

# Sustainability Strategy

FY2026 to FY2029





Kinetic acknowledges Aboriginal and Torres Strait Islander peoples as the Traditional Owners of the lands on which we work, live and move people every day. We pay our respects to Elders past and present.



Kinetic acknowledges ngā iwi ō Māori as the tangata whenua of Aotearoa (New Zealand), and their rich contribution to society.

# Introducing our Sustainability Strategy

As Group CEO of Kinetic, I am proud to present our latest Sustainability Strategy—it's a hallmark in our evolution and a signal of our ongoing commitment to environmental stewardship, social responsibility, and sustainable growth.

Our mission, to improve the livelihoods of the communities in which we live and operate, recognises that transportation is not simply about moving people from point to point. Intrinsic in our mission is the aspiration to deliver services in a way that prioritises environmental care, promotes safe and inclusive workforces, and fosters opportunities for the communities we serve to thrive and prosper.

We have come a long way since launching our first Sustainability Strategy in 2020, and its update in 2022. Today, we are Australia and New Zealand's largest bus operator with over 5,000 buses and over 8,200 dedicated employees transporting over 100 million customers every year. We operate some of the largest and most recognised bus networks, covering urban, regional and specialist services, throughout the region.

This new strategy reflects the increased responsibility that comes with this growth, and builds on what we have achieved to have a greater influence on a greener, safer, and more inclusive future. Our sustainability ambitions are now more robust and tangible and designed to evolve in parallel with our commercial growth.

For the first time, our strategy includes our New Zealand operations, which have been leading the way in developing our sustainability initiatives—particularly in relation to electrification and resource management. With a unified Group approach, we strengthen our ability to drive innovation and to lead the way in sustainable transportation both across Australia, New Zealand and beyond.

Our three focus areas: **Moving Lightly**, **Moving People**, and **Moving Forward** remain as relevant as ever and umbrella our robust and tangible sustainability ambitions which will evolve as we grow.

This strategy is more than just a roadmap; it reflects who we are and what is important to us. Together, with our stakeholders, communities and our passionate people, we are driving progress to a more sustainable and prosperous tomorrow.

I thank our teams for their ongoing dedication and contributions to our commitment to sustainability and look forward to sharing our progress in this next exciting chapter of Kinetic.



**Michael Swards**

Group CEO & Sustainability Champion  
Kinetic



With this new strategy, we build on our past achievements while charting a bolder course toward a greener, safer, and more inclusive future.

# About Kinetic

Our bus operations keep millions of people moving every day to connect cities and communities across Australasia.



This Sustainability Strategy covers our Australian and New Zealand operations where we are leaders in mass public transport services—including urban route services, school bus services, airport-linked public transport, charters and commercial services (including for the natural resources sector).

Proudly, we run the largest electrified bus fleet across the region, which we are rapidly expanding through our fast-tracked program to replace diesel buses, and by advocating the benefits of electrification to governments and our other clients.

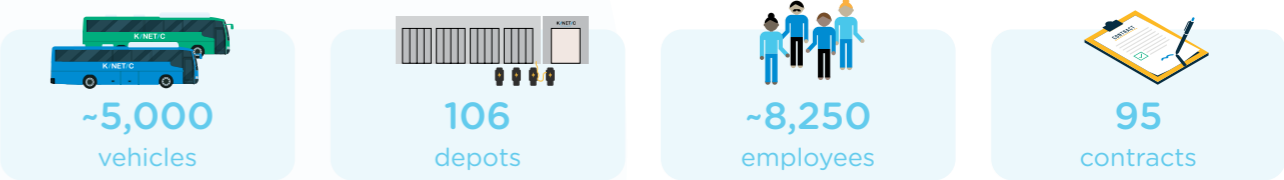
Our roots trace back to 1978 when our flagship red SkyBus airport service first operated with a single coach helping local residents travel between Melbourne’s Tullamarine Airport and the city. And despite our rapid growth and international reach, we’ve remained true to these local roots—supporting groups and social causes important to the communities in which we live, operate and move people every day.



# Our Group operations



## Key highlights



## Our values

Kinetic’s values define who we are. They guide our behaviour, decisions and choices we make. Our values unite us, promote ethical behaviour and decision-making, and help position us as a leading transport company and employer.

- Respect** We behave in a manner that shows that we care for ourselves and for each other.
- Authenticity** We are real and authentic, we encourage straight talking, healthy debate and differences in opinion.
- Humility** We listen to our customers, our people and our partners – we continuously learn from others to be better at what we do.
- Passion** We bring energy and commitment to everything we do.
- Integrity** We are open, honest, ethical and fair – we are genuine and deliver on our promises.

# Our Sustainability Strategy

Kinetic's longstanding sustainability focus areas of: **Moving Lightly**, **Moving People** and **Moving Forward** continue to provide the foundation for our commitments across Australia and New Zealand.

Supporting these focus areas are our key sustainability principles of:

- / understanding our impact—and minimising our negative impact and maximising our positive impact where we can make a material difference
- / listening to, and striving to meet the expectations of, our stakeholders—especially our people and the communities within which we live, operate and move people
- / adopting innovation and best practice, while ensuring adherence to regulatory requirements
- / being data driven and having measurable goals—which includes mitigating against greenwashing claims
- / celebrating our wins as well as transparently reporting any shortcomings or learnings—in line with our values of authenticity, humility and integrity.

## MOVING LIGHTLY

### 1. ELECTRIFICATION

Strengthen our position as Australia and New Zealand's leading electric bus operator

### 2. EMISSIONS

Reduce our total Scope 1 and Scope 2 emissions

### 3. ENERGY

Procure 100% renewable energy across our bus operations

### 4. WATER

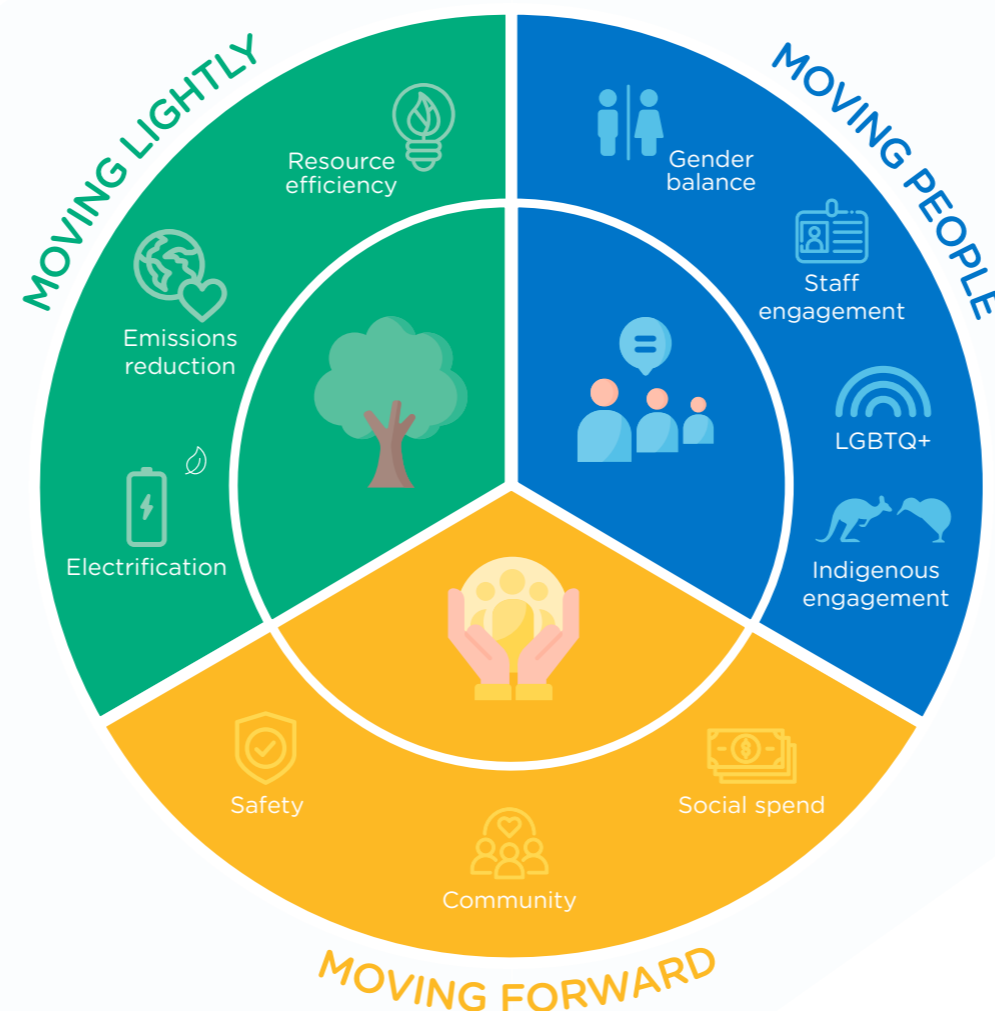
Establish a water reduction program of work by FY2026

### 5. WASTE AND CIRCULAR ECONOMY

Implement a waste reduction strategy by FY2026

### 6. BIODIVERSITY

Remain committed to reducing any adverse impacts on biodiversity



## MOVING PEOPLE

### 7. GENDER BALANCE

Reach gender balance across our workforce by 2030

### 8. EMPLOYEE ENGAGEMENT

Increase our employee engagement score year-on-year

### 9. LGBTQ+ ALLYSHIP

Achieve and maintain LGBTQ+ allyship accreditations across Australia and New Zealand

### 10. INDIGENOUS ENGAGEMENT

Implement key Indigenous participation and engagement initiatives in Australia and New Zealand

