



CANON OCEANIA  
SUSTAINABILITY REPORT 2024

# EMBRACING THE MOMENTS WE'VE CAPTURED





# AND SHINING LIGHT ON THE FUTURE

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COVER STORY

Nestled in the rugged landscape of Broken Hill, the Living Desert Sculptures stand as a testament to the transformative power of art in nature. Created in 1993 by a group of twelve artists from around the globe, these twelve sandstone sculptures rise majestically from the arid terrain, each telling its own unique story.

This was our first of many sunsets of my hard-earned long service leave, as we embarked on a journey around Australia.

The attraction of the Living Desert Sculptures lies in their harmonious blend with the surrounding environment. As the sun sets, the sculptures come alive, casting elongated shadows and glowing in hues of gold and crimson. This ethereal dance between light and stone creates a sense of enchantment, making the sculptures appear almost otherworldly.

Each piece, saturated with cultural and spiritual significance. The intricate carvings and bold forms speak to the ancient and enduring relationship between humanity and the natural world. A popular spot for a sundowner and time to reflect on the silent whispers of the artists' visions against the desert backdrop.

In this serene setting, the Living Desert Sculptures offers an ideal opportunity to recognise the magical moments that lie ahead.

Front cover image by Jenn Cooper, Canon Oceania Employee. Shot on Canon EOS R5

This report is structured and informed by our Canon Oceania material issues for 2024. The report is not independently assured although our carbon data is included in the Canon Global independent verification process, with details available in the [Canon Inc. Sustainability Report](#).

This summary report is supported by the following documents that contain more detailed information:

- [Economic and Governance Fact Book](#)
- [Environmental Fact Book](#)
- [Social Fact Book](#)

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**Canon Companies**  
"Canon" refers to all companies in the Canon Group including Canon Inc. and its consolidated subsidiaries. Canon Inc. indicates the non-consolidated parent company. Canon Oceania refers to Canon Australia and its consolidated subsidiaries Canon Australia, Canon New Zealand, Canon Business Services etc. Refer to companies within the Canon Oceania Group as described on page 6.



# MANAGING DIRECTOR'S MESSAGE



Kotaro Fukushima, Managing Director – Canon Oceania Group

**In 2023, we celebrated 50 years of operation in the Oceania region. Broadly, sustainability has always been an important part of what we do. In this report we have included a timeline which shows some of our key sustainability milestones.**

**TO US, BUILDING A SUSTAINABLE SOCIETY IS A FAR-REACHING ENDEAVOUR THAT IS DRIVEN BY OUR DEDICATION TO ACHIEVING A WORLD THAT IS IN A BETTER PLACE THAN IT WAS WHEN EACH OF US ARRIVED.**

Canon's corporate philosophy, *Kyosei* – living and working together for the common good – is exemplified in the initiatives that we share in this report.

To us, building a sustainable society is a far-reaching endeavour that is driven by our dedication to achieving a world that is in a better place than it was when each of us arrived. This resonates with me as it speaks to a sense of responsibility; to care for something that doesn't belong to us but belongs to future generations.

This endeavour reaches beyond minimising the environmental impact of our products and services to ensuring a world where all people, regardless of culture, customs, language or race, happily live and work together. It's also about evolving our business to ensure we can continue to earn the resources to invest back into the communities and people.

We are not on this path alone. It takes strong relationships with our customers, suppliers, local communities, all levels of governments and our natural environment to actively address societal issues through our products and services. We have worked to nurture these relationships over the last 50 years of our operations in the Oceania region and I'd like to take this opportunity to express my sincere gratitude to those who have chosen to work with us during that time.

As the local sales and marketing company of Canon Inc., our sustainability efforts are founded on our parent's long-standing investment in technology that helps to reduce environmental impact and support society's goals of decarbonisation and resource efficiency. Canon Inc. has announced new 2030 targets approved under the Science Based Targets initiative (SBTi) to reduce greenhouse gas emissions and provide a clear pathway to net-zero emissions by 2050\*.

We have responded to this initiative locally by developing a plan that will see us reduce our direct and indirect emissions to support Canon's global goal. We will continue to increase our use of renewable energy and work closely with our customers and suppliers to reduce emissions in our supply chain. Strengthening those relationships will also help us to achieve our other sustainability goals related to reconciliation, circular economy, human rights, biodiversity, information security and privacy.

Doing business in a way we can sustain our communities long into the future is sharply in focus for companies across the globe. It's no different for us here in Oceania. We're working hard to contribute to being a part of the solution. We will continue to innovate, evolve and exceed the expectations of our stakeholders on our journey towards being a truly excellent global corporation.

Regards,

**Kotaro Fukushima**  
**Managing Director – Canon Oceania**

\* Canon Inc. is aiming to achieve net zero CO<sub>2</sub> emissions over entire product lifecycles by 2050. To achieve this goal, we have set an overall target to reduce Scope 1 and 2 emissions by 42% in 2030 compared to 2022, and reduce Scope 3 (categories 1 and 11) emissions by 25% compared to 2022. These targets have been validated by SBTi (Page 22, [Canon Sustainability Report 2024](#)).





# 2023 HIGHLIGHTS

## GOLD AWARD: SUSTAINABILITY ADVANTAGE PROGRAM

Canon Australia received its second NSW Government Sustainability Advantage Program Gold Award for outstanding environmental leadership; more on [page 19](#).

## RESIN8™ PLANT OPENED IN MELBOURNE

New Resin8™ plant, a joint venture between CRDC and ANZRP, opened in Melbourne; more on [page 20](#).

## SIX RETAIL SPACES RENOVATED

World-class, innovative retail fit-outs that bridge the gap between online and the in-store experience for customers installed across six locations in Australia. More on [page 39](#).

## NEW GLOBAL SCIENCE BASED TARGETS FOR 2030

Canon Group's GHG reduction targets approved by Science Based Targets initiative. Compared to 2022, 42% reduction in Scope 1 and 2, and 25% reduction in Scope 3; more on [page 12](#).

## CBS NET PROMOTER SCORE – 85

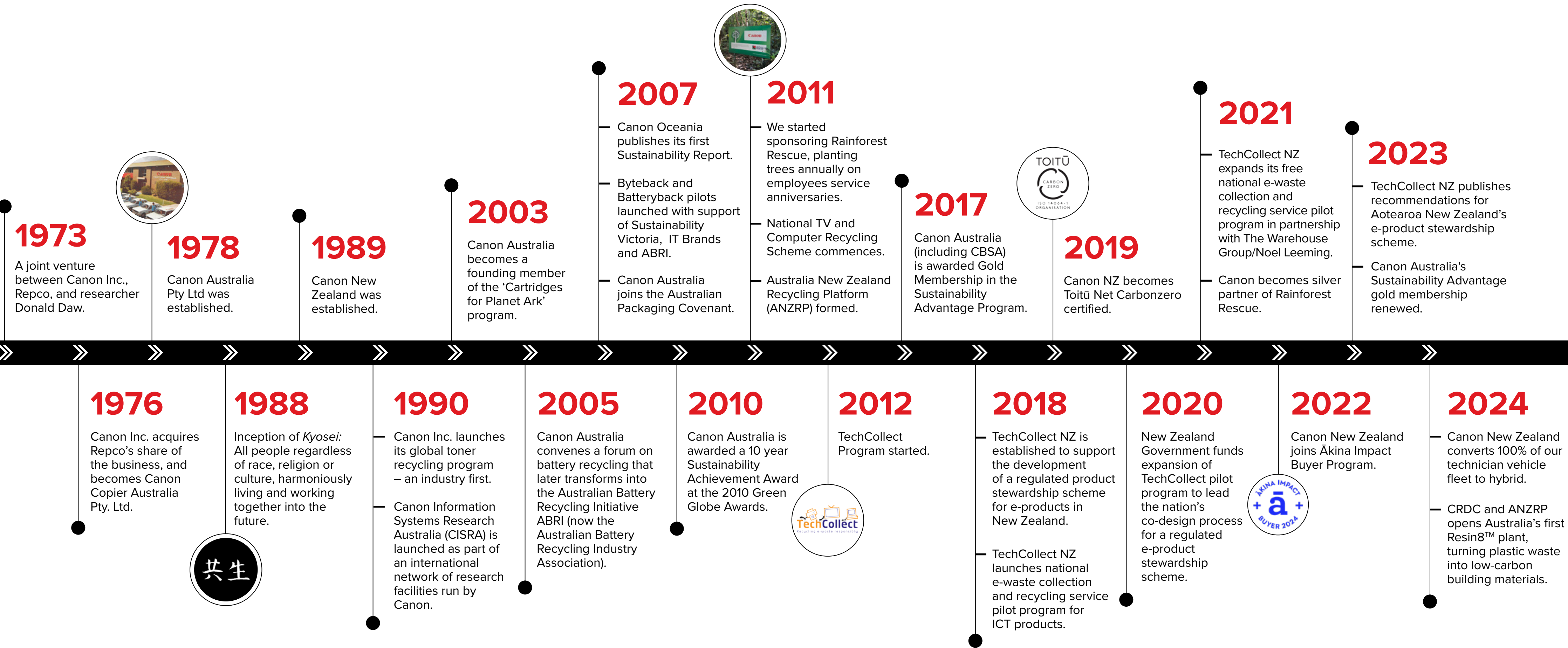
Canon Business Services' Net Promoter Score for 2023 was 85 and 71% of respondents would recommend CBS; more on [page 40](#).

## FIRST NATIONS PHOTOJOURNALISM WORKSHOP

Canon ran a photography workshop for 10 Anangu youth from three communities across the NPY Lands; more on [page 27](#).



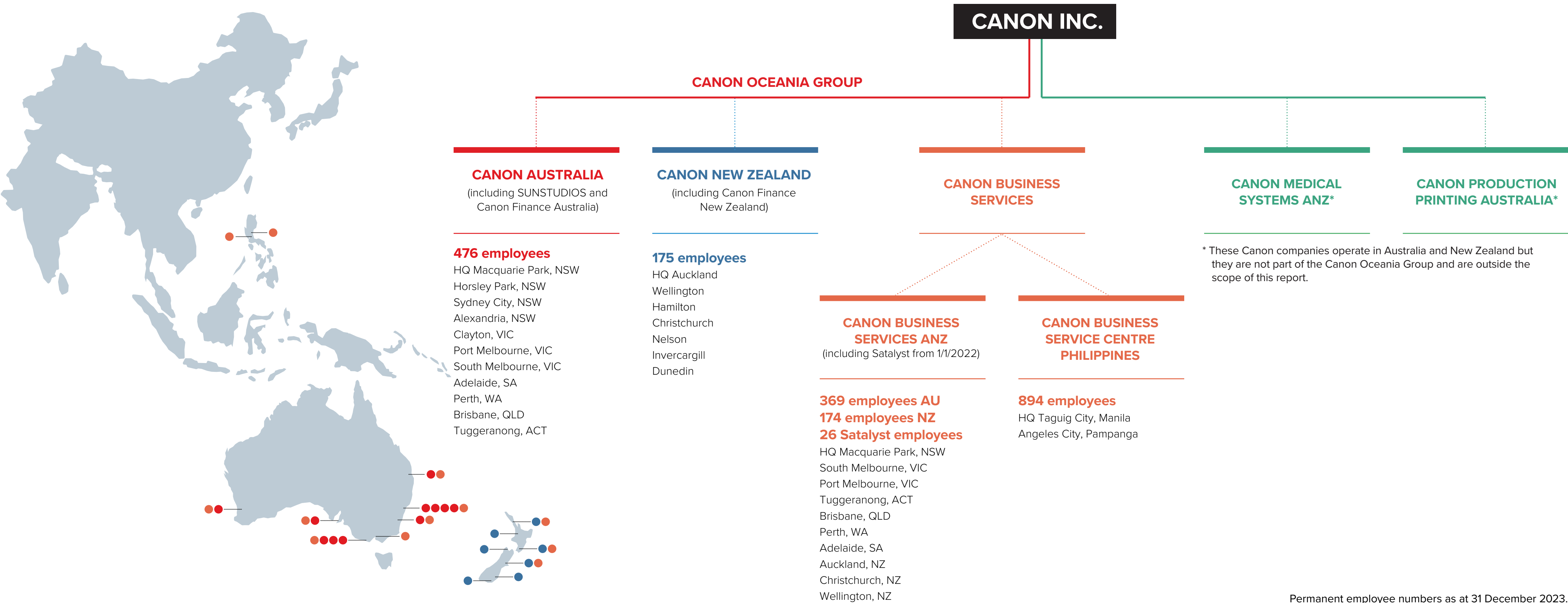
# 50 YEARS OF SUSTAINABILITY IN CANON OCEANIA





# CANON'S OPERATIONS IN OCEANIA

## ORGANISATION STRUCTURE



Permanent employee numbers as at 31 December 2023.



# HOW WE CREATE VALUE

We share the Canon Inc. philosophy of *Kyosei* and are led by a respect for humanity, an emphasis on technology, and an enterprising spirit.

Our approach to creating customer value begins with Canon's comprehensive range of imaging products and services. As the markets mature and customer expectations evolve in the digital era, we continuously invest in developing services that align with these changing needs and enhance our core offerings. By leveraging advancements in digitisation and artificial intelligence, we provide innovative solutions for capturing and sharing images and information. This empowers our customers to boost productivity and creativity.

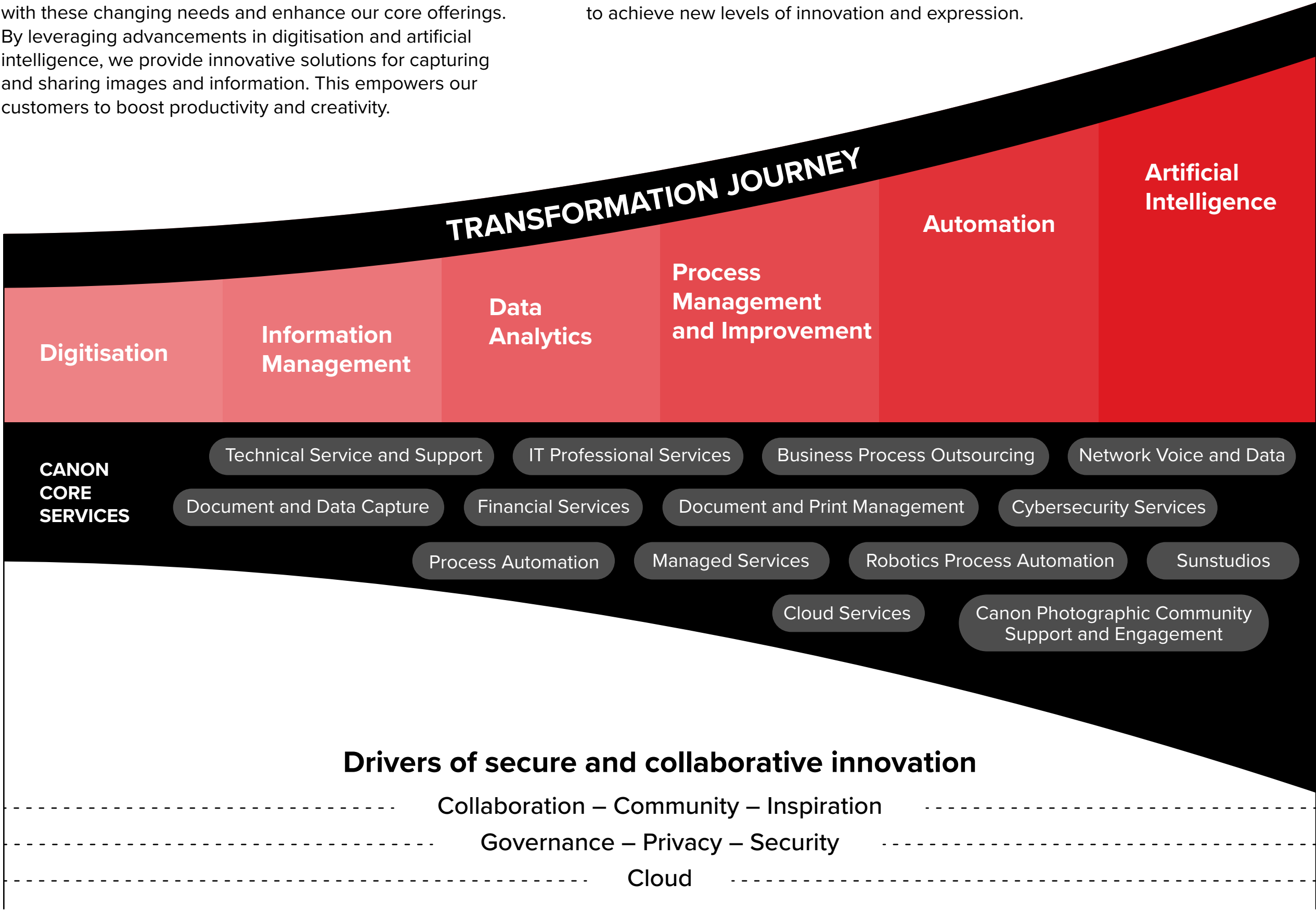
For our business customers, we facilitate the transformation into connected, customer-centric organisations. For creative enterprises and individual consumers, we offer support to help them push their creative boundaries – allowing them to achieve new levels of innovation and expression.



