

CUSTOMER NEWSLETTER

OCTOBER 2020 | VOL. 1



Welcome to the first Cheetham Salt Customer e-Newsletter

WRITTEN BY PETER NEWTON

The purpose of this e-newsletter is to provide feedback from the Customer Surveys, updates about key seasonal activity and relevant technical articles and trends. It is our intention to distribute this at least twice per year.

Unprecedented is a word that has been often used to describe 2020. COVID-19 has certainly impacted all our lives. Since the start of the pandemic, two guiding principles have been at the forefront for our business.

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The health and wellbeing of our people, their families and communities, and continuity of supply given the essential nature of salt in your business. As stated in our *Purpose*, 'We are entrusted to supply the world's most essential mineral, enhancing life for every person, every day'. This has been key in developing and implementing our COVID-19 'lines of defence' strategy. To date this strategy has ensured that we continue to meet your requirements.

The final quarter of the calendar year is a busy period for everyone. Our ongoing planning process ensures that we are well prepared for the seasonal sectors.

Each year we undertake a review of the previous one. We do this as part of our continuous improvement process and it involves all parts of our business. We use the outputs from the review for planning and to support our vision to 'grow by providing our customers a great experience every time'.

In addition to the internal review, we also look for feedback from our customers. In late 2019, we conducted a Customer Survey. We appreciate the feedback from everyone who participated in the survey which has been used to improve our business.

Our commitment into the future is to provide you with more timely information about the survey results, what we have learned and what we have done.

We will be soon conducting another Cheetham Salt Customer Survey. I encourage you to participate as feedback will be to enhance your experience with Cheetham. Some of the changes in response to feedback from past surveys includes:

- New logistics providers in some states to improve our service and our customers experience
- New warehouses in some regional areas to improve inventory availability
- Automated processes like emailing of order confirmations and advanced shipping notices to let you know that your order has been dispatched and is on its way.

We appreciate your feedback and look forward to hearing any new suggestions.

Your sincerely,
Peter Newton
General Manager



CSL Upcoming Customer Feedback Survey

In the next few days, we'll be inviting you to complete our online Customer Feedback Survey for 2020.

Your feedback is an important driver of change in our company and our goal is to provide you with the best possible experience each and every time you interact with us.

The survey will be emailed to you by our marketing team. We would be incredibly grateful if you could take a few minutes to let us know how we can better serve you in the year ahead. Please be assured that the feedback you provide will remain anonymous.



Tips for placing orders

By all reports we are looking at a bumper pool season. The Bureau of Meteorology has recently confirmed the establishment of a *La Nina* weather pattern for the rest of Spring and Summer. This system generally means wetter than average conditions. The combination of this event, combined with current COVID-19 and travel restrictions indicated a very busy pool season ahead. Our pool salt inventory build is well advanced in preparation for the season.

The last few months of the year also see many industries ramping up for the holiday period, with some customers ordering larger quantities than normal they normally would.

To help with planning our deliveries we have some handy tips when it comes to ordering salt.



- Think about placing a standing order
- Order well in advance
- Order early in the week
- Order early in the morning before 12pm AEDST
- Daylight Savings starts 4th October



CSL New Website

We are excited to announce the launch of Cheetham Salt's new website.

The new website is intended to keep you better informed of developments within Cheetham Salt. You will now be able to download product specifications directly from the site, make online enquiries, subscribe to our newsletter, and access up-to-date information via online press releases and new industry related articles.

We are looking forward to launching the website in November 2020. Please visit our website at www.cheethamsalt.com.au



