



Dettol and Cricket Australia protecting the return of cricket with four-year partnership

- Dettol lends hygienic expertise to support the return of cricket at an elite and community level
- Partnership to help reinforce new hygiene behaviour changes in the next generation through community cricket and schools' initiatives
- Dettol announced as naming rights partner of the Men's One Day International and T20 Series

Monday 28 September 2020: Dettol and Cricket Australia are proud to announce their new global partnership, supporting the secure and hygienic return of the much-loved sport for Aussie players, staff, fans and the community. This summer, players at the elite level, through to junior clubs, can feel more confident returning to grounds, ovals and backyards thanks to the trusted protection of Dettol and Cricket Australia's new hygiene measures.

Dettol will join as the naming rights partner of the Men's One Day International and Men's T20 International Series as well as the Men's Support Team, along with a partnership with the World Cup-winning Women's International team, for the next four years.

Integral to the partnership, Dettol and Cricket Australia will help investigate the transmission of germs in the sport, where use of sweat to polish the cricket ball during game play is common practice. Having heard about Cricket Australia's plans to test disinfectant on cricket balls, Dettol offered to lend their expertise to test and validate different hypotheses on germ transfer throughout the game in order to help protect players and staff.

The two organisations will work together to develop important hygiene protocols to benefit the teams, support staff and wider cricketing community. Dettol will also provide product to players, staff and suppliers offering trusted germ protection throughout the season, in keeping with Cricket Australia's extensive hubs protocols. This will be especially important as the men's and women's cricket teams travel across the country to play in the upcoming international fixtures.

In addition to helping support the return of cricket at the elite level, Dettol will bolster one of Cricket Australia's most important roles; to support the work of community clubs and volunteers for players of all ages across the country.

Protocols have been put in place to ensure cricket can be played with confidence during summer competitions nationally this year with Dettol set to supply product to the current 3,455 cricket clubs offering trusted germ protection to players. Through the partnership, Dettol will also help inspire and reinforce new hygiene behaviour changes in the next generation of Australians, both through community cricket and Dettol's Healthy Habits school program.

Nick Hockley, Cricket Australia Interim CEO, said:

"We feel exceptionally fortunate and proud to be partnering with Reckitt Benckiser. Dettol is such a well-known and trusted brand with a long heritage, both here in Australia and around the world, and their support will give confidence about protecting the return of community and elite cricket this summer."

"Beyond this summer, we look forward to working with Dettol to help embed hygienic behavioural change into schools, clubs and communities through cricket."

Dave Rankine, Regional Director for RB Health ANZ, owner of the Dettol brand, said:

“We’re excited to bring the expertise of Dettol to Cricket Australia, partnering together to protect the sport so many Australian’s love, from watching our national teams play, to participating in games ourselves through community clubs. Our partnership with Cricket Australia will help to embed important hygiene habits into the lives all Australians as we enter the new normal.”

“At Dettol, we are dedicated to protecting the moments that matter most to Australians, having done so for over 80 years. It’s important that we all continue to play our role as industry leaders to cement important hygiene practices in all Australian’s working together as a nation to protect tomorrow.”

As restrictions ease across the country, Dettol’s partnership with Cricket Australia will help educate the cricket community on the important role we all play in helping to stop the spread of germs, so players, spectators and families can feel assured and more confident as they return to community sport.

-ENDS-

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EDITOR NOTES

About Dettol

Dettol is the leader in germ protection helping Australian families for over 80 years through better hygiene and hand washing. Always read the label. Follow the directions for use.

This year, Dettol has supported a number of initiatives and engaged in partnerships supporting those most vulnerable in the community. These include;

- The Fight for Access Fund to improve access to health, hygiene and nutrition for all.
- A partnership with Uber providing drivers with access to hygiene kits of Dettol Instant Hand Sanitizer and Dettol Disinfectant Wipes, so riders can travel confidently
- A corporate partnership between RB and Meals on Wheels Australia to donate \$1 million worth of disinfectant products to Meals on Wheels clients and volunteers between April and November 2020.
- A \$10,000 donation to the Pharmacists' Support Service from RB Health, in appreciation of the pharmacy industry’s work during the pandemic. A Thank You pack was also sent to for use by the teams who support their communities on the frontline.

About RB

RB* is driven by its purpose to protect, heal and nurture in a relentless pursuit of a cleaner, healthier world. We fight to make access to the highest-quality hygiene, wellness and nourishment a right, not a privilege, for everyone.

RB is proud to have a stable of trusted household brands found in households in more than 190 countries. These include Nurofen, Strepsils, Gaviscon, Mucinex, Durex, Scholl, Clearasil, Dettol, Veet, Harpic, Mortein, Finish, Vanish, Air Wick and more. 20 million RB products a day are bought by consumers globally.

RB’s passion to put consumers and people first, to seek out new opportunities, to strive for excellence in all that we do, and to build shared success with all our partners, while doing the right thing, always is what guides the work of our 40,000+ diverse and talented colleagues worldwide.

For more information visit www.rb.com

**RB is the trading name of the Reckitt Benckiser group of companies*

About Cricket Australia

Cricket Australia is the national governing body for the game in Australia. Cricket Australia's vision is for cricket to be Australia’s favourite sport, and a sport for all Australians. Its purpose is to unite and inspire communities through cricket.