## CANON PRODUCTS

- Camera
- Video Camera
- Broadcast Camera
- Lenses
- Software Solutions
- Printer
- Scanner
- MFD
- Medical Device

## DIGITAL IMAGING



## BUSINESS AND COMMUNITY BENEFITS

### ENHANCED CONNECTIVITY AND CUSTOMER FOCUS:

We empower our business customers to become connected, customer-centric organisations, enabling efficiency and growth.

### EMPOWERING CREATIVE INNOVATION:

We support creative enterprises and individuals in pushing their creative boundaries, unlocking new levels of innovation.

### SUSTAINABLE APPROACH TO BUSINESS:

Creating value that will improve the security, safety, comfort, and enrichment of society.

Image (left) by Alex Maguire, Canon Oceania Employee. Taken on a Canon EOS M5.  
Image (right) by Mark Goodwin, Canon Oceania Employee. Taken on a Canon EOS M6 Mark II.



# BUILDING A SUSTAINABLE BUSINESS

Kyosei

Living and working together  
for the common good.

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OUR MATERIAL ISSUES

PROGRESS AGAINST 2023 OBJECTIVES

01 Responding to the  
global net zero  
imperative PAGE 10

- Set new emission reduction targets that are credible and transparent.
- Develop a Climate Transition Action Plan.
- Continue with existing plans to increase the use of renewable energy, transition Australia's fleet to hybrid or electric vehicles, and understand material Scope 3 emissions.

02 Strengthening our  
products and services  
through circular  
economy innovation PAGE 16

- Consolidate circularity initiatives to develop a Canon Oceania circularity roadmap.
- Deliver on commitments under the APCO roadmap to implement the national phase-out of business-to-consumer expanded polystyrene (EPS) packaging.
- Pilot recycling schemes for cameras in Australia and New Zealand.

03 Building an  
authentic, diverse  
and inclusive culture PAGE 23

- Commit to enhancing gender equality outcomes within Canon Oceania.
- Accelerate action on Indigenous reconciliation and empowerment, including preparing to escalate to an Innovate Reconciliation Action Plan for the 2024-2025 RAP.

04 Securing resilient  
supply chains PAGE 29

- Undertake a climate risk assessment for the Oceania region.
- Continue to build transparency and accountability in our supply chain in relation to human rights, ethics and environmental impacts.
- Improve Business Continuity Plan Governance.

05 Transforming  
business  
operations through  
digitalisation PAGE 33

- Review and optimise Canon Oceania's data management framework.
- Progress towards implementation of Canon Oceania's new Enterprise Resource Planning system.
- Understand and map future customer requirements for compliance, privacy and security frameworks.

06 Collaborating with  
partners to enhance the  
customer experience PAGE 37

- Address the retailer skills gap.
- Continue to enhance the in-store experience for retail customers.
- Focus on collaboration with Canon Business Partners to deliver increases in the Partner Channel.



# MATERIALITY

Materiality is central to corporate sustainability as it enables organisations to determine and prioritise the Environmental, Sustainability and Governance (ESG) issues most important to their business models. Importantly, it also informs stakeholders about how these issues impact the organisation’s ability to create value, and their impacts on society and the broader environment.

In 2022, Canon Oceania undertook a detailed materiality assessment to inform our approach to ESG and reporting. The process combined internal and external stakeholder views with extensive research to determine the most important ESG issues to our business and stakeholders. The six material issues identified through the assessment are outlined on page 8 and have been used as the chapters in this report. A range of commitments were made to drive impact on each material issue. Our performance against these commitments in the 2023 calendar year is detailed in this report. In addition when reviewing the material issues we identified an issue that is likely to become material to Canon in the near future.

Following the United Nations’ agreement on the Kunming-Montreal Global Biodiversity Framework in December 2022 that is aimed at galvanising society to halt and reverse the unprecedented worldwide deterioration in biodiversity, Canon has recognised the issue as an emerging material issue.

### Canon's Biodiversity Policy

Canon’s Biodiversity Policy, which applies to the entire Canon Group globally, recognises that protecting the natural environment and biodiversity is essential for a sustainable society. It incorporates guidelines and specific actions, including:

1.

Utilisation of Canon technologies and products for biodiversity conservation – Supporting biodiversity conservation activities and projects.

2.

Consideration for biodiversity centred on operational sites – Ascertaining the impact of our business activities on biodiversity, and conservation of animal and plant habitats around operational sites.










3.

Contribution to the realisation of a community rich in biodiversity – Promotion of biodiversity conservation activities and educational activities in collaboration with local communities.

Canon Oceania has a longstanding engagement with our local communities on projects designed to conserve and repair the local environment. For example, by supporting Rainforest Rescue’s projects noted on [page 15](#), we are helping mitigate the effects of climate change, as well as protecting and enhancing our natural environment and supporting Australia’s biodiversity targets. However, moving forward, a more strategic approach to our activities needs to be taken and our impacts and achievements measured.

In our 2023 Sustainability Report, we noted our refreshed ESG strategy was under development and close to being finalised. The strategy aims to focus our efforts on key sustainability objectives and activities and serve as a blueprint to further embed a sustainability mindset across the business. During the year we did not make as much progress as we had hoped on the strategy due to competing priorities in a complex and challenging environment. However, we did make significant progress against objectives related to many material issues, and in raising awareness and cultivating sustainability champions across the business. We will continue the process of refinement and education to ensure that our resources are focused on the issues that are most important to our stakeholders and where we can have the most impact.

### Canon Oceania's Stakeholders

-  Suppliers
-  Canon Inc.
-  Government
-  Operating Communities
-  Retailers, Distributors
-  Employees
-  Consumers
-  Business Customers
-  Partners, Agents





01

# RESPONDING TO THE NET ZERO IMPERATIVE

Customers, business partners, suppliers and policymakers all expect Canon Oceania to implement a credible decarbonisation agenda with ambitious Scope 1, 2 and 3 emissions reduction targets.



**SDG 12: Responsible consumption and production**  
Target 12.7



**SDG 13: Climate action**  
Target 13.2

This photograph is part of her series [The Final Meltdown](#) (read more on [page 14](#)). Shot on Canon EOS R3.  
Image by Virginia Woolf, Canon Master.



Why is this important to Canon and its stakeholders?

If global warming is to be kept to no more than 1.5°C – as called for in the Paris Agreement – emissions need to be reduced significantly by 2030 and reach net zero by 2050. This can only be achieved if we, as a society, act urgently together.

At Canon Oceania, we have an opportunity to leverage supply chain partnerships and capitalise on opportunities for authentic green innovation. A collaborative approach to decarbonisation will help support broader societal progress towards a low-carbon economy, strengthen our brand and social licence, and ensure we stay ahead of regulatory developments. Our efforts will contribute to Canon Inc.'s published reduction targets.

How are we managing this issue?

In 2023, Canon Inc. announced new greenhouse gas emission (GHG) reduction targets approved by the **Science-Based Targets initiative** (SBTi). The SBTi is an international initiative to encourage companies to set GHG emissions reduction targets based on climate science.

Canon Oceania is aiming to achieve the same reductions locally. We have developed a draft pathway to achieve the new 2030 goals. The pathway involves reducing our direct emissions through the increased use of renewable energy for our properties and vehicles. We reviewed our 2022 baseline for greenhouse gas emissions and included a much broader range of Scope 3 supply chain emissions to match the Canon Inc. pledge (Categories 1 and 11) and are working with our supply chain partners to reduce emissions in our supply chain.

AT CANON OCEANIA WE HAVE AN OPPORTUNITY TO LEVERAGE SUPPLY CHAIN PARTNERSHIPS AND CAPITALISE ON OPPORTUNITIES FOR CIRCULAR ECONOMY INNOVATION.

Progress against 2023 objectives:

Objectives	Progress
1 Set new emission reduction targets that are credible and transparent.	<div><div>ONGOING</div><div>NOT ACHIEVED</div><div>PARTIALLY ACHIEVED</div><div>ACHIEVED</div></div> <p>2030 targets recast with new baseline aligning with Canon Inc. Pathway established.</p>
2 Develop a Climate Transition Action Plan.	<div><div>ONGOING</div><div>NOT ACHIEVED</div><div>PARTIALLY ACHIEVED</div><div>ACHIEVED</div></div> <p>Postponed to 2024.</p>
3 Continue with existing plans to increase the use of renewable energy, transition Australia's fleet to hybrid or electric vehicles, and understand material Scope 3 emissions.	<div><div>ONGOING</div><div>NOT ACHIEVED</div><div>PARTIALLY ACHIEVED</div><div>ACHIEVED</div></div> <p>Increased green power purchased for Australian site locations from 18% in 2022 to 51% of tenancy use.</p> <p>17% of our Australian fleet was hybrid at the end of 2023.</p> <p>High level analysis of Scope 3 emissions completed.</p>

Our 2024 objectives:

- Purchase 100% green energy for New Zealand offices.
- Purchase 70% green energy for Australian offices.
- Develop a Climate Transition Action Plan.
- Engage with key suppliers to identify realistic opportunities for supply chain GHG reductions.



Mo Ashford (L) and Doug Hales (R), two of our Customer Service Engineers based in Queensland, are among the first of our team to use the new hybrid fleet vehicles.



New Science-Based Targets

Globally, in 2023, Canon group set new GHG emissions reduction targets for 2030. Our targets were validated under the Science-Based Targets initiative that aims to provide a consistent and robust approach for corporates to set net-zero targets aligned with climate science.

Canon group's New Science-Based Targets

Canon group's approved 2030 targets are to reduce its absolute emissions compared to 2022 by:

42%

for Scope 1 and 2 emissions<sup>1</sup>; and

25%

for Scope 3 emissions (categories 1 and 11)<sup>1</sup>

Canon group's also maintained medium-term environmental targets to reduce the lifecycle emissions per product unit, from the sourcing of raw materials to recycling at end of life, based on its 2008 baseline as follows:

- 3% average annual reduction in the lifecycle emissions per product.
- 50% reduction in the lifecycle emissions per product unit by 2030.

The scope of emissions measured under the SBTi corporate Net Zero standard, especially for Scope 3 emissions, is broader than Canon’s previous approach. Canon Inc.’s Scope 3 targets include Category 1 emissions – purchased goods and services and Category 11 – use of sold products.

Net Zero Target

Canon group has maintained its target to achieve net-zero CO<sub>2</sub> emissions for the whole product lifecycle (Scope 1-3) by 2050. Further information about Canon group targets is available on the [Canon Inc website](#).

1. Scope 1: Direct emissions (city gas, LPG, light oil, kerosene, non-energy-related greenhouse gases, etc.)  
Scope 2: Indirect emissions (electricity, steam, etc.); Scope 3: Supply chain emissions Category 1: Purchased goods and services; Category 11: Use of sold products.

Canon Oceania’s Targets

Canon Oceania has re-aligned its greenhouse gas reductions targets to support the new Canon Inc. approach. Adopting the SBTi measurement methodology we have set a new benchmark for 2022 and will measure our future emissions against that baseline. The new baseline shows much higher emissions than we have reported in previous reports. Scope 2 emissions are higher than previously reported because we have included base-building emissions as well as our own tenancy emissions. In addition, we have broadened our Scope 3 emission reporting to include all material purchased goods and services as well as emissions associated with our customers’ use of our products.

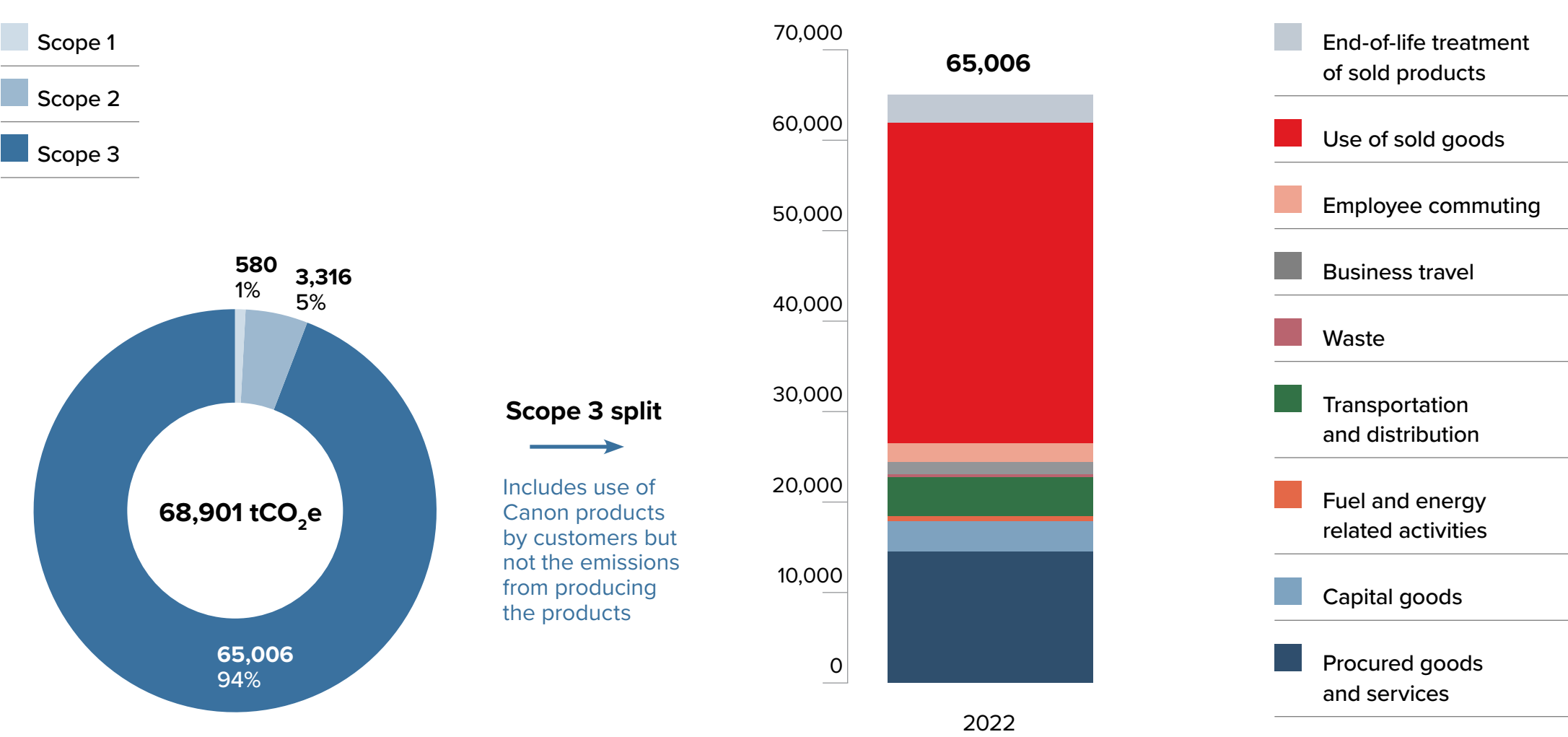
Canon Oceania Performance 2023

EMISSIONS	2022	2023	CHANGE
Scope 1 &2 tCO <sub>2</sub> e	3,897	3,155	19%
Achieved through reduction in office space and increase in procurement of renewable energy			
Scope 3 tCO <sub>2</sub> e	65,005	59,845	8%
Mostly due to reduced travel and lower emissions from use of sold products due to a reduction in sales. We have just started to analyse opportunities to reduce Scope 3 emissions.			

