

(Cover note stapled to each copy of 'Our Code' booklet)

26 July 2010

Our new-look Code of Conduct

To help reflect the new Coles direction, we've updated our Code of Conduct so that it includes 'The Coles way' – that is our overarching goal, values, circle for success and ways of working.

We have also taken the opportunity to update the look and feel of our Code of Conduct so that it's in line with our new Coles branding.

While most of the Code of Conduct content is the same, you will notice that we've added a new paragraph regarding team members' use of online social networks.

Using online social networks – what you need to know

Online social media forums, such as MySpace, Facebook, Twitter and YouTube have proven to be a great way for people to share information and opinions and keep in touch with colleagues and friends outside of work.

If you use these online social networks, it's important that you are mindful of your association with Coles. Make sure your profile and related content is in line with our Code of Conduct and consistent with how you wish to present yourself to colleagues and customers. Remember - what you publish will not only reflect on you personally, but on the Coles' brand as well.

If you use, or plan to use online forums like these, there are a few important points to remember to ensure you follow our Code of Conduct:

- It is not OK to make any disparaging or negative remarks about Coles, other team members, customers, competitors, contractors and suppliers on online forums.
- It is not OK to bully, harass or discriminate via online forums.
- Make sure you do not reveal any confidential information about Coles. Information is considered confidential when it is not readily available to the public.
- Our brands, company logos, copies of Coles promotional material and other Coles information must not be used on these sites. The use of company logos or branding without permission constitutes a breach of trademark laws and our Code of Conduct.

There are also some things that you should be careful of:

- Make sure you do not breach your friends' and colleagues' right to privacy by publishing information about them that you have not received permission for.
- Loading photos, listing your place of work, when you'll be working and other personal details could impact your personal safety or breach privacy law – don't put yourself or your workmates at risk.
- We ask that you also be mindful about the types of photos you post on a group page about Coles. Remember that you are representing the company and photos of social parties and some in-store or back-of-house images may not be an appropriate reflection on our store, and could breach our Code of Conduct.

We do regularly monitor sites and online forums for breaches of our Code of Conduct, so make sure you remove any posts that could breach this code. Please see page 9 of the Code for more information on breaches.

If you're unsure whether content on online social networks is appropriate, simply apply our Code of Conduct and Equal Opportunity principles or ask your line manager.

If you see any online or social media content that is not in line with our Code of Conduct, please let us know by calling Line Manager Advisory Centre.