## MOVING FORWARD

### 11. COMMUNITY GIVING

Increase our community giving year-on-year

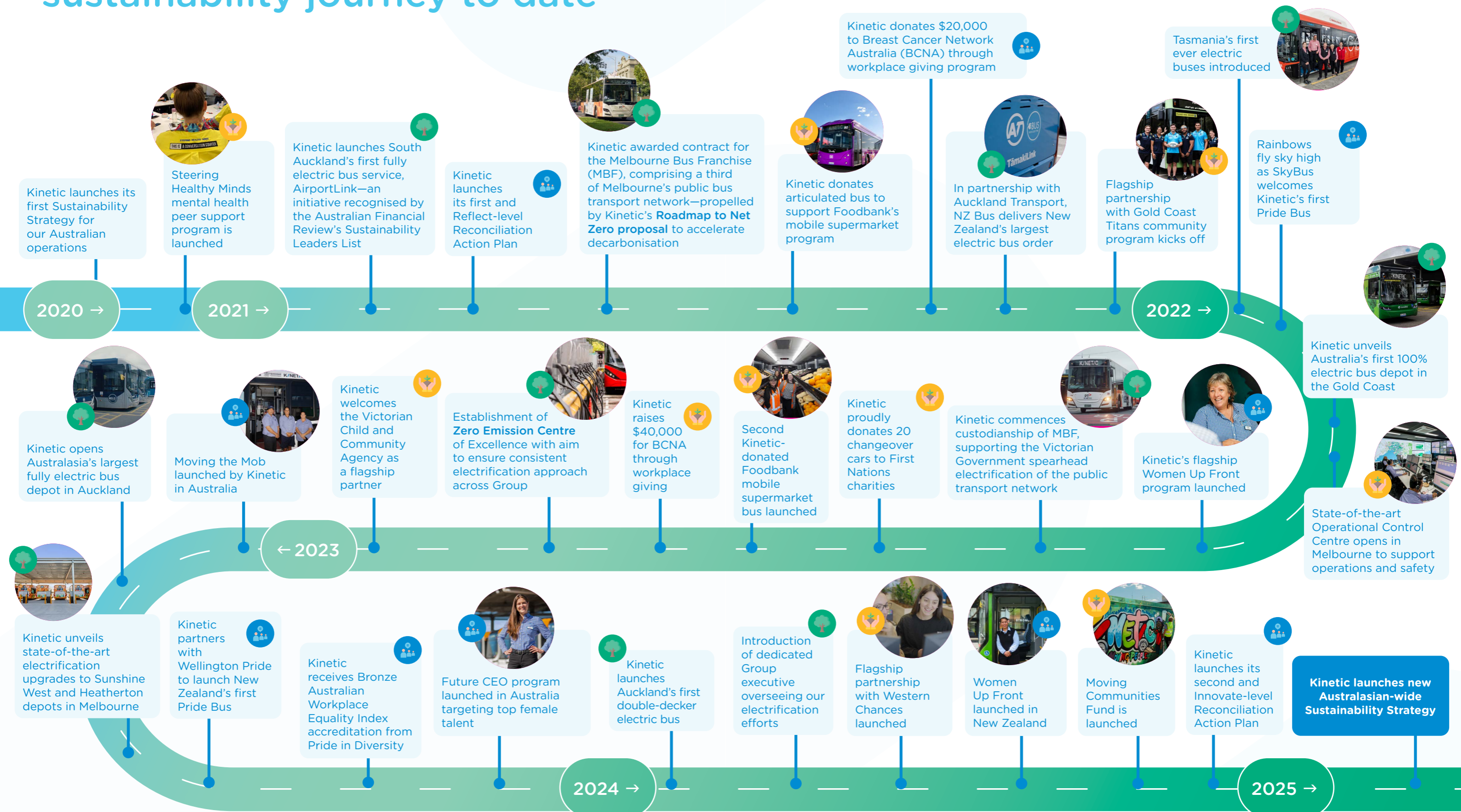
### 12. SAFETY

Increase our safety performance year-on-year

### 13. SOCIAL PROCUREMENT

3% of our total supplier spend to be with social enterprises by 2030

# Key highlights of our sustainability journey to date

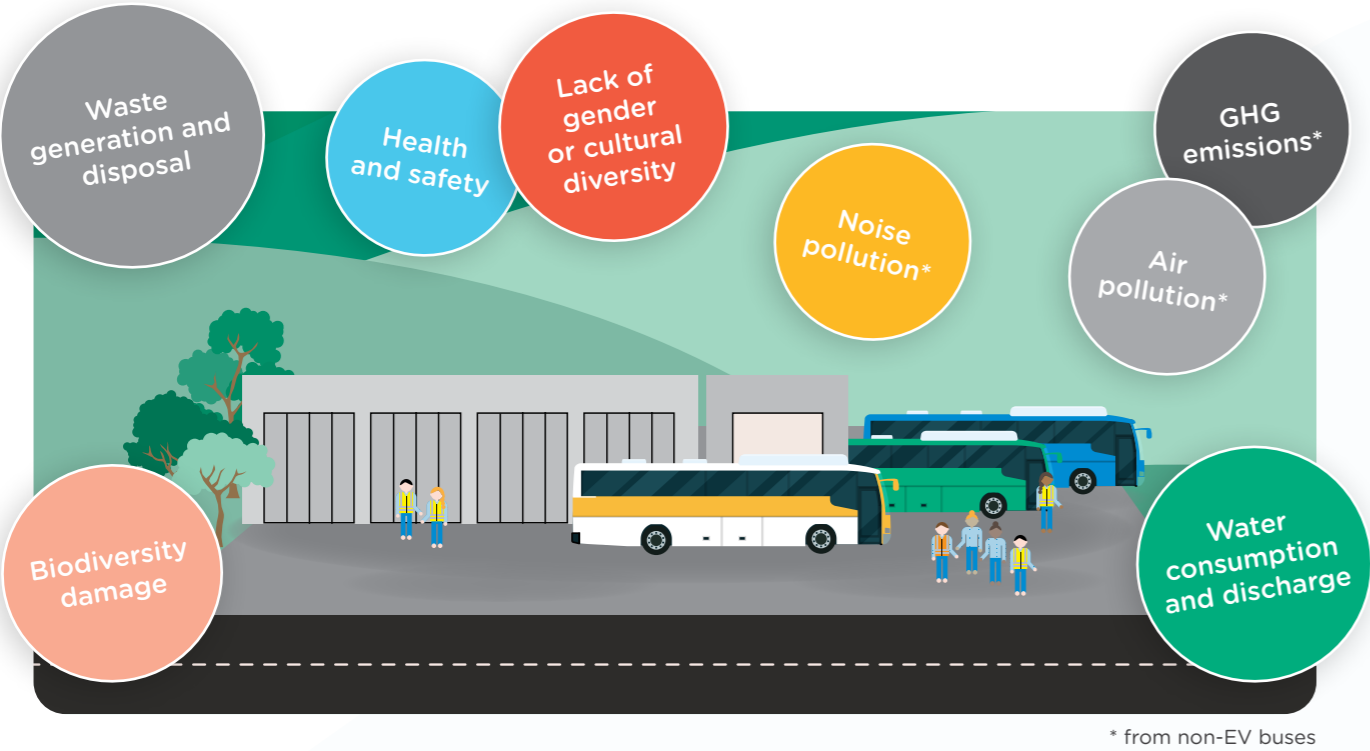


Developing our strategy

To guide the development of our strategy, we have examined the impact of our operations on our communities and other stakeholders. Understanding this impact—alongside the expectations of our people, customers and passengers, industry and the public, has helped us with reshape our previous strategy and develop our new refined commitments.

Understanding our impact

Our sector has a responsibility to address the negative impacts that are intrinsic to the bus transport industry.



In addition to introducing initiatives to address these impacts across our operations, we’re also leveraging our position as a global leader in electrification and sustainability to deliver positive change including:

- / fast-tracking the electrification of our bus fleet
- / sourcing our electricity from renewable and clean sources
- / advocating the environment, social and financial benefits of electrification to government and our stakeholders
- / expanding our circular economy initiatives (e.g. donating assets or proceeds of asset sales to charities)
- / spearheading diversity and inclusion practices (including gender balance, LGBTQ+ allyship, Indigenous participation)
- / reforming our responsible procurement practices to drive positive societal and environmental aspects.

Listening to our stakeholders

Our strategic and day-to-day operations are directly driven by the expectations of our stakeholders—our people, our passengers, our public transport authority clients, financial investors, government regulators, and the community.

	Our people	Our passengers	Investors	Government and regulators	Our community
Environmental					
Active efforts to become green					
Create more liveable communities					
Less noise, air and pollution					
Social and user experience					
Accessibility support and capability					
Clean and well-maintained vehicles					
Comfortable and safe experience					
Encourage use of public transport					
Diversity and inclusion					
Meaningful employment					
On time and reliable services					
Positive employee satisfaction					
Governance					
Alignment of values and commitment to sustainability					
Corporate involvement in communities					
Positive brand association					
Safe and healthy workplaces					
Safe vehicles and driving					
Proper reporting and corporate governance and management					

## Meeting our obligations

Delivering our services safely, in line with relevant legislation and policy, is non-negotiable.

We are transparent in meeting the requirements of government regulators and expectations of the general public.

Our Sustainability Strategy works hand-in-glove with the relevant laws and regulations across Australia and New Zealand, including our obligations relating to:

- / **Our people and community:** Fair work, industrial relations, equal opportunity, parental and other leave entitlements, child protection and working with children
- / **Environment and biodiversity:** Environmental protection (e.g. noise and pollution, resource management), technical codes and regulations (e.g. construction, asbestos, plant and asset management)
- / **Safety:** Occupational health and safety (e.g. personal protective equipment, proper machinery and chemical handling), workers' and accident compensation, road safety and traffic control, and heavy vehicle handling
- / **Corporate and financial management:** Financial and corporate requirements (e.g. taxation, financial reporting, competition and consumer affairs), environmental reporting (e.g. mandatory emission and climate-related reporting), diversity reporting (e.g. Workplace Gender Equality Agency, Reconciliation Australia).

## Alignment to the UNSDGs

The United Nations Sustainable Development Goals (UNSDGs) are a global call for action to improve health and education, reduce inequalities, spur economic growth in developing areas, and to protect and maintain the world's natural resources.<sup>1</sup>

As a global corporate citizen, the UNSDGs underpin our Sustainability Strategy. The UNSDGs are an international benchmarking tool used by top corporates, non-profits and governments alike as foundations for their sustainability actions and in considering the performance of others. Kinetic's commitments seeks to align and positively contribute to the following 14 of the 17 UNSDGs.



<sup>1</sup> Read more about the UNSDGs here [www.sdg.un.org/goals](https://www.sdg.un.org/goals)





