

CHOOSE RESPECT

RESPECT IS TO TREAT WITH CARE AND CONSIDERATION

Media Release: 10 March 2011

AMD put Choosing Respect First in Business

AMD Chartered Accountants have taken a leading role in the business community by implementing Choose Respect, continuing to build on their positive working environment for new and existing clients and staff.

When AMD's Judy Parker, Manager of Taxation Services, heard about Choose Respect she thought it was something that could be of interest to her and the staff at AMD.



Gary Butcher, Managing Director of Choose Respect with AMD Chairman Steve Down and AMD staff, Angeline Marcus, Judy Parker and Choose Respect Project Facilitator Sarah-Jane Smith.

Choose Respect was already being implemented in the Bunbury Community, thanks to a grant from the Department of Local Government and Regional Development. The initiative is running successfully in many local schools, helping to create more cohesive environments for students and staff.

Choose Respect was created in Western Australia and is based on a simple "Code of Behaviour" that encourages everyone to treat each other with care and consideration. In Bunbury, a local Choose Respect Management Team works with the Choose Respect Project Facilitator and

Managing Director to help roll-out Choose Respect across the community. They aim to reduce anti-social behaviour and foster a long-term culture of respect within the community.

Judy Parker explained how she came across Choose Respect and why AMD decided to adopt it:

"Gary Butcher, the Managing Director of Choose Respect, ran a workshop at the Bunbury Chamber of Commerce and Industries, talking about how Choose Respect could be implemented by businesses.

"I thought it would be worthwhile attending to find out more.

"Later we met with Gary and decided that Choose Respect would be worthwhile investing in. All parties involved agreed to implement it and it has been a work in progress since then."

Ms Parker said.

"So far the reaction from staff has been very positive."

As part of this process all AMD staff heard a presentation from Choose Respect Managing Director Gary Butcher which was well received.

"We are aware that it will take time for this to permeate through the organisation and for this [Choosing Respect] to be something we all do on a regular basis," Ms Parker said.

AMD have already started using Choose Respect promotional materials around their workplace and have put up framed Choose Respect posters in their foyer and other highly visible work areas. They are also using the Choose Respect material in their induction manuals.

"At this stage it is more of an internal process but we hope to work Choose Respect into all our policies so that it is applied across the whole organisation. We want it to become part of our culture."

Cross promoting Choose Respect with the AMD brand is also on the cards. AMD are planning to put up Choose Respect signage on their buildings and will incorporate it into their Messages on Hold.

Mr Butcher said: "AMD have been very innovative in the way they have adopted Choose Respect and started utilising it within their organisation.

"They understand the importance of making sure it becomes part of their every day culture, that it is more than just putting up the signs. They are thinking about how they can encourage their employees, clients and everyone involved in the business to treat each other with respect and consideration on a daily basis.

"We plan to work closely with AMD throughout the implementation and looking at how we can apply the lessons learned to other businesses.

"We understand that businesses will use Choose Respect in a very different way to schools but I believe the strength of Choose Respect is that it can be applied universally."

To find out more about Choose Respect in Bunbury call Sarah-Jane Smith on 0409 167 804 or e-mail sarah-jane.smith@chooserespect.org.au

-Ends-

Contact:

Sarah-Jane Smith

Tel: 0409 167 804

E-mail: sarah-jane.smith@chooserespect.org.au

www.chooserespect.org.au