



zea<sup>®</sup>

# ANNUAL IMPACT REPORT

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FINANCIAL YEAR 2023

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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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## ABOUT ZEA

**Zea is a family-owned Australian health and wellness company founded on a love for Kunzea and inspired by the infinite wisdom of nature. Our vision is to improve the quality of life and enrich the wellbeing of 10 million people globally by 2030.**

Launching in 2016, our vision was grounded in helping thousands of people across the globe become healthier and happier. To this day, our mission has not changed, but our reach has grown exponentially.

Our line of natural health and wellness products blend organic, wild-crafted, and sustainably grown native Australian botanicals with the best of green science to help you harness the remarkable properties of nature. 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.



# HISTORY OF ZEA

The seed for Zea was born when Founder and Managing Director, Hayden Brass, learnt about a mysterious Australian plant called Kunzea (kun-zee-ya) ambigua - a native Tasmanian bush that flourishes in the pristine wilderness of North-East Tasmania. Alongside his parents, Hayden began investigating the benefits of this native botanical and became inspired by its impressive therapeutic and aromatic properties. Believing in the potential of this incredible plant, he decided to take a family project and transform it into a business that would deliver its healing properties to people around the world.

After several years of testing, promoting and learning about Australian Kunzea, our bespoke range of natural Kunzea products was developed. What followed was Zea Relief: personal care products that contain the natural benefits of Kunzea Oil.

We have since grown into four distinct brands for health, wellness and lifestyle - Zea Relief, Zea Gourmet, Zea Essentials and Zea Active. Specialising in a diverse range of natural products including pain management, skincare, 100% pure essential oils, Australian Honey and sports recovery - we're sure to have something for the whole family.





## 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.

## OUR CORE VALUES

At the heart of everything we do, are our core values. These inspire us to live with intention and connect with the needs of our Zea Family on a daily basis.