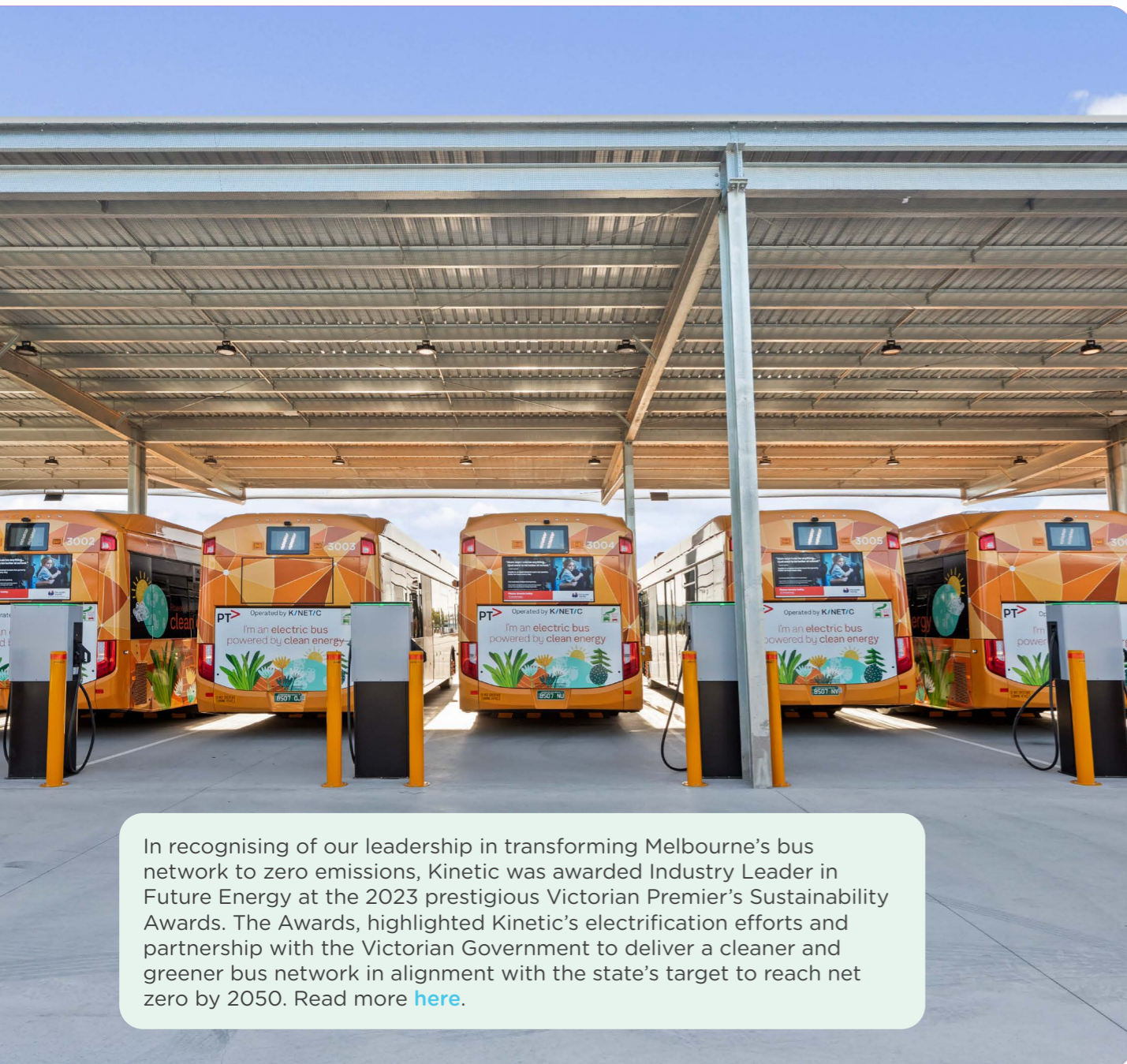
# Outlining our sustainability commitments

# Moving Lightly



The transport sector continues to be significant contributor to greenhouse gas emissions and other harmful forms of pollution. As a global transport company, we have a role in leading the way to minimising the impact of moving millions of people each year in a way that treads lightly on our planet.

For us, **Moving Lightly** means focusing our efforts, and encouraging others, to transition away from polluting and greenhouse gas emitting forms of transport to greener solutions like electric-powered vehicles be responsible consumers of resources; and to play an active role to support biodiversity and the environments where we operate. We will do this by fast-tracking our global electrification efforts, reducing our resource use, identifying ways to participate in circular economies, and proactively incorporating biodiversity in the design and delivery of our assets and operations.



In recognising of our leadership in transforming Melbourne's bus network to zero emissions, Kinetic was awarded Industry Leader in Future Energy at the 2023 prestigious Victorian Premier's Sustainability Awards. The Awards, highlighted Kinetic's electrification efforts and partnership with the Victorian Government to deliver a cleaner and greener bus network in alignment with the state's target to reach net zero by 2050. Read more [here](#).

## 1. Electrification

### WHY IS THIS IMPORTANT?

Transport modes of all kinds that have historically been petrol or diesel powered—including cars, buses, trucks and planes—are some of the world's biggest sources of pollution and emissions.<sup>2</sup>

Kinetic has an obligation to trailblaze reductions in the negative impacts of transport on our environment. Electrifying our diesel bus fleet will vastly reduce the levels of pollution and emissions. This will lessen the impact on finite resources, while producing quieter and smoother driving and passenger experiences and deliver important benefits, such as:

- / reducing noise, air and other pollution
- / improving air quality and public health outcomes
- / creating more peaceful, liveable and connected communities through quieter and cleaner fleets
- / improving passenger experience, resulting in increased patronage of public transport and associated benefits e.g. connecting disadvantaged areas, social and economic participation, and for improving accessing essential supports and services
- / supporting local manufacturing in the building and maintenance of our electrified fleets.

### OUR COMMITMENT

Strengthen our position as Australia and New Zealand's leading electric bus operator by:

1. Working with our partners to expedite to a fully zero emission urban fleet by 2035.
2. Increasing the number of electric buses across our operations year-on-year
3. Having a year-on-year increase in electrification capability across our depots (including new electric depots and transition of existing depots).

\*Urban: Any bus that operates a regular route service contract that is not a dedicated bus school bus.

### HOW WILL WE ACHIEVE THIS?

Across the region, Kinetic has introduced 322 zero emission buses (ZEBs) and have electrified 16 depots since 2020, replacing hundreds of highly polluting diesel buses. Not resting on this achievement, we'll enhance our work and deliver our commitments in this space through a strategic program of work that includes:

- / introducing a dedicated Group Executive Leadership role, Executive General Manager for Electrification reporting directly to the Group CEO
- / ongoing comprehensive analysis of our sites and depots to inform our roadmap to fully-transition to electric
- / designing depot and charging infrastructure to support 100% electrification at our existing and new sites (including acquired sites)
- / leveraging the benefits of battery energy storage systems to increase power capacity, resilience and targeting the most efficient and green energy periods for the power network, such as evening off-peak periods
- / introducing and maintaining the latest charging technology to maximise efficiency and lifespan
- / maintaining our relationships and contracts with local manufacturers to guarantee supply and capability
- / reviewing local electrical grids and power networks to identify other electrification opportunities, including partnerships
- / continuing our proactive, policy and evidence-led advocacy to government and clients on the the environmental, social and economic benefits of electrification.



<sup>2</sup> Source: [www.ourworldindata.org](http://www.ourworldindata.org)

## IN ACTION

In 2022, Kinetic unveiled Australia's first ever 100% electric bus depot powered by renewable energy in Currumbin on the Gold Coast. In addition to servicing routes connecting the Gold Coast Airport in Coolangatta to the heart of the city, the new electric buses and depot supported the Queensland Government's Climate Action Plan to reduce harmful pollution. Read more [here](#).



Kinetic unveils one of the first ZEBs across Australia servicing the resources industry at Bowen Basin, Central Queensland.

[CLICK HERE READ MORE](#)



Kinetic proudly introduced Tasmania's first ever ZEBs, transporting thousands of passengers from Hobart airport into the city centre.

Opened in late 2023, New Lynn Depot in Auckland is Australasia's largest fully electric depot.

[CLICK HERE TO READ MORE](#)



## 2. Emissions reduction

### WHY IS THIS IMPORTANT?

As outlined in Electrification, transport modes that utilise fossil fuels release harmful pollutants and greenhouse gases, such as carbon dioxide, methane and nitrous oxides. These emissions contribute to the deterioration of the earth's ozone layer and global warming.

Transport-related emissions also degrade air quality around the world which contribute to serious health risks, including cardiovascular and respiratory diseases.

As a transport leader, Kinetic has an obligation to reduce our emissions footprint and contribute to the world's efforts to reverse the negative trajectory of climate change.

### OUR COMMITMENT

To have a year-on-year reduction in total Scope 1 and Scope 2 emissions.

### HOW WILL WE ACHIEVE THIS?

By both electrifying our network and encouraging greater use of public transport, Kinetic seeks to reduce the emissions impact of our operations. Our commitment to deliver net zero across our urban operations by 2035 also supports the Paris Agreement's 1.5°C scenario target,<sup>3</sup> and the Australian Government's 2050 net zero ambitions.<sup>4</sup>

### WHAT ARE SCOPE 1 AND SCOPE 2 EMISSIONS?

The Australian Government's Clean Energy Regulator (CER) which Kinetic reports its emissions to each year definitions of Scope 1 and Scope 2 as:

- Scope 1:** Emissions released into the atmosphere as a direct result of our operations, including fuels used in transport.
- Scope 2:** Emissions generated from the production of electricity required to power our operations.

Read more CER's emissions definitions at [www.cer.gov.au](http://www.cer.gov.au)

Electrification by its nature seeks to eliminate highly harmful Scope 1 emissions but will result in greater Scope 2 impacts. However, global sustainability think tank, Rocky Mountain Institute<sup>5</sup> notes that the type and source of electricity has the most bearing. Thus, our commitment to increase our reliance on renewable energy (see Commitment 3) rather than fossil fuels has direct positive impact on the environment despite our likely increase in Scope 2 emissions.

For the purposes of transparency, we will report on both Scope 1 and Scope 2 emissions each year (measured in terms of millions of kilometres travelled) as both separate and aggregate totals to demonstrate our commitment.

In lieu of a government-endorsed reporting framework in New Zealand, we will apply the methodology of the Australian CER's mandatory National Greenhouse and Energy Reporting Scheme across both Australian and New Zealand operations in our yearly Sustainability Reports.

### IN ACTION

Auckland's first double decker electric bus launched by Kinetic in New Zealand, reducing 79 tonnes of carbon emissions per year.

In late 2024, the Victorian Government chose to partner with Kinetic to further electrify Melbourne's bus services under the new Melbourne Metropolitan ZEB Franchise. At the completion of the roll-out almost a third of the fleet will be electric, removing more than 724 tonnes CO<sub>2</sub>e per month! Read more [here](#).



<sup>3</sup> The Paris Agreement is a legally binding international treaty on climate change adopted in 2015 with an overarching goal to limit the global average temperature increase to 1.5°C above pre-industrial levels. Read more about the Paris Agreement at [www.unfccc.int/process-and-meetings/the-paris-agreement](http://www.unfccc.int/process-and-meetings/the-paris-agreement)

<sup>4</sup> At the time of this strategy, the Australian Government has committed to a legislated target of net zero by 2050. Read more here [www.dcccew.gov.au/climate-change/emissions-reduction/net-zero](http://www.dcccew.gov.au/climate-change/emissions-reduction/net-zero)

<sup>5</sup> The Rocky Mountain Institute (RMI) is a global, independent, non-partisan and non-profit organisation dedicated to research and publication in the field of sustainability and supporting profitable innovations for energy and resourcing innovation. Read more about RMI here [www.rmi.org](http://www.rmi.org)



## 3. Renewable energy

### WHY IS THIS IMPORTANT?

Fossil fuels, which include coal, oil and natural gas, have been used to generate electricity and power before the 20th century. Made through millions of years of decomposed remains of plants and animals, they are a finite resource, which once burned, emit greenhouse gases and other harmful particles.

According to the Australian Department of Climate Change, Energy, the Environment and Water and New Zealand's Energy Efficiency & Conservation Authority, fossil fuels generate 65%<sup>6</sup> of Australia's and 60%<sup>7</sup> of New Zealand's electricity generation. Outside Australasia, this number is reported to be higher than 80% and is the biggest contributor to the deterioration of the earth's ozone layer.

Unlike fossil fuels, which are deplete over time, renewable energy leverages sources, such as solar, wind, hydropower and geothermal to generate electricity with minimal greenhouse gases. Renewable energies are also far less volatile in pricing and geopolitics than fossil fuels.

### OUR COMMITMENT

To procure 100% renewable energy across our existing bus operations by 2026.

