

MEDIA RELEASE

For release: 20 October 2008

CORPORATE SOCIAL RESPONSIBILITY THE KEY TO SUPPLY CHAIN BUSINESS SUCCESS: SMART 2009 BREAKFAST SEMINAR

Jeffrey Hittner, Global Corporate Social Responsibility Leader for IBM Global Business Services, has urged Australian businesses in the supply chain and logistics industries to get up to speed on their corporate social responsibility (CSR) standards or risk falling behind in their businesses, at the Smart 2009 Breakfast Seminars '*Corporate Social Responsibility & the Supply Chain: supply chain's role in reducing carbon and contributing to growth*'.

At these seminars, the first two events in a series of breakfast seminars hosted by Smart 2009 Conference, Hittner spoke passionately about the importance of businesses developing CSR targets around ethical, environmental and social considerations, and the positive impacts that can result from a successful CSR program.

CSR is fast becoming an essential consideration for businesses in all industries, but for a service industry that is increasingly globalised in its processes such as supply chain, a sustainable CSR program is now a necessity.

Hittner stressed the importance of transparent engagement with customers and stakeholders, sustainable growth, environmental responsibility and accountability and ethical conduct throughout the entire business chain.

Key issues affecting supply chain management, such as staff recruitment and retention, sustainability and globalisation, can all be addressed directly through a successful CSR program.

Attendees at the breakfast also heard from Yvonne Goldsmith, Manager of Sustainable Supply Chain Management for Westpac, who shared insight into Westpac's sustainable supply chain initiatives. The program's success has resulted in Westpac being named by the Dow Jones Sustainability Index as one of the world's 'Most Sustainable Companies' for the last seven years.

The importance of sustainable practice for those in the supply chain was stressed by Goldsmith, who said many corporates, such as Westpac, are choosing to now only operate with suppliers who meet their sustainability and CSR standards.

The Smart Breakfasts, co-hosted by IBM Global Business Services, took place in Sydney on Tuesday 14 October and Melbourne on Wednesday 15 October.

Corporate Social Responsibility for the industry will be further addressed at next year's Smart 2009 conference, which is themed: BRIDGING THE GAP with innovation & new business strategy. For more information on Smart 2009 visit: www.smartconference.com.au

ABOUT SMART CONFERENCE

Smart 2009 Conference is organised by a committee of independent advisors and representatives from leading industry associations: Logistics Association of Australia (LAA), APICS (Australasian Production and Inventory Control Society), Chartered Institute of Purchasing and Supply Australia (CIPSA), The Chartered Institute of Logistics and Transport in Australia (CILTA), and The Supply Chain and Logistics Association of Australia (SCLAA)

Further information: www.smartconference.com.au

Media enquiries:

Erin Young

Pinque

02 9360 6166

0432 977 529

ey@pinque.com.au

Caroline Bligh

Pinque

02 9360 6166

0410 724 246

cb@pinque.com.au