

# RODENPRINT



Rodenprint

## Corporate social responsibility A loyal and happy work place

### Business sustainability

Corporate social responsibility is a core business value for Rodenprint ([www.rodentprint.com.au](http://www.rodentprint.com.au)). Like many other businesses of a similar size and nature, the economic downturn has affected the bottom line of the organisation. However, management have demonstrated that by doing the right thing by their staff and the environment, they can reap the rewards of staff and customer loyalty and therefore the sustainability of the business.

Production Manager, Chris Mackertich has worked at the company for more than 30 years. Rodenprint prides itself on

treating its staff well to encourage loyalty and to create a happy working environment. A number of years ago the organisation introduced a profit-sharing system, whereby all staff members received a percentage of profits. This system has been put on hold in recent years due to tougher economic times, but there are intentions for it to return when profits pick up again.

The organisation prides itself on providing lunch for all staff members every day of the week, despite the presence of a number of local cafés within walking distance of the business. Before the recession, this included hot cooked lunches; today sandwiches are freely

available for all staff members in the company kitchen.

Rodenprint goes to considerable effort to keep good staff and offer flexible and innovative arrangements in response to personal situations. One long-term female employee announced she was expecting a baby and reluctantly tended her resignation in order to look after her baby at home. In response, management re-organised the office to create a space for her to bring her baby in to work. An informal crèche arrangement followed, as other staff members offered to look after the baby when this employee had to be off-site for any reason.

## Outcomes

Chris Mackertich and Rodentprint management have an environmental and social consciousness in their business operations. They are practical thinkers who do what they can to minimise their environmental footprint, like recycling paper and upgrading to energy efficient printing equipment, whilst being cynical of other businesses who similar things for their own gain.

The outcome of this approach to business has been that the company has a core group of loyal and long-term staff members, who are all happy at work and therefore more productive. The other benefit is that the company is staying abreast of new technology, which provides greater efficiencies in printing and helps to protect the environment.

## Lessons learned

Chris Mackertich has learned that accreditation is not necessarily more valuable or important than doing the right thing for other reasons such as moral standards. However, there is still the commercial reality of being recognised for adhering to accreditation standards in the tendering process for work, which would cost the company between \$14,000- \$16,000; an expense that the company cannot incur at this



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**Chris Mackertich, Production Manager**

time of the industry being so competitive.

## Future actions

In the future, the company intends to continue to operate by its own high moral standards. It intends to follow best practice and work towards becoming carbon neutral, which is a higher priority to them than paying thousands of dollars each year to achieve carbon accreditation.

Chris is open to the idea of sharing ideas with other local businesses, for the mutual benefit of all. Rodentprint goes about its socially responsible work in a modest and understated way. “It is not necessarily important to be seen as a leader, as long as you are doing the right thing”, says Chris.

## Business background

Rodentprint is a small-medium enterprise in Silverwater that offers printing and packaging services. Having operated for more than 25 years, the company still stands on the same strong foundations that is started on: people-centred service, technical excellence and a desire to satisfy their own high standards.

Rodentprint’s success has been measured in long-term customers, letters of satisfaction and a terrific team spirit. Years of commitment have resulted in their accreditation to Quality Assurance ISO9002 and their recent Employer of the Year Award.