### RESPECT

We respect all people, animals, plants and the planet

### RE-INVENT

Lead the way, re-invent the way

### RESULTS

Products with purpose that work, naturally

### RESOURCEFUL

Higher standards for a healthier planet

### REAL

Real people having a real positive impact

### RELIABLE

Helpful, friendly and dependable, always

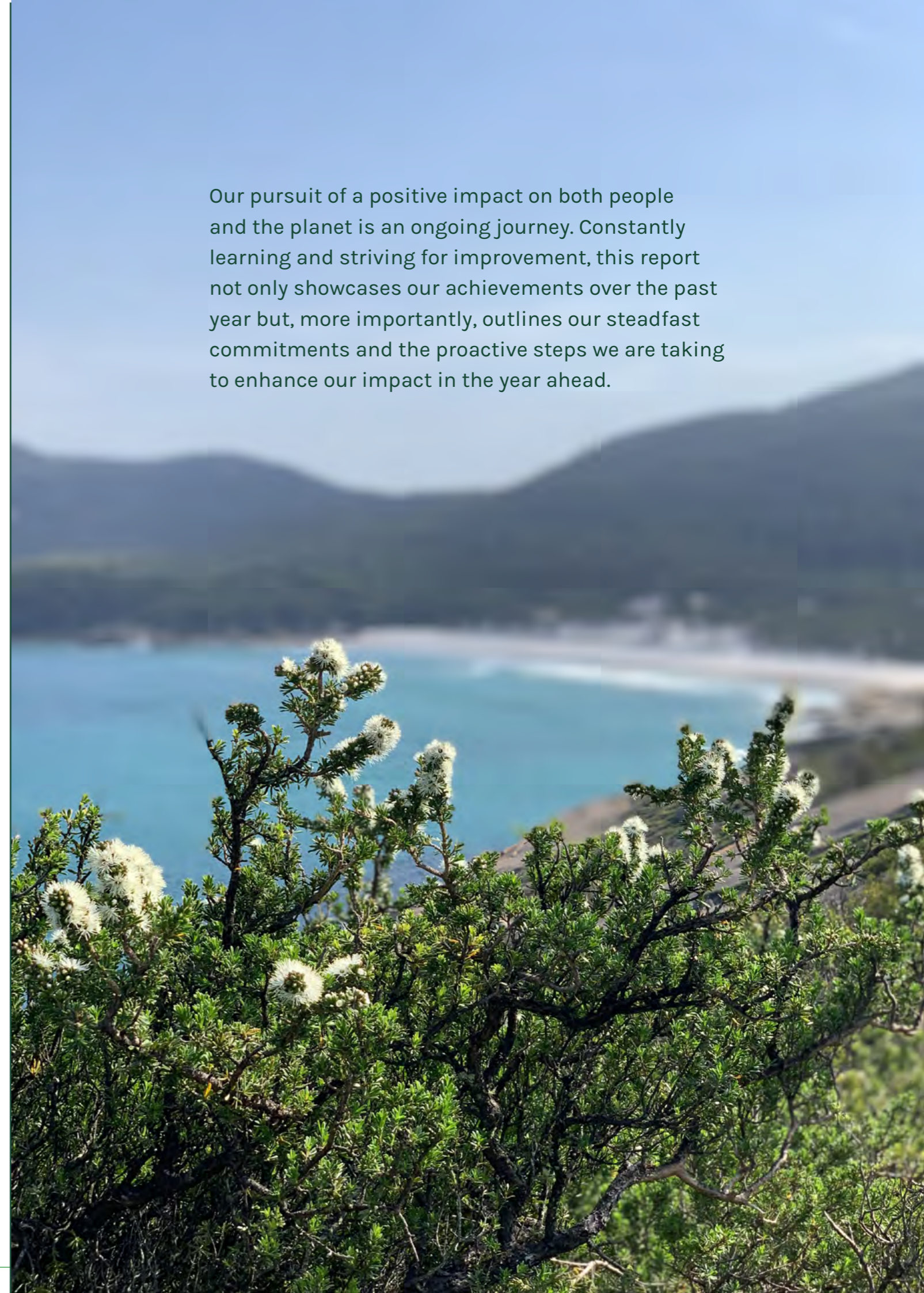
# EXECUTIVE SUMMARY

At Zea, our profound commitment to the well-being of the planet drives our relentless pursuit to enhance its condition. Guided by a dedication to ethical and sustainable business practices, we recognize that transparency is integral to our mission. In this, our second impact report, we take pride in spotlighting some of our most impactful initiatives from the past year.

As a family-owned, profit-for-purpose company based in Australia, we pioneered the development of the first commercial product range harnessing the natural benefits of Australian Kunzea. Our exclusive line of Australian-made products seamlessly combines Kunzea and other native botanicals with cutting-edge green science.

Being part of a burgeoning movement that leverages business as a force for good, we find joy in setting ourselves apart by embracing a different approach. Our commitment to ethical and sustainable practices is ingrained in our DNA, reflected in tangible steps such as updating our constitution to underscore our dedication to the planet. Continuously evolving, we actively implement changes to ensure Zea becomes increasingly sustainable, ethical, and eco-friendly.

Our pursuit of a positive impact on both people and the planet is an ongoing journey. Constantly learning and striving for improvement, this report not only showcases our achievements over the past year but, more importantly, outlines our steadfast commitments and the proactive steps we are taking to enhance our impact in the year ahead.



## A NOTE FROM OUR FOUNDER

Dear valued community,

From the very beginning, our mission has been clear - to help people embrace natural health and wellness through Australian made products that uphold the highest standards of quality, purity, safety, and sustainability. What sets Zea apart is not just the products we create but the values that guide us.

Our commitment to using Australian natives, particularly the remarkable Kunzea, in a sustainable way is a testament to our deep connection with the land we call home. It's about more than business; it's a genuine love for the unique flora that graces our shores.

Starting from humble beginnings, we have grown into a trusted provider of health and wellness products. By working closely with local communities and adhering to strict ethical practices, we ensure that our products not only benefit those who use them but also contribute positively to preserving nature's delicate balance.

Our passion extends beyond simply producing exceptional products; it is deeply rooted in giving back to the community and land that supports us. We believe that every business should play an active role in creating positive change. Giving back has been a cornerstone of our journey, and we've been fortunate to witness the positive ripple effects of our collective efforts.

As we present our 2023 impact report, it is not just a summary of achievements but a celebration of our shared commitment



to a better future. Zea is more than a brand; it's a community of like-minded individuals striving to make a difference.

We will continue to innovate, educate, and advocate for natural health solutions that are firmly grounded in sustainability. Together, we can build a healthier, more harmonious world.

Thank you for being part of this incredible journey with us.

