



Stocking up sustainably.

The company

Stockland is Australia's largest diversified property group, developing, owning and managing retail centres, business parks, logistics centres, office buildings, residential communities and retirement living villages.

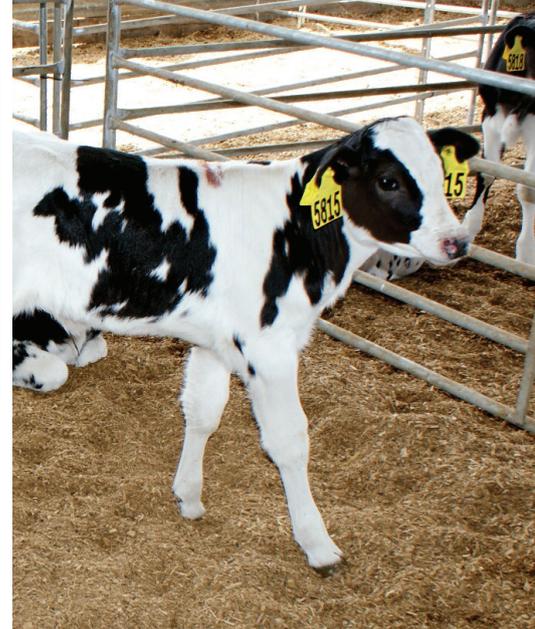
When Stockland was founded in 1952, their vision was to "not merely achieve growth and profits, but to make a worthwhile contribution to the development of our cities and great country". Now the group is recognised as the most sustainable real estate company in the world, according to the Dow Jones Sustainability Index.

The challenge

Every year, Stockland reviews and updates its sustainability strategy, recording prior achievements and setting new targets for the year to come.

In 2015, Stockland sought to map one commodity in order to understand the end to end supply chain. The aim was to identify sustainability and links to the community within this supply chain.

Choosing the right strategic partnership would be paramount to the success of this venture. The partner would need to inherently share Stockland's ethics and values.



The journey

Recognising a business with closely aligned sustainability and ethical sourcing policies to its own, Staples invited Stockland to its “Biggest Morning Tea” event, which showcased the Staples Kitchen category.

At the event, Staples introduced the property group to a corporate milk supplier. The milk supplier spoke of how they could trace the milk right back to the exact cow. The simplicity of mapping a product like milk seemed like an ideal opportunity for Stockland to explore. Stockland’s supplier at the time could not do this and service nationally such as what Staples could offer.

From this, Staples arranged a visit for Stockland to the milk supplier, the Warrnambool Cheese and Butter factory (WCB) in Victoria. Stockland was able to tour the factory and visit a sixth generation local farmer who provides milk to WCB.

Stockland gained a thorough understanding of the process, from seeing the trucks arriving with raw milk, right through to a comprehensive look at how the quality program was very specifically tailored to test and fit end users.

With proven expertise in supply chain and distribution networks across all business lines, Staples was able to provide a quote to roll out the fresh milk delivery service across Australia on state by state basis for Stockland.

Implementation began, with Staples sourcing an alternative dairy in Western Australia for Stockland, as WCB did not deliver within this state. Milk service began on a daily basis in May 2015: firstly in Sydney, then Brisbane, Melbourne and Perth.

Throughout the process there was pressure for Staples to roll out the new distribution and supply of the milk service on time: the Stockland CEO and MD Roadshow was coming up, and speakers wanted to take the message of the group’s sustainability commitment out to its stakeholders and investors, using the ‘cow to cup’ story as an example. Staples’ on time delivery of the milk distribution service was crucial – and successful.

The results

Stockland wanted to gain a clear understanding of the milk supply chain, and engage with a supplier that could clearly provide a sustainable community benefit for the property group.

Stockland’s expectations during the process were well exceeded. Whilst visiting the milk factory, the property group learnt one of its retirement living villages was located within ten minutes of the milk factory, housing a community of retired farmers and WCB factory workers. Not only is Stockland now supporting Australia’s regional farming industry, but the new service with WCB is directly giving back on a local level within a Stockland built community.

This successful strategic partnership has since seen the introduction of other Staples business lines within the Stockland group. The Print and Promotional Marketing areas of Staples have been able to help Stockland promote their brand sustainably. There has been a total refresh of Stockland branded pens and pads to eco-conscious materials.

Staples is now Stockland’s first port of call to discuss new ideas. Stockland is looking to move all branded merchandise to sustainable materials, and is working with Staples to become Fair Trade Certified in 2016. Using more Staples business lines will enable Stockland to rationalise vendor supply and reduce operational costs.

For two companies with sustainability and relationships at the heart of their ethics and values, this strategic partnership has a promising future.

**For more information please contact
Staples on 13 26 44.**