



Corporate Social Responsibility Policy Australia

Adcorp Australia Ltd (“Adcorp”) is Australia’s largest locally-owned communications group with annual billings of approximately \$50 million. We generate substantial societal benefit by being a profitable, ASX listed company, employing around 100 people in a network of 9 offices across Australia and New Zealand and providing comprehensive agency services to all levels of business and government across ANZ. In recent years we have become the largest supplier of non-campaign advertising services to Government, including Federal, State and Local. With a focus on developing effective strategies in all areas of marketing communications, Adcorp produces solutions for clients across both traditional and emerging media channels with strong strategy, digital solutions, media knowledge and excellent creative, support efficient technology-driven, high volume advertising.

Adcorp is committed to providing a sustainable future which involves balancing economic, social, intellectual and environmental development. This policy seeks to ensure a culture where we continually reduce our environmental footprint and we act in a socially responsible and ethical manner in regard to our various operations. These principles form part of Adcorp’s objectives and decision making processes for all management and employees, while delivering value to our clients and shareholders.

Adcorp’s commitment to Corporate Social Responsibility encompasses the following key areas:

OUR ENVIRONMENT

- Adcorp is committed to reducing any harmful effect that we may have on the environment by managing our use of resources, such as water, energy, fuel and paper, by working with our suppliers and service providers to ensure efficiencies in all our offices.
- Internally, we minimise energy consumption and paper wastage through promoting the maximum use of electronic communication and data management, paper and photocopy toner cartridge recycling and regular servicing of office equipment. For example, we limit our internal communications to email and our intranet. Likewise our Christmas cards are sent electronically and our annual report is designed and written in-house, with a small number of copies printed locally and the majority of readers accessing the report online through our website. Adcorp is a contributor to the “eTree” reforestation programme in Australia and New Zealand. eTree is a Computershare initiative with Landcare Australia to reduce printed investor communications <http://www.ETree.com.au>.
- When we are required to evaluate relocating or renovating one of our offices, careful consideration and preference is given to ensuring that the premises meet with externally-evaluated energy ratings.
- Adcorp continues to significantly reduce the need to travel and improve communications with our employees, potential employees and clients by utilising technology including Skype, Smart phones and Teleconferencing for management meetings, employee and client training webinars, interviews, client briefings, etc. We continue to develop our technological investment and initiatives into each office to ensure resources are used efficiently and environmental impact is reduced.



OUR PEOPLE

- We have great people at Adcorp, with strong people practices, leadership and culture, with competitive advantages for us and also benefits to all our employees.
- Adcorp invests in our employees by offering on-the-job learning, training, individual mentoring, manager and leadership coaching, regular performance reviews, external training and networking opportunities.
- Adcorp is committed to providing a safe and healthy working environment through our Work Health and Safety and Return to Work policies and Discrimination, Harassment and Equal Employment Opportunity policy. We provide flexible work practices where practical.
- We ensure fundamental human rights which are fair and equitable by actively promoting equal opportunity, equality and diversity irrespective of race, ethnic or national origins, gender, sexuality, disability, marital status and religious belief through our policies, employee training, recruitment and management practices.
- We recognise our people through annual performance and salary reviews, service awards (after 5 years, 10 years and over), employee referral scheme, study support, performance and new business bonus incentives, regular social activities, etc.
- All of our vacancies are advertised internally, with a high percentage being filled through internal promotion or referral.
- Adcorp's employees are working in a fast changing environment, with the advertising, marketing communications, and media landscape change being driven by technology and client requirements. Adcorp is responding by ensuring our technology and services are state of the art and employees have the skills and training necessary to work in the new digital media environment.

OUR COMMUNITY AND STAKEHOLDERS

- Adcorp recognises our responsibility to act as a good corporate community citizen and we believe that involvement and co-operation in our community is a vital component of sustainable business practice.
- Adcorp sponsors or partners with a variety of community and not for profit organisations to provide discounted or pro bono work.
- Where possible, Adcorp's suppliers are sourced locally for our printing, catering and consumables, etc.
- Each office provides a combination of donations, time and/or resources to support charity fund raising activities (eg. Cancer Council Biggest Morning Tea and RSPCA Cupcake Day).
- Adcorp's employees are supported in their involvement in a wide variety of volunteering opportunities such as Lifeline.
- Adcorp acts quickly to support our employees through natural disasters (for instance, the Christchurch earthquakes and Brisbane floods), with relocation, time off to assist their families and properties, counselling and donations to emergency relief appeals. Our clients experience a seamless transition during these times, with our emergency response policy and ability to adapt our services to utilise our extensive network across Australia and New Zealand.



OUR SERVICES

- Adcorp is dedicated to our integrity and aim to continue to create innovative opportunities to do things better, to provide quality, results-driven advertising solutions for our clients.
- Adcorp continues to develop services and software to streamline advertising processes to support our clients' requirements. For instance, Adcorp's internally developed Connect2™ is an industry leading, fully featured online advertising system to streamline advertising processes and is continually evolving in response to client feedback.
- In response to the trend towards more diverse campaigns utilising digital and online media to complement traditional media strategy, Adcorp is actively expanding our range of Digital and consulting offerings.

OUR CORPORATE GOVERNANCE

- Adcorp is a publicly listed company, registered on the Australian Stock Exchange in 1999, with 5 Australian offices and 4 offices in New Zealand.
- Adcorp affirms the quality of service we offer clients, based on policies and processes we enforce in our general operations.
- Adcorp fully complies with the highest levels of corporate governance practice, industry reporting and operational standards. These fundamental principles, compliance and regulatory controls, as are required by the Australian Stock Exchange (ASX) and the Australian Securities Commission (ASIC), ensure that all of Adcorp's business affairs are conducted legally, ethically and with strict observance to the highest standards of integrity and propriety.
- Adcorp has a stringent and comprehensive policy which restricts trading in company securities by key management or employees who may have inside information. The policy was reviewed in January 2011, in accordance with the updated regulations of the ASX. A copy of this release and the policy, can be found at <http://www.asx.com.au/asxpdf/20110117/pdf/41w6pkj5nx8bxv.pdf>
- Adcorp is regularly audited. Our auditors are Grant Thornton www.grantthornton.com.au
- Adcorp have employment contracts, published policies and procedures and training in place to cover all statutory and company employment conditions and regulations.
- Adcorp's employees are offered a high performing superannuation fund with AustralianSuper www.australiansuper.com
- Refer to Adcorp's latest annual report on <http://www.adcorp.com.au/Investors/Annual-Reports>

RESPONSIBILITIES AND ACCOUNTABILITIES

- The Chief Executive Officer is accountable to Adcorp's Board of Directors for ensuring this policy is implemented, in conjunction with Heads of Business in each geographic location. They are responsible for shaping an organisational culture and environment with professional standards that are conducive to achieving the objectives of this policy.
- Human Resources is responsible for developing, reviewing, training and implementing policies, procedures and guidelines relating to corporate social responsibility, employee health and safety and general Adcorp policies.
- All employees are responsible for their actions (individually and collectively) and embracing this policy, and for reporting any suspected breaches of this policy or other associated Adcorp policies.



REFERENCES

Australian Institute for Corporate Responsibility

http://www.ourcommunity.com.au/business/business_main.jsp

eTree

<http://www.ETree.com.au/>

FURTHER INFORMATION

www.adcorp.com.au or email sydney @adcorp.com.au

POLICY VERSION AND REVISION INFORMATION

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Policy Authorised by: David Morrison

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Title: CEO

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Should you require any further advice relating to this policy, please contact your manager or Human Resources.