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An Comhchoiste um Fhiontar, Trádáil agus Fostaíocht

Tuarascáil Taistil: Amazon

Deireadh Fómhair 2023

Joint Committee on Enterprise, Trade and Employment

Travel Report: Amazon

October 2023

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Executive Summary

The Joint Committee on Enterprise, Trade and Employment undertook a travel episode to the Amazon Fulfillment centre in Baldonell Co. Dublin on the 5th of October 2023.

Members in attendance

- Deputy Maurice Quinlivan, Cathaoirleach
- Deputy David Stanton
- Deputy Matt Shanahan

Secretariat in attendance

- Daniel Hurley, Clerk to the Joint Committee
- Ciara Geraghty, Policy Advisor to the Joint Committee

Amazon officials in attendance, and capacity in which they attended

- Darragh Kelly, General Manager Operations
- Marcus Mallon, Senior Operations Manager
- Ed Brophy, Head of Public Policy (Ireland)
- Joanne Reynolds, Community Engagement Manager, Amazon Web Services (AWS)
- Briana Kelly, HR Manager, Amazon

Itinerary of the visit to Amazon Fulfilment Centre, Baldonnell

11.15am – Welcome and Introductions

11.20am – Briefing and Q& A

- Amazon's operations in Ireland
- Amazon fulfilment centre, Baldonnell
- Amazon Career Choice programme
- Q&A

11.45am Tour of the fulfilment centre

12.15pm End of visit

Introductory matters

Members of the Committee met with Mr Darragh Kelly, General Manager Operations, alongside Mr Marcus Mallon, Senior Operations Manager and Mr Ed Brophy, Head of Public Policy. Mr Kelly opened the session, welcoming the Members of the Committee, and Mr Kelly provided an overview of the day's agenda.

Business operations

Members met Ms Briana Kelly, HR Manager, and Ms Joanne Reynolds, Community Engagement Manager, Amazon Web Services (AWS).

Members were also introduced to the senior leadership team and received a summary of the different functions of each representative from Amazon. Amazon's organisational structure focuses on customer fulfilment, transport, and logistics across the full value chain.

Members were given an overview of the Amazon's operations across Ireland and the EU, including its organisational structure. This included the composition and arrangements of its team operations and logistical considerations. Discussions were held in relation to education, sustainability, retention, employee engagement, workforce opportunities and forecasting long term challenges.

HR and Amazon Web Services [AWS]

Members were briefed on the Amazon's activities across the business, including marketing and communications, digital technologies, future growth opportunities, brand, and reputation. Amazon highlighted their priority of a customer focused approach in all aspects of its operations and further highlighted the support and investment provided to a company culture focused on employee engagement and development.

Amazon highlighted their frequent employee focus groups by HR to understand the benefits, barriers, and opportunities in the centre. HR is on site on an around the clock basis for employee support. Amazon highlighted employee benefits and reported on specific programmes of value and use to each employee such as the subsidised bus and canteen on site.

Amazon Career Choice Programme

Amazon offers employees Career Choice, an innovative programme which pre-pays tuition for courses in high-demand fields, over a number of years, regardless of whether the skills are relevant to a career at Amazon.

It was outlined that the Amazon's priorities included improvements and investments in the future, and a dedicated focus on sustainability alongside Amazon's Climate pledge Plan.

Amazon Web Services

Members were updated on Amazon's five pillar goals in AWS including the development of Stem Education, Local Skills Development, Environment Stewardship, Employee engagement and Hyperlocal programs with a focus on Amazon in the Community.

Since this time, Amazon has continued to invest in Ireland and the impact of its investments today supports jobs directly and indirectly and generates growth and economic output.

Tour of the Facility

Members were briefed on the broad scope of the Amazon's activities across national, and international levels, and within the product lifecycle of a sale from the instant a product is purchased on their website. It was noted that one of Amazon's core objectives is to invest and develop their workforce and communities, including via on-the-job training, upskilling formally and informally on a consistent basis.

Members were taken on a tour of the facility and met with several employees to engage on the specific day to day tasks of particular roles. Members engaged with each step of a product from point of purchase, stow, pick, pack, and shipping operations, and in the area of product and workforce planning, and health and safety.

Discussions were held regarding the attraction and retention of employees of all abilities, the promotion and focus of education of employees and local citizens at all levels, and increasing training, skills, and recruitment of the workforce.

Background of the Fulfilment Centre

Amazon opened its first fulfilment centre in Ireland in 2022. The 630,000 square foot facility in Dublin's Baldonnell Business Park has created 500 new jobs and will help provide faster delivery for customers across the country seven days a week, including one-day delivery on hundreds of thousands of items.

Amazon currently employs approximately 6,500 people in Ireland. The introduction of the first fulfilment centre in Ireland builds on Amazon's commitment to, and investment in, the country after opening the first Amazon office in Ireland in 2004.

Concluding Matters

Deputy Maurice Quinlivan, on behalf of the Joint Oireachtas Committee on Enterprise, Trade and Employment thanked Mr Kelly for the invitation to visit the headquarters of the Amazon, and expressed thanks to the Leadership team for the insights and presentations they had shared with the Members of the Committee.



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