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

# 2023 HIGHLIGHTS

## Sustainability Tracker Billboard

Being a Foundation Member, we appear on the Sustainability Tracker—an all-in-one platform providing sustainability insights for businesses of all sizes. The inclusion of our sustainability initiatives in a publicly accessible space like Sustainability Tracker serves as a constant reminder and accountability tool. It propels us to stay vigilant and committed to enhancing our impact endeavors year after year.



## Community Support

This year, we made a significant impact through multiple product donations of all sizes to community events and local fundraisers, strengthening our ties with the communities we serve. These contributions underscore our belief in the interconnectedness of social and environmental well-being, reflecting our holistic approach to creating a positive and lasting impact.

## Sustainability Awards

We submitted our Kunzea Pain Relief Cream to the Clean + Conscious Awards 2023, securing the gold medal in the Family First Aid category for our Kunzea Pain Relief Cream.

The evaluation process entailed a thorough examination of our ethical and sustainable endeavors. It genuinely serves as a testament to our unwavering dedication to making a positive impact on the planet.

## Sustainable Development Goals Commitment

We have actively participated in the SDG Accelerator program, contributing to the realisation of the Sustainable Development Goals by 2030 to support sustainable and green business growth. Our efforts align with advancing the global development agenda, underscoring the significance of businesses in championing and facilitating sustainable practices for long-term societal and environmental well-being.





## Green Friday

For the fourth consecutive year, Zea embraced the Green Friday retail movement during the Black Friday and Cyber Monday (BFCM) period in FY23. This ongoing initiative inspires consumers to shop with increased consideration and mindfulness, emphasising the importance of prioritising the well-being of the planet in their purchasing decisions.

## Sharing of Information

Hayden Brass took the spotlight as a featured guest on the Sustainable eCommerce podcast, sharing insights and expertise in the episode "Balancing Growth and Sustainability". This platform provided an opportunity to delve into the delicate equilibrium between fostering growth and maintaining sustainable practices.

Hayden also was a speaker at the 2023 Retail Fest AUS panel called "Conscious Commerce". This panel was for brands built with a social or environmental purpose at its heart, who want to educate their consumers on making their brand stand out in a crowded market.

We also demonstrated our commitment to climate-related occasions like Earth Day and World Bee Day by disseminating informative EDM content. Through these communications, we encouraged our customers to reflect on the impact of their daily actions on the planet and actively participate in fostering environmental awareness.



## B-Corporation

We take pride in steadfastly maintaining our B Corporation certification, upholding the ideals and actively contributing to the mission set forth by Certified B Corporations. Unlike other business certifications, B Lab stands out for its unparalleled ability to comprehensively measure a company's social and environmental impact. This commitment reflects our dedication to transparently demonstrate our positive contributions to society and the environment.

## Certifications:





## 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

LOCALLY MADE & OWNED

## Supporting local jobs and sustainable communities.

We take great pride in producing and crafting all our Zea products right here in our cherished homeland. By keeping profits within Australia, we actively contribute to local economic growth and provide employment opportunities in our community.

Our commitment extends to conducting all manufacturing, testing, packing, warehousing, and distribution locally. Our product development centers on showcasing the advantages of Australian Kunzea and the wealth of native treasures available in our immediate surroundings.

We prioritise ethically and sustainably sourced ingredients, ensuring fair treatment and premium payment to growers and supporting environmental integrity. While not all ingredients are sourced locally, we responsibly seek them internationally from suppliers in their native countries when required.



A family  
owned  
Australian  
business

As a locally made and owned family business in 2022-2023 we have helped to:

- ✓ **Keep \$4,699,920 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

## Driving Impact through Procurement.

Procurement remains a pivotal area where we can actively contribute to positive change within our supply chain. From Zea's inception, our commitment has been unwavering—we exclusively collaborate with suppliers offering ethically and sustainably sourced ingredients. This ensures fair treatment for growers, preserves the environment, and upholds the dignity of all individuals involved, who receive a premium for their contributions.

We ensure all Zea products are meticulously packaged and shipped using Future Fulfillment, a carbon-neutral third-party logistics provider (3PL). In tandem with offsetting our fulfillment activities through Ecologi, every order is now packaged in environmentally conscious materials, including eco-friendly, compostable mailers, 99.9% recycled cardboard boxes, recycled hex wrap, and compostable corn-starch packaging.