### HOW WILL WE ACHIEVE THIS?

To complement our bus electrification efforts, Kinetic commits to transitioning all of our operations to 100% renewable energy by 2026—noting this relates to operations where Kinetic has the capacity to source and purpose our energy.\*

For new depot and site developments, renewable energies will be mandated. For any future operations acquired through acquisitions or successful tenders, we will fast-track the application of renewable energies at those sites and will report on this progress in our annual Sustainability Report.



Across our New Zealand operations, we've proudly already achieved 100% renewable energy use. Work continues to identify our highest and priority electricity consumption areas, new battery and metering technology, and we are engaging with our suppliers to understand their sources of renewables and other energy management strategies to make our operations less energy intensive and efficient.

In Australia, we continue our short-term program to transition existing power contracts to renewable electricity sources, which will see all our current and applicable sites and operations fully powered by renewable sources by 2026.

\*Excludes resources, meal, camp and other-third party sites managed by clients that we provide transport services to, or embedded networks.

### IN ACTION

In 2024, Kinetic completed works to house Australia and New Zealand's largest all-electric depot at New Lynn in Auckland, New Zealand. The state-of-the-art depot currently operates 86 electric buses as part of Kinetic's partnership with Auckland Transport. Read more here about New Lynn [here](#).



<sup>6</sup> The Australian Department of Climate Change, the Environment and Water are the leading policy department in Australia for climate change and environmental matters. Read more about the department and this statistic here [www.energy.gov.au/energy-data/australian-energy-statistics/data-charts/australian-electricity-generation-fuel-mix](http://www.energy.gov.au/energy-data/australian-energy-statistics/data-charts/australian-electricity-generation-fuel-mix)

<sup>7</sup> New Zealand's Energy Efficiency & Conservation Authority (Te Tari Tiaki Pūngao) regulates the country's energy and emissions. Read more about the Authority and the country's current energy use here [www.eeca.govt.nz/insights/energy-in-new-zealand/the-future-of-energy-in-new-zealand](http://www.eeca.govt.nz/insights/energy-in-new-zealand/the-future-of-energy-in-new-zealand)

## 4. Water

### WHY IS THIS IMPORTANT?

Water is an essential, yet finite, resource required for all lifeforms, with the United Nations even designating the access to safe, affordable and reliable drinking water and sanitation as a basic human right in 2010.<sup>8</sup>

Efficient water management is an obligation, not only for transport companies such as Kinetic, but every individual, group and organisation to enable future generations to continue to access clean and safe water and its benefits.

### OUR COMMITMENT

Establish a water reduction program of work by FY2026 and implement initiatives and actions from this program of work.

### HOW WILL WE ACHIEVE THIS?

Water consumption is a relatively new area for Kinetic in which we are undertaking a fulsome review, due to our rapid growth across Australia and New Zealand and the diversity in how consumption has historically been measured. However, we have always maintained strong water management systems, such as recycling and retreating water in bus washing, and maintaining rain water tanks at sites.

We have commenced establishing a water management program of work that will include:

- / audit and analysis of our water consumption and capture
- / explore and implement innovative and new water-conserving technologies (e.g. upgrading our bus washes across Australasia to the latest and most water efficient models)
- / engage with our water providers to improve data capture and reporting to identify areas for prioritisation
- / automatically incorporate of water-saving and efficient features in new depot or site builds (e.g. bioretention basins, bathroom and amenities, rainwater tanks, etc)
- / develop a program of work to be tracked and reported in our annual Sustainability Report.

## MOVING LIGHTLY



### IN ACTION

Across New Zealand's urban fleet, new bus washes are being rolled out which will reduce a standard 7-minute bus wash that uses 260 litres of water to a 3-minute wash that only uses 180 litres per wash while still maintaining the same wash quality. Representing a reduction of over 30%, the new systems will also see almost 70% of water treated and recycled from each bus wash. Kinetic's long-term water management program will include implementing these new systems across all our depots over the coming years.



<sup>8</sup> Refer the UNSDG 6: Ensure access to water and sanitation for all [www.un.org/sustainabledevelopment/water-and-sanitation/](http://www.un.org/sustainabledevelopment/water-and-sanitation/)

## MOVING PEOPLE

## 5. Waste

### WHY IS THIS IMPORTANT?

According to the Basel Convention,<sup>9</sup> waste includes 'any material or substance in whatever form, whether solid, liquid or gaseous, hazardous or non-hazardous, organic or inorganic that has lost its primary value and is disposed of'.

Similar to water conservation, waste management is the responsibility of everyone. The benefits of recycling, reducing, reusing and repurposing our waste include:

- / reduction of raw, natural and finite materials required for production and manufacturing
- / reduction of waste landfills which take up large amounts of space and are large generators of methane (one form of dangerous greenhouse gas)
- / creation of a circular economy that maximise the value of existing goods, divert materials away from waste landfill and promote trade and employment—without the need of additional raw and natural materials.

### OUR COMMITMENT

Establish a waste strategy by FY2026 and implement initiatives and actions from this strategy.

### HOW WILL WE ACHIEVE THIS?

Running a fleet of over 5,000 buses across our operations uses large amounts of materials—including tyres, parts and consumables, batteries, and even old buses that result in significant volumes of waste. Like many other organisations, we also manage other types of waste, such as paper and packaging, general waste and e-waste from obsolete technology.

To deliver on our commitment, a dedicated project is underway to establish our waste strategy and initiatives, with considerations including:

- / audit and analysis of our waste, including how they are recycled, treated and/or disposed

## MOVING FORWARD



- / engage with existing waste management providers to further gain an understanding of our sources/types of waste, more environmentally friendly ways of disposal and opportunities to improve our data capture
- / actively explore further opportunities to contribute outdated or obsolete assets into the circular economy—including to support community organisations and causes.

### IN ACTION

In 2023, Kinetic introduced specially designed waste systems across Melbourne and Tasmania to simplify the disposal of the many materials used and discarded across our depots. These initiatives include clearly colour-coded and marked bins for landfill, cardboard, co-mingled, used filters, waste oil and coolant, batteries and metal waste materials to ensure they are properly disposed of to minimise adverse environmental impacts. Our waste program of work looks to roll these out throughout our sites.



<sup>9</sup> The Basel Convention on the Control of Transboundary Movements of Hazardous Wastes and Their Disposal—more commonly known as the Basel Convention, is a United Nations-led international treaty on waste and hazardous materials. Read more about the organisation that researches and advocates on the treaty here [www.basel.int](http://www.basel.int)

Each year, hundreds of mobile phones end up as lost property and remain uncollected. Over the past few years, Kinetic has partnered with organisations and charities that either use proceeds from sales of these devices to local charities or are refurbished and donated to survivors of domestic violence.

“Donating lost mobile phones to an organisation that that supports women leaving domestic violence may feel insignificant in the grand scheme of our business, but it can make an enormous difference. Even the smallest gesture can empower women to reclaim their safety, rebuild their lives, and find strength in their independence.”

– Keely Abbot, Sunshine Coast Manager



## 6. Biodiversity

### WHY IS THIS IMPORTANT?

Corporate responsibility relating to biodiversity, which is generally defined as ‘all kinds of lifeforms’, is a growing concept and one that is often difficult to quantify.<sup>10</sup> However, taking active steps to support biodiversity has significant importance, including:

- / providing natural necessities for human life, including clean air, water, food security and other natural resources to support production, including medicines and treatments
- / ensuring ecosystems are balanced and can thrive
- / regulating the earth’s climate and ability to be resilient to natural disasters and other environmental damage
- / supporting many industries, such as agriculture, food and eco-tourism
- / cultural and spiritual connections held by many diverse groups, including Aboriginal and Torres Strait Islander peoples in Australia and the Māori and Pasifika peoples in New Zealand.

### OUR COMMITMENT

To build a thorough understanding of our biodiversity impact by FY2026 to enable us to identify ways to minimise harm, enhance natural habitats and transparently share our progress.

### HOW WILL WE ACHIEVE THIS?

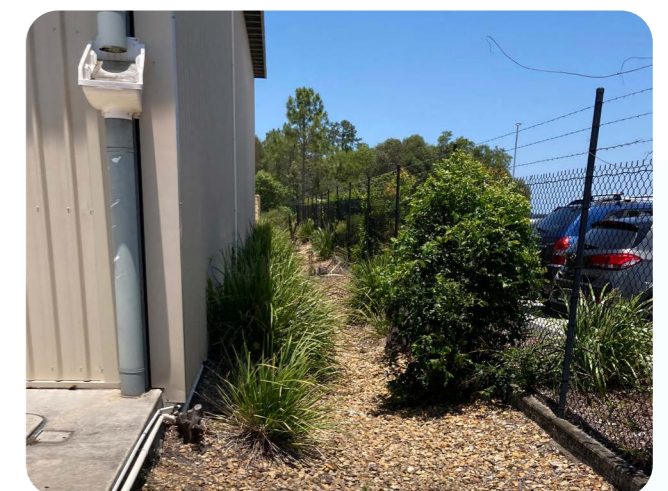
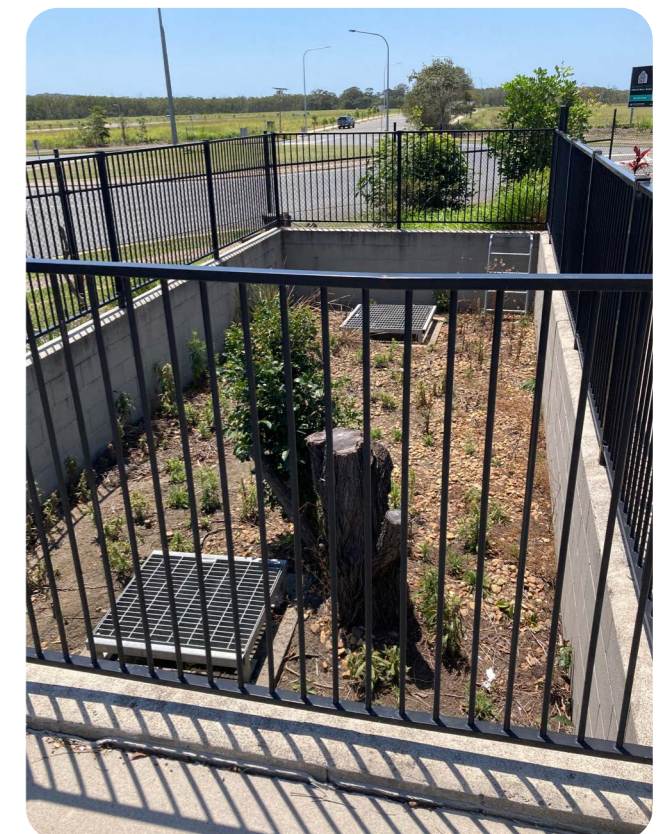
Kinetic will develop a stronger understanding of the impact of our operations on the biodiversity of the communities and geographies in which we operate. In addition, we will actively ensure our operations (existing and proposed) do not negatively impact biodiversity, and will identify opportunities to contribute to local and broader biodiversity initiatives (e.g. community planting, training and awareness, financial and in-kind support to organisations).

