



a comitment to the
community



Overview:

In accordance with its commitment to the society that supports its endeavours as a corporation, Panasonic Australia is proud of its activities in the areas of environment, education and community.

"Globally much of our focus has been on providing assistance to disaster stricken areas around the world – including New Zealand and of course Japan" says Steve Rust, Managing Director of Panasonic Australia. "To assist the Japanese earthquake victims, Panasonic has already donated 300 million yen in monetary contributions and in-kind donations of 10,000 radios, 50,000 flashlights and 500,000 dry batteries."

"Locally we're also continuing our efforts with educational and environment programs" Rust adds.

Our work with Macquarie University on the environmental front continues to gather momentum. We recently released an insightful report into consumer behaviour around green purchasing and detailed our three-step green strategy for Australia.

We're also working closely with programs such as the National Television recycling scheme and we hope to see hundreds of thousands of televisions avoid landfill in the coming years.

Our education initiatives continue with Kid Witness News program. This year we have more than 679 schools participating in 29 countries. Australian schools make-up 10 percent of the global program and have been amongst the most successful, thanks to a nation-wide training program and the support of teachers and education departments throughout the country.



Panasonic Eco Objectives:

It takes more than money

As one of the first major corporations to take environmental issues and concerns seriously, Panasonic believes in practising what it preaches. The company's Environmental Statement pledges that it will practice prudent, sustainable use of the earth's natural resources and the protection of our environment.

Along with the many benefits associated with the use and enjoyment of new technologies comes a responsibility that Panasonic does not take lightly. It is the company's sincere hope that this commitment to protecting the environment continues to earn your trust and support.

What we do

- Comply with legal and statutory obligations, corporate requirements and other programmes to which Panasonic is signatory.
- Encourage a sense of environmental responsibility amongst all our employees through training, education and communication.
- Review our objectives and targets for minimising the impact of the business on local environments, and develop appropriate programmes to achieve these objectives.
- Monitor and evaluate our environmental initiatives.
- Inform consumers and communities about our environmental initiatives through our website and other media.



Financial Contribution:

Environment:

- Catridge Recycling:
- Product Recycling:
- National Packaging Covenant:
- Panasonic Chair of Sustainability:
- Refrigerant Reclaim Australia:

Community

- Jessica Watson:
- Other Community Programs:
- Telstra Business Awards:

Education

- Kid Witness News

Total Contribution: \$1,673,000



Kid Witness News (KWN):



This is our 8th year in the program and we now have 64 schools participating in the program Australia wide. This year in addition to having Khoa Do participating in the program we have Luke Carroll (popular young Australian actor) as a guest speaker at the inspiration sessions that we are running Australia wide.

There are 130,000 children that have been through the program, and annually we have 10,000 kids that participate (globally). We currently have 679 schools in 26 countries that are participating including Canada, USA, Brazil, Mexico, Panama, Austria, Czech Republic, Germany, Italy, Poland, Russia, Slovakia, Spain, Switzerland, United Kingdom, United Arab Emirates, China, Hong Kong, Indonesia, Japan, Malaysia, Singapore, Thailand, Vietnam and New Zealand.



Jessica Watson:

After Jessica's successful mission Panasonic has continued to support her in her sailing endeavours.

Jessica further tested her racing skills when she participated in the SB3 sports boat class at the 27th staging of the Hamilton Island Race Week.

Hamilton Island Race Week was held in the middle of the magnificent Whitsunday Islands on the fringe of the Great Barrier Reef. More than 200 yachts competed in a variety of classes from the 21st – 28th August 2010.

Jessica's SB3 yacht, named Lumix by Panasonic, was crewed by fellow solo sailors, Mike Perham, Matt Jones and Sean Lind, all experienced young sailors.

Panasonic first partnered with Jessica in her around the world attempt and saw this new phase of Jessica's journey as a continuation of a strong partnership. Jessica shared her race week exclusively with Panasonic's social network fans on Facebook and Youtube. Daily footage was captured on the DMC-FT2 rugged Lumix camera and the HDC-SD60-R camcorder.



Telstra Business Awards:

Panasonic Australia Medium Business Award - Telstra Business Awards

Panasonic is proud to support the Telstra Business Awards as sponsor of the Panasonic Australia Medium Business Award, for the eighth consecutive year.

Through our involvement we have seen the vital role the Awards play in nurturing the innovation and entrepreneurial spirit of Australian business people.

Like many great businesses, Panasonic had small beginnings and grew from a one-person business started by our founder Konosuke Matsushita in 1918. Mr Matsushita's capacity to open his mind to many possibilities and his humility to learn from anyone and anything became central to Panasonic's philosophy.

It is this inspired approach that has led to a long history of product innovation. Panasonic's 'ideas for life' encapsulates this spirit and demonstrates our commitment to providing technology that can enrich people's lives and advance our society.

Panasonic congratulates ACT Business, Stratsec in winning the 18th National Telstra Australian Business of the Year Award and the 2010 National Winner of the Panasonic Australia Medium Business Award.

Stratsec is a world-class provider of independent information security consulting and testing services for blue-chip government and commercial clients in sectors including defence and national security, banking and finance, critical infrastructure, health, mining and telecommunications.



Olympic Games:



Panasonic remains the official Worldwide Olympic Partner in the Audio and Video Equipment product category, and has global marketing rights for Vancouver 2010, London 2012, Sochi 2014, and the 2016 Olympic Games, as well as for the 205 individual National Olympic Committees (inclusive of the Australian Olympic Committee) and their Olympic teams.

Panasonic provides the Olympic Games with state-of-the-art digital audio/video equipment, such as flat screen TV, digital video camera, DVD recorder, and professional audio/video equipment and as of 2009 the sponsorship category will be extended to include digital still cameras. Panasonic has also served as the Olympic Games Official Host Broadcast Equipment Supplier for several past editions of the Games.

Panasonic's technology plays a vital role in delivering the sights, sounds and unique excitement of the Olympic Games, from the field of play to the spectators through its large on-site video screens and professional audio systems, and to people around the world through broadcasting with its digital broadcast equipment.

In 2012 Panasonic's presence will be even more exciting as England takes centre stage on the international scene and welcomes athletes all over the world to compete at the London Olympic Games from the 27th July – 12 August.



Macquarie University: – Panasonic Chair of Sustainability

In 2010, Panasonic became a partner with Macquarie University to fund environmental research and public education as part of a new Eco programme developed by the university. Part of its commitment to the University's climate risk research and education over the next three years is the creation of the Panasonic Chair in Environmental Sustainability, headed up by Australian scientist, explorer and conservationist Professor Tim Flannery.



Professor Tim Flannery

The partnership will see Macquarie University providing global Panasonic executives with briefings on green issues, as Panasonic moves towards becoming the world's number one environmental technology innovation company.

In partnership with the Macquarie University, we have recently conducted research into environmental sustainability and consumer behaviour. The gap between consumer attitudes and purchase behaviour of eco-friendly products examines the difference between the green intentions of Australian shoppers and the reality of their purchasing decisions.

Two thousand Australian consumers completed an online survey for one of four product categories; televisions, digital cameras, air conditioners and washing machines, in an exploration of pro-environmental purchase behaviour. The aim was to understand what drives consumers towards a more environmentally responsible purchase and why purchase behaviour does not appear to match the level of concern that consumers show towards the environment.

Panasonic

1 Innovation Rd, Macquarie Park, New South Wales, 2113 Australia