Detailed information about Canon Oceania’s performance in 2023 is available in the [Environmental Fact Book](#).

CANON OCEANIA HAS SET A NEW BENCHMARK BASED ON 2022 DATA; SUPPLY CHAIN EMISSIONS (SCOPE 3) FORM 94% OF THE NEW BASELINE.

CANON OCEANIA 2022 FOOTPRINT (tCO<sub>2</sub>e)



This table includes 2022 data which is the new baseline for our 2030 emissions targets. Detailed information on Canon Oceania's 2023 emissions is reported in the [Environmental Fact Book](#).

Canon Inc. recognised for its climate change activities



Canon Inc. has recently been recognised by the UK-based non-profit organisation CDP for its transparency and leadership concerning initiatives in the field of climate change.

Canon is delighted to have received an A score, the highest rating, in the climate change category and for the third time, having previously been recognised in 2016 and 2020.

The CDP evaluates major companies and local governments worldwide on their efforts to tackle environmental issues. A record number of more than 24,000 organisations participated in 2023.



## Canon Oceania Projects

### Property Consolidation

We are also continuing our property consolidation project and in 2023 undertook the following:

- **Macquarie Park, Sydney** – our lease was renewed enabling us to reduce unused floor space and gain significant upgrades to amenities contributing to improved employee experience. One of the planned improvements is to install electric vehicle (EV) charging stations.
- **CBSC One Campus, Manila.** Our relocated Philippines office, has provided many benefits. We have better working areas in a reduced space that is closer to where most employees reside and has improved transportation options. We also refurbished and consolidated the Entec office in Pampanga from two floors to one.

In 2024, we will continue to make more efficient use of our office space by closing two offices – one in Clayton, Victoria and one in Perth, Western Australia – relocating employees to existing facilities that will be refurbished.

### First Australian Hybrid Company Vehicles Delivered

After successfully replacing all of Canon New Zealand’s fleet vehicles with hybrid vehicles, we have started transitioning our fleet in Australia.

In 2023, six new hybrid vehicles replaced existing petrol vehicles. These hybrid vehicles immediately delivered noticeable fuel consumption benefits and enhanced safety features for our team.

By the end of 2024, we will have 45 hybrid vehicles in the Australian fleet. We have another six scheduled for delivery in 2025, taking the total number to 51.

## Toitū Net Carbonzero Certification

For the fifth consecutive year, Canon NZ has proudly maintained our carbon neutral certification under the Toitū Net Carbonzero program. This certification recognises that Canon NZ has continually taken action to reduce our emissions each year, then offset the remaining emissions by purchasing approved carbon credits. Toitū Envirocare sources a portfolio of credits from a range of compliance and voluntary standards, including Gold Standard (and Fairtrade Gold Standard) and Clean Development Mechanism (CDM). These offsets are not counted under the SBTi standard but are a useful addition while we are reducing our absolute emissions.

The following milestones have been achieved in New Zealand, contributing to a reduction in CO<sub>2</sub>:

- Conversion to renewable (green) electricity for all NZ branches
- 51% reduction in total emissions in 2023 compared to 2018 (445.44 tCO<sub>2</sub> vs 920 tCO<sub>2</sub>)
- 48% reduction in flights in 2023 compared to 2018.
- 39% reduction in fleet fuel consumption in 2023 compared to 2018.



## Our Pathway to Net Zero

Canon Oceania's path towards our 2030 targets and 2050 net zero has been developed with the support of the NSW Government Sustainability Advantage Program. Our draft pathway involves a set of prioritised initiatives and activities to drive emissions reductions aligned with the new targets.

Our Scope 1 and 2 targets can be achieved relatively easily by increasing our renewable energy use and electrifying our vehicle fleet. Reducing our Scope 3 targets will involve collaboration with our key suppliers.

Scope	Intervention Options	Current Plan
1	Electrification of fleet	Planned to commence when viable fleet vehicle options are available
1	Electrification of gas	Minor impact – planned 2027
2	Renewable electricity (own use)	Follow SBTi recommendations for 80% by 2025 and 100% by 2030
2	Renewable electricity (base building)	
3	Use of sold products	Decrease will occur as result of Canon’s ongoing reduction in product lifecycle emissions and regulated improvements in grid electricity emissions
3	Procured goods and services	Prefer goods and services with low carbon intensity

Our pathway to achieve net zero CO<sub>2</sub> emissions by 2050 will require rigorously improving efficiency throughout product lifecycles by introducing further enhancements to energy efficiency in design, production and distribution. Additionally, we will seek to reduce CO<sub>2</sub> emissions through advances in the recycling of resources and collaborating on initiatives with stakeholders throughout the value chain.

## WORKING WITH OUR PARTNERS TO ACHIEVE EMISSION REDUCTION TARGETS

One of the reasons we can confidently set a 25 per cent reduction in Scope 3 emissions by 2030 is that many of our suppliers have also committed to the Science-Based Targets and have plans in place to achieve the level of emission reductions that we are targeting.

For example, Pure Storage, who provides the data storage solution for Canon Business Services’ virtual cloud offering, has committed to Science Based Targets for Scope 1, 2 and 3 emissions. They have also committed to achieving net zero by 2024. Of particular importance to Canon is Pure's 2030 target to reduce the use of sold product emissions per effective petabyte by 66 per cent against a FY20 baseline. This will have a direct impact on Canon’s Scope 3 emissions.

While Pure Storage is well-advanced in meeting these commitments, they have also been strong advocates for progress within the IT and data centre industry. They recently released research they had undertaken in partnership with the University of Technology, Sydney’s Institute for Sustainable Futures.

The key findings revealed:

- IT and data centres contribute approximately 1 per cent of global electricity consumption and up to 2 per cent of global carbon emissions (equivalent to the airline industry),
- An alarming lack of engagement from Australian businesses about the growing level of carbon emissions caused by IT and data centres, and
- There is no regulatory requirement for IT-based emissions reporting in Australia until mid-2024 when it will be required under the Corporations Act.

The study recommended the industry should work with the Government to develop an IT and Data Centre roadmap facilitating coordinated reporting of climate-related sustainability data and social and governance-related management practices including data protection and data sovereignty arrangements.



## Supplier Engagement on Value Chain Emissions



In 2023, Canon Inc. was named as a supplier engagement leader under the CDP program. This is in large part due to its longstanding work with their business suppliers to achieve consistent reductions in the product lifecycle emissions. By 2022 Canon had achieved an average improvement has achieved an average improvement of 4.1 per cent with 43 per cent improvement in the reduction of CO<sub>2</sub> emissions per product unit index since 2008.

Canon Oceania is in the early stages of this journey. We have identified the key areas contributing to our supply chain emissions. The next step is to engage formally with large suppliers who have a significant impact and we can more efficiently achieve our Scope 3 targets.

To achieve our Scope 3 targets, which include Category 1 – purchased goods and services, Canon Oceania will work with our suppliers, many of whom have already made strong inroads into reducing their emissions, to source more detailed emissions data. Preference will also be given to low carbon suppliers. For Category 11 – use of sold products, reasonably accurate data is already available for most of the products we sell based on Canon Inc.’s lifecycle emission data and the Oceania region’s local grid emission factors. For CBS and SUNSTUDIOS, we have used standard industry emissions factors because they sell products for which we currently have no detailed emissions data.

## Savings from our E-Waste Programs

Through our involvement in the TechCollect program in Australia and New Zealand, we continue to save carbon and other emissions. While these savings cannot be included as emission reductions for reporting against our targets, they make a significant positive impact and illustrate the importance of circular economy initiatives to the decarbonisation effort.

Each year we have the lifecycle impact of our e-waste recycling program independently assessed by lifecycle analysis experts, Lifecycles. Their most recent report estimated that we saved 5,000 tonnes of CO<sub>2</sub> from being released in FY2023. More detail is included in the [Environmental Fact Book](#).

## Canon Master Virginia Woolf – The Final Meltdown

There are many ways Canon contributes to improving environmental outcomes. Not all can be measured. Canon Masters – a program where we support our Masters to be powerful advocates for their local communities – is one example.

We supported Canon Master, Virginia Woolf, as she set out to capture the epic beauty of the New Zealand glaciers while documenting the urgency of climate change. Her work, sparked by a 2021 Intergovernmental Panel on Climate Change (IPCC) Report indicating the glaciers were melting seven times faster than they were two decades earlier, documented three locations in the South Island: Fox Glacier, Tasman Glacier, and Tasman Lake.

As part of the project, Virginia worked on a photo series using Canon’s EOS R3 and EOS R5 cameras and a range of RF lenses, to capture the work of glaciologists and scientists who are measuring and monitoring changes at each site to better understand the rapid melt rate.

*“This was a journey of the heart and lens. I hope it inspires people to see the beauty of what we have and to understand that whatever change we can make, no matter how small, it could be a gamechanger helping to slow down climate change.”*

– VIRGINIA WOOLF



Image by Virginia Woolf, Canon Master.  
This photograph is part of her series **The Final Meltdown**.  
Shot on Canon EOS R3.





CASE STUDY

RAINFOREST RESCUE

Rainforest Rescue, a not-for-profit based in Queensland, has been protecting and restoring rainforests since 1999. Canon Australia first established our partnership with Rainforest Rescue in 2017. Our involvement has strengthened over time, and we are now a Silver Partner.

In 2023, Canon increased its contribution towards the planting of trees to regenerate the damaged Daintree Rainforest. A further 1,218 trees were planted on our behalf in the NightWings Rainforest, an increase from 957 trees in 2022, bringing our total to 6,318 trees. As a result of collective efforts, this rainforest has been transformed into a thriving lowland rainforest from old sugarcane fields.

By supporting reforestation, we are contributing to mitigating the effects of climate change, protecting and enhancing our natural environment, and supporting Australia's biodiversity targets. This initiative also contributes to Canon Oceania's commitment to decarbonisation and helps restore precious biodiversity in the region.

In September 2023 James Cook University estimated that tree plantings supported by Canon had sequester approximately 102 tonnes of Carbon to date (87.7 tonnes into live tree biomass and a further 13.8 tonnes in forest debris). Provided the plantings continue to be protected we will continue to sequester more carbon into the future. This estimate was based on the Australian Emission Reduction Fund (ERF) FullCAM-2020 model (Brack and Richards 2002).

Apart from the direct impact of planting trees, Canon technology also supports postitive change, for example through its Canon Masters Program. Canon Master, Darren Jew, is also a Rainforest Rescue ambassador.

*“I want my photography to tell stories that engage people with the wonders of nature. I want to increase awareness about the interconnectivity of the planet, how actions in one place always affect another, like how coastal runoff affects the health of the Great Barrier Reef. As an advocate for Rainforest Rescue I can do that, and at the same time be part of real and practical restorative actions. It’s one real way I can think globally, and act locally.*

– DARREN JEW, CANON MASTER AND RAINFOREST RESCUE AMBASSADOR

New Climate-Related Disclosures

In 2023, the International Sustainability Standards Board (ISSB) issued new IFRS® Sustainability Disclosure Standards, including IFRS S2 Climate-related Disclosures. The Australian Government has endorsed the new standards indicating they will improve climate-related financial disclosures.

Canon Australia is expected to commence reporting under this new Standard the 2025 financial year. Our current work reporting against our SBTi-approved targets will prepare us for these new obligations, which require information related to governance, strategy, risk management, and metrics and targets (Scope 1 and Scope 2 greenhouse gas emissions in the first year of reporting and Scope 3 emissions from the second year).

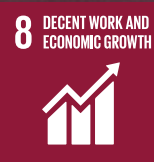
Cassowaries are an endangered species of flightless bird that contributes to a healthy and biodiverse food chain for wildlife. Native birds like cassowaries were rare before Rainforest Rescue began their work. Image by Darren Jew, Canon Master. Take on a Canon EOS-1Ds Mark III.





# 02 STRENGTHENING OUR PRODUCTS AND SERVICES THROUGH CIRCULAR ECONOMY INNOVATION

A new generation of Canon Oceania customers is increasingly aware of the costs of business-as-usual. They view waste and pollution as flaws in our current economic model, rather than inevitable by-products of economic output.



**SDG 8: Decent work and economic growth**  
Target 8.4



**SDG 12: Responsible consumption and production**  
Target 12.7



Why is this important to Canon and its stakeholders?

The demands humans place on nature today are equivalent to the sustainable output of 1.6 Earths. This highlights the importance of finding ways to reuse, repurpose and recycle the products we provide to customers locally to help reduce costs, create new revenue streams, maximise the efficient use of resources and restore planetary health. Similarly, by improving the efficiency and productivity of our service offerings, we can also support the adoption of circular business models, both internally and for customers. Adopting circularity principles requires Canon Oceania to work with upstream and downstream partners in our value chain, including our parent company, Canon Inc.

How are we managing this issue?

During 2023, we continued working with Canon Inc. on increasing the amount of packaging made from renewable resources for products sold into the Australian and New Zealand markets. We also continued our investment, through our partnerships with ANZRP and Close the Loop, to improve recycling technology so valuable metals, polymers and alloys maintain their quality and continue to be useful in the manufacture of new products.

BY IMPROVING THE EFFICIENCY AND PRODUCTIVITY OF OUR SERVICE OFFERINGS, WE CAN ALSO SUPPORT THE ADOPTION OF CIRCULAR BUSINESS MODELS, BOTH INTERNALLY AND FOR CUSTOMERS.

Progress against 2023 objectives:

Objectives	Progress
<b>1</b> Consolidate circularity initiatives to develop a Canon Oceania circularity roadmap.	<div><div>ONGOING</div><div>NOT ACHIEVED</div><div>PARTIALLY ACHIEVED</div><div>ACHIEVED</div></div> <p>The roadmap is partially built but not finalised.</p>
<b>2</b> Deliver on commitments under the APCO roadmap to implement the national phase-out of business-to-consumer expanded polystyrene (EPS) packaging.	<div><div>ONGOING</div><div>NOT ACHIEVED</div><div>PARTIALLY ACHIEVED</div><div>ACHIEVED</div></div> <p>On track to meet the industry roadmap targets phasing out EPS from Canon consumer products by 2025. A small number of fragile and precision products are exempt, in accordance with the plan, as alternatives are not currently available.</p>
<b>3</b> Pilot recycling schemes for cameras in Australia and New Zealand.	<div><div>ONGOING</div><div>NOT ACHIEVED</div><div>PARTIALLY ACHIEVED</div><div>ACHIEVED</div></div> <p>Several options are under consideration.</p>

Our 2024 objectives:

- Pilot reuse/recycling scheme for cameras in Australia and New Zealand.
- Standardise the process for ensuring traceability of machines collected from Canon, customers and business partners that are recycled through TechCollect.
- Deliver commitments under the APCO roadmap to phase out EPS packaging from 90% of applicable consumer products.
- Work with the C4PA program to achieve their goal of an ink and toner cartridge return rate of 30% by 2027.



Image by Marvin Claudio, Canon Oceania Employee. Taken on a Canon EOS M50.



# Canon Inc.'s Approach to Circular Economy

Due to the global concerns about natural resource depletion, as a global technology company, Canon is focused on recycling and reusing resources and is contributing in a meaningful way to the development of a circular economy.

Canon promotes reduction in resource consumption and, over many years, has invested significantly in recycling technology. This is in addition to investing in product design that reduces waste and ensures the efficient use of limited resources.

To ensure more efficient use of limited resources and reduce waste, Canon is making products smaller and lighter, and reusing and recycling materials as much as possible. We also strive to reduce waste consumption and the generation of waste from manufacturing at our operational sites.

