

**MEDIA RELEASE**

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**SMART CONFIRMS SECOND BREAKFAST SPEAKER:  
WESTPAC JOINS IBM GLOBAL SERVICES AT SYDNEY SEMINAR**

Yvonne Goldsmith, Manager, Sustainable Supply Chain Management (SSCM), Westpac will join IBM's Jeffrey Hittner at Smart's first Breakfast Seminar on 14 October 2009 at Sydney Hilton to discuss corporate social responsibility and the supply chain's role.

Hittner, Global Corporate Social Responsibility Leader, IBM Global Business Services, will kick off the morning by offering an international perspective on how companies can improve their brand image and competitive advantage through reducing CO2 emissions via supply chain management.

Goldsmith will present how Westpac is working with suppliers in the region to influence the development of supplier sustainability performance, encouraging marketplace change. As a result, Westpac's SSCM process is now rated by the Dow Jones Sustainability Index as exemplifying world's best supplier management practice for banks.

"Westpac is clearly showing how embarking on a corporate sustainability program is not only good for the environment, but has a positive impact on the whole organisation and how it is viewed in the broader business community," said Warwick Hughes, Chairman, Smart 2009 Organising Committee.

Tickets for *Corporate Social Responsibility & the Supply Chain: supply chain's role in reducing carbon and contributing to growth* are \$66 inc GST and include hot breakfast. Register online at the Smart 2009 website: [www.smartconference.com.au](http://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 (CILT), and The Supply Chain and Logistics Association of Australia (SCLAA)*

Further information: [www.smartconference.com.au](http://www.smartconference.com.au)

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