddles, and a lot of laughter. In August, a group of employees, affectionately called the "LHF Bros," took part in the Deeping Raft Race to raise funds for Little Miracles, a local charity supporting families of children with disabilities and life-limiting conditions. They built their own raft, doubled their goal, and crossed the finish line soaked but smiling after raising £500 (est. \$1048 AUD).

"We might've been outpaced by Care Bears and Mario Kart racers, but the cheering from our LHF colleagues and the cause we were supporting kept us going," said Donna Farrelly, team member and fundraiser.

A few weeks later, joy was in the air again, this time in clouds of colour at an event held at Irchester Primary School to help raise over

£2000 (est. \$4190 AUD) for a new outdoor wildlife and learning area. Around 150 children ran, laughed, and got moving for a great cause.

"Events like this give kids more than exercise, they build confidence, connection, and joy," said Jonathon Thorn, CEO of Life Health Foods UK. *"We're proud to support causes that align with our values and bring wellbeing to life."*

In November, the smell of baked treats filled LHF canteens for a Children in Need Bake Off. From mystery boxes to masterpieces, the team raised £468 (est. \$980 AUD) proudly matched by LHF UK, doubling the total to £936 (\$1960 AUD). The funds help support children across the UK facing poverty, neglect, and trauma.

In February, LHF's Peterborough and Wellingborough teams rallied for World Cancer Day. Between tuck shops, raffles, and games, the team raised £843.90 (est. \$1766) for Cancer Research UK, their biggest fundraiser to date.

"Everyone knows someone affected by cancer," said Kia Wiseman, Learning & Engagement Facilitator. *"It felt good to stand together, not just in memory or support, but in action. Moments like this remind us that our hearts are in the right place. Helping our communities isn't just something we do, it's who we are."*

And in May, the LHF team celebrated the Spirit of Life Health Foods Awards (SOLA) by giving back. The team donated £2500 (est. \$5238) each to two local charities: Little Miracles and Daylight Centre Fellowship.

Little Miracles shared that the donation would go towards expanding their therapeutic play sessions and support groups, helping children thrive and giving families a safe space to feel supported.

"We're incredibly grateful for the generous £2500 donation. As a small, local charity supporting people affected by poverty, homelessness, and social exclusion, this kind of support makes a real and immediate impact. It helps us keep vital services running and ensures that people in crisis continue to receive the compassionate, practical help they need. At a time when local charities are facing increasing pressure and reduced funding, gestures like this don't just help us survive, they help us carry on doing what matters. It means a lot to be recognised in this way."

Carina Fisher, Chief Executive of Daylight Centre Fellowship.

These moments, joyful, meaningful, sometimes messy are what impact really looks like at Life Health Foods UK. They may seem small, but they spark something bigger.



Above: LAC team ready to depart from Wellington.



Above: CAS team pointing at finished church foundations.

Right: CAS student working on the foundations of Etas church.



FROM AOTEAROA TO VANUATU AND FIJI

NEW ZEALAND HIGH SCHOOL STUDENTS SUPPORTING SOUTH PACIFIC COMMUNITIES

In 2024, two high school groups—from Christchurch Adventist School (CAS) and Longburn Adventist College (LAC)—travelled to the Pacific Islands to take part in practical service projects.

In Partnership with ADRA New Zealand, and through the support of Sanitarium Health Food Company’s sponsorship of the ADRA connections programme each school took on a unique project: CAS students supported the community of Etas in Vanuatu, while LAC students worked with the community of Navesau in Fiji.

Laying the Foundation for a New Church in Etas, Vanuatu

After the Etas community’s Seventh-day Adventist (SDA) Church was destroyed by a cyclone, significant repairs were needed. To assist the rebuilding process, 18 students from CAS flew to Vanuatu to work alongside local builders and Adventist Development and Relief Agency (ADRA) staff. The team worked to pour 16 concrete footings for the new church, literally laying the foundation for a more durable and weather-resistant building. Connections groups like CAS, working with ADRA carpenters, have been incredibly impactful. The team was able to complete this foundation in 12 days, a job that could have taken months to do.

They cleared the site, moved construction supplies, mixed and poured concrete, and ensured the area was left clean and safe for future builders. This service saved the Etas community time, money and labour.

With the foundations laid, there is still much work to do, it is expected that, in about three years, the new building will serve not only as a place of worship, but also as a space for community use and shelter during emergencies. In times of evacuation, more than 2000 people from surrounding communities seek refuge at the Etas SDA Church. The new building will have greater

capacity and be safer during these tropical cyclones, helping to protect people in the wider region of Efate.