<sup>10</sup> As defined by the Australian Government Department of Climate Change, Energy, the Environment and Water at [www.dcceew.gov.au/environment/biodiversity](http://www.dcceew.gov.au/environment/biodiversity)



### IN ACTION

Over the last three years, Kinetic has invested over \$1.5 million in bioretention basins and storm water protection, including \$500,000 in Townsville. Other biodiversity initiatives have included installing stormwater protection systems at sites at Caloundra and Coomera on the Gold Coast and Heatherton and Preston (under development) in Melbourne, and biodiverse gardens and grasslands at our Sunshine West depot in Melbourne (also planned for our new development in Preston).



# Moving People



Moving millions of passengers every year is not possible without the commitment of our passionate people and their dedication to delivering quality services to their local community.

With our wide reach across Australia and New Zealand, we're proud to have fostered and celebrate a workforce that reflect the rich diversity of the many locations where we operate. **Moving People** sees us lead the industry in diversity and inclusion outcomes, drive social causes that impact our people and communities, and to create a positive culture that positions us as a global employer of choice and opportunities.



## LEADING GENDER BALANCE ACROSS THE REGION

Watch our 2024 launch of Women Up Front in New Zealand here [here](#).

Our efforts to increase gender balance across our industry resulted in funding from the Victorian Government to support 150 more women join our Women Up Front program. Read more [here](#).

## 7. Gender balance

### WHY IS THIS IMPORTANT?

Beyond the transport sector—which has traditionally been a highly male dominated industry—women remain underrepresented in key sectors and decision-making levels.

In response to this, both the private and non-private sectors around the world have moved to uplift women in participation through setting targets for the representation of women in the board room and other key decision-making roles.

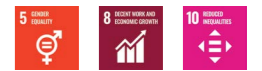
A key driving force behind this global movement is the Champions of Change Coalition, comprising (at the time of publishing this report) 260 CEO/C-suite members and covering 1.5 million employees across 155 countries.<sup>11</sup> The Coalition's mission is to help drive gender equality and a significant and sustainable increase in representation of diverse women in leadership.

By doing so, organisations are able to:

- / promote equality and diversity, where differences are positively celebrated
- / improve decision-making and innovation brought by differences in views and experiences
- / reflect the communities in which they operate, creating a more positive and safer customer experience
- / identify innovative ways to bolster in-demand workforces and provide opportunities for women to change careers and rejoin the workforce after time away and flexible working hours
- / help to drive and empower financial independence and career opportunities for women
- / provide proof points as an employer of choice and demonstrate commitments to corporate social responsibility and sustainability.

### OUR COMMITMENT

Reach gender balance across our entire workforce by 2030.



### HOW WILL WE ACHIEVE THIS?

In line with the Champions of Change Coalition's 40:40 vision approach to gender equality, which has been adopted by many listed and unlisted companies and government agencies<sup>12</sup> across the world, our gender balance commitment sees our workforce comprise 40% women, 40% men and 20% of any or no-specific gender by 2030.

Our adoption the 40:40 vision demonstrates our commitment to gender balance and sets us apart in the transport sector. The 40:40 approach not only addresses the dynamic nature of gender balance at all levels, from the boardroom to drivers, which often makes a binary 50% gender balance unfeasible but also delivers on our commitment to LGBTQ+ allyship by including 20% for either gender or those who identify as neither male nor female (see LGBTQ+ allyship for more about our actions in this space).

Kinetic continues to trailblaze the path to increase the number of women in the transport sector through our Women Up Front initiative which was first introduced in 2022. This initiative sees women with great customer service skills and a basic car licence receive paid training to become fully qualified and confident bus drivers within four weeks. This initiative has seen Kinetic nominated and win various awards and industry accolades.

Kinetic has also made significant changes to our 'business-as-usual' practices by implementing inclusive recruitment action, such as actively sourcing diverse talent, actively seeking to eliminate biases in hiring processes and ensuring job advertisements and descriptions highlight our commitment to gender balance.

Simultaneously, we're actively implementing ways to create a supportive, inclusive and empowered work environment, including providing equal opportunities to women for career advancement and mentorship programs. We also seek to ensure we have at least 50% women as participants in Kinetic leadership and training programs, and are actively addressing gender-related retention strategies.

<sup>11</sup> Read more about the Champions of Change Coalition here [www.championsofchangecoalition.org](http://www.championsofchangecoalition.org)

<sup>12</sup> This includes the Australian Government's Workplace Gender Equality Agency which mandates annual reporting for employers with more than 100 employees

We've invested over \$4 million in recent years upgrading amenities, facilities and breakout areas in depots and office that were built many decades ago when there were seldom women in the industry.

As we continue to drive towards this goal, we proudly work with others across our industry, including our competitors, government and other sectors including the community, to advocate for greater gender balance, including through securing funding for dedicated training programs and pathways for women.

#### IN ACTION



"After having children and all the years I had spent at home, it did feel like a setback. The fact that Kinetic was offering the training to get your heavy rigid licence and support you all the way was a massive motivation to come and try it out. It's really great to see that women are being encouraged to take on roles like this because back in the day, you just never would have thought of this as an option" - Vicki, mum of three and former architect



"Kinetic has given me confidence and skills to grow in my career. With my bus licence, I see endless opportunities ahead. Having a leader like (Executive General Manager for WA and Central) Sarah makes it easy to see the possibilities this program creates." - Libby, recent Women Up Front graduate from Perth

One of Kinetic's major shareholders, Foresight, recognised our gender balance initiatives at their annual sustainability conference. Winner of the 'Excellence in Social Sustainability', the award celebrates Kinetic's commitment to building an inclusive workplace through programs that break down barriers and create opportunities for women.



## 8. Employee engagement

#### WHY IS THIS IMPORTANT?

Building a positive culture of belonging, opportunities and one that lives and breathes our values (**Respect, Authenticity, Humility, Passion and Integrity**) is our way of supporting and maintaining our people and talent. By prioritising our people, we promote a positive workforce that:

- / is mentally and physically healthy and has a great sense of comradery and teamwork, which reduces absenteeism or poor health outcomes
- / provides our people with a sense of pride and passion resulting in better customer service and satisfaction
- / feel empowered to speak up and support management to make positive changes
- / helps us engage and connect with the communities in which we operate
- / feel inspired and able to support our passengers and community during times of crisis, such as natural disasters or accidents
- / promotes us as an employer of choice and key community partner
- / supports and advocates for our sustainability goals and corporate responsibility initiatives.

#### OUR COMMITMENT

A yearly increase in our employee engagement score.

#### HOW WILL WE ACHIEVE THIS?

Our employee survey helps us understand the sentiments, needs and expectations of our people. By maximising the voluntary uptake of our yearly Culture & Engagement employee survey, we're able to adjust, change or improve our initiatives and drive better outcomes for our people.

Alongside a high survey participation rate is our commitment to increase our engagement score, which reflects how our people feel about their employment and connection to Kinetic.

To support our commitment to our people, we will continue to:

- / run key employee groups (such as our Women's, Pride and First Nations working groups) to identify and action initiatives to strengthen our commitments in these areas and support these cohorts of employees
- / look for better ways to encourage our people to participate in surveys (including competitions, BBQs, morning teas and other engagement opportunities)
- / provide feedback loops and proactively demonstrate how we use feedback at a leadership level to deliver positive change to demonstrate the real value of employee surveys
- / continue our recognition program, rewarding superstars, rookies and champions of the company
- / equip our local leaders to support and empower their people to develop their careers, meet their goals and aspirations, and to make a difference in their communities.

#### IN ACTION

Kinetic acknowledges and rewards locally-nominated high performers, including top drivers, superstars, rookies, safety and values champions across our sites throughout the year.

"All our winners, who are nominated by their peers, demonstrate Kinetic's values, a customer-first mindset, commitment to safety and exceptional leadership. Their efforts and those of the rest of our workforce drive our success both culturally and commercially each year." - Matthew Campbell, Managing Director of Australia



## 9. LGBTQ+ allyship

### WHY IS THIS IMPORTANT?

In Australia, government findings show that three in four LGBTQ+ people have experienced a mental health issue during their lifetime, and 61% have faced abuse because of their sexuality.<sup>13</sup>

Actively supporting LGBTQ+ communities demonstrates the seriousness of an organisation in accepting, celebrating and championing employees to bring their true selves to work, and the positive impact that a diverse and inclusive workforce has on our people, our clients and customers, and the broader community.

Supporting LGBTQ+ must be more than participating in marches and rainbow cupcakes at morning teas. It requires actively and openly demonstrating this commitment, and challenging the status quo in sectors traditionally silent or indifferent about supporting differences in sexuality.

At a time when it seems organisations are taking a step back in LGBTQ+ community support, we continue to step forward in actions backed by embedded policies, procedures and training that not only stop discrimination, but empower and celebrate differences and enable everyone to bring their true selves to work. Kinetic seeks to reflect the communities we operate in, providing our customers with a tangible link between our service and their own life experiences. This is the driving force in our ongoing development of education, inclusion and interweaving of what it means to be active LGBTQ+ supporters and allies.

### OUR COMMITMENT

- / **Australia:** To reach and maintain Gold accreditation with the Australian Wellbeing Equality Index
- / **New Zealand:** To achieve and maintain Advanced Toitū Takatāpui (Rainbow Tick) accreditation.



### HOW WILL WE ACHIEVE THIS?

By our active and visual support for LGBTQ+ allyship, we seek to be an employer of choice for all diversities, and we will continue to create a safe place for passengers and other members of the LGBTQ+ and other communities.

Kinetic started our Pride journey with our iconic 'You are loved' buses in 2022 as a visual demonstration of our belief that no one should have to experience discrimination for who they love, and that everyone deserves being their true, whole and best selves. To-date, we've introduced 13 You are loved buses across Australia and New Zealand and have seen the direct impact of these buses through letters and feedback of appreciation and love from the LGBTQ+ community and allies.

Both the Australian Workplace Equality Index (run by Pride in Diversity<sup>14</sup>) and the Toitū Takatāpui<sup>15</sup> stipulate real and meaningful actions required to receive specific accreditation. Our progress towards each of these milestones will be reported in our annual Sustainability Reports, however, our key achievements to-date include:

- / rollout of our 'You are loved' buses to all across the regions we operate in, with more to come
- / mandatory LGBTQ+ allyship and support training for people leaders
- / LGBTQ+ related policies and guidelines, including supporting gender affirmation and leave arrangements
- / rollout of all gender bathrooms across our network
- / an active and passionate Pride champion at the executive leadership level
- / a Pride working group and network established for staff participation and inclusion, including an online safe space for LGBTQ+ employees to connect and engage
- / participating in key Pride events, such as Midsumma and Chillout in Victoria, and Pride marches throughout Australia and New Zealand
- / recognising key LGBTQ+ days of significance and education relating to their importance
- / financial and in-kind support for LGBTQ+ organisations throughout Australasia.

### IN ACTION



Ben, a bus driver at Kinetic, joined **Melbourne's 30th Midsumma Pride March** to promote visibility and the message "You are loved."

After a career shift, he found comfort in Kinetic's inclusive environment, especially as a member of the LGBTQ+ community. He participated in the march, bringing friends and family, including his mum.

For Ben, the event reinforced the importance of visibility, support, and feeling welcomed within Kinetic and the broader community, solidifying his pride in his work.



