



Swisse Wellness honoured at the Australian Business Awards

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Swisse Wellness has once again been recognised as an Employer of Choice (EOC) in The Australian Business Awards 2017. The EOC accolade recognises organisations which have developed leading workplaces that maximise the full potential of their workforce through practices that demonstrate effective employee recruitment, engagement and retention.

Elise Morris, Swisse Director of People and Culture says the award provides important recognition of the organisation's people philosophy.

"We are absolutely delighted to be again named an Employer of Choice. This is a huge honour for Swisse and a recognition of the unique culture we have created which has attracted some of the best people from across the globe. People are at the forefront of everything we do; we fundamentally believe if you focus on people, principles and passion - profit will follow".

"Winning the award two years in a row is great affirmation for us as a business. As we continue to grow and expand our business and team globally we remain committed more than ever to ensuring our culture and brand values remain strong. We are on a mission to make billions around the world healthier and happier and this starts with our team. We are extremely proud of what we have collectively built here at Swisse, it is a testament to our wonderful team." says Ms Morris.

Now in their twelfth year, The Australian Business Awards are an annual all-encompassing awards program which recognises organisations that demonstrate the core values of business innovation, product innovation, technological achievement and employee engagement via a set of comprehensive award categories.

The Australian Business Awards program provides notable opportunities for high-performing organisations to be acknowledged and honoured for their achievements both nationally and internationally.

"Innovative human resource management practices play an increasingly important role in sustaining leading edge competitiveness for organisations in times of rapid change and increased competition," said Australian Business Awards Program Director, Ms Tara Johnston.

"There is a close relationship between innovation and employee engagement. Engaged employees often perform at a higher level and bring dedication and interest to their job, which often leads to innovation in the workplace.

"Organisations that incorporate employer branding as an integral part of their overall business strategy will gain a competitive advantage by taking a long-term approach to

Swisse Wellness Pty Ltd

ACN 004 926 005

ABN 62 004 926 0005

111 Cambridge Street, Collingwood
Melbourne VIC Australia 3066

T: +61 3 9418 6767
swisse.com

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investing in talent acquisition. Never has current and future talent been more important to business success than it is today," Ms Johnston added.

The key attributes of the Employer of Choice Framework define the characteristics of well-managed, high-performing, industry leading organisations that provide a stimulating and supportive workplace. Entrant organisations are required to demonstrate their achievements across the key areas of Organisational Culture; Leadership & Strategy; Employee Education, Training & Development; Employee Health, Safety & Satisfaction; Performance Management; Recognition & Remuneration.

For more information on The Australian Business Award for Employer of Choice and the 2017 EOC Winners go to www.employerofchoiceawards.com.au.

For all enquiries, please contact:

Abbey Thomas

PR Advisor

Swisse Wellness

Ph 0408 515 164

Email Abbey.Thomas@swisse.com