

THE FAGG'S GROUP SCOOP

June-July, 2026



Hi everyone,

Strong relationships are the foundation of our trade business. While our Trade Account Managers continue to support key customers, we're introducing the Unmanaged Trade Customer Program to reconnect with trade customers who currently have little or no regular engagement with our stores.

Each store will identify 50 unmanaged trade customers whose sales have declined and who aren't assigned to a Trade Account Manager. These customers will be allocated to one or two dedicated team members who will become their regular point of contact through consistent communication and personalised service.

By rebuilding these relationships, we can increase customer loyalty, recover lost sales, and grow our trade business. Every conversation is an opportunity to strengthen relationships and create future business—one customer at a time.

Our upcoming Trade Expo is more than just an event—it's one of our biggest opportunities to connect with new and existing trade customers, showcase our expertise, and grow our pipeline. Every conversation has the potential to become a future project, so let's make every interaction count. Whether you're on the road or chatting with customers in-store, help spread the word and encourage attendance. Together, we can turn a great event into lasting business relationships.

Rayne

Group Trade Sales Manager

Customer Feedback

We're all about Customer Service & it's wonderful when we receive amazing feedback from our customers.

Peter Smith
10 reviews · 14 photos

★★★★★ a month ago

We dealt with Lauren in the Homewares area. She was very helpful in assisting us to purchase a wicker basket for our cushions. We will definitely be returning to this store

leonerickson
4 reviews

★★★★★ a month ago

Fantastic service here by Greg and A? Sorry can't remember ur name! Committed problem solvers right here even after the lights are out! Highly recommend

Barbara Johnson
7 reviews

★★★★★ Edited 2 weeks ago

All the staff at Wilsons Maddingley are extremely helpful, and I appreciate the click n collect service for items not in stock. Happy to support local business.

Andre Mauger
3 reviews · 26 photos

★★★★★ 2 weeks ago **NEW**

Craig from the timber yard gave me great advice on modifications needed on my garage door. Saved me from needing to install a new one.

Feedback via Resonate G Gay & Co Mitre 10 Sebastopol

The team are very helpful and friendly and I feel welcomed every time. Special thank you mention for Andrew.

Feedback via Resonate Fagg's Mitre 10 Wallington

I got the plants I wanted but the best part was the staff member Danielle at the checkout counter who was very welcoming and polite.

Look out for more opening insights from the Leadership Team going foward!

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SHARE YOUR GOOD NEWS STORIES HERE NEXT MONTH!

AROUND THE GROUP

Team training at Torquay

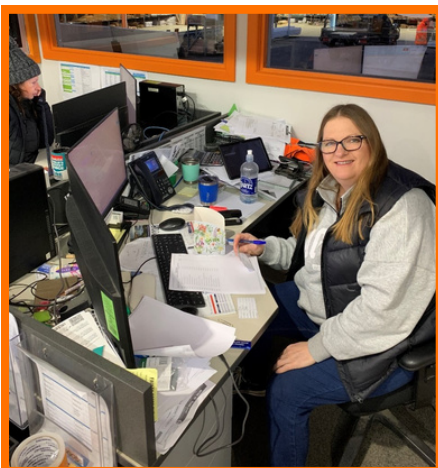
Torquay have continued on with team training with Fiddes and Dunlop sessions being held in store.



The Team at Sebastopol completed their stocktake



Great support from most sites enabled the stocktake to be completed 1 day earlier than previous years!



A couple of cute visitors at Belmont Timber



WHAT TIME DO DUCKS GET UP?

At the quack of dawn



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AROUND THE GROUP

We are proud to recognise and celebrate our team members who have reached significant service milestones with our business.

Congratulations and thank you for being such an important part of our team!

Nicky from our South Geelong store celebrated 5 years!



Rayne Biviano and Jason Amos recently attended the Master Builders Association of Ballarat Industry Meeting, where they had the opportunity to reconnect with more than 55 local builders.

The evening provided a great opportunity to strengthen industry relationships, share what Fagg's Group has to offer, and connect with builders across the region.



Rayne & MBA President Stuart Allen

**STOP
&
TAKE 5!**

Torquay team Taking 5!



**WORK SAFE
TEAM SAFE
HOME SAFE**

Belmont Take 5 meeting



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AROUND THE GROUP

Design 10 Renovations

The renovations continue at the Design 10 showroom with progress being made each week. The space is really coming together and we can't wait to unveil the finished result. Well done to the team on their continued hard work.



Innovations by Design 10

From February to July, the Innovations by Design 10 radio campaign reached thousands of listeners across the region, with an impressive 411 advertisements aired.

This campaign has helped build awareness of the Innovations showroom located at our Wendouree store, showcasing our whole-of-house offering and keeping us front of mind with customers planning their next building or renovation project.



FIFA FEVER

Jules and the team at Torquay had a bit of fun during the FIFA World Cup.



Sebastopol

Sebastopol nursery has had an upgrade with the installation of a new fence, giving the area a fresh and tidy look.



