



zea<sup>®</sup>

# ANNUAL IMPACT REPORT

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FINANCIAL YEAR 2022

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*We acknowledge the Traditional Custodians of the lands on which we work and live throughout Australia and recognise their continuing connection to land, waters and culture. We pay our respects to their Elders past, present and emerging. We also recognise the resilience and strength of Aboriginal and Torres Strait Islander communities and acknowledge that sovereignty was never ceded.*

*We are committed to creating a safe and welcoming environment that embraces all backgrounds, cultures, sexualities, genders and abilities.*

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## OUR STORY

Zea is a family-owned Australian health and wellness company, founded on a love for nature and a passion for unearthing the diverse healing benefits of Kunzea and native Australian flora.

With a lasting commitment to ethical trade and sustainable practices, we strive to bring you the purest, most natural and highly effective products that have a positive impact on both people and the planet.



## OUR VISION, PURPOSE AND MISSION

### OUR VISION

To improve the  
quality of life and  
enrich the wellbeing  
of 10 million people  
globally by 2030.

### OUR PURPOSE

To empower people to take the best care of themselves, the people they love and the world around them.

### OUR MISSION

To have a positive impact on people, our planet and environment through natural, Australian made products that are built on exceptionally high standards of quality, purity, safety and sustainability. We believe passionately in the power of Kunzea and other Australian natives to support this mission, now and for future generations.



# EXECUTIVE SUMMARY

**We care deeply about the planet and are always striving to leave the earth in a better place than how we found it.**

At Zea we are committed to ethical and sustainable business and we know that transparency is a big part of that. In this, our second impact report, we share some of our proudest impact initiatives from the last year.

We are an Australian family-owned, profit-for-purpose company that developed the very first commercial product range to contain the natural benefits of Australian Kunzea. Our line of exclusively Australian made products blend Kunzea and other native Australian botanicals with the best of green science to help our customers harness the remarkable properties of nature. We're inspired by the infinite wisdom of nature and its ability to have a positive impact on both people and the planet.

We are proud to be part of a growing movement that is doing things differently by using business as a force for good. We pride ourselves on walking the talk and have taken important steps to bake ethical and sustainable practices into our DNA



(including updating our constitution to demonstrate our commitment to the planet). In doing so, we are constantly making changes and improvements to help Zea be more sustainable, ethical and eco-friendly.

Striving to have a positive outcome on people and the planet is an ongoing journey. We are constantly learning and seeking to do more and to do better. So while this report shares our achievements over the last year, perhaps more importantly, it sets out our commitments and the steps we are taking to improve our impact in the year ahead.



## A NOTE FROM OUR FOUNDER

For the past few years, I have lived and breathed Zea. Starting as a small family project in Tasmania, Zea is now a fast-growing, profit-for-purpose Australian business that positively impacts thousands of people throughout the world.

At Zea, it is our vision to improve the quality of life of ten million people globally by 2030. It is my personal mission to share natural and sustainable products that raise awareness for environmental issues, inspire ethical practices, and give back to nature, whilst helping people be the best version of themselves. We approach all decisions, big and small, with this mindset.

In 2021, Zea became a B Corporation, which means we have been certified to meet high standards of social and environmental performance, as well as transparency and accountability, to balance profit and purpose. As part of this we locked our commitment to the planet into our mission and we took a small but important step toward a regenerative and more sustainable future. I am proud to share more about this and our other initiatives over the past year.

**- Hayden Brass**  
Founder and Managing Director, Zea







## DOING BUSINESS DIFFERENTLY

As a next-generation family business, we know we need to challenge the status quo by prioritising environmental, social, and governance issues. Sometimes that means pushing ourselves to uncover alternative ideas for ways the company operates, noticing a challenge in need of a solution or detecting an opportunity the company could take to improve the impact it has.

In this next section we are proud to share some of the ways we are doing business differently, and our goals to keep pushing ourselves to do more.



# DOING BUSINESS DIFFERENTLY

B CORP CERTIFICATION

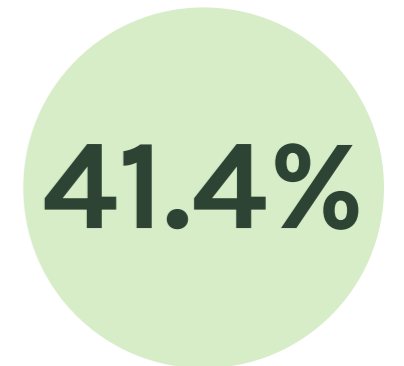
**Zea is part of a growing business community that puts people and the planet first.**

In 2021, Zea became a certified B Corporation. Built on the simple fact that business impacts and serves more than just shareholders, certified B Corporations are companies that lead in their ability to meet high standards for social and environmental performance.