<sup>13</sup> According to the Australian Bureau of Statistic's 2024 report, Mental health findings for LGBTQ+ Australians. Read the report here [www.abs.gov.au/articles/mental-health-findings-lgbtq-australians#selected-measures-of-mental-health-for-lgbtq-populations](https://www.abs.gov.au/articles/mental-health-findings-lgbtq-australians#selected-measures-of-mental-health-for-lgbtq-populations)

<sup>14</sup> Pride in Diversity (PID) is Australia's first and only national not-for-profit employer support program for all aspects of LGBTQ+ workplace inclusion and sought by many Australian corporations and non-profits to assess and support their progress towards a LGBTQ+ inclusive workplace, as measured by PID's Australian Workplace Equality Index. Read more about PID here [www.prideinclusionprograms.com.au/about-pid](https://www.prideinclusionprograms.com.au/about-pid)

<sup>15</sup> Toitū Takatāpui (Rainbow Tick) are New Zealand's leading organisation seeking to advance safety and inclusion of LGBTQ+ people in workplaces across Aotearoa. Learn more about Toitū Takatāpui here [www.toitutakatapui.co.nz](https://www.toitutakatapui.co.nz)

## 10. Indigenous engagement and participation



### WHY IS THIS IMPORTANT?

While Australia and New Zealand have different histories in relation to Indigenous peoples, the Aboriginal and Torres Strait Islander peoples in Australia, the Māori and Pasifika peoples in Aotearoa (New Zealand)—what the countries do share is an obligation to acknowledge Indigenous peoples and their history, and to celebrate and empower the rich culture these groups bring to our communities and workplaces.

In Australia, this includes reconciliation, which at its heart is about strengthening relationships between Aboriginal and Torres Strait Islander peoples and non-Indigenous peoples for the benefit of all Australians. Reconciliation involves acknowledging the truth of Australia's colonial history and its devastating impact over the centuries on Aboriginal and Torres Strait Islander peoples. Reconciliation is a collective responsibility for all Australians, including for employers in both the, to foster real and meaningful opportunities and partnerships to empower the economic and social engagement and participation of Aboriginal and Torres Strait Islander peoples and communities through initiatives as identified by Reconciliation Australia.<sup>16</sup>

In New Zealand, we acknowledge the rich culture and history of the Māori as the Indigenous peoples of Aotearoa and the connections to the land of the Pasifika peoples. Organisations, including corporates, are guided by a number of government agencies, including the Te Puni Kōkiri (Ministry of Māori Development), the Hikina Whakatutuki (Ministry of Business, Innovation & Employment) and the Te Taura Whiri i Te Reo Māori (Māori Language Commission) to actively and respectfully foster cultural connection and participation.

Fostering of real and meaningful relationships and partnerships with Aboriginal and Torres Strait Islander, Māori and Pasifika peoples is essential for:

- / promoting social equality, diversity and inclusion across workforces and in the community
- / demonstrating corporate leadership in reconciliation and cultural cohesion

- / building trust and relationships to partner on community issues or opportunities
- / actively honouring and demonstrating respect for Indigenous customs and cultures
- / encouraging economic empowerment First Nations and Indigenous communities and businesses
- / attracting and retaining local talent—for Kinetic, this includes reflecting behind the wheel the diversity in the communities we serve
- / strengthening Kinetic's brand as a safe and culturally respectful organisation and employer of choice.

### OUR COMMITMENT

#### Australia:

- / To meet our yearly commitments under our Reconciliation Action Plan

#### New Zealand:

- / To build and maintain meaningful and respectful long-term relationships with local Iwi across Aotearoa.



<sup>16</sup> Reconciliation Australia is the leading body for reconciliation across Australia—promoting and facilitating reconciliation by support organisations to build relationships, respect and trust between the wider Australian community and Aboriginal and Torres Strait Islander peoples. Read more about Reconciliation Australia here [www.reconciliation.org.au](http://www.reconciliation.org.au)

### HOW WILL WE ACHIEVE THIS?

Most important to these commitments is a foundation of long-term relationships with Aboriginal and Torres Strait Islander, Māori and Pasifika communities, organisations and businesses. By doing this, we are able to listen and identify real and meaningful ways to work together to improve outcomes for employees, passengers and groups within the communities in which we operate.

In Australia, Kinetic has long been a strong supporter for the reconciliation process, including financial and executive support for political causes which champion reconciliation and working with and empowering social causes and businesses that support First Nations communities. Our actions to progress our reconciliation journey have included:

- / the Acknowledgement of Country at the start of internal and external meetings and on corporate documents
- / Moving the Mob—our dedicated Aboriginal and Torres Strait Islander recruitment and training program that supports participants with obtaining their bus licence and employment within a culturally supported environment
- / Expanding the Moving the Mob program to other roles, including apprenticeships and traineeships
- / delivering our Reconciliation Action Plan, which has clear deliverables to foster greater participation and engagement.

In Aotearoa, we have made significant progress to drive our Māori and Pasifika engagement through:

- / demonstrating our authenticity through tikanga and our values
- / building whanaungatanga with local communities and our employees, by sharing the rich culture and history of the diverse groups across our operations
- / incorporating te reo Māori in our key communications and meetings.

Across the region, our commitments include:

- / mandatory cultural awareness training for people leaders
- / acknowledging local peoples, lands and languages at all Australian and Aotearoa sites
- / inviting local Elders and kaumātua to engage and share culture with our leaders and teams

- / demonstrating respect through appropriate use of language and cultural references
- / acknowledging days of cultural significance
- / financial and in-kind support and grants through sponsorships, partnerships and Kinetic's Moving Communities grants.

### IN ACTION

Launched in 2023 on Gimuy Country (Cairns), Moving the Mob is Kinetic's flagship and industry leading First Nations recruitment and training program. Developing the program took over six months with support from Kinetic's Aboriginal and Torres Strait Islander Advisor, People & Culture team and consultation with Elders and community and employment organisations. Read more about Moving the Mob [here](#).

Across in Aotearoa, Kinetic has a long-standing partnership with life coach, retired professional boxer and rugby league player, social activist and motivational speaker, Dave 'the Brown Buttabean' Latele. Through his organisation, BBM Motivation, Dave has directly worked with Kinetic's employees to support both physical and spiritual health through coaching and mentorship. In addition, Kinetic regularly supports BBM's fundraising and food drive efforts to support disadvantaged members of the community. [Read more here](#).



# Moving Forward

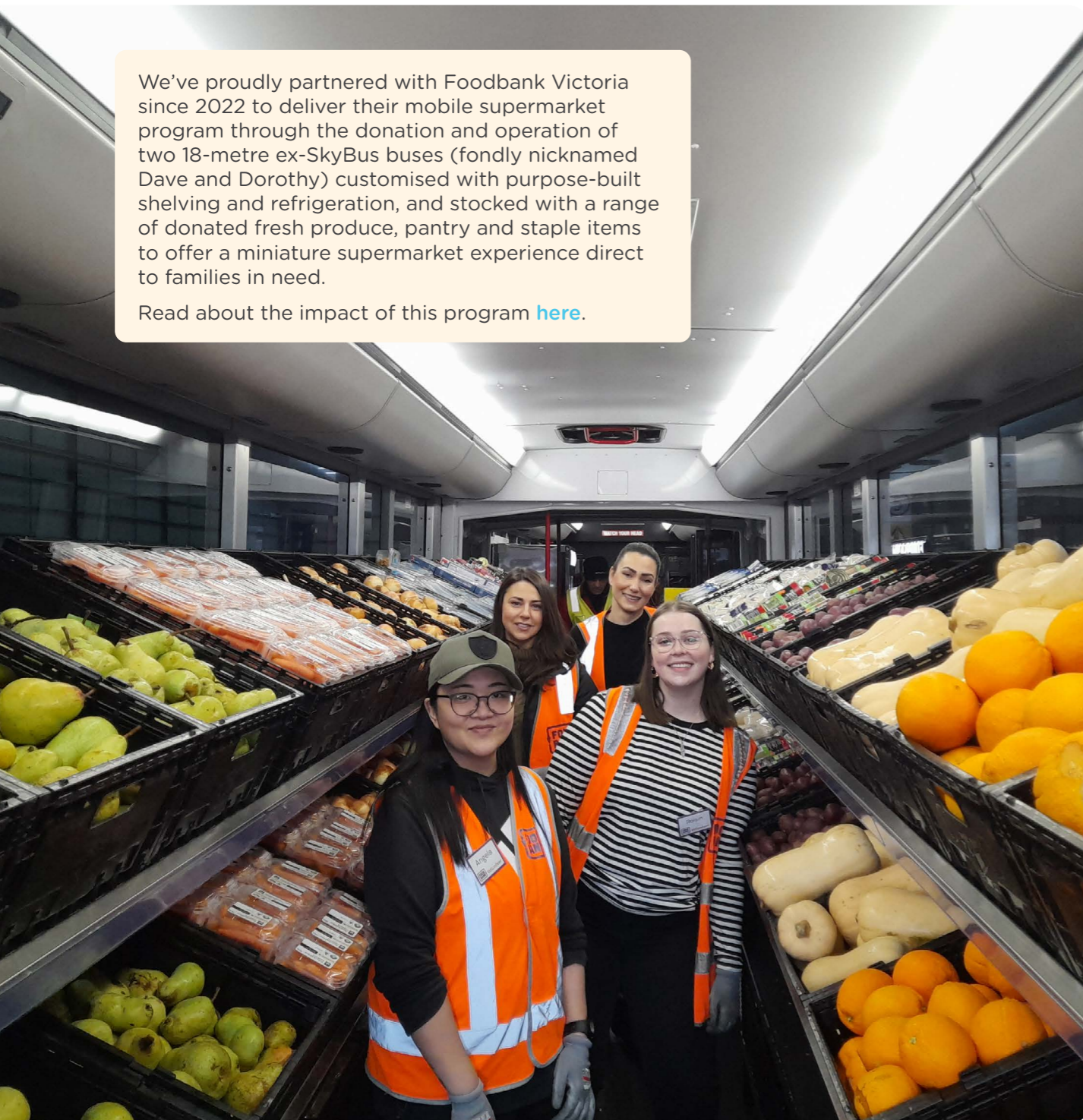


What we say only becomes meaningful through the actions we take. Our proactive initiatives in the communities where we live, operate and move millions of people each year help us to drive our corporate social responsibility and governance (the 'G' in ESG) performance.

For us, **Moving Forward** involves actively investing in and supporting social groups and causes that matter to our people and communities, maintaining the quality and safety of our services, and helping empower social enterprises that drive employment opportunities and positive local outcomes.

We've proudly partnered with Foodbank Victoria since 2022 to deliver their mobile supermarket program through the donation and operation of two 18-metre ex-SkyBus buses (fondly nicknamed Dave and Dorothy) customised with purpose-built shelving and refrigeration, and stocked with a range of donated fresh produce, pantry and staple items to offer a miniature supermarket experience direct to families in need.

Read about the impact of this program [here](#).



