

## Leading retailers 'brand' to get good customers and good employees.

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People enjoy their work more when they feel they share common goals and values with their management and their organisation. If their company is viewed positively in the community they feel proud to be associated with it.

Corporate values and identity can be communicated to employees through, for example, vision statements, newsletters and regular meetings. Pride in the organisation can be nurtured through public recognition such as the National Work and Family Awards and the EOWA Business Achievement Awards or Employer of Choice for Women. ARA awards send a strong message of achievement to the community and to fellow retailers and staff.

Involvement in the community and links with charities can help to promote building the brand.

Importantly too, corporate values and identity are communicated to customers through their interactions with staff. As the public face of the company, employees are a key component of any retailer's branding effort. Consequently, leading retailers acknowledge the importance of finding, investing in and keeping staff who share the company's values.

### **The Prime Minister's Community Business Partnership**

The Community Business Partnership is a representative group of Australians committed to encouraging and enhancing partnerships between the corporate and community sectors.

Partners combine their resources and talents to achieve mutual goals, develop creative solutions to local and regional problems and, most importantly, to strengthen community ties.

Visit them at: [www.partnership.zip.com.au](http://www.partnership.zip.com.au)

Find out who are the leading Australian companies to work for. Find out how to become an EOWA Employer of Choice for Women at [www.eowa.gov.au](http://www.eowa.gov.au) or call EOWA on 02 8255 6300.

## Australian stories

“Having a strong brand is our core business objective. We brand to attract and keep both our customers and our employees.”

*Executive, Suzanne Grae*

**Suzanne Grae** has undertaken a rigorous corporate change strategy over the past five years, linking brand development to people development. It believes its re-branding has been critical to attracting new staff, and the staff turnover has also significantly reduced. Suzanne Grae says that its brand image is very important for staff and managers.

**The Body Shop** conducted a staff survey in 2000 which showed that 96 per cent of staff were proud to tell others that they work for the company. A social audit revealed that Body Shop employees were closely aligned with the environmental objectives of the company. Over 95 per cent of employees were highly interested in recycling, conservation, reforestation and fair-trading.

“The brand name helps us to attract potential employees. They want to work for a well-known long-established Australian company - a company where, as customers, they have experienced good service.”

*Executive, Radio Rentals*