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Wesfarmers strengthens AI capabilities with Google Cloud Collaboration

Wesfarmers is expanding its use of AI to support more effective ways of working for team members and elevate customer experiences both in-store and online.

Through a new collaboration with Google Cloud, Wesfarmers will further increase AI adoption across its operations. Google Cloud's agentic AI solutions, including Gemini Enterprise and Gemini Enterprise for Customer Experience, will be made available to thousands of team members, including within the Group's retail and health businesses, to support more responsive and personalised customer interactions.

Wesfarmers Managing Director Rob Scott said the partnership reinforces the Group's focus on responsibly embedding AI to empower teams, strengthen businesses and enhance shareholder value.

"We are continuing to invest in AI across our businesses, with expanding use in areas including conversational and agentic commerce, team member AI assistants, merchandising and marketing effectiveness, customer self-service and supply chain optimisation," Mr Scott said.

"These applications allow AI to move beyond responding to customer enquiries to providing more proactive support, helping customers make decisions more easily and enabling our teams to focus on higher-value work. This partnership gives our teams access to enterprise-grade tools and skills needed to create tangible value for customers and shareholders."

The deployment of Google Cloud AI solutions will complement existing AI initiatives across the Wesfarmers Group and support continued investment in digital and data capabilities in a responsible way consistent with Wesfarmers values.