## 11. Community giving

### WHY IS THIS IMPORTANT?

Each and every one of us are intrinsically part of communities, be it a neighbourhood or locality, where we work, an interest group or members of the many different diversities found across Australia and New Zealand.

By engaging and supporting (whether financially or in-kind or volunteering) in the community, organisations such as ours can:

- / strengthen our relationships with key local stakeholders—to address community issues (e.g. youth crime, poor access) or opportunities (e.g. partnerships, advocacy)
- / enhance connection with our people by participating in the local communities where they work, live and travel
- / foster economic and social participation through access to employment opportunities and services—particularly in areas experiencing disadvantage
- / be an employer of choice and as a safe and inclusive organisation that is locally connected
- / build our reputation with key stakeholders, such as government and customers, as advocates for positive social, economic and community outcomes.

### OUR COMMITMENT

Year-on-year increase in community giving.



### HOW WILL WE ACHIEVE THIS?

Kinetic's mission from the start has been to 'improve the livelihoods of the communities in which we live and operate'. In addition to supporting cleaner and more connected communities through electrification and environmental efforts and advocacy for greater public transport access, we seek to directly drive positive outcomes in the locations where our people, passengers and stakeholders live and travel.

To complement our long history of supporting the community, Kinetic has introduced a community framework to empower our people to identify meaningful and local causes and organisations for the company to support.

This framework covers our flagship and long-term partnerships, participation in community events (e.g. LGBTQ+ events and fun runs), donations for important causes (which includes seeing us match dollar-for-dollar individual fundraising efforts), giving and support during times of need (e.g. natural disasters) and our dedicated grant program—the Moving Communities Fund.

Introduced in late 2024, the Moving Communities Fund invites community organisations across Australia and New Zealand to apply for financial and in-kind support. Though designed to be a 'once-off' grant process, we've seen ongoing relationships flourish between recipients and our local depots. Read more about the Fund and our latest round of winners [here](#).

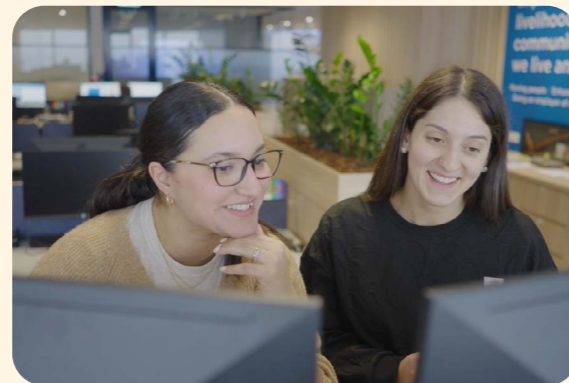


## IN ACTION

Kinetic is proud to partner with the Gold Coast Titans to deliver their Kinetic **Titans School League and Leagueability** programs that share the joy and camaraderie of rugby league and team sports with school aged youth and people with disability



Read more about our latest flagship partner, **Western Chances**, which provides long-term financial support and mentorship to young people experiencing financial hardship in Melbourne's west.



In New Zealand, community giving has been strong through regional business **Go Bus** providing financial support and free transport services to local primary schools, sporting teams, health services and other community groups.

## 12. Safety

## WHY IS THIS IMPORTANT?

At Kinetic, safety is beyond a commitment—it is a legal obligation to keep our drivers, passengers and the community safe from harm or danger.

We are bound by legislation across Australia and New Zealand that covers road safety, heavy vehicles, industrial relations, working with children, work health and safety, hazardous materials, environmental protection, construction codes, and workplace injuries.

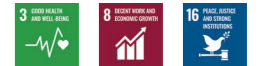
In addition to complying with relevant laws, we provide a physically and psychosocially safe workplace to support a positive work environment and culture—one promotes our people to put the safety of themselves and others first before all.

Striving to have safe operations that exceed regulatory requirements is integral to our reputation as a leading, safe and reliable bus operator. Doing so delivers key benefits including:

- / having a positive and safety-first workplace where our people trust they, and others, are kept from harm
- / driving a strong reputation to be transport partner of choice by many of Australia and New Zealand's government authorities and clients to safely transport passengers on their behalf
- / to encourage uptake of public transport by members of the community who feel safe and comfortable in using our services.

## OUR COMMITMENT

A year-on-year increase in our safety outcomes across our operations.



## HOW WILL WE ACHIEVE THIS?

In addition to safety-related accreditations, Kinetic maintains an extensive safety and prevention program embedded in our 'Kinetic Way' which is our integrated management system of policies, procedures and practices for all our operations. The prioritisation and application of our safety program begins from initial training and induction to every day checks and regular reviews.

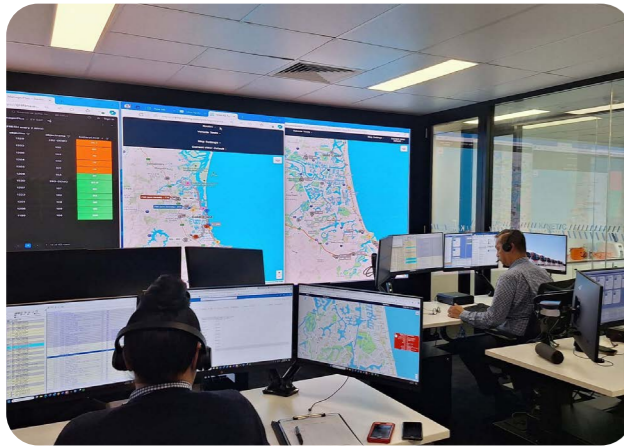
Kinetic has also invested significantly in technology and initiatives that supports the safety of our people, passengers and the community. This includes vehicles installed with live CCTV, discrete emergency and duress alarms, buses installed with driver shields, and state-of-the-art and industry leading 24/7 Operational Control Centres for our biggest operations in New Zealand, Victoria and Queensland. Our new electrified fleet also have additional inbuilt camera and mirror technology on our buses exteriors to enhance visibility and safety.

Kinetic has a no tolerance stance on violence, which applies to including our drivers, network officers, customer service officers and depot team members and we prioritise building and maintaining strong relationships with police authorities and community leaders to address and mitigate these incidents. Kinetic also works closely with relevant unions and employee groups across Australia and New Zealand to collaborate on understanding the needs and expectations of our people.

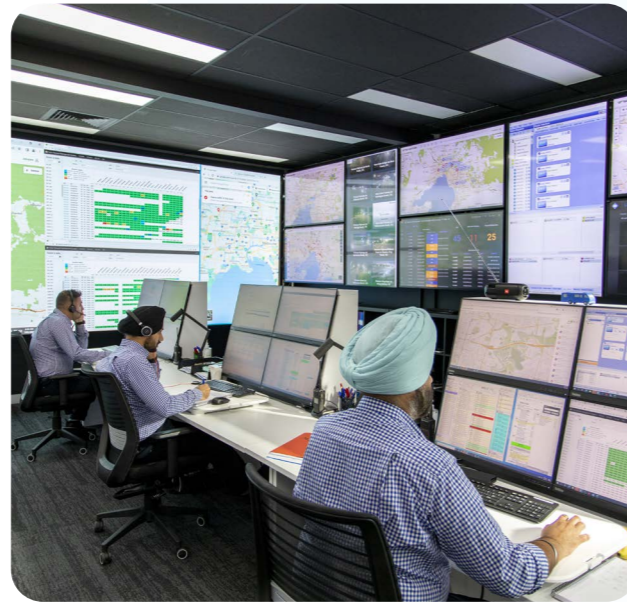
Alongside safety, we also seek to support our people with health and wellbeing through an employee assistance program that can be accessed anonymously any time. The service provides our people, and their families, with professional counselling and support on a diverse range of topics, including mental health, nutrition and financial advice.

Reporting in our annual Sustainability Report will focus on metrics that will be developed to consolidate our Australasian operations and that will seek to demonstrate improved safety performance, e.g. reductions in injuries, at-fault accidents, audits and data relating to workers compensation claims, as well as new initiatives and annual safety-related highlights.

## IN ACTION



Learn more about Kinetic's state-of-the-art Melbourne Operational Control Centre that monitors over 4,100 trips every day to keep the city's network safe and moving [here](#).



In 2024's People & Safety month across Australia, we launched our first step challenge, BUSStamove, which encourages and rewards our people for taking steps towards better physical health and wellbeing. Prizes included gift vouchers, smart watches and nutrition-related appliances for individuals and teams for various milestones and creativity!



## 13. Social procurement



## WHY IS THIS IMPORTANT?

As a company that has grown from humble roots in Melbourne over 30 years ago to be a leading global transport operator, we understand the impact of corporate support and partnerships on small and medium, non-profit and for-cause businesses.

These types of social enterprises often provide important local employment and economic opportunities for disadvantaged or underrepresented groups, advocate for important community causes, and deliver immense social impact and value in the community.

Additionally, many social enterprises bring a sense of innovation, forward-thinking and new ideas to existing societal and economic challenges and opportunities that often cannot be found through traditional and large-scale procurements.

For example, leveraging circular economies and renewable resources to deliver important and in-demand products and services, while delivering environmental and social benefits.

Social procurement isn't about making 'donations' and 'charitable giving' but engaging at a financial and corporate level with for-purpose businesses in our supply chain who do what they do for the benefit for important causes in the community.

## OUR COMMITMENT

3% of our total supplier spend to be with social enterprises by 2030

**Note:** This does not include non-negotiable procurement, such as fuel leases, insurances, registrations, and other mandatory charges or expenditure.

## HOW WILL WE ACHIEVE THIS?

In Australia, we've had longstanding relationships with Supply Nation, Kinaway and Social Traders who have supported Kinetic with millions of dollars of social procurement to-date. The introduction of a new Head of Procurement position across Australia in early 2025 will oversee a consistent nation-wide approach to social procurement and engagement with local Indigenous and social enterprises, chambers of commerce and industry bodies.

In New Zealand, the procurement team has engaged with Amotai—which connects buyers to Māori and Pasifika owned businesses to promote supplier diversity and development in Aotearoa—and are actively identifying scalable opportunities to increase social procurement spend.

Operating across different states across Australia and in New Zealand, there are varying definitions in relation to 'social enterprise'. However, noting the community and economic benefit of social procurement at a local level, we have extended (and will report on) this commitment to comprise spends with small and medium enterprises and enterprises led by (employ or drive social causes that include) women, Māori and/or Pasifika peoples, Aboriginal and/or Torres Strait Islander peoples or members of the LGBTQ+ community.

