

# Good reputation- Great business

These days, with positive public image so pivotal to success, smart companies are becoming more involved in community service initiatives that show good corporate citizenship. Recently, a number of companies have discovered student workplacements to be a great initiative that delivers community goodwill, as well as a whole host of other benefits.

Working with students to build their skills and confidence is a smart investment in tomorrow's workforce, giving employers a great sense of satisfaction. But the benefit doesn't stop at the student. Workplacements also give businesses the chance to grow relationships with local schools, parents and teachers, and connect with the broader community in a unique and positive way.

Businesses already involved in student workplacements have enjoyed high community recognition and have grasped the opportunity to demystify their business and break down barriers.



*"One of the great things about student workplacements is that it gives us the opportunity to partner with our local community and show people what we're about. "*

Michael Keep, Senior Training Consultant, Alcoa World Alumina

The great advantage of student workplacements is that the concept does not have marginal appeal - it attracts widespread support from the community as a whole. After all, who could disagree with the merit in helping young people develop skills for the future?

*"Experience teaches that corporate responsibility best flourishes when founded in a widely recognised and broadly accepted set of values. "*

Livio Pesmone, Chairman and CEO, 3M

Student workplacements, coupled with strategic public relations, have the potential to boost a company's image as a socially responsible enterprise -an asset as real as anything on a balance sheet.