



Ideas for projecting a good corporate image

Following are some examples of the types of things you could consider implementing in your workplace to help you project a good corporate image and a desirable workplace that is attractive to both current and prospective employees.

- Promote and implement comprehensive occupational health and safety programs.
- Initiate a range of health and wellbeing programs and practices in your workplace.
- Promote and implement non-discriminatory policies in recruitment, selection and workplace practices.
- Introduce sustainable development practices such as recycling, waste minimisation (for example, power saving, carbon offset programs and car pooling).
- Recognise family responsibilities and make appropriate allowances.
- Maintain an honest and transparent system of business practice with employees, suppliers and customers.
- Promote and participate in community event days (for example, Cancer Council's Daffodil Day).
- Implement corporate giving programs where donations are made through the business (for example, money, unwanted clothing, household items and mobile phones).
- Encourage volunteering among employees (for example, some companies give employees time off to undertake community volunteering programs or to donate blood).
- Ensure that all marketing communication is ethical, honest, non-offensive and non-discriminatory.