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MEDIA RELEASE

Salmat launches Reconciliation Action Plan

Salmat has launched a company-wide program aimed at bridging the gap between indigenous and non-indigenous Australians. The Reconciliation Action Plan (RAP) will see the implementation of a range of activities supporting indigenous Australians over the next 12 months and is one of the ways in which Salmat is contributing to the reconciliation process in Australia.

'Our Vision for Reconciliation is based on compassion, respect, commitment to diversity and acknowledging the significant role of Aboriginal and Torres Strait Islander people play in Australian society. As an organization we are committed to closing the gap between indigenous and non-indigenous Australians, by breaking down barriers, establishing relationships with local Aboriginal and Torres Strait Islander communities, creating opportunities, celebrating and welcoming all Australians and most of all promoting inclusion throughout our workplace,' said Grant Harrod, Chief Executive Officer of Salmat.

'During the next year we will be recruiting more Aboriginal and Torres Strait Islander employees and helping indigenous business from around the country take advantage of our business experience and expertise,' he said.

The Australian Government has thrown its support behind the initiative with the Minister for Families, Housing, Community Services and Indigenous Affairs, the Hon Jenny Macklin MP, commending Salmat for taking the initiative to prepare a Reconciliation Action Plan.

Salmat's RAP program builds on the company's strong commitment to local indigenous communities. Initiatives in place include supporting indigenous businesses, increasing employment of indigenous Australians and volunteer programs for staff.

Salmat hopes to employ 30 Aboriginal and Torres Strait Islander people across the business and rollout an indigenous work experience program by August 2012. Other initiatives include developing an Indigenous procurement policy to engage Aboriginal and Torres Strait Islander businesses, provide staff with secondment opportunities to work with indigenous communities and widespread cultural education programs.

A copy of the RAP can be found at www.salmat.com.au, including details of specific initiatives around Relationships, Respect, Opportunities and Reporting.

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About Salmat

Salmat is Australia's leading marketing communications company.

Salmat helps businesses find, acquire, grow and retain customers by delivering innovative multichannel communications solutions across an unmatched range of channel options - including:

- Digital: Web development, data analytics, e-commerce, social media, email, SMS, search, mobile, e-solutions, scanning, archiving, Lasoo.com.
- Voice: call centres, speech solutions, voice biometrics.
- Mail: unaddressed mail (catalogues), direct mail.

For more information about the Salmat Group, please visit www.salmat.com.

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