

Kinrise turns to Workday to Optimise its Workforce with Modern Human Capital Management

**Sydney, 20 September 2023** – [Workday Inc.](#) (NASDAQ: WDAY), a leader in enterprise cloud applications for [finance](#) and [human resources](#), recently announced that leading Australian food manufacturer, Kinrise, has selected [Workday Human Capital Management \(HCM\)](#) to transform its HR processes to help drive business growth.

Workday HCM will help Kinrise automate and digitise all people and culture processes, including recruitment, onboarding, performance management, talent management, and reward processes. Workday HCM will also help the business gain insights and improve its strategic and operational decision-making by centralising and automating people data for real-time analysis.

Furthermore, Workday HCM will help enable Kinrise to integrate teams from acquired companies quickly, helping the business grow through mergers and acquisitions (M&A).

Founded in 2018 and headquartered in Victoria, Kinrise has 720 employees and manufactures baked goods, snack foods, biscuits, baking mixes, breakfast and pantry products at five locations across New South Wales, Queensland, and Victoria. The business aims to grow by unlocking new product segments with innovation and developing new channels to market.

"With Workday HCM, we will take Kinrise to the next level by recruiting and retaining talented people, improving workforce productivity, and automating our HR processes," said Esme Borgelt, CEO, Kinrise. "For example, we will be using the new system to digitise our talent management processes across our operations in Australia."

"Kinrise is an Australian success story, a family-owned business that has grown into one of Australia's largest food manufacturers," said Jo-Anne Ruhl, Vice President and Managing Director at Workday Australia and New Zealand. "We look forward to supporting Kinrise on its journey to modernise HR and realise its growth ambitions,"

**About Workday**

[Workday](#) is a leading provider of enterprise cloud applications for [finance](#) and [human resources](#), helping customers adapt and thrive in a changing world. Workday applications for financial management, human resources, planning, spend management, and analytics have been adopted by thousands of organisations around the world and across industries—from medium-sized businesses to more than 50% of the *Fortune* 500. For more information about Workday, visit [workday.com](#).

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