We're also taking strides to further minimize waste at our 3PL by implementing a practice of shredding boxes that would have otherwise gone through traditional recycling processes. This initiative has resulted in a significant decrease in the expenditure on virgin packaging materials, generating a positive impact in its own right. Moreover, we're repurposing the returned boxes and cartons from our suppliers before they head to recycling, offering them a second life and contributing to the sustainable cycle of materials.

Our commitment to sustainability extends beyond procurement; we are actively steering Zea towards carbon neutrality. As we strive toward this goal, we continually explore opportunities to reduce and offset our carbon emissions. A crucial step in this journey has been the adoption of a green office policy by our team. This not only aids in emissions reduction but also demonstrates our dedication to providing environmental stewardship for our valued employees.

At Zea, the pursuit of sustainability is ongoing, and we remain steadfast in our dedication to making responsible choices that leave a positive impact on the planet and its inhabitants.

# DOING BUSINESS DIFFERENTLY

## REDUCING WASTE

### Designing for waste minimisation.

When it comes to packaging, we've delved into numerous alternatives that align with our eco-friendly aspirations. Yet, given that a substantial portion of our products falls under the therapeutic category, adopting refillable or glass packaging isn't a viable option due to safety concerns for our consumers.

In navigating these considerations, we've had to balance an ideal compromise that upholds both product integrity and our commitment to sustainability. For many of our items, we've opted for recyclable PCR plastic. This choice strikes the perfect balance, allowing us to maintain the quality and safety of our products while staying true to our sustainability goals. It's a mindful decision that reflects our dedication to both consumer well-being and environmental responsibility.

We take pride in shattering conventional norms in the health and medicinal space and we aim to redefine industry standards. Our mission is

to spearhead a positive shift in this traditionally outdated sector, where sustainability and medicine converge, fostering a harmonious impact on both people and the planet. Zea is leading the charge toward a future where innovation meets sustainability for the betterment of us all.

The dedication to waste reduction extends beyond product packaging, with our design team continually exploring ways to minimize waste from both packaging and promotional materials. Our promotional materials are exclusively printed on ecoStar+, an environmentally responsible paper that is carbon-neutral and holds FSC® Certified Recycled status. And as always, our outgoing orders are packaged without the use of plastic, incorporating recycled materials.

These initiatives represent our ongoing commitment to responsible practices, acknowledging the importance of minimising our ecological impact.



# DOING BUSINESS DIFFERENTLY

## SUSTAINABLE AND RESPONSIBLE PRACTICES

### Innovative, impactful, and eco-conscious products.

At Zea, our commitment to innovation, efficacy, and sustainability remains unwavering as we continually evolve our practices to leave a positive imprint on the planet.

Our dedication to environmental responsibility extends throughout our full operations, from meticulous recycling practices to conscientious packaging choices and streamlined production processes. In collaboration with farmers and producers who share our values, we prioritise partnerships with those who eschew the use of pesticides, herbicides, or any other harmful chemicals.

There is a meticulous approach to handling discarded biomass from Kunzea production, ensuring that there is no waste. The resulting by-product proves invaluable as a superior mulch,



compacting efficiently for horticultural applications. It plays a crucial role in enriching the soil when used in the paddocks, and community members frequently stop by to collect loads for their gardens. This dedication to repurposing every element underscores a commitment to sustainability, leaving no room for waste in the overall farming cycle.

In alignment with our commitment to environmental stewardship, we actively contribute to the restoration of natural habitats and the promotion of biodiversity by supporting charities dedicated to these causes. Our partnerships extend to suppliers who operate on ethical principles, echoing our deep respect and love for the planet.

Zea's products are not only innovative but also reflect our unwavering commitment to using only natural ingredients. To uphold our ethical standards, we ensure our direct suppliers and third-party manufacturers' testing processes are entirely 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.

# DOING BUSINESS DIFFERENTLY

## COMMUNITY IMPACT

**Embarking on the journey of capturing the essence of impact at Zea is a testament to the meaningful connections we forge with our community.**

In this section, we dive into the heart of our impact stories, focusing on the voices that matter most—those of our valued customers.

We aim to illuminate the positive transformations experienced by individuals who have embraced Zea in their lives.