## Resource Recovery and Recycling

Canon Inc. is working to improve resource recovery and recycling at the product manufacturing and end-of-life stages. To fully integrate the principles of circularity into our thinking, Canon has two ongoing projects:



The RESIN8™ process converts hard and soft plastic into a valuable construction material delivering a genuine circular outcome from plastic waste. Find more information on [page 20](#).

- 1. Closed-loop recycling of toner cartridges where toner waste is used as a raw material for other products, and
- 2. Re-manufacturing office multifunction devices.

These programs are currently run in Japan, Europe, the United States and China, limiting our environmental footprint by reducing the need for virgin materials. Efforts are also made to keep the resources and recycling efforts in the same region to reduce carbon emissions associated with logistics.

For more information, visit Canon Inc.'s [Circular Economy site](#).

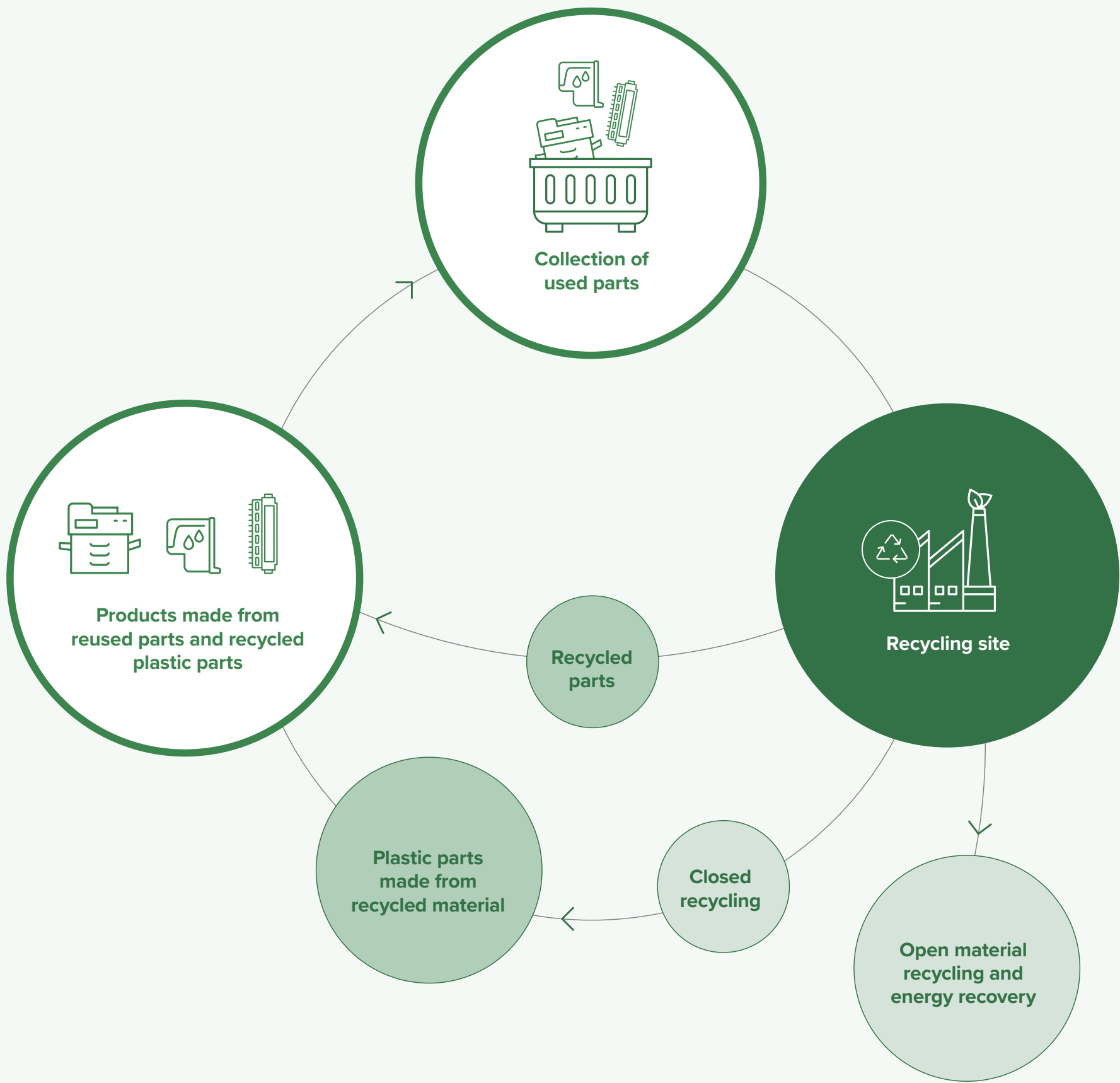
## Designing for the Environment

Canon Inc. designs all its products using Environmentally Conscious Design Guidance to reduce environmental impact. The guidelines cover multiple aspects of product design including materials, maintenance, durability, product dismantling and product information for disclosure purposes.

To further identify and minimise impact, Canon applies life cycle assessment (LCA) methodology and management systems to the end-to-end product journey. The LCA process quantitatively evaluates impacts at all stages of the value chain from the sourcing of raw materials, manufacturing, packaging, storage and logistics to product use and end treatment. To find out more about Canon's design thinking, visit the [Design for Environment](#) site.

## Canon's resource circulation

To maximise the value brought about by resource recycling, Canon Inc. pursues product-to-product recycling – in other words, recycling used products into new ones. In particular, we have emphasised such initiatives as closed-loop recycling of toner cartridges and the remanufacturing of office multifunction devices – collecting them post-use and making them into products with good-as-new quality. Further information is available on p28 of [Canon Inc 2024 Sustainability Report](#).










## Canon Oceania’s Commitment to Circular Economy Innovation

As part of Canon’s global policy of circulating resources within the same regions where they are consumed, Canon Oceania actively encourages national industry-led product stewardship schemes in Australia and New Zealand and investment in local technology to improve the recovery and reuse of valuable materials from our products.

We have been very active industry participants in the development and ongoing implementation and improvement of the schemes noted in the table.

Australia	Material Recycled 2023	Product Stewardship Scheme
<p><b>TechCollect:</b> a national program collecting e-waste from consumers and businesses for free. The program is regulated under the Recycling and Waste Reduction Act.</p> <p>Canon, and other responsible brands, run TechCollect through their Australia New Zealand Recycling Platform (ANZRP). ANZRP leads the application of transparent and stringent health, safety and environmental standards, increasingly investing in modern technology to improve the value of recycled material and its usability in making new products.</p>	<p><b>TechCollect</b> 21,616 tonnes<sup>1</sup></p> <p><b>Canon Australia</b> 2,582 tonnes<sup>1,3</sup></p>	
<p><b>Cartridges for Planet Ark:</b> a voluntary scheme run by industry, in partnership with Planet Ark and Close the Loop, is a leader in take back and recovery programs and circular economy solutions.</p> <p>Ink and toner cartridges are collected from customers nationally, recycled with a 100% no waste-to-landfill guarantee, then transformed into new products, such as TonerPlas®, an award-winning asphalt additive that extends the life of asphalt roads.</p>	<p><b>C4PA</b> 2,780,858 cartridges<sup>2</sup> 552 tonnes<sup>2</sup></p> <p><b>Canon Australia</b> 642,288 cartridges<sup>2,3</sup> 98 tonnes<sup>2</sup></p>	
<p><b>B-Cycle:</b> a voluntary, industry-run program collecting and recycling handheld batteries in Australia.</p> <p>B-Cycle is authorised by the Australian Competition and Consumer Commission (ACCC) and accredited by the Australian Government.</p>	<p><b>B-Cycle</b> 2,375 tonnes<sup>1</sup></p> <p>First year full program total. No Canon data available.</p>	
<p><b>New Zealand</b></p> <p><b>Recycling Group:</b> collects ink and toner cartridges nationally and directly from customers. Canon also uses Recycling Group to recycle e-waste, which is returned to our sites.</p>	<p><b>Cartridges</b> 62,478 cartridges<sup>2</sup> CNZ<sup>3</sup> 27 tonnes<sup>2</sup></p> <p><b>E-Waste</b> CNZ E-waste<sup>2</sup> 181 tonnes<sup>2</sup></p>	
<p><b>TechCollect NZ</b> works with various collection partners to provide a free collection and ICT equipment recycling service for households and small businesses in New Zealand. TechCollect NZ, a subsidiary of ANZRP (see above), is running a pilot program supported by Canon and other responsible suppliers while the NZ Government prepares legislation for a mandatory e-waste product stewardship scheme.</p>	<p><b>TechCollect NZ</b> 101 tonnes<sup>2</sup></p> <p><b>Canon NZ</b> 12 tonnes<sup>2,3</sup></p>	

1 2022/23 Financial year.  
2 Calendar year 2023.  
3 This amount represents Canon's share of the national program.

Note: In the Philippines Canon Oceania’s presence is as a service provider. As such, no physical products are sold in the region.



Kotaro Fukushima Managing Director, Canon Oceania accepting Canon's Sustainability Advantage Gold Award from Hon. Penny Sharpe MLC, New South Wales Minister for Climate Change, Minister for Energy, Minister for the Environment, and Minister for Heritage (R).

## Canon attains Gold Sustainability Advantage Award 2023

Canon Australia achieved a Sustainability Advantage Gold award for our outstanding environmental achievements, leadership, and commitment to sustainability.

Canon has participated in the **Sustainability Advantage program** run by the NSW Department of Planning and Environment in collaboration with the private sector, since its inception in 2007. Sustainability Advantage has a collective vision of achieving sustainability goals by supporting organisations to embed sustainability into everyday practices.

Our Gold award in 2023 was for achievements in product stewardship, circular economy innovation and carbon reduction.





Janet Leslie, Manager Sustainability (L) and Nina Spannari, General Manager Marketing and Customer Experience (R).

## ANZRP Board Change

From the establishment of the ANZRP, Janet Leslie, Sustainability Manager at Canon Oceania, has been our longstanding champion and Board member.

During her 12-year tenure, Janet has been Canon's motivator and sustainability innovator, delivering some of Australia and New Zealand's leading programs and initiatives to combat e-waste. Since inception, ANZRP has collected and facilitated the recycling of over 240,000 tonnes of electronic waste (e-waste) – that's the equivalent weight of 428 Airbus A380s.

Janet recently stepped down from the Board, indicating:

“The need for industry collaboration only grows as we continue to confront the challenges of a world increasingly reliant on technology but with finite resources. ANZRP started out as a solution to manage our regulatory compliance. It is now a critical part of our sustainability strategy – a vehicle where we can work with our peers to invest in innovative solutions to the circular economy and meet our customers' expectations for meaningful social contribution.”

ANZRP has appointed Canon Oceania's Nina Spannari, General Manager of Marketing and Customer Experience to the Board. Nina indicated she is excited to continue the great work Janet has established on behalf of Canon, which continues to inform our approach to sustainability.

The success of ANZRP and its TechCollect program was recognised in November 2023 by the Product Stewardship Centre of Excellence who awarded **ANZRP the Best Stewardship Outcomes from a Collective Scheme**.

## From Recycling to Circular Economy

When Canon Oceania first started engaging with the industry-led partnerships such as Cartridges for Planet Ark and TechCollect, our main concerns were addressing our customers' expectations and regulatory requirements for collecting and recycling end-of-life products.

Twenty years on, there has been a lot of change in a positive way. We now operate under, and comply with, greater regulations (and higher customer expectations) that prevent the export of plastics and reduce our waste, our impacts on global warming as well as our dependency on non-renewable resources.

We will continually improve and extend the programs to improve quality and ensure cost-efficiency while positively impacting the environment. Circular economy initiatives that Canon Oceania is currently supporting through the product stewardship programs listed above include:

### TonerPlas®

In 2022, we reported on the innovative new asphalt additive made from post-consumer soft plastic and waste toner being used to create more sustainable roads. Then, in our 2023 Report, we shared the news of the fire at the Close the Loop (CtL) factory in mid-2022 that damaged the toner recycling lines and impacted the production of TonerPlas®. Despite this set-back, ink and toner cartridges continued to be collected through the C4PA program and were sent to the CtL recycling plant in Kentucky USA while the local toner-recycling line and the TonerPlas® plant were re-established. Read more [here](#).

In February 2024, CtL's upgraded Melbourne facility recommenced operations. It now has capacity to transform post-consumer soft plastics and toner powder into high-value recycled products, such as TonerPlas®; and utilise packaging waste for recycled plastic injection-moulding resin, such as rFlex® that allows materials to go back into tertiary packaging items like pallets and tubs.

One of the more recent developments is the use of TonerPlas® in Reconophalt, a perpetually recyclable asphalt. One kilometre of a two-laned road paved with Reconophalt will repurpose and divert from landfill approximately:

- 101,000 glass bottle equivalents
- Waste toner from 17,400 used printer cartridges
- 202 tonnes of recycled asphalt pavement
- 597,000 plastic bag equivalents.

### RESIN8™

Through our investment in ANZRP, Canon is participating in a joint venture between ANZRP and the Centre for Regenerative Design and Collaboration (CRDC) that takes mixed, unprocessed plastic waste from many different sources and produces an advanced eco-aggregate called RESIN8™. The product perfectly simulates construction sand and improves the structural properties of concrete products. A key benefit of RESIN8™ is that it effectively deals with residual brominated flame retardants, present in e-waste, which would otherwise go to landfill. Read more [here](#).

AS CIRCULAR ECONOMY MOMENTUM BUILDS,  
OUR LONG-STANDING END-OF-LIFE  
RECYCLING PROGRAMS ARE PROVIDING  
FEED STOCK FOR HIGH VALUE, LOW CARBON  
BUILDING AND CONSTRUCTION PRODUCTS  
FOR THE LOCAL ECONOMY.



Mint Innovation

A technology partner for sustainable metal recovery, Mint Innovation (Mint) uses natural biomass and smart chemistry to extract precious metals from e-waste in a low carbon, local way. Initially commencing in New Zealand, Mint has established operations in Australia with a new factory in Sydney. Some of the circuit boards collected by TechCollect will be processed at this facility, rather than being shipped overseas.

Mobile E-waste Factory

We previously reported on the pilot program for a mobile e-waste factory (MEWF) that ANZRP was trialling with the support of Victorian Government funding. This program was designed to meet the needs of regional and rural communities where recycling is challenging due to the high cost of transportation.

The MEWF was extended through 2023; however, in its current form, was ultimately proven not to be viable. Further options are currently being considered.

Meeting Australian Packaging Targets

Last year, we reported that the Australian Packaging Covenant Organisation (APCO) had published its ‘*Roadmap to Implement the National Phase Out of Business-to-Consumer EPS Packaging*’. The roadmap to deliver a sustainable approach to packaging, which Canon has committed to meeting for all our Australian and New Zealand consumer products, is designed to meet **Australia’s 2025 national packaging targets** and applies to all business-to-consumer (B2C) packaging that is made, used or sold in Australia.

Canon is on track to meet the APCO Roadmap targets for the phase out of consumer moulded EPS packaging. The targets are to eliminate or replace EPS packaging by the following dates:

- 80% by July 2023 (achieved)
- 90% by July 2024
- 100% by July 2025

Canon has a small number of products that fall into the category of precision and fragile products. These products will continue to use EPS until an alternative is available. In the meantime, Canon plans to participate in the product stewardship scheme that is proposed by APCO for delivery by July 2025.

Through 2023, Canon Oceania made great strides in our efforts and commitment to implement the national phase-out of B2C expanded polystyrene (EPS) packaging. Our new packaging material is pulp mould or moulded fibre, which is typically made from recycled paperboard and/or newsprint.

By the end of the year, we had eliminated EPS from 73 per cent of our consumer inkjet range (up from 64 per cent in 2022) and we are forecasting that figure will be 95 per cent by the end of 2024. EPS packaging has already been eliminated for lenses.

We have also commenced transitioning the EPS packaging for our business-to-business (B2B) products. While not as advanced as in our B2C range, packaging for large format printers and some Multifunction Devices (DX 3900 series) was changed.

