

# AUT Business Ethics Award New Zealand Aluminium Smelters

## FOR A SAFE WORK ENVIRONMENT

“We recognise nothing is more important than the health and safety of our people,” is one of the core business ethics of New Zealand Aluminium Smelters (NZAS). NZAS at Tiwai Point – a joint venture owned by Comalco (79.36 percent) and Japan’s Sumitomo Chemical Company (20.64 percent) – has demonstrated leadership in the critical practice of workplace safety.

NZAS believes all injuries can be eliminated and that no injury is acceptable in its business. The “Goal of Zero” injuries is an integral part of the NZAS “Strategic Map” and is linked to key results areas. The goal extends to contractors and the wider community connected with NZAS. Performance monitoring

includes ethical behaviour audits and the production of a five-year sustainable development plan renewed yearly, which is then reported against on a monthly basis.

NZAS was judged the World’s Best Performer by the London-based International Aluminium Institute (IAI) in its annual safety performance benchmarking in May 2004. The IAI represents the majority of the world’s aluminium smelting industry, and provides a framework for addressing key sustainability issues and reporting performance on a common basis worldwide. NZAS was rated the best performing smelter from 60 plants of the same size worldwide. **M**

## JUDGES’ COMMENTS

### FINALISTS BP NEW ZEALAND FOR CLEANER PRODUCT

BP New Zealand’s triple bottom line report acknowledges the paradox of desiring both the mobility that the company’s products provide and a cleaner environment. The report explains how it is working towards proving you can have both. Such progress includes the sale of cleaner fuels – BP Ultimate® and lower sulphur diesel.

BP Ultimate® was the first New Zealand petrol to combine high octane with less sulphur, less benzene and improved fuel-system clean-up qualities. It also offers greater power to high performance cars and is now available at over 40 North Island stations. As a result of changes at the Marsden Point Refinery BP New Zealand has, since August 2004, been able to bring lower sulphur diesel to all areas.

BP has supported lower sulphur fuels and the recent refinery changes that now enable the whole country to benefit from lower sulphur diesel. Lower sulphur diesel produces less particulate exhaust emissions and less white smoke than conventional diesel. For example, in 2003, Red Bus, one of New Zealand’s largest public bus fleets changed 194 diesel buses onto BP’s low sulphur diesel. This reduces the sulphur dioxide emissions into Christchurch’s air by 4.8 tonnes per year.

### UNTOUCHED WORLD FOR COMMUNITY INVOLVEMENT

Untouched World defines its purpose as: “through fashion to lead the way in what is possible for people and the planet”. The Untouched World Foundation (UWF), funded from a percentage of profits, is a vehicle for the company and its people to deliver benefit beyond the company to the community.

The UWF Blumine Island Project involves leading a partnership with the Department of Conservation, Christchurch College of Education and other stakeholders. It aims to restore the island to its original state without introduced predators, and then develop it as a sanctuary for native animal and plant species at risk. An additional benefit is stimulating enthusiasm in youth and volunteers who contribute to this process and go on to be environmentally active in their everyday lives.

The week-long programmes run on the island are achieving extraordinary results demonstrating the passion this work inspires in students, including special needs children, and the catalyst this is providing for these students to become leaders, influencers and proactive in their communities. Places on future programmes are fiercely contested. The UWF is developing similar projects in other locations in New Zealand where Untouched World has a retail presence.