You can't manage what you don't measure so in becoming a B Corp, Zea publicly committed to continuous improvement and to doing more for the planet and all people.



B Corp score



SDG Action Manager  
Baseline Score

To achieve our B Corp status, Zea had to achieve a score of 80 or higher on the B Impact Assessment, incorporate stakeholder governance into our legal structure, and agree to undergo review and recertification every three years. We are proud of our verified score across B Corp's five impact areas – community, customers, environment, governance, and workers. We plan to do even better when we recertify in three years time.

Zea also joined the United Nations Global Compact initiative - a call to companies to align strategies and operations with universal principles on human rights, labour, environment and anti-corruption and take actions that advance societal goals. We received a baseline score and two SDGs where we can make the greatest impact. These form part of our focus going forward.



# DOING BUSINESS DIFFERENTLY

## EQUITY CROWDFUNDING

Everyone should have the opportunity to invest in brands they love.

At Zea, we are committed to improving the health and wellbeing of our customers.

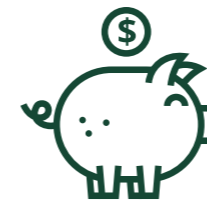
Six years in, with over \$4 million worth of products sold in 2022, we are well on the road to achieve our vision to improve the quality of life of 10 million people by 2030.

Our dedicated customers, suppliers, manufacturers and team have been integral to our growth and journey. So in 2022, we launched equity crowdfunding with Birchal, making it possible for our community to become co-owners in Zea.



**\$940,690.40**

raised across 643 investors



**\$250**

Entry price of \$250 making becoming a co-owner in Zea accessible and simple



**2818**

Planted 2818 trees with One Tree Planted as a promise to our investors



# DOING BUSINESS DIFFERENTLY

LOCALLY MADE & OWNED

## Supporting local jobs and sustainable communities.

We are proud to develop and manufacture all of our Zea products right here in our beloved homeland. We retain profits within Australia and create employment opportunities for those within our local community. All manufacturing, testing, packing, warehousing and distribution is conducted locally.

We develop products that promote the benefits of Australian Kunzea and the abundance of locally sourced, native treasures found in our own backyard. We select ethically, sustainably sourced ingredients, ensuring that the growers, environment and the people are treated with respect and paid a high premium for the ingredients.

Not all ingredients are cultivated in Australia. When this is the case, we responsibly source internationally from suppliers in their native country of origin.



A family  
owned  
Australian  
business

As a locally made and owned family business in 2021-2022 we have helped to:

- ✓ **Keep \$4,248,770 circulating in the local economy**
- ✓ **Support job creation through direct employment and indirectly through our supply chain**
- ✓ **Retain skilled workers in Australia**
- ✓ **Reduce our impact on the environment through the use of local supply chains and reduce transportation**



# DOING BUSINESS DIFFERENTLY

## REDUCING WASTE AND OFFSETTING CARBON

### Creating impact through procurement.

One of the biggest areas we can make a difference is through our supply chain. Since Zea started we have only worked with ethically, sustainably sourced ingredients, ensuring that both the growers, environment and people are treated with respect and paid a high premium for the ingredients.

Last year, we saw an opportunity to do even better by reviewing our fulfillment processes and supply chain. All Zea products are now packaged and shipped with Future Fulfillment - a carbon-neutral 3PL. Alongside offsetting our fulfillment activities through Ecologi, all our orders are now packaged with eco-friendly, compostable mailers, 99.9% recycled cardboard boxes, recycled hex wrap and compostable corn-starch packaging.

Zea is on a journey to become carbon neutral. While we work on getting there, we have found various opportunities to reduce and offset our carbon emissions.

Our team also adopted a green office policy, helping to reduce our emissions and provide environmental stewardship to our employees.

In 2021-2022 we have:



Achieved carbon neutrality for all our fulfillment processes by planting 328 trees



Reduced waste through the use of 33,153 compostable mailers and 23,204 recyclable boxes



Reduced carbon emissions through 100% remote working team



# DOING BUSINESS DIFFERENTLY

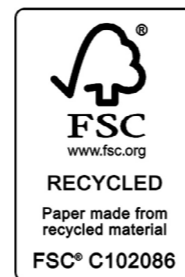
## REDUCING WASTE

### Designing for waste minimisation.

With an objective to find innovative ways to reduce our impact on the planet, we conducted a packaging audit. Through this process, we moved our biggest selling product - the Kunzea Pain Relief Cream - to a 32% recycled plastic tube. We also uncovered ways to reduce the amount of product packaging we created. For example, we launched our Kunzea Pain Relief Cream (Bulk Size) to help reduce the amount of packaging we put out into the world.