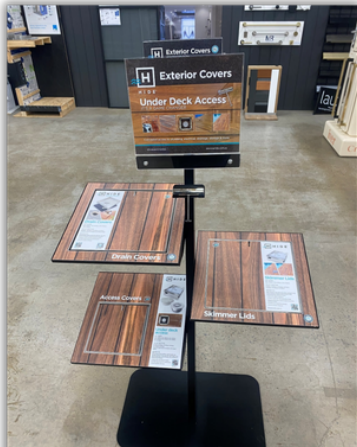
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**AROUND
THE GROUP**

**There's lots of new & exciting
products popping up in stores!**

Belmont Timber



Skimmer Lids

Wallington



VapourSeal

Sebastopol



Stihl OPE range

Ballarat



New Cowdroy range



Simpson Strong Tie



Stihl OPE range



Red Cat

South Geelong



Fasteners relay



Trio Floor Guard



Red Cat



bLD fasteners range

NEW!

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AROUND THE GROUP

South Geelong

The team at South Geelong held a Working Bee to clean up and refresh the exterior of the store.

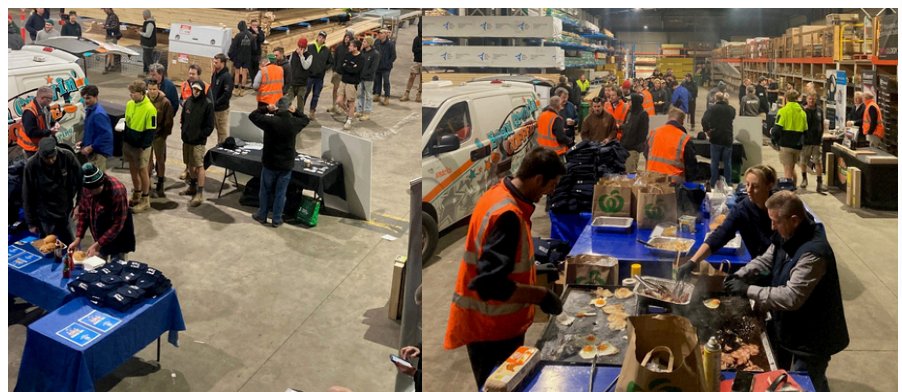


A big thank you to our Trade Account Managers, the Wallington store team, and everyone who helped make our recent Trade Breakfast a success.

The event welcomed more than 120 customers and resulted in 98 site calls and 17 active leads from customers who are not currently associated with Fagg's Group.

It was a fantastic opportunity to build new relationships, strengthen existing connections, and showcase what Fagg's Group has to offer.

Wallington Trade Breakfast



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AROUND THE GROUP



Thank you to all stores for supporting the 2026 Big Family, Big Prizes promotion.



South Geelong - Rose Pruning Workshop

The recent Rose Pruning Workshop at South Geelong was a fantastic success, with a great turnout from the local community and plenty of tips shared.



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E-Learning

Fantastic result for July's eLearning compliance. With an amazing score of 96.70%, Fagg's Group is top of the leader board for TTHG stores. Well done to everyone!

Faggs	3079	96.67%
M10 Wendouree Trade Centre 856989	290	95.39%
M10 Fagg's Belmont Timber 785535	639	97.71%
M10 Fagg's Geelong South 784251	827	95.39%
M10 G Gay & Co Ballarat 856997	169	96.02%
M10 G Gay & Co Sebastopol 857011	269	98.18%
M10 Fagg's Torquay 784164	115	100.00%
M10 Fagg's Wallington 784049	484	95.09%
M10 Wilsons Bacchus Marsh 856948	286	100.00%

Store	Completed Modules	%
Hardings	1199	87.71%
MMM10	2825	82.99%
Hudsons NSW	2973	94.62%
Hudsons, Hardings QLD	857	85.36%
Becks	3058	88.59%
K&B	4336	82.94%
Sapphire	1214	90.33%
Finlaysons	1166	66.21%
Faggs	3079	96.67%
Clennetts	3057	79.49%
M10 M & B	425	46.15%
Petries	2674	84.14%
Bianco Group	94	22.98%
Sunshine	4994	91.77%
Hollimans	180	77.59%
Womersley's	347	41.61%
Alpine Valley Hardware	435	77.40%
Grand Total	32913	83.72%



Did you know we have 3 trained Mental Health First Aiders across the Group!

WORK SAFE
TEAM SAFE
HOME SAFE

They're here to provide a supportive, confidential first point of contact if you or a colleague are experiencing a mental health challenge or simply need someone to talk to. While they aren't counsellors, they can listen without judgement, offer support, and help connect you with the right resources if needed.

If you ever need support, don't hesitate to reach out to one of our Mental Health First Aiders. Remember, it's always okay to ask for help.



Ben Lane

0429 789 747



Liz Riordon

0492 848 186



Rayne Biviano

0429 789 747



A quick reminder to all team members to please sign in at the start of your shift and sign out when you finish each day.

Accurate time records are important for payroll, workplace safety, and knowing who is on site in the event of an emergency.

