

PUBLIC REPORT TEMPLATE 2011

Please note that this template has been updated based on feedback from a number of Corporations during the recent review of regulations. It is not compulsory for you to use this Public Report template. You may wish to continue to use the previous template, or you may report in another format of your choice. Either is acceptable provided you report all the information required by the EEO Act and Regulations.

There is an explanatory document at pages 5-14 of this template that fully explains how to complete it. There is also some targeted guidance on the template itself.

Part 1 - Corporation Details

Controlling Corporation

Period to which this report relates

Insert the name of the Controlling Corporation exactly as it is registered with the EEO Program. The period to which the report relates is the total period of participation up to 30 June prior to when the report is due.

McDonald's Australia Limited ABN: 43008496928

From

1 July 2006

To

30 June 2011

Table 1.1 - Major Changes to Corporate Group Structure or Operations

Table 1.1 - Major Changes to Corporate Group Structure or Operations

There are currently more than 850 restaurants across Australia serving in excess of 1.7 million customers per day.

More than 70% of our restaurants run by local business men and women. The remainder of the restaurants are run by company staff. As a system, McDonald's employs over 85,000 Australians across the country in restaurants and management offices.

McDonald's current growth strategy has been made possible by the changes we have implemented to meet the needs of our customers and the community; changes that have rewarded us with strong sales and an unprecedented number of visitors to our restaurants every day.

Our success is being driven by a combination of factors such as the opening of new restaurants, enhanced convenience for our customers, the modernisation of our restaurants and the introduction of McCafe on a widespread scale. Menu innovation has also played an important part as we strive to offer more choice to customers and improve the nutritional content of our menu.

The many positives McDonald's growth brings to this region include significant employment and training opportunities as well as a strengthened ability to contribute to the community. Our continued success is underpinned by our core customer promise of quality products, outstanding service, clean restaurants and exceptional value.

Our growth also improves our opportunity, and our responsibility, to operate sustainably. Continuous improvement is an important part of our culture and as we grow we aim to set new standards in responsible business practice.

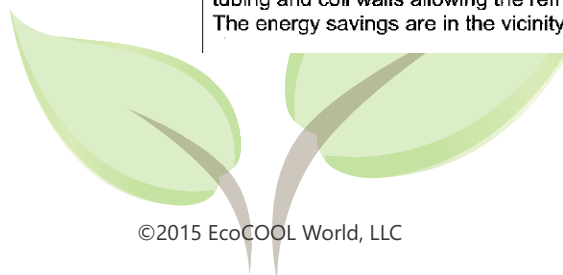
Our suppliers are another ingredient in our success, and we work closely with them to ensure the products we purchase are sourced ethically and with respect to the environment. We continue to choose Australian suppliers whenever possible and 94 per cent of our food and packaging is sourced locally.

Standard practices introduced to the McDonald's System now include:

Fryers - New McDonald's restaurants now use Low Oil Volume (LOV) Fry Vats. LOV Fry Vats have a reduced size frying area, therefore using less oil and energy to heat oil. LOV fryers improve cooking efficiency, and provide environmental benefits as they use approximately 4% less energy than previous models and due to the automated filtration system, reduce the amount of oil used by approximately 40%.

Clamshell Grills - McDonald's restaurants now use a 3 Platen cooking grill. The 3 Platen grill has reduced the conventional cooking platform size, delivering improved energy efficiency. Energy savings are estimated at approximately 25% on previous models.

IceCOLD Technologies - We are currently trialling IceCOLD in 6 restaurants. IceCOLD improves the efficiency of refrigeration and air conditioning heat exchangers. This is achieved by removing the naturally occurring oil-fouling from the tubing and coil walls allowing the refrigerant to be in direct contact. As a result, cooler air flow is generated from the system. The energy savings are in the vicinity of 20% for the participating restaurants.



continued next page

McDONALD'S AUSTRALIA cont.

External Signage – The external signage used on all new restaurant facades now utilises energy efficient LED technology. The energy savings are in the vicinity of 50 - 70% when compared to the 240V fluorescent lamps used previously.

Energy Management System (EMS) – An EMS has been installed into our McDonald's Green Star restaurant in Melbourne. It is designed to monitor, control, and optimise the performance of the electrical equipment within the restaurant. Estimated energy savings from this new system are expected to be between 20 and 25% on the current system.

LED Carpark Lighting – LED carpark lights is now a standard in all new restaurants. These lights use 50 - 70% less energy than traditional metal halide lamps. These fittings have been incorporated into the McDonald's National Lighting Catalogue.

Green Star Restaurant – McDonald's is partnering with the Green Building Council of Australia to design and construct a Green Star accredited restaurant. This facility will feature a range of energy saving initiatives that target kitchen equipment, lighting and HVAC.


Table 1.2 – Aggregate energy assessed covered in this report

Total energy use covered by all assessments in this report	10325	GJ
Total energy assessed as percentage of total energy use of the corporate group [#]	85%	%

* If this report covers only part of the corporate group, then the percentage should be computed on the total energy use for that part of the group covered in this report

Please note that corporations are required to assess 80% or more of their energy use in the first five-year assessment cycle and 90% or more in subsequent five-year assessment cycles. Accordingly, for those corporations with a 2005-06 trigger year (i.e. those corporations at the end of their first-five year assessment cycle), the value in "Percentage of corporation's energy use assessed" above, must be more than 80%.

Declaration

Declaration of accuracy and compliance	
The information included in this report has been reviewed and noted by the board of directors and is to the best of my knowledge, correct and in accordance with the <i>Energy Efficiency Opportunities Act 2006</i> and <i>Energy Efficiency Opportunities Regulations 2006</i> .	
	Catriona Noble McDonald's Australia CEO / Managing Director
	Date 21/12/11