Our design team continue to find ways to reduce waste produced through packaging and promotional material. Our promotional material are printed on ecoStar+, an environmentally responsible paper made carbon neutral and is FSC® Certified Recycled.

All orders we ship out are plastic-free and using recycled packaging.

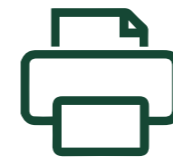


In 2021-2022 we have reduced waste by:



**139,890**

units produced in 32% PCR plastic



Promotional material produced using ecoStar+ 100% Recycled paper



100% of orders shipped using recycled packaging





# DOING BUSINESS DIFFERENTLY

## SUSTAINABLE AND RESPONSIBLE PRACTICES

### Innovative, effective, and sustainable products.

From the way we recycle, to the packaging we use, to our production processes - we ensure our actions do not come at the cost of the earth. We work with farmers and producers that avoid the use of pesticides, herbicides or any other harmful chemicals.

We give back to nature by donating to charities focused on regenerating natural habitats and restoring biodiversity. We work with suppliers who operate on ethical principles and share our respect and love for the planet.

We only use natural ingredients, and our direct suppliers and third-party manufacturers have been audited to ensure testing processes are free from animal testing.

We are committed to staying up to date with Green Chemistry ingredient technology that ensures less waste, smarter productions, and circular sourcing of naturally based ingredients.

**100% of our products are locally made.**





# DOING BUSINESS DIFFERENTLY

## DECENT WORK

### Best in class workplace.

At Zea, we are committed to providing decent work and ensuring fair working conditions for our employees.

We paid all our employees above the minimum wage, and we make cost of living adjustments that match inflation rates of the country.

We actively support the development of our employees with formal professional development programs, engagement surveys, opportunities for training and flexible working arrangements.

During 2021-2022 we proudly:



Paid **100%** of employees above the minimum wage by at least 10-29%



Had **90%** of employees report being "Engaged" on our annual employee engagement survey.



Implemented a Parental Leave and Breastfeeding policy



Continued to support flexible working



# DOING BUSINESS DIFFERENTLY

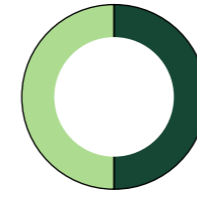
## DIVERSITY & INCLUSION

### A diverse and inclusive workplace.

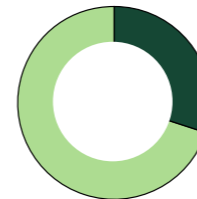
As a family owned business, we pride ourselves on creating and upholding a diverse and inclusive workplace that makes everyone, regardless of who they are or what they do for the business, feel equally involved and supported in all areas of the workplace.

Over 50% of our managers identify as women, and over 30% as from another underrepresented social group. Being a diverse workplace that acknowledges the individual strengths of each employee and the potential they bring, makes Zea a successful, thriving workplace and fair culture.

Our workforce is made up of:



**+50%** of company managers identify as women



**+30%** of company managers identify as from another underrepresented social group



**Pay equity analysis conducted**





# DOING BUSINESS DIFFERENTLY

## GIVING BACK



## Supporting people and planet.

In 2020-21 Zea joined 1% for the Planet. That means we donate 1% of all our revenue to help support environmental and social non profits that are committed to driving positive change for our planet.

As a 1% for the Planet member, we pay annual membership dues at sign up, and each year upon renewing our membership (membership dues count toward our overall annual giving pledge).

As Zea grows, so too does our donation amount.

Through 1% for the planet, we also supported a variety of other organisations whose values align with ours including The When Bee Foundation, Greenfleet Australia, Karrkad Kanjdji Trust & One Tree Planted.

For the period 1 July, 2021- 30 June, 2022 Zea supported the below organisations:

**\$17,819**

Monetary donation

**\$35,156**

Non-monetary donation

**\$52,985**

Total donation



# DOING BUSINESS DIFFERENTLY

## RAISING AWARENESS

### Social and environmental stewardship.

We believe business has a role to play in the fight against climate change by being a vehicle for innovation and change. As Zea embarks on its own sustainability journey, we feel we have a duty to share what we are learning and to role model just how business can make a difference.

