

EMI Music Australia

The music industry is developing digital music and DVD markets to augment the mature and declining CD market. This is driving the need for further efficiencies in the traditional CD business and investment in new, emerging channels and technology. Consequently, EMI Music Australia continues to adapt, change and reshape their business where needed and the evolving market will continue to force the company to adapt and maintain tight controls on resource and employee remuneration levels.

50% of EMI's total employees have been promoted, transferred or temporarily acted/been seconded in a position to gain further skills and experience to become a more successful and valuable employee. This commitment to internal recruitment has increased morale and productivity and ensured increased knowledge of the business. Various secondment or temporary 'acting' roles have been offered to junior Marketing and Promotions employees (as well as employees from other areas of our business), and staff are also given opportunities to take on elevated roles/increased responsibilities for 3-6 month periods (4 females, 1 male over the past 12 months).

'Lunch & Learn' sessions have been invaluable internal tools to educate staff on the various aspects of EMI's business and the wider industry. EMI believes that this tool provides valuable learning and development opportunities in which all staff are encouraged to partake, and also encourages communication across the business.

Employee Well-being and Healthy Business Program was rolled out across organisation with 95% of staff participating in our health expo. This program is aimed to specifically assist employees with work/life balance and healthy lifestyle choices and to increase productivity and morale.

The EMI Resource Library was implemented in 2003 with a range of music industry, artist/music, management, training, MBTI, work/life balance, health and lifestyle books which were purchased by the company for all employees to access. EMI now has approximately 200 titles in total and has recently re-communicated the availability of the resources within our library to all employees. They also promote a 'title of the month' to continue communication of this initiative to increase knowledge across our business and build employee capabilities across all areas.

EMI CEO champions EEO:

- A female Head of HR was replaced with another female when she took maternity leave (facilitated by a global EMI secondment opportunity thus also encouraging her development and experience within EMI globally).
- The CEO phones each employee on their birthday.
- Personally meets all new employees in their first 2-3 weeks of employment (regardless of level).
- Chairs EMI's 'Good Ideas Day' where employees are encouraged to present their idea or suggestion to the MD – this includes interstate employees who are required to submit their idea by email and the MD then phones each person to discuss their idea one-on-one.

EMI participated in the Hewitt's Best Employer Study in July 2005 and were extremely pleased with the results from our first ever employee opinion survey. EMI achieved a Top 20 result from over 160 organisations who participated - Excellent Contact with MD – over 64% of employees had direct contact in meetings, attended a presentation, and so on.