Future Product Stewardship Requirements

As businesses, like Canon, work to adapt and contribute to the development of a circular economy, so too are governments. There are several changes planned or proposed by the Australian and New Zealand Governments in the next couple of years.

The Australian Federal Government has announced an ambitious new course for sustainable packaging, which is in addition to the APCO Roadmap on packaging, as well as new product stewardship legislation.

The sustainable packaging plans will have tangible and lasting impacts on the Australian packaging landscape as the Federal Government is set to become the regulator of new mandated packaging design standards, establish minimum recycled content requirements, and prohibit the use of harmful chemicals in packaging.

As an APCO member, Canon looks forward to improved coordination between governments and packaging regulation between the States aligned with international packaging standards. The current differences in packaging regulation between Australian states and variations with European timelines, add significant costs for both Canon and the industry.

Additionally, there has been endorsement for a national traceability framework for recycled materials and an agreement for a framework to improve co-ordination across all levels of government on product stewardship.

The Australian Federal Government has also proposed new product stewardship legislation for small electrical and electronic items. A review of the National Television and Computer Recycling Scheme (NTCRS), which gives Australian households and small businesses free access to industry-funded collection and recycling services for e-waste, is underway.

Canon Australia is actively participating in the development of the proposed legislation through our industry associations, Australian Information Industry Association (AIIA) and Consumer Electronics Suppliers Association (CESA), and through ANZRP.

The new legislation is being designed to encourage repair and reuse by customers and cater for end-of-life recycling.

Similarly, in New Zealand the Government is proposing a mandatory scheme covering TVs, computers, printers, and small tech equipment.

We’re awaiting the Government start date for both schemes.

TechCollect NZ, established by ANZRP with the support of Canon NZ and other responsible brands last year, finalised its pilot program to drive the development of a regulated e-waste product stewardship scheme that is fit for the local market last year. They have subsequently put forward strong recommendations for a new system of shared responsibility to help New Zealanders manage e-products sustainably throughout their life cycle and progress Aotearoa, New Zealand’s transition to a circular economy.

First Camera Shipped Without Plastic Packaging

The new Canon PowerShot V10 is the first Canon camera to be shipped without plastics.\*

Conventional polyethylene packaging has been replaced. The product bags now use a non-woven fabric, a cotton linter, named Bemliese®. It is a material that makes effective use of the downy hair around the seeds of cotton that is not used as cotton thread and has excellent biodegradability. The USB cable bags and strap bags now use recyclable Kraft paper (in place of low-density polyethylene).

These materials will be used for all new camera models in the future.

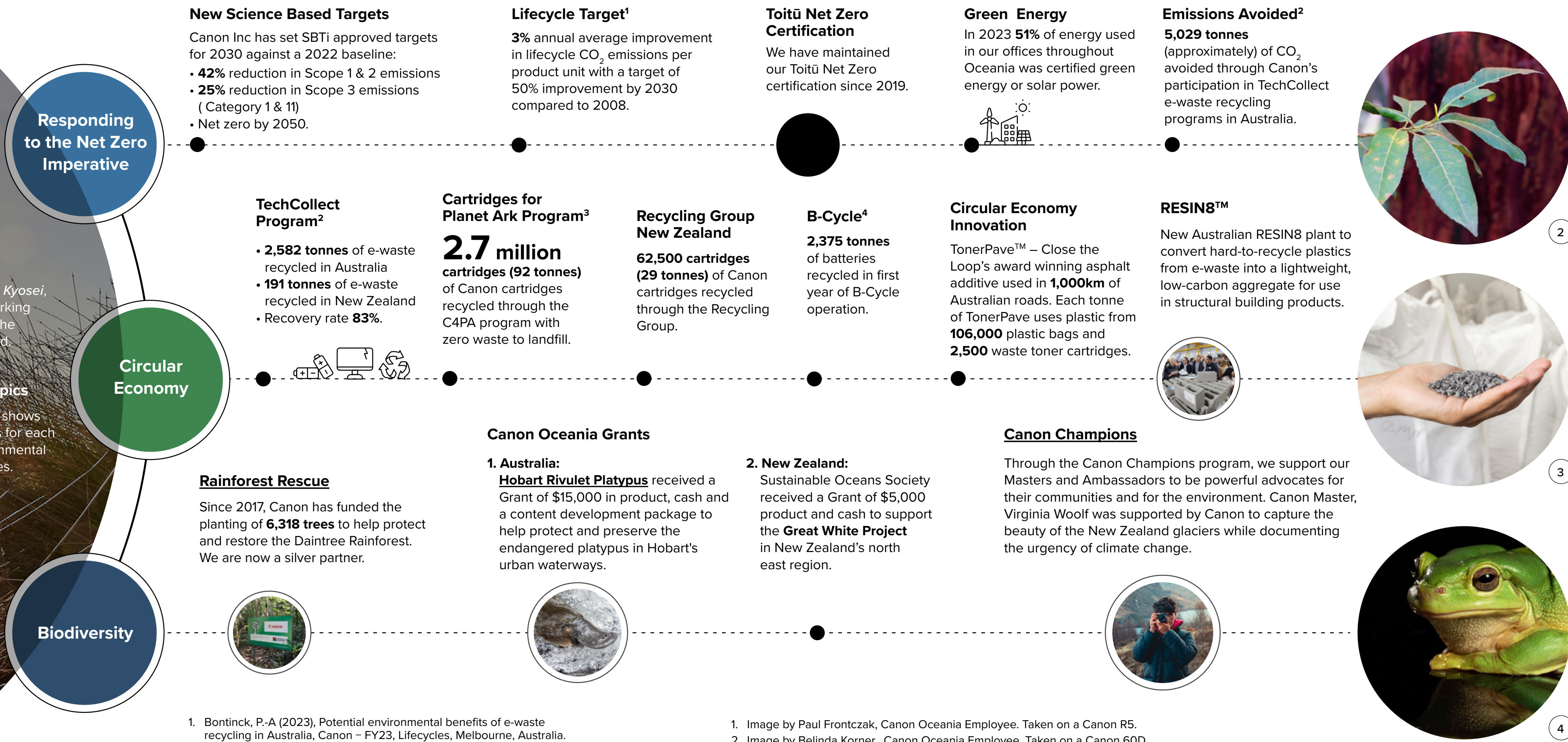
\* Excludes materials used as labels, coatings or adhesives.



The Canon PowerShot V10 is the first Canon product to be shipped without plastic packaging.



# ENVIRONMENTAL STEWARDSHIP



**Kyosei**  
Our guiding philosophy is *Kyosei*, living and working together for the common good.

**Material Topics**  
This diagram shows key initiatives for each of our Environmental material issues.

1. Bontinck, P-A (2023), Potential environmental benefits of e-waste recycling in Australia, Canon – FY23, Lifecycles, Melbourne, Australia.  
2. 2023 financial year.  
3. 2023 calendar year.  
4. Canon data not available.

1. Image by Paul Frontczak, Canon Oceania Employee. Taken on a Canon R5.  
2. Image by Belinda Korner, Canon Oceania Employee. Taken on a Canon 60D.  
3. Image by RESIN8  
4. Image by Sharon Kavanagh, Canon Oceania Employee. Taken on a Canon EOS 5D Mark IV.





03

# BUILDING AN AUTHENTIC, DIVERSE AND INCLUSIVE CULTURE

Canon Oceania is strongest when our operations reflect and celebrate the culture and values of the local communities we serve.

*Kyosei* provides our people with a philosophy they can believe in and remains a powerful tool for attracting, retaining and promoting diverse talent. The *San-ji* (pronounced 'sun-jee') *Spirit* is also part of our global DNA, meaning 'Three Selves': Self-motivation, Self-management and Self-awareness. It's an ethos that ensures we are accountable for being proactive, responsible for our actions, and collaborating in achieving our vision and purpose.



**SDG5: Gender equality**  
Target 5.5



Why is this important to Canon and its stakeholders?

The flexibility to tailor Canon’s global philosophy, *Kyosei*, to cultural contexts in Australia, New Zealand and the Philippines, builds trust within our communities and enhances our social licence to operate.

How are we managing this issue?

Our diversity, equity, and inclusion (D, E & I) policies apply across Canon Oceania. Each country’s D, E & I working group oversees the development, implementation and measurement of activities and initiatives that address the most relevant D, E & I areas in their region. Outcomes and feedback are consistently communicated internally and externally.

During 2023, we continued our focus on mental health. This included refreshing the training for mental health first aiders across Oceania, continuing a strong program of monthly webinars on topics related to wellbeing and updating training on psychosocial hazards, such as bullying, harassment and the Philippines’ Safe Spaces legislation.

We revised our Reconciliation Action Plan in Australia, remaining at the Reflect level while commencing work on the more action-oriented Innovate RAP for 2024. Our work on social procurement through the Ākina Foundation in New Zealand and Supply Nation in Australia continued. We worked on our systems to capture information about the diversity of our people and published gender pay gap information in Australia for the first time. We maintained our connection with our local communities through programs such as OzHarvest (AU), Make-A-Wish NZ, Escabags (AU), Got Your Back Pack (NZ) and Kanlungan sa Er-Ma (PH).

THE FLEXIBILITY TO TAILOR CANON’S GLOBAL PHILOSOPHY, *KYOSEI*, TO CULTURAL CONTEXTS IN AUSTRALIA, NEW ZEALAND AND THE PHILIPPINES, BUILDS TRUST WITHIN OUR COMMUNITIES AND ENHANCES OUR SOCIAL LICENCE TO OPERATE.

Progress against 2023 objectives:

Objectives	Progress
1 Commit to enhancing gender equality outcomes within Canon Oceania.	<div><div>ONGOING</div><div>NOT ACHIEVED</div><div>PARTIALLY ACHIEVED</div><div>ACHIEVED</div></div> <p>We publicly reported on gender pay gap in Australia and revised our parental leave policy in New Zealand. We continued our Women in Leadership program.</p>
2 Accelerate action on Indigenous reconciliation and empowerment, including preparing to escalate to an Innovate Reconciliation Action Plan for the 2024-2025 RAP.	<div><div>ONGOING</div><div>NOT ACHIEVED</div><div>PARTIALLY ACHIEVED</div><div>ACHIEVED</div></div> <p>We executed our second Reflect RAP and started work on an Innovate RAP.</p>

Our 2024 objectives:

- Publish our first Innovate Reconciliation Action Plan.
- Further analyse our employee data metrics by gender to work towards equity.
- Continue to evolve our Women in Leadership Program.
- Publish an employee LGBTQIA+ Ally Guide.
- Align the D&I frameworks across Oceania.



Jacki Ranken (L) and Mike Langford (R), two of our Canon Masters, helped Canon NZ grant Stella (centre) her wish through Make-A-Wish NZ. She has an incredible passion for photography and wished for a new camera and some training. We presented Stella with a new Canon M50 Mark II and additional gear. She also had a one-on-one training session with Tom Duncan, National Manager – Professional Imaging for Canon NZ. Jacki and Mike joined Stella for a day in Paradise Valley, Queenstown to teach her more about getting the best out of her new kit.



Enhancing Gender Equality Outcomes

In early 2024, the Australian Workplace Gender Equality Agency (WGEA) published the gender pay gap for employers with 100 or more employees. The gender pay gap is the difference in average earnings between women and men in the workforce and is a useful proxy for measuring and tracking gender equality across a nation, industry or within an organisation.

Canon Australia has been sharing gender pay gap data with WGEA voluntarily for several years to understand where there are gender pay inequalities, raise visibility, and enable stronger discussions and commitment across the business. For the first time, in 2023, provision of the data to WGEA was mandatory and the government agency made it publicly available. In addition to our obligations, we sought an analysis of our leadership and recruitment data to provide further insights.

Our gender pay gap results

	Canon Australia Gender pay gap – all Employees 2022-2023	Industry Benchmark* 2022-2023
Median Total Remuneration	4.2%	28.2%
Median Base Salary	0.9%	22.5%

\*Wholesale Trade > Other Machinery and Equipment wholesaling

	Canon Business Services Australia Gender pay gap – all Employees 2022-2023	Industry Benchmark* 2022-2023
Median Total Remuneration	7.4%	3.9%
Median Base Salary	7.4%	2.2%

\*Administrative and Support Services

Canon's Gender Pay Gap Statement can be found online.

The results provide a general picture of our industry, with roles traditionally being male dominated. Across the board, at Canon Australia, we have fewer women working for us. This is reflected in our data. Although we don’t see imbalances across the quartiles, within each quartile, women are consistently employed at a lower rate than men. We also recognise there is an imbalance of women at the executive level.

While Canon is performing significantly better than the wider industry, any gender pay gap tells us there is still work to do. We are continuing to focus our attention on our Diversity and Inclusion initiatives in our commitment to close the gap.

Diversity and Inclusion Across Oceania

A diverse, equitable and inclusive team is a powerful workforce. Canon works to be a team that leverages differences to strengthen, offer perspective and show respect. It demonstrates that together, we can make a difference. At Canon, we believe that respecting and including everyone also ensures we are living our *Kyosei* philosophy locally and authentically.

One of our key challenges is having a comprehensive view of the diversity of our employee base. Diversity and inclusion information fields are available in our HR system, however it’s not mandatory for our employees to provide this information. Our focus now is to collect more data to channel our resources effectively. We acknowledge that this is a challenge moving forward.

Each country in the Canon Oceania region has specific diversity and inclusion (D&I) needs that are tailored to their communities. To reflect that, Canon is working towards a unified D&I Council that supports building a strong and inclusive workforce. While in-country there are Working Groups that focus on the areas that are specific to that country.

Australia

In Australia, the Working Groups are:

<b>FIRST NATIONS</b> Building awareness and showing respect for First Nations peoples.	<b>GENDER EQUALITY</b> Promoting and improving gender equality for all Canon employees.
<b>LGBTQIA+</b> Advocating for inclusivity of employees of all sexualities and all genders.	<b>MENTAL HEALTH</b> Promoting a supportive culture towards mental health and wellbeing.

Canon’s Contribution to Reconciliation (AU)

Canon Australia and Canon Business Services (CBS) Australia commenced our Reconciliation Action Plan (RAP) journey in 2021. At the time, we acknowledged there was work to do to establish the unique way in which Canon and CBS could contribute to Reconciliation. Through our first two Reflect RAPs, it became clear that our contribution was in two key areas; creating a culturally safe workplace to encourage First Nations people to see Canon as an employer of choice and to support First Nations Peoples in telling their stories visually.

As part of our work towards Reconciliation we reviewed our workplace policies to ensure they echo our commitment to cultural inclusion, regularly run Cultural Awareness sessions, and feature First Nations creators on our social media channels and in artwork around our offices.

In 2023, we were ready to make more substantive Reconciliation commitments, so work commenced on our first Innovate RAP. We anticipate that the Plan will be fully endorsed by Reconciliation Australia in mid-2024.

New Zealand

In New Zealand, the local Culture Club has managed D&I initiatives with the exception of our Māori and Pasifika Inclusion Plan. With a more targeted focus on the importance of the value D&I has to our businesses, looking forward our New Zealand teams will replicate the Working Group model. Our Māori and Pasifika Inclusion Plan is managed by our Broader Outcomes team.

Our Māori and Pasifika Inclusion Plan

At Canon, we recognise and celebrate the significant contributions Māori and Pasifika communities make towards New Zealand’s culture and economy. Our Māori and Pasifika Inclusion Plan articulates our commitment to making a sustained, genuine and meaningful impact by embracing and embedding Māori and Pasifika cultures as part of our day-to-day business operation.

Key aspects of our plan include raising internal understanding of cultural protocols; initiatives assisting employment and opportunities for Māori and Pasifika communities; increasing Canon’s use of Iwi/Hapu, Māori, and Pasifika owned businesses; and building relationships with Māori and Pasifika peoples, communities and organisations.

We believe greater Māori and Pasifika peoples’ inclusion will deliver new ways to create value with our customers, suppliers, employees and community partners alongside the many other cultures that we embrace within our business.

