



Media Release: 13 November, 2009

INVESTING IN 'PEOPLE POWER' PROVES A WINNING FORMULA FOR ROBERN MENZ

Understanding that a business is only as good as the people who work in it has seen iconic South Australian confectionery and fruit snack manufacturer **Robern Menz** take out the **'Food and Beverage Development Fund Workforce Development Award'** at the **2009 SA Premier's Food Awards**.

The SA Premier's Food Awards are a celebration of the state's food industry and provide a benchmark to which all South Australian food businesses can aspire. This year's awards were presented at a gala dinner in Adelaide on Friday November 6.

The *'Food and Beverage Development Fund Workforce Development Award'* recognises a business which has demonstrated commitment to developing its workforce to improve its overall business performance.

Robern Menz employs more than 70 people across two outlets - its retail outlet and primary production facility at Glynde and its second retail shop - the *Medlow Confectionery & FruChocs Showcase* at McLaren Vale. The company prides itself on valuing its staff members and has developed a winning formula for the recruitment, training and retention of employees. Just over 20% of the Robern Menz workforce has been with the company for more than ten years and the rate of staff turnover is notably lower than the industry average.

"Strategies like adopting an 'open-door' management style and developing an innovative HR program which engages, encourages and rewards staff members - have enabled us to create a really positive working environment for our employees," says Robern Menz CEO, Philip Sims. *"Also, when you invest in your people – you're investing in the future of the company as a whole. Supporting, training and empowering employees adds strength and value to the entire business through increased motivation, better time management and the financial savings gained from greater efficiencies."*

Robern Menz is also investing in numerous staff education initiatives. 15 per cent of the company's full-time employees are currently enrolled in front line management training and Robern Menz actively supports and accommodates those staff members who are pursuing tertiary studies.

Background on Robern Menz (Mfg) Pty Ltd

Robern Menz is one of Australia's most diversified innovators of confectionery and fruit snacking products. In 2008, this fourth generation, South Australian family company celebrated 100 years in family business. www.robernmenz.com.au

Issued for Robern Menz by Foster Hill PR & Marketing. For further information or interviews – contact Skye Murtagh on 08 8231 3555.