



BETTER BUSINESS

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IMPROVING PERFORMANCE, IMPROVES YOUR BUSINESS

SUSTAINABILITY REPORTING

ENVIRONMENTAL MANAGEMENT SYSTEMS

ENVIRONMENTAL AUDIT & ACCREDITATION

STAKEHOLDER ENGAGEMENT

BUSINESS SUPPORT & MANAGEMENT TOOLS

ENVIRONMENTAL PLANNING

WEB SITE DEVELOPMENT AND HOSTING

Welcome to BETTER BUSINESS. A national support and information service providing regional networks with the tools to help local business improve their business.

Understanding sustainability, what it means to business and how you can benefit from integrating performance measurement & reporting into your everyday operations should be a priority for any business.

Attracting your customers is often easy, it's keeping them that really matters. A good discount will often bring people through the door, but good perception of your business will help bring them back and recommend you time & time again.

There are many things that motivate people to choose to buy your products, do business with you, or want to work with your organisation. Your business reputation has a very strong impact on the products & services you sell and your customer loyalties.

Consumer buying power has been used time over to reward or punish companies for their environmental and social performance. Recent Chamber of Commerce surveys have cited Aus-

tralian studies showing that 60% of all consumer decisions are made with an awareness of environmental impacts.

Other studies have found that 80% of Australians say they would punish or reward companies on the basis of whether or not they are seen as socially and/or environmentally responsible. Nearly as many people would prefer to buy a product associated with a good cause and almost half of customers said they would switch brands if necessary. This includes 75% of people surveyed that had bought products on the basis of social or environmental issues over the previous year.

This trend is growing.

No matter how big or small your business is, or what type of products & services you buy or sell, or how your operations impact on people and environment, you simple cannot afford not to take notice.

A failure to recognise the importance of the non-financial aspects of your business, may well lead to a failure in the financial aspects.

Improving the environmental & social performance of your business will improve your busi-

There is little doubt that good environmental stewardship and social responsibility are clear examples of good management and there is no disputing the clear links between good management and business performance.¹

SUSTAINABILITY? - IT MEANS EVERYTHING TO YOUR BUSINESS

All organisations have some impact on the people and environment around them.

These can be as a consequence of resource use, production of emissions, discharges, wastes or direct environmental impacts.

Whilst the nature and scale of impacts vary according to the type of business, there are many benefits to an organisation that can show they are committed to improving their social and environmental performance.

More and more often, custom-

ers, suppliers and communities are choosing to use their buying power support those organisations committed to sustainability.

A business commitment to sustainability, is an investment in the sustainability of the business.

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GETRA Sustainability are a leading provider of skills, tools and support to improve the financial, environmental and social performance of small and large, public and private sector organisations.

Our products and services are developed specifically to meet the needs of your business, industry or organisation's size, type, or operating environment.

We care about helping to improve environmental and social performance, and are committed to providing the tools and services to help your

THE ENVIRONMENTAL REPORTING ADVANTAGE

GOOD BUSINESS SENSE

Improving environmental performance makes good business sense for any organisation. Using raw materials more efficiently, saving energy, reducing wastes and cutting compliance costs all help to improve the bottom line.

Integrating environmental management, accounting and reporting systems into the everyday operations and business planning decisions of your organisation can your enhance reputation, create a competitive advantage with customers and suppliers and improve access to capital, particularly as the finance sector continues to consider non-financial performance within credit and investment decisions.

When offered a choice consumers, suppliers and communities will support companies that can show they behave ethically and conform to their own standards.

Increasing the importance of measuring and reporting your environmental performance is a smart strategic move. Market research consistently shows a growing awareness and concern about social & environmental issues by consumers. This is motivating both small & large organisations, to ensure they are following best practice, who are then in turn requesting their suppliers to do so too.²

GETRA Sustainability can help you to understand the needs and expectations of your customers, suppliers and stakeholders and to improve, manage and communicate your environmental and social performance to gain a market advantage.

Please contact [GETRA Sustainability](http://www.getra.com.au) for more information on how your organisation can improve its environmental performance and benefit from communicating your commitment to sustainable development.



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1. KPMG Sustainability Survey Report

2. Environmental Reporting: Handbook for Small & Medium Size Businesses