## IN ACTION

## EMPOWERING OUR WOMEN THROUGH PROCUREMENT

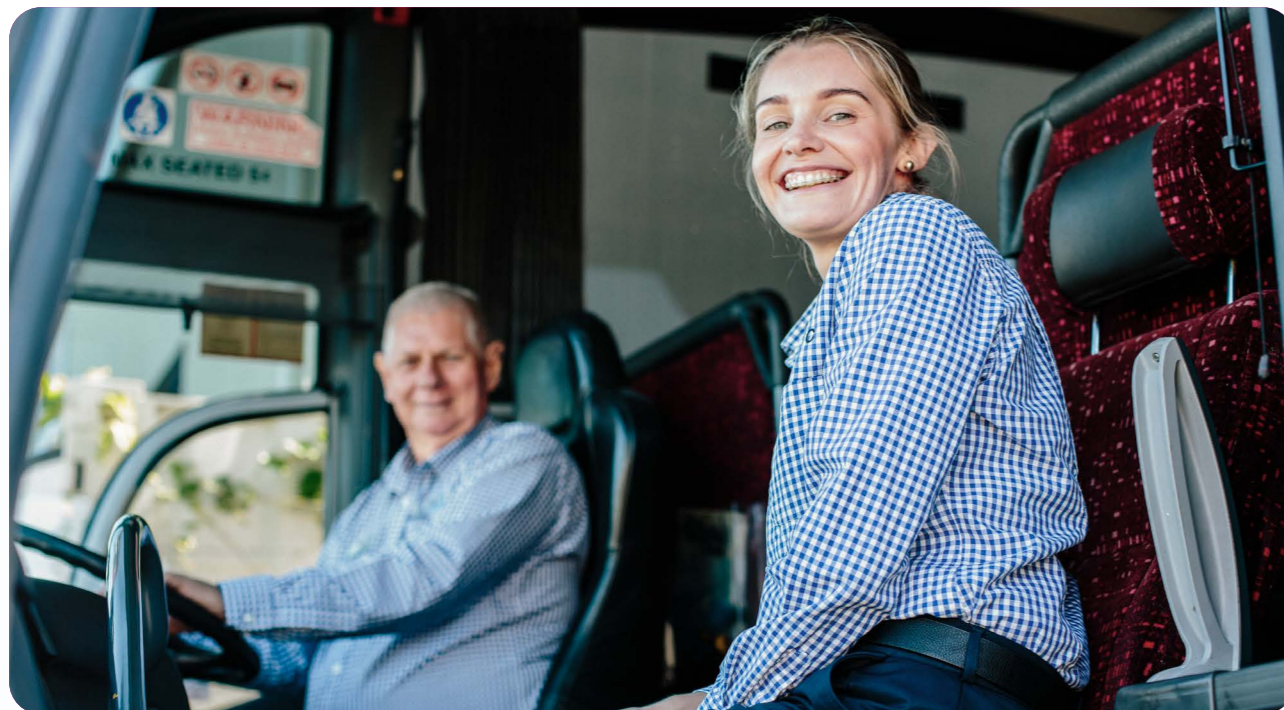
In line with our commitments to gender balance, we continue infrastructure works to install and improve female and all gender facilities across Australia. As part of these works, we've partnered with two important social enterprises, WomenCAN and Pixii.

**WomenCAN** is dedicated to helping women get skills and jobs after being out of the workforce for an extended time by providing access to free training and education, with participants from their Women In Trades program contributing to bathroom upgrades across our various sites in Melbourne.

**Pixii** provides sanitary products to organisations to supply e women everywhere with products they need, when they need it. Sanitary items are a necessity, not a luxury, and we're working with Pixii to provide our women with free sanitary products across all of our Australian sites.

## WATER CONSERVATION ONE SHIRT AT A TIME

Kinetic has partnered with Kinaway and Supply Nation certified, **Thread Group**, for a number of years now to supply uniforms across our operations. Recently, Kinetic and Thread Group introduced cotton shirts made with BCI cotton that uses 90% less water to produce. BCI is an established global initiative, supplying major brands such as Adidas, IKEA, Levi Strauss and Kmart. BCI Cotton has the same texture and durability as 'normal' cotton, resulting in a like for like production as our current shirt range, while delivering significant environmental benefits while supporting First Nations employment and development.



# Governance

This Sustainability Strategy binds Kinetic to key strategic and operational commitments to achieve our mission to improve the livelihoods of the communities in which we operate. Additionally, governments, investors and potential clients are increasing their expectations and scrutiny towards climate and other sustainability related disclosures and commitment.

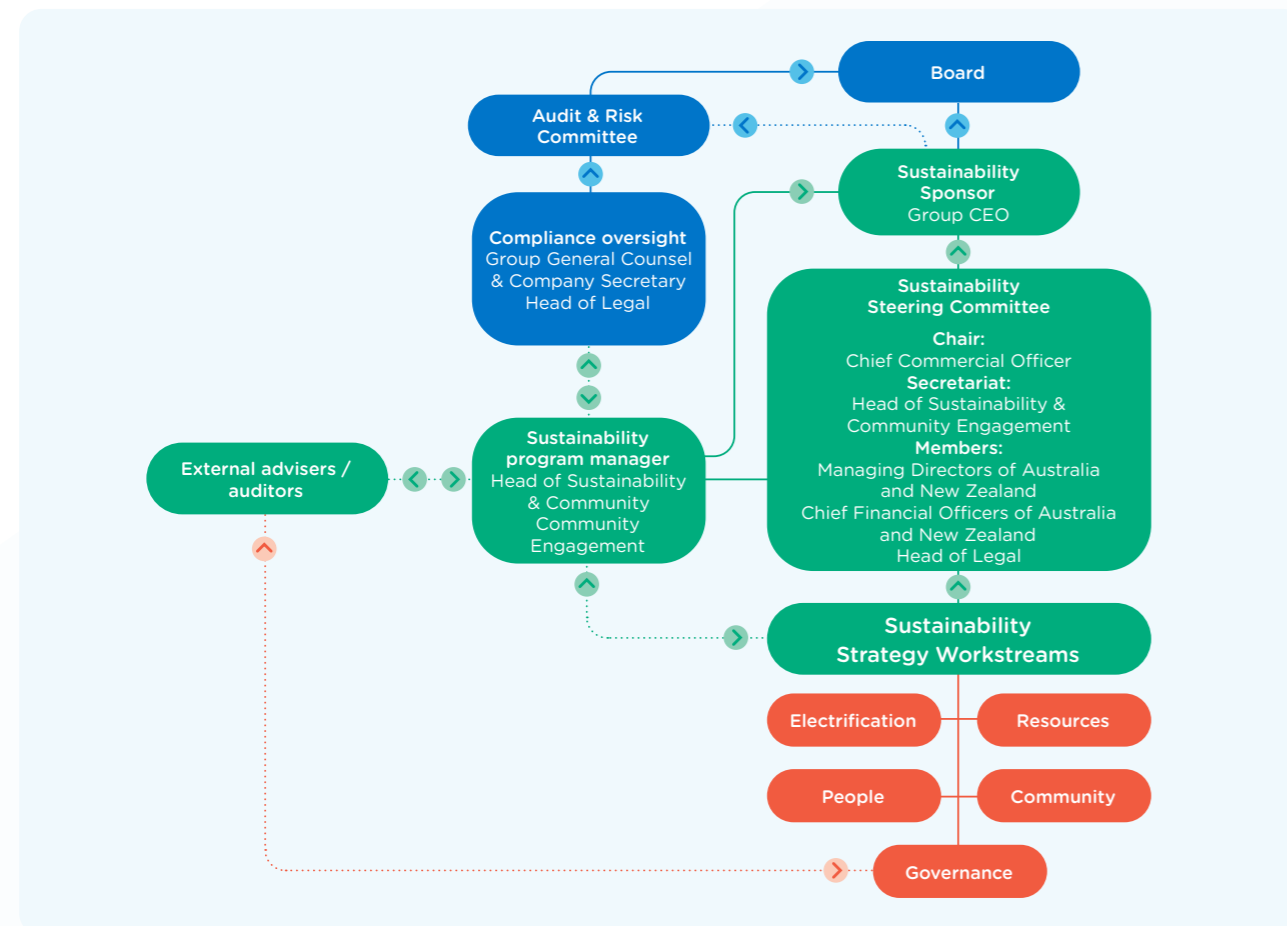
In Australia, this includes through the introduction of the Australian Sustainability Reporting Standards (ASRS) by the Australian Government based on the international best practice mandatory-climate related reporting schemes in Europe.

In line with our values of being authentic, transparent and acting with integrity and our Corporate Governance Statement, Kinetic's Sustainability Strategy mandates specific governance and reporting, covered in this section.

In particular, Kinetic commits to a yearly Sustainability Report comprising specific data relating to year-on-year values and progress towards our long-term aspirations. This report will also be used for our regulatory (e.g. NGRS, ASRS), financing (green and sustainability-linked loans), shareholder, investment and corporate sustainability reporting (e.g. S&P Corporate Sustainability Assessments) perspective.

## Sustainability governance

In line with existing governance structures within Kinetic, the sustainability governance arrangements complement accountability and reporting lines with the additional of dedicated sustainability-related groups and obligations, as shown.



In practical terms, this structure involves:

- / a Sustainability Sponsor at the Group CEO level, demonstrating the strategic and compliance related importance of sustainability
- / a Sustainability Steering Committee, overseen by the Group Chief Commercial Officer to monitor progress by the Managing Directors and Chief Financial Officers of both Australia and New Zealand towards achieving the commitments outlined in this strategy
- / a dedicated function of Head of Sustainability & Community Engagement, which reports to the Group Chief Commercial Officer, that supports and advises the Sustainability Sponsor and the Steering Committee; engages with the Audit & Risk Committee for assurance; actively supports the workstreams, and coordinates the use of external auditors and advisers to validate our sustainability progress and legislative requirements
- / five sustainability workstreams—each responsible for the delivery of commitments within their scope
- / external advisers and auditors to support with mandatory reporting requirements and assurance.

## Reporting

- / In line with the timing of mandatory financial reporting, Kinetic will publish a Sustainability Report outlining our progress each year. This Sustainability Report and key data points will also be leveraged for other key reporting requirements, such as:
- / CER's mandatory National Greenhouse and Energy Reporting
- / Australia's Workplace Gender Equality Agency's mandatory disclosures
- / performance reporting required under any sustainability-linked or green loans from financial institutions and investors
- / strategic (and voluntary) benchmarking assessments and evaluations (e.g. S&P Global's Corporate Sustainability Assessments).

Our annual Sustainability Report will also include updates on other key initiatives not included in this strategy, such as activities and achievements that complement our work across sustainability, quality assurance, governance, corporate social responsibility and support for our people and communities. Annual reports will also report challenges, barriers or negative performance, in line with our values of transparency and integrity.



## Governance workstream

While this strategy outlines key workstreams for how we will practically achieve our commitment, it also includes a workstream to set up for success and best practice in relation to governance and the capture of necessary data to support this.

Co-led by the Head of Sustainability & Community Engagement and the Head of Legal, the Governance workstream will:

- / identify mandatory reporting requirements—particularly those related to climate-related disclosures,
- / seek and consolidate data to support accurate and efficient reporting—including ensuring alignment of financial reporting
- / provide assurance to the Board by maintaining accountability of workstream leads and the Sustainability Sponsor of progress of commitments outlined in this strategy,
- / regular review, maintenance and reporting on a climate and sustainability-specific register of risks and opportunities—with a key focus on the mandatory attributes,
- / advise (and seeking external validation where required) on risks relating to greenwashing or misleading communication or disclosures,
- / engage regularly with external advisers to provide advice and assurance on compliance and ongoing improvement.

Kinetic's corporate governance framework which also includes information about our Board, committees, approach to risk management and modern slavery, can be found on our [governance page](#).