These customer quotes encapsulate the profound impact we've had on their well-being, as well as showcasing a personal and detailed narrative of the positive changes Zea has brought about.

### Rachel Mia Fogarty

*I have nerve and muscle related pain for a spinal injury- I reach for my kunzea long before I even reach for prescribed medication. It is an absolute must in my pain management routine, and I recommend it to absolutely everyone I meet who has pain, even to portioning some of it out in small jars so friends can immediately see how effective it is!*

*I cannot extol the virtues of this product enough and would love to be an ambassador for it- more people with chronic pain need to know how great this product is!!*

### Melanie Gill

*I just wanted to give you some feedback on the Zea Relief Cream. IT'S A GAMECHANGER!!!!!! I suffer from bursitis and a split tendon with inflammation in my left shoulder. As a result I live with significant pain every day.*

*My doctor had me on some pretty heavy duty painkillers but they make me ga-ga and I can't drive the car or barely function really. And I think I've been through every pain relief cream/oil out there. I saw a story on your Kunzea products on the news and thought I'd try it. I received my order within the week and opened it straight away.*

*I get relief almost immediately. I'm now finding that if I apply the cream a few times a day, I can lower the dose of the painkillers and actually manage my pain. And I have resumed light household chores (much to my hubby's relief!). So the Kunzea Pain Relief Cream helps my whole house!!*

*Also, I gave a tube to my 74 year old father. He had a knee replacement 8 months ago and still has stiffness and inflammation occasionally. He has used it once since I gave it to him a week ago and also thinks it's brilliant. We will both be repeat customers for sure.*

### Anthony Hart

*20 years ago I fell off a 21 story building, a balcony awning 7 stories down broke my fall and I survived. During my rehab I tried everything to relieve my pain, nothing seemed to work.*

*Over a month of applying the Oil, in combination with the cream it started to work to reduce chronic nerve pain and inflammatory from my badly broken and fused joints. Nothing kills my pain like Kunzea. It is the only cream that knocks the deep throbbing pain.*

# 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, 2022 - 30 June, 2023 Zea supported the below organisations:

**\$10,122**

Monetary donations

**\$8,893**

Non-monetary donations

**\$14,503**

In-Kind Product Donations

**\$98,585**

Total Lifetime Giving to Environmental Partners Since 2020



# 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 \$4,172.14 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:

# \$4,172.14

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

These campaigns reached

# 71,900 people, with 482,100 impressions\*.

\*Estimate only

# OUR IMPACT AT A GLANCE 2022 -23



## 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.](#)



\$4,172.14 Invested into awareness raising for 1% for the Planet and B Corp.



**\$98,585**

Total Lifetime Giving to Environmental Partners Since 2020.



Reduced waste through the use of compostable mailers and recyclable boxes.



Reduced waste by using recyclable PCR plastic.



Planted **2818** trees as part of **One Tree Planted** to support the restoration of **394 hectares** of land in Australia.



Manufacturing, testing, packing, warehousing and distribution all done locally.



Awarded Clean + Conscious Gold Medal in the Family First Aid category.



**12,000+**  
**5 Star Reviews**

Making a Positive Impact on peoples lives.



Continued commitment to Sustainable and Responsible Practices.

# OUR IMPACT GOALS 2023-24

## LOOKING AHEAD

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

### RECONCILIATION ACTION PLAN

We are preparing for the public announcement and launch of our initial RAP in the second half of the 2023 calendar year.

### B CORP RECERTIFICATION

As a Certified B Corporation, we want to do everything we can to improve our score when we recertify in a year's time.

### ADDITIONAL CERTIFICATIONS

We are exploring the following certifications to help give our customers the third-party assurance that we comply with the highest standards in the industry. We are exploring the options:

MADE SAFE Non-Toxic Certified and Australian Allergy Certified

### PRODUCT PACKAGING

We are working towards ensuring a majority of our products are crafted from post-consumer recycled (PCR) plastic and eco-friendly materials to reduce demand for virgin plastic production and divert waste from landfills.



A photograph of three people celebrating outdoors on a grassy lawn. In the foreground, a young girl with braided hair, 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 a celebratory gesture. To the right, another woman in a dark blue dress is clapping her hands. The background consists of a wooden fence and lush green trees under bright sunlight.

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 2023 Impact Report, and for supporting Zea on its journey.**

**Hayden Brass**

Founder and Managing Director





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