To build awareness, all Canon New Zealand employees had the opportunity to attend a Māori Cultural Understanding and Awareness Training, facilitated by New Zealand organisation, CultureFlow. The program, which provides foundations to support greater cross-cultural communication and strengthen cultural integrity, ran over seven weeks. The 90 employees who attended were introduced to Te Ao Māori – traditional Māori values; Tikanga a te Marae – Marae protocol; Te Tiriti o Waitangi – the Treaty of Waitangi; and discussed how they each influence and impact us today. This was followed by a mini language course on the pronunciation of basic Te Reo words and phrases and how Te Reo Māori can be used in an effective and empowering manner.



Philippines

Our People and Culture team in the Philippines drive the D&I initiatives locally. The Working Groups in the Philippines are:

<b>GENDER EQUALITY</b> Addressing gender inequalities and combating gender-based sexual harassment.	<b>PRIDE POSSE</b> Promoting inclusivity for individuals across all gender identities, expressions and sexualities.
<b>MENTAL HEALTH</b> Raising awareness for and organising activities in support of mental health.	<b>DISABILITY</b> Advocating for a work culture that is inclusive of individuals regardless of their conditions.

Throughout 2023, the team drove a range of activities including Purple Wednesday to show support for gender equality, Pride Month celebration, Safe Spaces Training, Psychological First Aid Training and Deaf Awareness Orientations.

Deaf Awareness Orientation

September in the Philippines is Deaf Awareness Month. In 2023, CBSC partnered with the School of Deaf Education and Applied Studies (SDEAS) from De La Salle-College of Saint Benilde to conduct a Deaf Awareness Orientation.

This session covered the use of appropriate terminology, offered insights into the lived experience of hearing impaired people, addressed common misconceptions and provided guidance on effective communication.

For some people in the cohort, these sessions offered them their first exposure to people living with hearing impairment and a valuable opportunity to understand sign language and Filipino deaf culture.

Health and Wellbeing Activities Across Oceania

Our *Kyosei* philosophy extends not only to the good of the community in which we live and work but the people who work in our business. Throughout 2023, there were many key health and wellbeing initiatives that contributed to maintaining a physically and mentally healthy workforce. Highlights included:

Mental Health (AU, NZ, PHL)

Across all countries in our region, we recognise that mental health is crucial to overall wellbeing. In Australia and New Zealand, we recognised RUOK? Day with a keynote from Steve ‘Commando’ Willis and in the Philippines, we hosted an online wellness session on Managing Mental Health and Wellbeing, providing essential insights, strategies and support for our valued team members.

In August 2023, our team in the Philippines hosted a two-day Psychological First Aid Training session attended by 29 employees. Attendees participated in various group activities, including simulations, workshops and interactive sessions.

And across all three countries we have a dedicated cohort of mental health first aiders available to support employees.

Vaccinations (AU, NZ, PHL)

Prevention of disease is another key priority to maintaining the health and wellbeing of our teams. Across all countries in the region we offer free flu shots. In addition, our employees in the Philippines are also offered HPV vaccinations.

Health and Wellbeing Screening (AU, NZ, PHL)

Taking a holistic approach to health and wellbeing, we provide a range of services to employees to help them proactively take care of their health. Across all three countries in the region we provide flu vaccinations and in the Philippines we conduct annual physical examinations for employees to assess their health status and identify potential health concerns.



Our team in the Philippines hosted a Deaf Awareness Orientation covering use of appropriate terminology, insights into the lived experience of people who are deaf, addressed common misconceptions, explained relevant laws, provided guidance on effective communication, and offered firsthand exposure to sign language and the Filipino deaf culture.

INVESTING IN OUR PEOPLE IS A PRIORITY  
SO WE OFFER OUR EMPLOYEES  
A HOLISTIC MIX OF LEARNING,  
LEADERSHIP DEVELOPMENT AND  
WELLBEING PROGRAMS.



Employee engagement

Canon believes that maintaining a high performing organisation depends on fostering an inclusive and open culture and a commitment to continuously improving the employee experience.

We regularly seek feedback from our people about their employee experience. In our most recent employee engagement survey in April 2023, which was conducted across all Canon Oceania businesses, the overall employee engagement score was 68 per cent, a small drop from the previous year (72 per cent) but in line with trends seen across the Asia Pacific Japan (APJ) region. The survey had a response rate of 75 per cent.

Strong positive results showed that people at Canon Oceania feel they are treated with respect at work and feel safe. They also feel they have a clear understanding of what is expected of them, have the authority to do their job and that they work in a co-operative environment. Each business unit is required to develop plans to address the findings for their area and progress is monitored quarterly.



More than 40 participants took part in our Leading Self @ Canon course in the first half of 2023.

- General areas identified for improvement across Oceania were:
- Effective and timely response to the survey findings
  - Streamlining work processes
  - Communication

Learning and Development

Our Leadership Framework was created to establish what ‘great’ looks like at Canon amidst our unique environments, and for our future needs and priorities.

The Framework provides support and structure around professional development for everyone in the business. Importantly, it highlights our commitment to providing an environment for continued growth across the organisation at all levels.

The Framework has five behaviours and 15 competencies below them. The five leadership behaviours are:

- |             |             |            |
|-------------|-------------|------------|
| 1 Visionary | 3 Curious   | 5 Adaptive |
| 2 Caring    | 4 Dedicated |            |

Leadership Programs

- Throughout 2023, Canon Oceania continued to deliver a series of bespoke training programs providing a valuable development pathway for our leaders and employees. The focus was on two programs, ‘Leading Self’ for individual contributors, and ‘Leading Function’ for General Managers in the business. A new program ‘Leading Frontline Operations’ was also introduced.
- Employee engagement through learning and virtual workshops in 2023 included:
- Over 1,330 attendances at our virtual workshops, plus over 400 recordings watched
  - Over 1,000 employees attended Respect@Canon seminars
  - New Mental Health First Aid Workshops were delivered in Australia and will be rolled out in New Zealand in 2024
  - 30 women completed our Women in Leadership Program
  - Webinar promoting a safe and welcoming environment for our LGBTQIA+ colleagues was released
  - On-demand webinar for NAIDOC week on our First Nations people.

CASE STUDY

NPY PHOTOJOURNALISM WORKSHOP

The Ngaanyatjarra Pitjantjatjara Yankunytjatjara (NPY) Lands are some of the most remote areas of Australia, spanning 350,000 square kilometres in the tri-state of central Australia.

In the region, which is home to an Indigenous population of 6,000 Anangu people, the NPY Women’s Council delivers health, social and cultural services, underpinned by their vision of ‘all Anangu living well in both worlds’.

The NPY Women’s Council invited Canon, in collaboration with Australian Geographic, to host a two-day photojournalism workshop at Uluru in the Northern Territory with a group of 10 Anangu youth from three communities across the NPY Lands.

The idea behind this unique opportunity was to empower the students to become visual storytellers and content creators beyond their communities. NPYWC runs employment programs for the youth and the goal was that the workshop would inspire the participants to see photography and storytelling as a career opportunity.

Over the two days Nicky Catley, Group Picture Editor from Australian Geographic, hosted the journalism side of the workshop, providing guidance on identifying a story and shaping a narrative, and Canon photographer, Nick Bowers taught students the basics of how to use a camera, photography techniques and visual storytelling.



Image by Nick Bowers. This photograph was taken during a photojournalism workshop Canon, in collaboration with Australian Geographic and the NPY Women’s Council, run for young Anangu people on NPY Lands in remote Australia.

As part of the workshop, we did a mini photo safari on country. This helped students practice taking portraits, still life, landscape and behind the scenes photos, and document bush food, medicine and flowers. During this safari, the students shared techniques for searching for honey ants and witchetty grubs with us, providing further great moments to capture on camera.

At the end of the workshop, Canon loaned a Canon EOS R10 to each student so they could continue to create their own stories and put into action what they had learned.

It was such a privilege to be invited to spend time with these young people on country. They were so proud to share their knowledge of the bush with us and their deep connection with the land was obvious in the incredible photos they took.



## Our Community Partnerships

Canon Oceania's community partnerships and support of community and social initiatives across the region, all speak to our *Kyosei* philosophy, living and working together for the common good.

### OzHarvest (AU)

Canon and CBS Australia's community partnership with OzHarvest commenced in 2021, when we joined the 'yellow family' mission to tackle food waste and empower vulnerable communities in Australia. During 2023, through various activities we delivered an impressive 83,196 meals to some of the most vulnerable Australians, saved 41,598 kgs of food from going to landfill and prevented a whopping 275,647 kgs of CO<sub>2</sub> emissions.

Our activities throughout the year included the Community Cook Off, where four of our senior leaders stepped into the kitchen at Aria to prep, cook, serve and pack meals for OzHarvest. The team raised a whopping \$41,000 for OzHarvest and supplied over 82,000 meals to people in need. On International Day of Awareness of Food Loss and Waste, representatives from OzHarvest joined us to share their insights around food waste, their 'Use It Up' campaign and how to get involved. Additionally, several of our employees used their *Kyosei* days to volunteer, including hosting customers at Cooking for a Cause sessions across the country and van rides to distribute food to people in need.



Glen Trestrail, Canon Australia's General Manager Services and Support, joined OzHarvest on a van ride to distribute food to people in need.

### Make-A-Wish (NZ)

Canon New Zealand's charity partner Make-A-Wish New Zealand's mission is to grant the wishes of children who have critical illnesses to give them hope, strength and joy. In 2023, Canon NZ helped Make-A-Wish grant two wishes.

We granted a wish to a teenager who is passionate about exploring nature and creating jewellery. Her wish was to have a Canon camera of her own to capture her jewellery creations and outdoor adventures. We were happy to grant her Wish with an EOS R50 single lens kit and a bespoke Canon photography workshop where one of our Product Training Specialists dedicated his *Kyosei* Day to help her master her new gear.

Another young boy who is battling a brain tumour and had one wish; to meet his idol rugby player, Dan Carter. We were proud to help the young boy's Wish come true by arranging a special day for him to meet Dan Carter with another of our Canon employees taking their *Kyosei* Day to take photos of their day together.

### Kanlungan sa Er-Ma Ministry (PHL)

KSEM is a non-government child-caring agency providing a refuge for street children, children who have been exploited, neglected, abused, abandoned or orphaned, or the victims of child trafficking.

In 2023, Canon Business Service Centre Philippines continued the partnership it first established with KSEM in 2012. Our support helps with KSEM's:

- annual Educational Sponsorship Program catering for the needs of the children from Elementary school to College,
- volunteering activities, including coffee harvesting, feeding program, and facilities improvement and maintenance,
- events such as their Christmas party, and
- health insurance provisions for KSEM staff.



Luke Clark, Canon Business Services CEO visited the Kanlungan sa Er-Ma (KSEM) Boys' Home in Cavite to plant 60 trees.

### Canon Oceania Grants 2023

Initially launched in 2007, the Canon Oceania Grants program continues to support a variety of community and social initiatives aimed at creating positive impact. Proudly, over the life of the program we have now supported more than 100 community organisations and schools, providing more than \$500,000 in monetary and product support.

In celebration of Canon's 50th year in Oceania, the Grants program increased the Grant pool this year across the region. The following winners were each awarded \$5,000 in cash and Canon products. In addition to the three category winners across Education, Community and Environment, Canon also recognised an overall winner in each country to receive both a Grant and Content Development Package valued at \$10,000.

#### Australia

**Environment and Overall Winner:** Hobart Rivulet Platypus

**Community:** FoodLab Sydney

**Education:** Cerebral Palsy Alliance

#### New Zealand

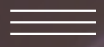
**Community and Overall Winner:** Love Soup

**Education:** Pukekohe High School

**Environment:** Sustainable Ocean Society

OUR *KYOSEI* PHILOSOPHY IS ABOUT LIVING AND WORKING TOGETHER FOR THE COMMON GOOD. OUR COMMUNITY PARTNERSHIPS ARE JUST ONE WAY THAT WE BRING THAT ETHOS TO LIFE.

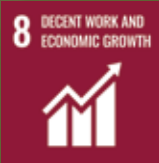




04

# SECURING RESILIENT SUPPLY CHAINS

Canon Oceania is subject to the challenges that resource constraints and extreme weather events impose on global supply chains. We are investing, as needed, to manage physical climate risks and other forms of supply chain disruption along with managing environmental, social and governance risks within our supply chains.



SDG 8: Decent work and economic growth  
Target 8.8



SDG 9: Industry Innovation and Infrastructure  
Target 9.1



SDG 13: Climate Action  
Target 13.1



Why is this important to Canon and its stakeholders?

Effectively managing the increasing risks in complex global supply chains presents an opportunity to unlock value by enhancing our reputation among customers for reliability and convenience. Transparency and accountability in our supply chains also increases the likelihood of detecting any human rights or other violations, which helps secure our position as a trusted partner for government and other businesses.

How are we managing this issue?

Our key project for 2023 was the continuation of Project Mercury, involving the replacement of Canon Oceania’s Enterprise Resource Planning (ERP) software.

ERP software supports our business by managing financial processes, procurement, sales, distribution, inventory and more.

The new ERP system, expected to be complete in 2026, will significantly improve our resilience by replacing multiple outdated systems across Canon Oceania with a cloud-based system. All businesses will be brought onto the one platform with the same set of processes.

The project also streamlines our financial processes, including for procurement, and will allow integration with the systems of some key suppliers, improving communication and reducing errors. In addition, this project will give us the systems and processes to standardise our data and enable us to collect more information from suppliers about how they manage their human rights, environmental, information security, privacy and other risks and enabling us to more effectively manage our risk.

EFFECTIVELY MANAGING THE INCREASING RISKS IN COMPLEX GLOBAL SUPPLY CHAINS PRESENTS AN OPPORTUNITY TO UNLOCK VALUE BY ENHANCING OUR REPUTATION AMONG CUSTOMERS FOR RELIABILITY AND CONVENIENCE.

Progress against 2023 objectives:

Objectives	Progress
1 Undertake a climate risk assessment for the Oceania region.	<div><div>ONGOING</div><div>NOT ACHIEVED</div><div>PARTIALLY ACHIEVED</div><div>ACHIEVED</div></div> <p>Deferred until 2024.</p>
2 Continue to build transparency and accountability in our supply chain in relation to human rights, ethics and environmental impacts.	<div><div>ONGOING</div><div>NOT ACHIEVED</div><div>PARTIALLY ACHIEVED</div><div>ACHIEVED</div></div> <p>Ongoing, see modern slavery section below.</p>
3 Improve Business Continuity Plan Governance.	<div><div>ONGOING</div><div>NOT ACHIEVED</div><div>PARTIALLY ACHIEVED</div><div>ACHIEVED</div></div> <p>Plans updated, exercises held, governance group and cadence established.</p>

Our 2024 objectives:

- Undertake a climate risk assessment for the Oceania region.
- Complete Phase 1 ERP implementation mid-2024.
- Refine ESG data required from suppliers.



Image by Elton McAleer, Canon Oceania Employee. Taken on a Canon EOS 6D.



## CASE STUDY

# CELEBRATING OUR LOGISTICS PARTNERSHIP WITH DHL

DHL is a long-standing logistics partner in Australia and New Zealand and has played an important role in our market success, consistently ensuring the safe storage and swift processing of orders to our customers. DHL also partners with Canon Inc. and many of its other subsidiaries.

In Oceania, DHL manages our primary warehouses in Auckland and Sydney and in New Zealand, they also manage long haul transport. We celebrated a 10-year partnership with DHL in Australia in 2023. Together, we have seen:

- Over 12,000 containers received (24,000 TEU\*) and a remarkable 3.5 million orders shipped in Australia, all without a single lost-time injury. In New Zealand, 2,348 containers received (4,696 TEU\*) and 1.4 million orders shipped.
- Increasing integration of DHL and Canon processes through our investment in streamlined systems and processes to improve productivity. Canon installation teams are also co-located at DHL sites in Sydney and Auckland allowing, for smooth cooperation in delivering to customers.
- DHL's commitment to continual improvement extending to managing environmental and human rights risk. DHL is an important partner for Canon in achieving our Scope 3 emissions reduction targets. Through its Global GoGreen program, DHL is implementing a wide range of GoGreen solutions for customers recognising that every product has a waste, energy and CO<sub>2</sub>e footprint and the proportion that is contributed by logistics can be significant.

