Become a

Woolworths Group and Endeavour Group Partner

Trusted partners of all sizes work closely with us to keep our stores stocked and our customers happy. If you have a product you think customers would love, let's talk.



Reach the customers of these trusted brands

Your products, one simple platform

Get your products discovered by millions of customers the easy way

Everything in one place

Submit, manage your entire product portfolio across the Woolworths Group, all in one place.

The power of partnership

We work closely with partners to build long-lasting relationships.

See more of what matters

Sales analysis. Detailed product reporting. All your key contacts, for a total view.

Supplying, made simple

Partner Hub is home of the supply process. From application to distribution, every step is managed from this one central space

1 2 3 4 5

Understand The Basics
Get familiar with what we look for in partners

Find out more ≥

Know When To Apply
Plan your calendar aroun our category reviews

Find out more ≥

Ready to partner with the Woolworths Group and Endeavour Group?

Open the door to hundreds of stores and millions of customers today.

The online onboarding process is for local suppliers in Australia and New Zealand only. If you're from another country, please reach out to our relationship manager to start the offline onboarding process.

Supply to others within the Woolworths Group and Endeavour Group

With hundreds of stores serving millions of customers, our brands are some of the most trusted in Australia and New Zealand. This is your chance to reach them.