



## Connecting with the community

If you are planning to relocate or establish a new site for your business you might focus on how you manage the impact on the local community. The impact could be increased noise, traffic congestion, lack of housing, resettlement requirements or pressure on access to local services that arise from influx of personnel, site development work or operational processes that are new to the area.



## Marketing, communications and profile

You can raise your profile by communicating what you have done to source renewable energy and materials, purchase locally, reduce your energy and water consumption and reduce waste to landfill.

Promote your track record in improved work conditions, employing from the local community, sensitivity to workplace diversity and the use of cultural and ethnic icons, responding to community needs and using materials from fair trade or other non-exploitative suppliers.

Make information about your products available to customers. Sustainability information might include the supply chain and life cycle impact of your products, renewable or recycled materials used, clever features, energy ratings and options for product recycling and re-use.

Word of mouth and repeat customers are a significant support to any business. Communicate your sustainability activities through your formal marketing activities, product information, networking and relationship building activities.

## More on sustainability

- facility management
- product design, technology and process improvements
- day to day operational efficiency
- compliance
- governance and strategy
- eliminating waste
- supply chain management

See [www.sustainabilityskills.net.au](http://www.sustainabilityskills.net.au)

Key areas of skills which support the viability an organisation while benefiting the environment in which the organisation operates include:

- managing relationships with the local community
- planning and implementing strategies to reduce water and energy use, waste and emissions
- developing opportunities for recycling, reuse and remanufacturing
- making product improvements and designing 'clever' products
- improving day to day operational resource efficiency
- measuring and reporting environmental/sustainability performance
- assessing environmental risks and developing responses
- managing the supply chain

Manufacturing Skills Australia has developed leading edge skills solutions to help the manufacturing and related sectors achieve sustainability. These reside in the Sustainable Operations, Competitive Systems and Practices and Environmental Monitoring and Technology qualifications.

For more information about sustainability skills, qualifications and learning and assessment materials see Skills for Sustainability [www.sustainabilityskills.net.au](http://www.sustainabilityskills.net.au)

To view the qualifications and information on Registered Training Providers see the NTIS at [www.ntis.gov.au](http://www.ntis.gov.au)

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