In Canon's case, DHL:

- has electrified its warehouse plant including forklifts, installed LED lighting, and, on the roof of our Sydney warehouse, installed 100kW solar power system contributing, on average, 49% of the site electricity,
- manages the sourcing of sustainable packaging materials in accordance with the Australian Packaging Covenant and takes care of recycling and reuse of our packaging materials, where possible, and
- committed to delivering 70% of DHL first and last mile services with clean pick-up and delivery solutions.

DHL has also been authorised under the Science Based Targets initiative (SBTi). This means Canon can rely on DHL to achieve an absolute 42% reduction in their Scope 1 and 2 emissions and a reduction in Scope 3 emissions from fuel and energy-related activities, upstream transport, distribution and business travel by 25% from their 2021 baseline. This will support Canon's Scope 3 emissions targets.

As a large supplier to Canon in an industry that is regarded as at higher risk for modern slavery due to the regular use of low-skilled workers and high numbers of temporary, seasonal, or agency workers, it is important that we collaborate with DHL on understanding and managing risks related to modern slavery and other potential human rights risks.

\* Twenty-foot equivalent unit (TEU) is a unit of cargo capacity.



## Modern Slavery Statement

Canon Oceania has a global supply chain, engaging with multiple suppliers for a variety of products and services. With such complexity, we recognise the need for visibility and accountability to help minimise the risks for our business and people throughout our value chain.

Our first Modern Slavery Statement in 2021 detailed the potential risks of modern slavery in our operations and supply chain, and the actions we were taking to assess and address them. During 2023, the actions planned to strengthen our due diligence system for managing human rights risks were implemented. These included:

1. Undertaking in-depth reviews of 10 suppliers in higher risk categories who had reported they have few modern slavery controls in place. Our aim was to better understand the potential risks with questionnaires and other controls, such as corrective action processes, to use as part of our ongoing due diligence processes. Now, we have a better understanding of the questions to ask, and our procurement team is working to identify ways to efficiently capture the data using our new ERP system.
2. Conducting training for a broad group of Canon Oceania employees. The training focused on risks specific to our region and our activities, including how to recognise and report areas of concern. This online training program is supplemented with more in-depth workshops for people with purchasing responsibilities in the key areas of concern, and with general company-wide awareness communications.
3. Continuing to rationalise and re-evaluate our supplier data across the Canon Oceania Group to ensure we have a current understanding of the risks in our supply chain and that we are correctly targeting our risk management activities.

Our Modern Slavery Statement covers all of Canon Australia's subsidiary companies, including our activities and suppliers in New Zealand and the Philippines. And, because many of our customers are interested in where, and how, our products are manufactured, our Statement has information about Canon Inc.'s due diligence system for human rights.

Looking ahead, we await the recommendations from both the 2023 Statutory Review of the Modern Slavery Act in Australia and the Modern Slavery Bill in New Zealand, which was developed by the previous government.

## Positive Social Change Through Social Procurement

We have continued our efforts to build transparency and accountability in our supply chain, and to create positive social and environmental change by partnering with Supply Nation in Australia and the Ākina Impact Buyer Programme in New Zealand.

As Supply Nation members, we have worked together to reassess our procurement policies and tendering processes to ensure that First Nations-owned businesses have visibility over relevant opportunities to tender for our business.

Similarly, Canon New Zealand's membership with the Ākina Impact Buyer Programme allows us to utilise investment, community, and impact industry experts and resources to transform our procurement activities. Currently, Canon holds the Guide membership tier, employing Social Procurement Advisory services that are helping to define critical areas in our business for more significant social impact. Our work within the Ākina Impact Buyer Programme also assists us in meeting the New Zealand Government's Broader Outcomes goals.





Information Security and Privacy

Another key issue is to ensure that our data security and privacy commitments are managed by our suppliers. For high-risk applications where a large amount of sensitive information is managed through the products or services of our suppliers, we look for relevant certification and implementation of a ‘zero-trust’ strategy and architecture. For example, uniFLOW Online is one of the software solutions sold with Canon multifunction devices. It allows customers to bring their print and scan environment to the cloud, not requiring any servers or appliances locally in their network. Users can scan documents directly to their email or device or a wide variety of popular cloud destinations. Supplied by NT-ware, a Canon company, uniFLOW Online’s Zero Trust architecture ensures that every end-point is managed through authentication and other controls. Salesforce, Canon’s customer relationship management software used throughout the company, also applies a zero-trust strategy. We also have our own in-house Security Operations Centre to detect potential threats, and a certified ISO 27001 Information Security Management System. Our contracts include requirements for suppliers to comply with data protection and privacy laws and to not participate in any activity that could cause either party to breach them. We maintain the right to audit our suppliers for compliance with security and privacy obligations. An additional requirement is that our suppliers do not store data or provide any of our services outside of Australia without the explicit consent.

More detail about Canon’s information security and privacy strategies that support our customers’ digitisation journey is included under **Material Issue 5**.

Business Continuity Plans

Canon is an important part of all our customers’ supply chains, so it is critical that we have business continuity plans (BCP) in place to ensure continuity in the face of disruptions. These plans are particularly important for Canon Business Services whose key promise to our customers is that it will ‘optimise their business processes and embed enabling technologies, to take care of operational capacity and capabilities enabling them to focus on their core strengths’.

The Oceania BCP is also supported by regional and local plans. The plans are regularly tested and, during 2023 following those tests, we embarked on a plan to improve our capabilities, including updating our communication technology in times of crisis, further integrating our approach across the business, and conducting regular training for BCP managers.

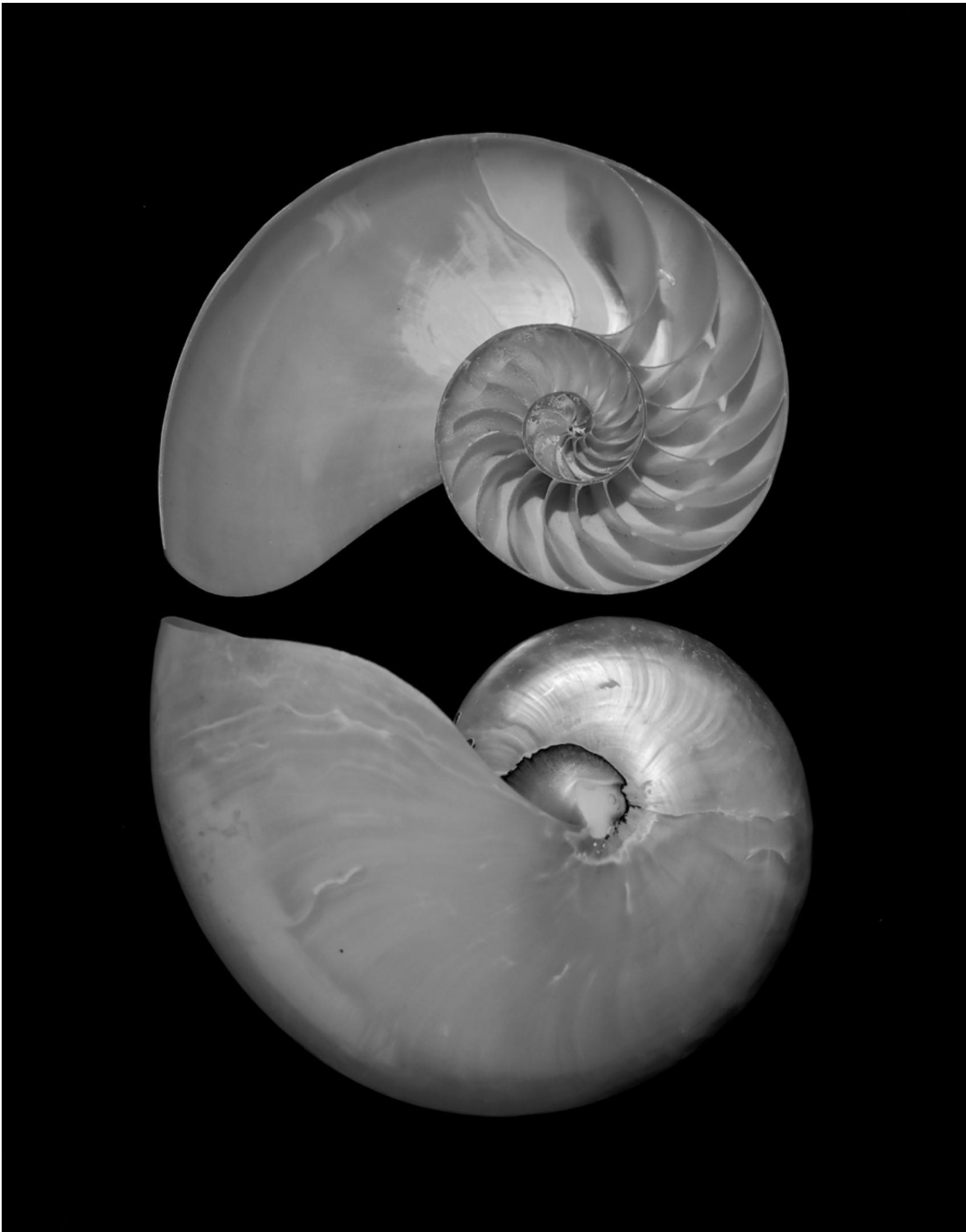
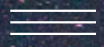


Image by Rob de Jeu, Canon Oceania Employee. Taken on a Canon EOS 5D Mark IV.





05

# TRANSFORMING BUSINESS OPERATIONS THROUGH DIGITALISATION

Digital transformation, incorporating digital technology across all areas of an organisation, and reshaping the way businesses and society operate is seen as critical if organisations are to evolve and respond effectively to unpredictable and ever-changing customer expectations, market conditions and local or global events.



SDG 8: Decent work and economic growth  
Target 8.2



SDG 9: Industry innovation and infrastructure  
Target 9.4



### Why is this important to Canon and its stakeholders?

Canon Business Services aims to be a technology solutions partner that helps organisations optimise, automate and transform. The CBS promise is to optimise customers’ business processes and embed enabling technologies so that they are free to focus on what sets them apart. Equally, Canon’s traditional businesses in imaging and printing technology, including business and consumer products and services, are a key part of our customers’ digital transformation. It is therefore critical that we stay on top of future technology and continue to grow our capabilities, particularly in the areas of artificial intelligence (AI), machine learning and automation.

The Canon Oceania business has the same need for digital transformation if we are to stay competitive and meet the needs of our customers and stakeholders.

For both Canon and our customers, as we increasingly rely on digital platforms for our operations, the need for robust security measures escalates. It is critical that we maintain strong systems to keep our information, and that of our customers, available, reliable and secure.

Finally, digitalisation is a key driver for decarbonisation as it provides tools to optimise the use of energy and other resources, and supports transparency.

### How are we managing this issue?

As we work towards becoming our customers’ number one choice for a digital transformation partner, CBS has made structural changes to amalgamate the Satalyst and CBS businesses. We combined the sales and marketing teams from both businesses and established a new single Solutions Division providing customers with a better end-to-end experience across all the CBS solutions.

Canon is set to launch a new version of uniFLOW Online, 2024.1, in February 2024. UniFLOW Online, launched in 2016, was one of the world’s first 100% cloud-based print and scan management platforms. Hosted in local Microsoft Azure data centres, the latest version will have a new modern user interface as well as improved security and scanning features. uniFLOW Online is a secure, public cloud print and scan solution for businesses of all sizes, facilitating management of their entire print environment, without the need for on-premise infrastructure and its associated costs. It brings enterprise security standards and provides high scalability to react immediately to changing demands.

Our own digital transformation journey also continued. This saw the rollout of our technical operations strategy that upgraded core technologies to reduce duplication and improve productivity across Canon Oceania. Additionally, we designed a new Enterprise Resource Planning system that will standardise and future-proof financial processes across Oceania.

While this stretched our resources and touched most people in the company, aligning our systems and streamlining our processes will realise significant benefits for our businesses long into the future.

In response to the ever-increasing complexity of customer requirements for compliance with an expanding list of information security frameworks and standards we produced a three-year information security strategy. This sets the principles and guidelines for security-related decision making in projects and changes across the enterprise. Designed to support our growth, the strategy is aimed at consolidating security frameworks and associated evidence to make compliance with diverse requirements easier and, importantly, reinforce and strengthen compliance with data protection and privacy standards.

An important part of the information security strategy is to continue our project to improve data governance across Canon Oceania.

### Progress against 2023 objectives:

Objectives	Progress
1 Review and optimise Canon Oceania’s data management framework.	<div><div>ONGOING</div><div>NOT ACHIEVED</div><div>PARTIALLY ACHIEVED</div><div>ACHIEVED</div></div> <p>Project commenced in 2023 and is ongoing into 2024.</p>
2 Progress towards implementation of Canon Oceania’s new Enterprise Resource Planning system.	<div><div>ONGOING</div><div>NOT ACHIEVED</div><div>PARTIALLY ACHIEVED</div><div>ACHIEVED</div></div> <p>Core system build completed November 2023. Go-live in Australia is planned for August 2024.</p>
3 Understand and map future customer requirements for compliance, privacy and security frameworks.	<div><div>ONGOING</div><div>NOT ACHIEVED</div><div>PARTIALLY ACHIEVED</div><div>ACHIEVED</div></div> <p>New information security strategy launched November 2023 maps current and future stakeholder requirements.</p>

### Our 2024 objectives:

- Upgrade our Information Security Management System and achieve certification to the updated standard ISO 27001:2022.
- Implementation of Canon Oceania’s new ERP system in Australia and progress towards NZ implementation.
- Further invest in our Microsoft partnership to attain Azure Expert MSP certification.



Image by Mark Goodwin, Canon Oceania Employee.  
Taken on a Canon EOS R5.



Our Commitment to Information Security, Privacy and Data Governance

Canon Oceania recognises that the effective management of cyber and information security risks is fundamental to the successful delivery, operations and management of our services to customers.

Our security posture is guided by Canon Oceania’s Information Security Management System (ISMS) Governance Framework. This Framework outlines how we manage information security risks through our commitment to developing, implementing and continually improving our ISMS, in addition to delivering our three-year Security Strategy and Galileo Data Governance Project.

During 2023, we maintained our ISO 27001 Information Management Systems certification across the business. We also maintained various process-specific certifications including:

- PCI DSS – Payment Card Industry Data Security Standard,
- SOC 2 – System and Organisational Control 2, and
- Independent penetration testing.

Further information about the scope of each of these certifications is included in the [Governance Fact Book](#).

We also started preparing for certification to the 2022 version of ISO 27001. This version includes new controls to address advancements in technology and changes in the threat landscape since the standard was first published in 2013.



Image by Neil Banek, Canon Oceania Employee. Taken on a Canon EOS 90D.

CASE STUDY

DIGITAL TRANSFORMATION HELPS PROTECT DOMESTIC VIOLENCE VICTIMS

The South Australian Government’s Family Safety Framework was implemented in 2013 to provide a coordinated cross-agency, cross-sector service response to at-risk women and children.

Extensive collaboration between stakeholders across industries, geographies, and agencies is needed to run the Family Safety Framework effectively. However, until recently, there was no single source of truth, and sharing of information required manual processes without appropriate document control measures. These process limitations risked re-traumatising victims by requiring them to retell their stories as they sought support.

The South Australian Government Department of Human Services (DHS) brought in Satalyst, part of Canon Business Services ANZ, to identify specific opportunities to drive efficiency through digital transformation and develop a solution that would improve outcomes for some of the state’s most vulnerable citizens. Given the sensitive nature of the data being shared, security was also top priority.

Satalyst designed and built a unified, 360-degree-view, Domestic Violence Management Solution that could track both victims and offenders, in addition to enabling data input and collaboration across services, sectors, and workforces in a structured and secure way.

By creating a centralised source of information, digitising resources, and automating processes, the Domestic Violence Management Solution has delivered numerous benefits:

- Transformed inefficient manual processes with streamlined workflows,
- Enhanced security for sensitive, highly confidential data, and
- Provided future flexibility and scalability.