Improving Facilities in Navesau, Fiji

In Navesau, Fiji, 16 students from Longburn Adventist College took on some much-needed improvement projects at a local high school. They built 15 new double bunk beds to help provide more accommodation for boarding students. The group also repainted and provided basic maintenance to the school’s kitchen, installed new mirrors, sanitary stations, and water facilities.

In the lead up to the trip, the team raised around \$45,000. These funds contributed to travel costs, and new kitchen appliances for the school.

“This trip has changed me, my values and given me a real appreciation of what we have at home. We hope that these practical improvements have made a real difference to the community,” shared one of the students.

Partnership Making a Difference

By partnering with ADRA and supporting these school service trips, Sanitarium has contributed to valuable infrastructure and facility improvements in both Vanuatu and Fiji. These projects will continue to benefit communities long after the trips have ended, leaving a lasting impact on them, and the students involved.

“The service impacted both parties in great ways. I never would have known how much of a blessing and what a joyous feeling it is to serve others. This trip grew my faith and confidence,”

LAC student.

These Kiwi students had the trip of a lifetime. They were able to give back to communities, all while creating stronger bonds with each other and learning important life skills for their future.

OUR IMPACT



- 34 students attended these mission trips in 2024
- 16 concrete footings poured for a new church
- 15 bunk beds constructed

“We recruit on character here at Sanitarium - and our secret sauce is undeniably our people. It’s not just about what we do, but how we turn up every day, on every field, with passion, purpose and integrity. The values we live, the assets we bring - our experience, our energy, our commitment - set us apart. It’s how we play every day that defines us and our success, and it’s what continues to distinguish Sanitarium as a truly special organisation,”

Todd Saunders -
Executive General Manager, ANZ



Above: Tyler Colquhoun and Brianna Caitling representing Sanitarium at a careers fair.



Above: Back row (L-R): Baxter Beams, Stuart Stanton, Ben Jones, Cooper Fowler, Front row (L-R): Tyler Colquhoun, Jasmine Ausage, Tia Abel.

BUILDING BRIGHT FUTURES FOR FUTURE IMPACT AT SANITARIUM

WHERE PEOPLE, PURPOSE AND POTENTIAL THRIVE

At Sanitarium Health Food Company, careers are built on more than roles and responsibilities, they’re grounded in values that put people first and an alignment with our whole person health philosophy.

Whether developing new products, driving brand strategy, or supporting operations, like all entities across the Sanitarium Health and Wellbeing Group, Sanitarium or Team Sanitarium as the staff call it, fosters a culture of collaboration, growth, and shared purpose, inspiring whole person health and supporting the professional development of every one of our staff.

“In the past year, more than 50 new professionals have joined Sanitarium in Australia and New Zealand across workstreams including Supply Chain, Manufacturing, Sales, Marketing, IT, Finance and Corporate,” says Peter Hartnett, Head of People & Culture.

“In addition, over the past four years, more than 20 young professionals at the start of their careers have stepped into internships, graduate roles or scholarships, launching careers in fields like food science, health and wellbeing and more.”

This momentum reflects Sanitarium’s belief that people are at the heart of everything we do. New team members are not only welcomed into a values-driven environment, but given the support, training, opportunities, and encouragement to grow their careers and thrive,” he adds.

Todd Saunders, Sanitarium’s Executive General Manager ANZ, says it’s the people that are Sanitarium’s ‘secret sauce’.

“We recruit on character here at Sanitarium and our secret sauce is undeniably our people. It’s not just about what we do, but how we turn up every day,

on every field, with passion, purpose and integrity. The values we live, the assets we bring, our experience, our energy, our commitment, set us apart. It’s how we play every day that defines us and our success, and it’s what continues to distinguish Sanitarium as a truly special organisation,” Todd said.

Growing Together: First Impressions from New Talent

While their roles and expertise differ, the insights from recent hires over the last 12 months share a common thread when it comes to sharing their experience growing a career at Sanitarium.

Research & Development Scientist Candice Heunis has spent the past eight months immersed in plant-based innovation:

“In the eight months I’ve spent at the Sanitarium Development and Innovation Team, I’ve gained invaluable insights into the world of plant-based beverages and barista milks and had the freedom to explore and learn. The team at Sanitarium is incredibly supportive, fostering a culture that values collaboration, innovation, and personal development.”

Working across retail and brand marketing, Shopper Marketing Executive Emma Sole has had a similar experience since she commenced.