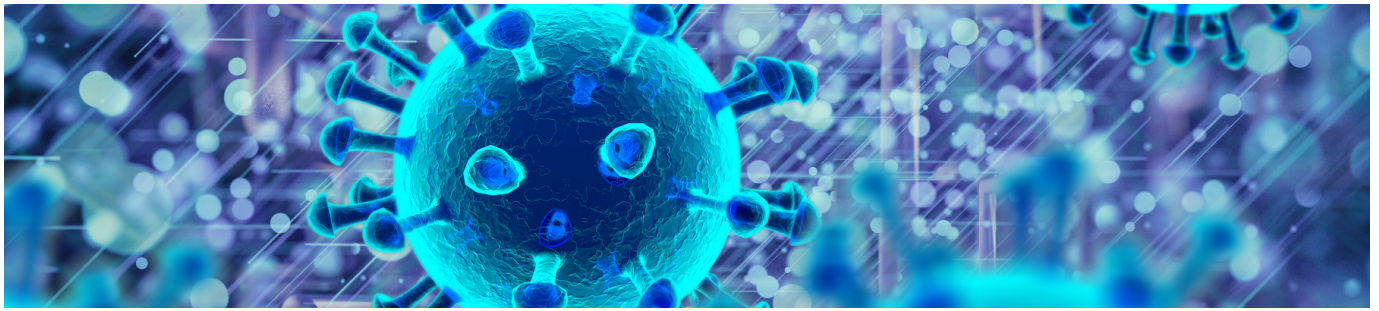
Foodbank Australia

In 2020 we are proud to continue our support for Foodbank in conjunction with *General Mills*. We donated enough salt to make 18250 cases of Latina Fresh pasta and are about to start another campaign with Simplot Australia that will produce over 240,000 jars of Leggo's Pasta Sauce.

Foodbank is Australia's largest food relief organisation, providing 77 million meals a year to people in need with over 40% of their food distributed to regional communities around Australia. Foodbank work with the food and grocery industries to give new life to surplus and donated product. They also collaborate with farmers, manufacturers and government on innovative programs to produce key staple foods such as pasta, breakfast cereals, pasta sauce and sausages.

These combined sources of food and groceries enable Foodbank to supply over 800,000 people each month via more than 2,000 front line charities and 3,000 schools with the provisions they need to fight hunger in Australia. As a not-for profit organisation, Foodbank relies on the support of their food industry partners to ensure they can supply food to those in need throughout Australia.





COVID SAFE PLAN



WRITTEN BY JOHN VARCOE

We are not at a stage where we can go back to living our lives the way we did before the pandemic. The virus is still with us, and will be for quite some time, and the global situation continues to deteriorate.

These challenging times have placed immense pressure on businesses to continue operating safely and without interruption. As a supplier of the world's most essential mineral, we play a vital role in Australian manufacturing. To date have been able to continue to service our customers with no disruption to their business, despite restrictive measures aimed at curbing the virus's spread.

To continue being a reliable supplier of salt, we operate a workplace COVID Safe plan with a wide-ranging set of measures with the following objectives:

- To protect the health and safety of our people
- To maintain uninterrupted supply to our customers who rely on our products

We take our responsibility in the fight against Coronavirus very seriously, and understand the need for vigilance to reduce the likelihood of the virus being introduced. We do this by continually refining our COVID strategy to further strengthen our defence.

Our people have been fully informed and trained on measures to protect themselves by practicing social distancing and good hygiene practices not only in our workplace, but also in their personal lives.

The COVID measures in our workplace have been in place since March 2020 and we have no intentions to change until the virus is under control in our communities or a vaccine is available to eradicate the virus from society.

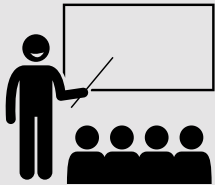
We can also confirm that salt is a natural preservative and there is no known risk to the quality and safety of our products from this virus.

This remains a very fluid situation. All our decisions will continue to be made with people's health and wellbeing in mind, and the communities expectation that we will maintain continuity of salt supply and help keep businesses operating.

To date we have managed to avoid the worst impacts of the pandemic and our sites remain COVID-free. We continue to supply our customers without disruption and know we must remain vigilant whilst we learn to live with this virus.

COVID MEASURES AT GLANCE:

WRITTEN BY JOHN VARCOE



Education and training of our workforce – physical distancing and good hygiene practices



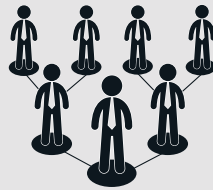
Stay home policy if feeling sick and get tested



Working from Home where possible



Daily health screen and temperature checks



Segregation of shifts



Routine cleaning & sanitising



Contact trace tool



Contactless process



Workspace redesign and spacing



No non-essential visitors



Mandated face coverings



Internal audits of our COVID Safe plan