While these benefits are valuable, the most important impact of the Solution is the difference it makes for family and domestic violence victims. By facilitating better information sharing about high-risk families, the new modules enable agencies to provide more streamlined, collaborative assistance that makes a difference in the lives of vulnerable residents.



CASE STUDY

ENHANCING SECURITY AND PRODUCTIVITY IN THE REAL ESTATE INDUSTRY

Independent Property Group (IPG) has served the Canberra community for 65 years. In the competitive real estate market, IPG’s strategy is to be quick to market, with each house sale supported by high quality print materials. While expediency is a priority, so too is safeguarding the considerable amount of personal data that is collected from all customers, whether they’re buying, selling or renting.

By digitising its office through imageRUNNER ADVANCE and uniFLOW Online, IPG can deliver high-quality print materials and streamline document workflows. IPG achieved significant productivity benefits and cost savings through PDF compression of bulky customer files.

The embedded security features in these systems, which provide protection against malware and other threats, help provide protection of customer data. Hosted in Microsoft Azure data centres within Australia, the uniFLOW system ensures data sovereignty, meaning that sensitive customer data is protected by Australian laws and governance. Additionally, uniFLOW Online adopts Microsoft’s Zero trust principles to assume that no user, device or service within or outside the organisation can be trusted.

Overall, by using a public cloud-based software solution for its print and data management, IPG has eliminated on-site servers with the associated maintenance costs. And, by bringing its print, scan and document management in-house, it has improved its agility. New listings can be created and printed within the day while door drop campaigns can also be created and distributed faster than ever before.

Galileo: Our Data Governance Project

Our engagement in the online environment, developments in technology, the use of analytics, social media and our ever-present devices bring opportunity and challenges. More and more people and organisations want access to data, and we consciously think about how Canon manages our customers’ data and how we protect any personal information of individuals that we collect. This extends to protecting any data and confidential information our suppliers may require to help us provide our services.

In our efforts to reduce the many risks of digitalisation and support our customers, we have continued to grow our cloud capabilities over the past few years. We also acknowledged our need to continue enhancing our overall information security posture.

In 2023, our data governance project, Galileo, commenced. This project aims to map and centralise our data, while building a new data governance framework. The new framework will include cross-functional accountability and integrated data standards to improve the quality of information held in our financial and non-financial systems. Additionally, it is expected to improve the quality of insights, enabling faster, better-informed decisions, reducing compliance and reputational risks and costs.

Our initial focus has been on our primary customer-facing marketing, sales, and service customer relationship management (CRM) ecosystem. Salesforce has over 600 active users across Canon Australia and CBS business units with multiple cloud solutions supporting business-to-business and business-to-consumer activities. Broadly, our aim is to ensure we have *‘the right data, in the right locations, that is easily accessible, relevant, and informative to enable sales growth and enhanced customer experiences’*. This data clean-up will also be a significant help in maintaining compliance with our obligations under applicable privacy and spam laws. In particular, we will leverage Galileo as we consider the proposed reforms to the Australian Privacy Act and what that may mean to our business operations and policies, and individuals’ rights to their personal information.

Ultimately, Galileo will deliver several benefits, including:

- 1. Supporting our long-term business goals by enabling innovation and value creation in line with current and future market trends.
- 2. Helping to maximise the use of data and unlock its value across all stages of the data lifecycle from ‘generation and collection’ to ‘analysis and end-use’ – importantly how data should be safely and securely shared, stored and destroyed.

Planets Projects

Canon Oceania’s three-year Technical Operations Strategy involves the delivery of four key projects:

- 1. Project Mars: a single customer experience (CX) platform, which is now live.
- 2. Project Mercury: our largest project is a new future-fit enterprise resource planning (ERP) system.
- 3. Project Jupiter: will optimise existing Sales and Support Group business information systems project processes and centralise data, making it quicker and easier to roll out large, complex installations. Ultimately, it will provide 24x7 visibility of implementation details and progress to internal teams and customers via a new secure customer portal. Expected to go live in 2024.
- 4. Project Saturn: the implementation of the Canon Direct Service System (CDSS) in New Zealand, was substantially completed at the end of 2023. CDSS is the service platform used to plan and manage jobs for the business-to-business and business-to-consumer technical service teams.

When delivered, these projects, collectively named the ‘Planets Projects’, will be the final alignment of our corporate platforms across Oceania. We see the strategy as our own transformation to support the sustainability of the business.

Project Mercury

Canon Oceania is building a new future-fit ERP system and will go live with Stage 1, as scheduled, in July 2024.

The multi-year, multi-phased Project Mercury, when complete in 2026, will have delivered consistent and more efficient processes across all Oceania entities, reducing the number of ERP processes across the organisation from 1,171 at kick-off to just nine when complete. It will have also rationalised our third party application footprint and ensured all processes, workflows, and error handling interfaces follow industry best practices.

Artificial Intelligence Investment

The key drivers for our business transformation and the use of AI, are the cost efficiencies and the enhanced performance that can be delivered for our customers and employees.

Increasingly, we are building AI into customer solutions:

- Canon Inc. has been partnering with image authenticity technology.
- Trackers on images to confirm whether the event in the photo actually happened.
- Future trends and future proof our customers and our pro audience.
- Canon’s investment in AI and automation from Satalyst and core CBS perspective.



06

# COLLABORATING WITH PARTNERS TO ENHANCE THE CUSTOMER EXPERIENCE

Through collaboration with its partners Canon promotes inclusive and sustainable growth and productive employment in both metropolitan and regional areas. By working closely with our retail and business partners we pool resources and expertise to offer premium customer experiences and innovation that ensure that customers get the most from our range of high quality products and services. The relationships we have with our partners are also critical in achieving our sustainability goals especially in reducing waste and promoting a circular economy.



SDG 9: Industry innovation  
and infrastructure



### Why is this important to Canon and its stakeholders?

Canon Oceania can increase brand loyalty, gain market share, and generate reliable revenue streams by partnering with retailers and business partners to enhance the customer experience in every interaction with a Canon product or service. Creating reliable revenue streams makes Canon a trusted trade partner with whom our retailers and business partners can grow their businesses. It is only through multi-stakeholder collaboration that shared sustainability goals can be realised.

### How are we managing this issue?

In 2023, Canon Oceania collaborated to enhance our customers' experiences through our retailers to reimagine the in-store experience and the way we deliver product education, and we diversified the talent in our Canon Ambassador program. Canon Business Services Australia achieved the Cisco Environmental Sustainability Specialisation in recognition of CBS' commitment to driving positive environmental changes and creating an inclusive future. Our business and retail partners are also critical in managing products at the end-of-life. Programs such as Cartridges 4 Planet Ark and TechCollect, which ensure convenient collection routes for consumers and business customers, rely on our partners to ensure that valuable materials can be recovered and reused.

CREATING RELIABLE REVENUE STREAMS MAKES CANON A TRUSTED TRADE PARTNER WITH WHOM OUR RETAILERS AND BUSINESS PARTNERS CAN GROW THEIR BUSINESSES.

### Progress against 2023 objectives:

Objectives	Progress
<div>1 Objective one</div> <div>Address the retailer skills gap.</div>	<div><div>ONGOING</div><div>NOT ACHIEVED</div><div>PARTIALLY ACHIEVED</div><div>ACHIEVED</div></div> <div>Prepared for the launch of Canon Advantage in early 2024. More on <a href="#">page 39</a>.</div>
<div>2 Objective two</div> <div>Continue to enhance the in-store experience for retail customers.</div>	<div><div>ONGOING</div><div>NOT ACHIEVED</div><div>PARTIALLY ACHIEVED</div><div>ACHIEVED</div></div> <div>Six Canon ANZ stores provide competitively differentiated customer experience.</div>
<div>3 Objective three</div> <div>Focus on collaboration with Canon Business Partners to deliver increases in the Partner Channel.</div>	<div><div>ONGOING</div><div>NOT ACHIEVED</div><div>PARTIALLY ACHIEVED</div><div>ACHIEVED</div></div> <div>In 2023, the Partner Channel saw a record number of installations, welcomed a new Partner to the team in Tasmania and grew BBC Digital's customer base.</div>

### Our 2024 objectives:

- Enhance the in-store retail experience for customers in New Zealand.
- Enhance the in-store experience for Canon's professional photography community.
- Focus on enhancing efficiencies across Canon Oceania.



Image by Rob de Jeu, Canon Oceania Group Employee. Taken on a Canon PowerShot G3 X.



## The Future In-store: Enhancing Retail Customers' In-store Experience

At Canon, we understand that the purchase journey for cameras and printers is often lengthy, yet it still involves high levels of engagement in-store. Globally, 76 per cent of retail camera sales<sup>1</sup> are made in-store, driven by customers' differing needs, budgets, and technical expertise. Our focus is to continue innovating, and in doing so, enhance our customers' retail experience. We see it as our responsibility to empower our retail and business partners with information and education to support customer's buying journey. We are working to bridge the gap between online research and in-store shopping where customers can tangibly explore products, learn and get inspired. Equally, this will help our retailers drive increased convenience for shoppers and continue to build their businesses sustainably.

Throughout 2023, Canon Australia and Canon New Zealand continued to invest in and rebuild retail storefronts, enhancing the in-store experience for our customers. These fit outs have delivered world-class, self-serve and guided shopping experiences in store through digital customer engagement tools. The store upgrades, which include one of the flagship Sydney CBD stores for Ted's Cameras, feature a dynamic product selector with the self-service 'Help Me Choose' platform and quizzes, and touchscreen interactive cabinets that provide a more relevant selection of cameras to shoppers in-store.

Six stores now provide customers with a competitively differentiated customer experience. This has delivered an enhanced retail customer in-store experience making their purchasing decisions easier and driven financial benefits for both Canon Oceania and our retailers, with new installations delivering an increase in sales of between 20-35 per cent.

WE HAVE RECENTLY DEVELOPED A NEW PROGRAM, CANON ADVANTAGE, TO HELP RETAIL STAFF BECOME THE ULTIMATE PRODUCT EXPERTS.

## Closing the Skills Gap

At Canon, we recognise that staff working for our retail and business partners are at the front line of our customers' purchase experiences and are our biggest asset in helping customers purchase the right product for them. So, it is important that we proactively help our retail partners' staff to drive brand and product advocacy. We have recently developed a new program, Canon Advantage, to help retail staff become the ultimate product experts. Rollout commences in 2024 and, through the program, staff will have access to a range of modules about Canon products, their features, and how to use them, plus tips on why a Canon product is the right choice. These modules are delivered in bite-sized content that can be consumed anywhere, any time, and on any device. By enhancing product knowledge, we are supporting retail staff to develop the skills and knowledge to increase engagement, optimise the consumer experience and encourage retailer loyalty.



## CANON INNOVATION RECOGNISED AT SHOP! AWARDS

At the most recent Shop! ANZ Awards – the industry's major annual awards recognising best practice, innovation and excellence in retail marketing – Canon Australia was recognised with two awards. We received a gold award in the experiential retail category for our R50 retail launch events that were held across Australia in 2023. The six experiential events at Hijinx Hotels in Sydney, Melbourne and Brisbane, targeted, entertained and educated more than 600 retail staff and content creators for the first time. Attendees could 'play not stay' and enjoy a hands-on

experience with our new cameras in fun and engaging moments. This was a different approach for a Canon product launch using a younger, immersive, social media and event-led approach that was hugely engaging. We reached an audience of more than two million, retailer sales exceeded targets, and it contributed to the R50 becoming the number one camera sold in 2023. Our second award on the night was a bronze in the consumer electronic category for our new touchscreen interactive cabinets in upgraded retail stores.

1. Statista



## Help Me Choose

At Canon, we regularly look to enhance the experience of our business and retail customers, leading to two initiatives in 2023. The first was a review of the Canon website to improve the overall user experience, and importantly, re-engineer the site to enhance selection, comparability, filtering, and compatibility features, so customers can easily select the Canon product that is right for them. The ‘Help Me Choose’ project involved a collaborative team from across the business to identify the ultimate solution through co-design, prototypes for external testing and validation, stakeholder feedback and user testing. The Canon website now incorporates many new features:

- product compare that enables the key differences between multiple products to be identified,
- product compatibility that provides a list of compatible accessories and products,
- new search results and product category and sub-category pages with filtering options, including retail pricing,
- business solution finder – a customer-focused solution finder capturing quality leads, and
- product reviews offering trusted product ratings across consumer products.

The second project, which goes live in 2024, is a syndicated customer review program. This new program will add trusted product ratings across Canon’s consumer products to the website helping make it easier to select the right product. These reviews will be used on retailer sites when critical mass is reached.

## Influencers Join Canon’s Ambassador Program

Canon ambassadors represent some of the innovative creatives who stand by our products, while inspiring image makers to hone their craft. This year, we extended the suite of ambassadors in our program to include influencers, helping to make content more accessible and enhancing the experience for our customers. The first to join was Wil Calabio, a Sydney-based photographer, videographer and full-time content creator. He is now known for pushing creative boundaries. Starting out with a simple passion for photography and a Canon PowerShot SX50 in hand, Wil has always had a keen eye for detail. Over the years this has evolved to educating and empowering his community of over a million budding creatives through regular photography tips, tricks and inspiration. Wil has been working closely with Canon since 2022.

This year, he was the creator we challenged on the ultimate travel road test using the Canon EOS R50, a great on-the-go companion. In our ‘Turn Up Your Travels’ campaign, Wil travelled to eight cities within 16 days to capture a suite of content for the campaign, which became our most successful campaign ever for video views.

We have adapted the strategy of this ambassadorship to align with how creators work; consistently creating content and marketing themselves. Rather than creating just one hero piece of content, Wil is the first Canon Australia and New Zealand Ambassador to create a suite of content, including YouTube videos, Instagram collab posts, and Instagram Reels. By showcasing the products in a way that is relevant to our creator audience, we’re ensuring that our products and brand remain relevant to the next generation of up-and-coming creators.



Wil Calabio, Sydney-based photographer, videographer, and full-time content creator, is the first influencer to join our suite of Canon Ambassadors.

## Collaborating with Industry for a Good Cause

In 2023, our Sales and Support Group (SSG) team collaborated with industry to raise money for the Go Foundation. The initiative, a public art exhibition at SUNSTUDIOS in Sydney called ‘This Time It’s Personal’, showcased work from renowned Australian photographers. Uniquely, it provided insight into what industry professionals are passionate about capturing outside of their commercial work. Prints of all the 76 unique photographs featured were available for purchase by attendees, with 100% of those sale proceeds donated to the Go Foundation. The total of over \$23,000 that was raised for the Go Foundation will help create opportunities for First Nations children and young people through education with bespoke scholarship programs. This initiative saw us collaborating with leading artists to invest in the future generations of Aboriginal and Torres Strait Islander cultures.

## Canon Business Services Customer Feedback Journey

Through a suite of services, Canon Business Services (CBS) is a technology solutions partner that helps organisations optimise, automate, and transform. Our customers rely on us to ensure smooth, secure, and sustainable operation of their businesses.

To ensure we continue to deliver to the highest possible standards, CBS regularly checks in with customers. There are two main ways in which we measure our performance, net promoter score (NPS) and customer satisfaction surveys.

To calculate our NPS, we ask “How likely is it that you would recommend CBS to a friend or colleague?” with a score of 0 - 10. The distribution of scores from our customers enables us to calculate our NPS. We ask this question after each completed ticket (transactional NPS), and annually to our customers’ key decision makers (strategic NPS). In 2023 our average transactional NPS was 85, and our strategic NPS from our annual survey was 81.

Additionally, our business process optimisation (BPO) teams issue an annual customer satisfaction survey. In this, we ask our customers to comment on their experience with us. We use the feedback to review and enhance our services, as well as celebrate our employees’ achievements and acknowledge our team members’ hard work. Our 2023 customer satisfaction score was 95%.

By working with our customers to garner feedback, it ensures we can continually evolve our offerings to ensure we’re serving our customers long into the future.



**Canon**



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