“My professional development at Sanitarium has been incredibly rewarding, with supportive leaders and growth opportunities that have helped me thrive. The team culture is genuinely collaborative and values-driven, making every challenge feel like a shared journey.”

In commercial sales, Assistant National Account Manager Roxanne Moore is loving

the challenges and cross team collaboration a Sanitarium career is offering her.

“I’ve really enjoyed being part of a collaborative, purpose-driven team where people genuinely care about the work and each other. One of the most rewarding parts of my role has been identifying what makes our products succeed in a competitive retail space, whether it’s price, promotion, or execution and seeing that translate into results.”

In New Zealand, newly appointed National Category and Revenue Manager, Fiona Wakelin, says joining Sanitarium has been a very positive experience as a long-time consumer of our much-loved brands.

“The chance to work with iconic brands like Weet-Bix, as a Weet-Bix Kid myself, and to see the positive impact Sanitarium, a company with such a different purpose, has in the community really stood out to me. The values, especially ‘we make it happen’ and ‘in it together’, truly resonate. It’s the people that make the difference, and I feel lucky to work with such a great team.”

In her Trans-Tasman role, Consumer Response Centre Manager Rebecca McGladdery, who joined the company in 2025, says she appreciates the culture and foundation she has been provided early on.

BUILDING BRIGHT FUTURES FOR FUTURE IMPACT AT SANITARIUM

WHERE PEOPLE, PURPOSE AND POTENTIAL THRIVE



Above: Danii Garrett, Human Resources Advisor Manufacturing, representing Sanitarium at a careers fair.

Where
PEOPLE,
PRODUCTS and
PURPOSE matter
– a company serving goodness.

Sanitarium offers a wide range of career opportunities across departments and disciplines. To explore current openings, search for ‘Careers at Sanitarium’ on the Sanitarium website.

Applications for the 2026 intake of the Sanitarium Scholarship Program open in September, and other early career opportunities are listed throughout the year.

If you’re a school interested in our Job Ready Network Programme, contact Dean Bennetts via Dean.Bennetts@Sanitarium.com.au for further information.



“I absolutely love the culture at Sanitarium. Everyone has been so welcoming and supportive from day one. I’ve really appreciated the time and encouragement to learn about the company, our products, and our consumers, which helped me feel confident stepping into a team management role. The strong sense of collaboration truly set Sanitarium apart.”

Building Bright Futures for Young Professionals

With a strong Employee Value Proposition, providing career pathways is another important component of Sanitarium’s recruitment strategy.

Sanitarium also attracts and invests in up-and-coming talent with internship and short-term student work experience opportunities offered periodically throughout each year.

Another such opportunity is the Sanitarium Scholarship Program, designed for eligible Year 12 students attending Adventist, or other school, and actively involved in their local Adventist church.

24-year-old Ben Jones started at Sanitarium in 2019 as an Intern. Now employed full-time as a graduate Engineer within our SDI team at Cooranbong for a year and a half, Ben says the Scholarship Programme gave him direction and confidence.

“There was no stress about job applications once I finished university, I already knew I had a role waiting. The Sanitarium Scholarship gave me direction early and set me up with experience I wouldn’t have had access to otherwise.”

Baxter Beams began as the UP&GO TikTok Intern and is now employed as a full-time Junior Creative within the Marketing & Communications Co.Lab creative team.

“I learned more through the hands-on work I did at Sanitarium than at university. It gave me a pathway into a full-time role doing work I love.”

Job Ready Network: Schools, Skills, and Career Confidence

Sanitarium is also planting the seed for future careers through school-age outreach. The Job Ready Network (JRN), launched by Sanitarium’s Talent Acquisition Team in 2025, aims to build career confidence and early workplace skills among students at 28 Adventist schools across Australia and New Zealand, and includes resume and interview workshops, teacher support, and downloadable classroom resources.

“This programme really stemmed from the success of our Coast Shelter jobs initiative offered by Sanitarium’s Talent Acquisition team,” says Sanitarium Talent Engagement Developer, Dean Bennetts.

“We realised the most powerful thing we could do is let students hear directly from people who hire within Sanitarium what we as a company actually look for in an application or interview.”

The Job Ready Network Programme and Careers Nights are also providing opportunity for students to hear from current employees about their career journey with Sanitarium.

Recently, Communications & Corporate Affairs team Intern, Tia Abel, and Graduate Communications Officer, Tyler Colquhoun, joined Brianna Catling at Wahroonga Adventist School to speak with Year 10 and 12 students and a Careers Night at Avondale School in Cooranbong.