We invested \$20,000 to help raise awareness of the role of business in supporting environmental sustainability, and of the incredible organisations we are working with. By helping more businesses learn about impactful initiatives like 1% for the Planet and B Corp, we are helping them make educated decisions that have a positive impact on people and the planet.

Social and environmental stewardship through:

**\$20,000**

Invested into awareness raising for  
1% for the Planet and B Corp.

These campaigns reached

**207,609 people,**  
**with 1,122,366**  
**impressions.**



# OUR IMPACT AT A GLANCE 2021 -22



85.5 B Corp Score



Total donation to 1% for the planet \$52,985

## Supporting people and planet

We are committed to advancing the United Nations 2030 Sustainable Development Goals (SDGs). We have identified the three primate SDGs that our Impact Report aligns with.

[You can learn more about the SDGs here.](#)



**\$20,000**

environmental and social stewardship promotion & awareness



Reduced waste through the use of 33,153 compostable mailers and 23,204 recyclable boxes



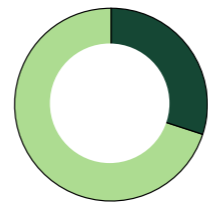
Reduced waste by transitioning 139,890 units to be 32% PCR plastic



Planted **3146** trees



+50% of company managers identify as women



+30% of company managers identify as from another underrepresented social group



100% remote working team



**\$940,690.40**

raised across 643 investors



# OUR IMPACT GOALS 2022-23

## LOOKING AHEAD

### Our commitment.

We pride ourselves on walking the walk. We are constantly making changes and improvements help make Zea more sustainable, ethical and eco-friendly. Here is some of what we are working on:

#### CERTIFIED CARBON NEUTRAL

We're on a mission to reduce our carbon footprint, striving to become certified carbon neutral. As we commit to sourcing and manufacturing products locally in Australia, we are able to reduce transportation related carbon emissions. In addition, we are working on tracking our carbon emissions to help us reduce and offset our footprint.

#### TERRACYCLE ZERO WASTE BOX

We will be implementing a new recycling program through the TerraCycle® Zero Waste Box™ in 2022/23 FY which allows packaging that cannot be kerbside recycled to be sent back to us so we can guarantee they are recycled effectively through the TerraCycle® Zero Waste Box™ solutions.



#### RECYCLED MATERIAL

We will continue the process of assessing our packaging and taking steps towards making it more environmentally friendly. A big focus is on moving towards using PCR plastic where possible - a rarity in the pharmaceutical industry.



# OUR IMPACT GOALS 2022-23

## LOOKING AHEAD CONT.

### LEAPING BUNNY CERTIFICATION

We are in the process of attaining the only internationally recognised symbol guaranteeing consumers that no new animal tests were used in the development of any Zea product.

### RECONCILIATION ACTION PLAN

In 2022 we have engaged external support to help Zea to contribute to reconciliation with Aboriginal and Torres Strait Islander peoples.

### B CORP RE-CERTIFIED

Now that we are Certified B Corporation, we want to do everything we can improve our score when we recertify in two years time. We are actively implementing new initiatives to become a more inclusive and sustainable business.



### SUSTAINABLE DEVELOPMENT GOALS COMMITMENT

Our Managing Director and Operations Manager are leading the way by undertaking an SDG Accelerator program. In doing so, we aim to share learnings with the Zea team and continue our commitment to the SDGs.

### ADDITIONAL CERTIFICATIONS

We are constantly looking into new certifications that give our customers the third-party assurance that we comply with the highest standards in the industry. Some that we are exploring include: MADE SAFE Non-Toxic Certified and Australian Allergy Certified



A photograph of three people in a garden. In the foreground, a young girl with braids, wearing a light pink cable-knit sweater and light blue jeans, is laughing and dancing with her arms outstretched. Behind her, an older woman with white hair and glasses, wearing a white sweater and a pink scarf, has her arms raised in celebration. To the right, another woman in a dark blue dress is clapping her hands. The background consists of lush green trees and a wooden fence, with bright sunlight filtering through the leaves.

Our vision is to improve the quality of life and enrich the wellbeing of **10 million people worldwide** by 2030. That's a big goal - and only one we are willing to achieve sustainably and responsibly.



No matter how far we have come with our environmental and social efforts, we understand that there is more work to do. We know that in order to tackle the big challenges we are better off striving for progress, not perfection. There's a long way to go, but it's a journey we're willing to go on.

**Thank you for reading our 2022 Impact Report, and for supporting Zea on its journey.**

**Hayden Brass**

Founder and Managing Director







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