THE FAGG'S GROUP SCOOP

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PEOPLE AND CULTURE

The July edition of the WorkWell Magazine is now available!

Stay up to date with the latest wellbeing tips and helpful resources.

Simply scan the QR code to read this month's edition.

Metcash

WORKWELL

our very own health & wellbeing eMagazine

JUL
ISSUE OUT
NOW



SCAN TO ACCESS THE
LATEST EDITION



GIVE A DAMN SAM

LAUNCHING THIS AUGUST!

- 1 STOP & TAKE 5
- 2 ACT & FIX IT
- 3 MAKE IT SAFE
- 4 SPEAK UP
- 5 LOOK OUT FOR YOUR TEAMMATES



Over the month of August, leaders and team will run toolbox talks and local safety conversations focused on four practical questions: What risks are we seeing?, What can we fix now?, What needs to be made safe or escalated?, How can we look out for each other?

Launching at the same time is the GIVE A DAMN SAM Recognition Program. Each month, Metcash will recognise people who are “caught giving a damn” by identifying, fixing, controlling or escalating a hazard or risk. The strongest stories will be shared across the business so others can learn from practical examples of care, ownership and action.

Let's make **GIVE A DAMN SAM** more than a campaign – Let's make it the way we work, because every action we take to prevent harm helps someone get home safe to what matters most.

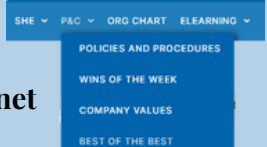
Scan here
to nominate



Don't forget to keep putting through your Best of the Best nominations!

If you've seen a teammate go above and beyond, deliver outstanding customer service, or make a real difference, now's the time to recognise them. Every nomination helps us celebrate the great people and great work happening across our business.

Nominations can be submitted via the P&C tab located on the Intranet



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PROMOTIONS AND EVENTS

4:01

MITRE 10 CLUB

PUT DOWN YOUR TOOLS,
PICK UP YOUR MATES.

The 4:01 Club is a Mitre 10 initiative designed to support tradies mental health and wellbeing.

We were fortunate to have the opportunity to team up with the Geelong Cats for a special 4:01 Club run at the South Geelong store on the 21st July.

Members of the community & Fagg's Group team members set off for a 5km run/walk along the Barwon River finishing back at the South Geelong store for a sausage in bread, coffee, handball competition and photo's with the team from Geelong Cats.



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PROMOTIONS AND EVENTS

We've got an exciting line-up of promotions designed to drive engagement, boost sales, and create memorable in-store experiences.

MITRE 10 • TradeCentre **design 10**

SAVE THE DATE!
FAGG'S GROUP TRADE EXPO
GEELONG'S BIGGEST TRADE SHOW!

NYAAL BANYUL
GEELONG CONVENTION AND EVENT CENTRE
80 Western Beach Rd, Geelong 3220
Wednesday 7th Oct 2026
4pm - 7pm

GIVEAWAYS & PRIZES **SUPPLIER STANDS** **EXCLUSIVE DEALS**

JamesHardie **STANLEY** **HOME BUILDERS & TIMBER**

OVER 40 SUPPLIERS IN ATTENDANCE. MORE DETAILS WILL BE REVEALED SOON!

Preparations are well underway for our **2026 Fagg's Group Trade Expo** and we need your help to spread the word!

If you're chatting with customers in-store, on the phone or out on the road, be sure to let them know about the Expo. Every invitation helps make the event a success!

Keep an eye out for promotional material in-store and let's work together to make this year's Trade Expo our biggest and best yet!

SATURDAY 01.08.2026 TO WEDNESDAY 26.08.26

Just in time for Father's Day!

WIN
A \$200 GIFT CARD FOR DAD

Mighty Rewards WIN Dad a \$200 gift card for Father's Day competition: 01 - 26 August.

- Customer makes a purchase of \$60 or more in store or online.
- Customer must be a Loyalty Member or sign up to the program at the time of the transaction.
- Loyalty Members are automatically entered into the draw when a transaction is made.

Current & Upcoming Promotions

1/6 - 30/8 : Low Prices Nailed Down Rnd 3
15/7 - 1/9 : Design 10 - 20% off Zumi
1/8 - 30/11 : WIN with Hardies
1/8 - 26/8 : MR Father's Day LAM
12/8 - 27/9 : Stanley Spend & Get
12/8 - 6/9 : August Digital Campaign
7/10 - Fagg's Group Trade Expo



MIGHTY REWARDS STORE TALLY

STORE	MEMBERS	STORE	MEMBERS
Bacchus Marsh	9,231	Ballarat	3,580
Belmont Timber	18	Sebastopol	7,946
South Geelong	42,314	Torquay	4,123
Wallington	25,485	Wendouree	955



As part of our commitment to improve communication across the business during 2026 & 2027, we have set up a new Q&A email account to send through any questions and improvement opportunities that will impact on our customer and/or team member experience. Please let Mark know your thoughts and ideas via askmark@faggsgroup.com.au and be sure to leave your name so that he can respond to you directly. Best suggestion and solution will be celebrated via each newsletter with a gift voucher!