“Presenting at Wahroonga gave me a chance to reflect on how far I’ve come, and it was exciting to show other students what’s possible when you step into an opportunity like this,” said Tia.

“I know exactly what it’s like to be unsure of what’s next, so it’s really rewarding to share this experience with students and give them a real, relatable view of what a future could offer in a role with Sanitarium.” says Tyler, who relocated from Queensland for the role.

Talent Acquisition Business Leader Brianna Catling says these young professional outreaches are just one of the many ways Sanitarium promotes wider recruitment opportunities across the Tasman.

“I’m passionate about what we stand for at Sanitarium—and these outreach programs help students connect their values with real career opportunities, in a place where purpose and professional growth go hand in hand for all of our staff no matter their pathway or career journey within the organisation.”

Thinking of Applying?

“Whether hoping to join Sanitarium as an intern, graduate, mid-career professional or senior leader, Sanitarium team members consistently describe the culture as people-first, values-led and purpose-driven. Careers here are built on collaboration, learning, and the opportunity to contribute to something meaningful,” shares Peter Hartnett, Head of People & Culture.



Above: Sanitarium Berkeley Vale Head Office employees hand over hampers to Lee Shearer (former Coast Shelter CEO).



Above: Caterina Paola, Brian Ruiz, Ian Steele (Kickstart for Kids Founder), Joseph Crescitelli, Shane Dunlop, Lachlan McCray.



Above: Loaves and Fishes co-founders Michael and Kylie Jennings receive 408 boxes of Weet-Bix.

A HELPING HAND, CHRISTMAS GIVING

While many gather at Christmas time for festive feasts, millions of people face empty plates. With food insecurity at a record high over the last 12 months, Sanitarium Health Food Company teamed up with charities to help put nourishing food on hundreds of tables last Christmas.

New South Wales Impact

Employees based in New South Wales supported Coast Shelter - our charity partner of 20 years - in the following ways:

- A Hamper Drive generated grocery items for an impressive 85 Hampers, packed by members of the Marketing and Communications team.
- At the Hamper Handover ceremony, Todd Saunders, Executive General Manager ANZ, surprised Coast Shelter's CEO with a \$20,000 donation in recognition of our 20 years of partnership together.
- 70 employees donated their time to help at Coast Shelter's Christmas Gift Wrapping stands at Erina Fair Shopping Centre and Westfield Tuggerah.
- Employees gifted \$1450 worth of Prezzy vouchers to Coast Shelter along with 40 \$20 Big W vouchers for the Coast Shelter Men's Refuge.

"Thanks to your generosity, Coast Shelter can provide life-changing services to individuals and families facing their toughest times, bringing hope and comfort to those in need,"

Lee Shearer, Coast Shelter CEO.

South Australia Impact

In South Australia, several Sanitarium Field Sales Representatives and The Alternative Dairy Co. (ADC) Sales Team members attended community care partner Kickstart for Kids' annual *No Breakfast, Breakfast* event.

- The event raises funds to buy food for vulnerable children in South Australia.

- The *No Breakfast, Breakfast* event raised up to \$39,000 in ticket sales and donations on the day.
- Sanitarium donated 408 boxes of Weet-Bix to Kickstart for Kids.

Queensland Impact

The Queensland team donated to Loaves & Fishes in Toowoomba, who provide essential support to local families and individuals in need.

- Employees started a donation drive to collect non-perishable items.
- They assembled six large hampers, and delivered them to Loaves & Fishes.
- Sanitarium also donated 408 boxes of Weet-Bix.

Western Australia Impact

Employees from Western Australia's Carmel Factory supported both Foodbank WA and Sharing a Hills Christmas. Sharing a Hills Christmas is a local volunteer led initiative that sort, pack and deliver Christmas hampers to local residents in need.

- Employees donated 11 grocery hampers and 158 boxes of 1.2kg Weet-Bix to Foodbank WA.
- Sanitarium donated 250 boxes of 1.2kg Weet-Bix to Sharing a Hills Christmas.

"Thank you, Sanitarium! Breakfast cereals are a staple in the hampers provided and without Sanitarium's support, we would have to purchase cereals and our budget often just doesn't stretch that far,"

Peggy Mews, Sharing A Hills Christmas.

Auckland Impact

Kiwi employees supported Christmas Box, an organisation that distributes boxes of food and Christmas treats to struggling families in Australia, New Zealand, and the Cook Islands.

- Almost 40 corporate teams, including Team Sanitarium, packed 8250 boxes within a few hours.

- Sanitarium donated 35,000 packets of Weet-Bix this year.
- Across our decade long partnership, Sanitarium has donated almost 230,000 packets of Weet-Bix, the equivalent of 2.8-million serves.

"On behalf of the Manihiki community especially the most vulnerable households that were blessed with a Christmas Box, we all extend our heartfelt appreciation and gratitude to all the sponsors,"

says recipient from the remote community on Manihiki Island.

FOODBANK AUSTRALIA HUNGER REPORT 2024 FACT BOX:

- 3.4-million Australian households experienced food insecurity.
- 69% of single-parent families experienced food insecurity.
- More than 70,000 people sought help from Foodbank Victoria alone during the 2024 Christmas season.
- 15% drop in food donations amid rising demand.
- Only 1 in 4 food-insecure households received help from family or friends.

97 YEARS STRONG

AND FUELLING THE NEXT GENERATION OF WEET-BIX KIDS



Above: Mary Fowler stars in the latest Weet-Bix TV commercial for "Aussie Kids are Weet-Bix Kids".



Above: A still from one of the first "Aussie Kids are Weet-Bix Kids" ads, circa 1985.

Right: Weet-Bix Ambassador All Blacks Rugby Player Ardie Savea.



Despite marking nearly a century of heritage, Weet-Bix remains a beloved breakfast staple across Australian and New Zealand households. For 97 years, the brand has championed nutritious breakfasts and reflected Sanitarium Health Food Company's Purpose - to support whole-person health.

Equally iconic is its Trans-Tasman slogans "Aussie Kids are Weet-Bix Kids" and "Kiwi Kids are Weet-Bix Kids", first trademarked in 1985. The earliest known commercial aired on 12 July that year, and the catchy jingle quickly became familiar to households across both Australia and New Zealand.

In celebration of this legacy, Weet-Bix launched a fresh campaign in January this year, centering on what it means to be a "Weet-Bix Kid" in today's evolving, modern world. Designed to evoke nostalgia for Weet-Bix Kids young at heart while inspiring a new generation, the campaign reimagines the brand's identity in a modern and meaningful way.

At the campaign's centre is a brand-new 30-second advertisement, a creative collaboration between Sanitarium and creative agency 303 MullenLowe. The advertisement features a vibrant mix of everyday Aussies and Kiwis of all ages, alongside Weet-Bix ambassadors and sporting greats: soccer legend Mary Fowler (Australian version) and All Blacks rugby star Ardie Savea (New Zealand version). Each ad closes with the question, "I'm a Weet-Bix Kid, are you?" a nod to the shared understanding of what it means to be part of the Weet-Bix Kid community.

This new campaign not only builds on the rich history of the Weet-Bix slogan, but also reflects the brand's strong market presence with 86% prompted brand awareness across Australia and New Zealand (Fifthfive5 Brand Tracking Data

to March 2025), and is found in almost half of all Australian pantries (Nielsen Homescan Data Total AU to 25 March 2025), indicating strong brand recognition and widespread appeal and purchase consideration.

"Weet-Bix has been a staple breakfast choice in Aussie and Kiwi households for generations, helping grow thousands of kids to be part of the Weet-Bix legacy," said Jessica Manihera, Head of Marketing & Communications. "Our new ad is helping to reignite the magic of a Weet-Bix breakfast for many, while enticing new consumers to fuel their day with Weet-Bix too."

The Weet-Bix brand and memorable slogan have become intrinsically linked to Australia and New Zealand culture.

"We are so proud of how this campaign captures the essence of what it means to be a Weet-Bix kid across all life stages, in a way that feels modern and relevant. With so many contributions from across the business, it is satisfying to see it come alive as an integrated Trans-Tasman campaign," said Sarah Smyth, Senior Brand Manager Weet-Bix.

"The humble Weet-Bix continues to fuel Aussie and Kiwi kids not just with energy, but as part of a broader commitment to whole person health. In FY24/25 to date, over 1,257,000 serves of Weet-Bix have been provided to schools and breakfast programmes, helping more children start their day nourished and ready to learn."

As the brand nears its 100th year, Weet-Bix remains committed to nourishing generations and continuing its legacy as a cultural icon across Australia and New Zealand.

"Weet-Bix has been a staple breakfast choice in Aussie and Kiwi households for generations, helping to grow thousands of kids to be part of the Weet-Bix legacy. Our new advertisement will help reignite the magic of a Weet-Bix breakfast for many, while enticing new consumers to fuel their day with Weet-Bix too."

Jessica Manihera,
Head of Marketing and Communications ANZ

Watch the Newest Weet-Bix Campaign:

AU TVC:



NZ TVC:



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