**CAREER AND ENTERPRISE**

**Year 12 Unit 4 2017**

**TASK 4**

**Workplace Requirements**

**The nature of work**

* the legal requirements for employers and employees in the workplace
* the impact of information communication technologies (ICT) on the operational practices of workplaces, including:
  + use of social networking
  + mobile technologies
  + high speed internet
* the role of efficiency, productivity and sustainability in assisting businesses to become more globally competitive
* the importance of research and product development in assisting businesses to remain competitive in a global economy
* social justice, financial, cultural and ethical issues of global businesses, including:
  + fair trade
  + environmental compliance
  + unethical work practices, such as:
    - sweatshops
    - child labour
    - forced labour

**Gaining and keeping work**

* factors to consider when working overseas, including:
  + cultural differences
  + conditions of employment

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_



The legal requirements for employers and employees in the workplace

Workplace policies and procedures set the boundaries and conditions that guide the management and processes of all workplace operations. All employees and employers have legal (contractual) and ethical considerations to bear in mind when in the workplace. ***The legal requirements for employers and employees in the workplace are those that are mandated by legislation***. These include;

* Occupational Safety and Health Legislation
* Equal Employment and Opportunity Legislation
* Awards, Agreements & the National Employment Standards

At times workers may be subject to other legal requirements as part of their employment, for example;

* commercial in confidence agreements,
* assignment of Intellectual Property rights,
* mandatory licensing, registration or certification.

To be in breach of these requirements may result in termination of employment or legal action where financial or commercial loss can be proven by the employer.

**Activity:** Why is it important to have these legal requirements?

**Activity:**  Complete the retrieval chart below to summarise the legal requirements for employers and employees in the workplace.

|  |  |
| --- | --- |
| Legal responsibilities | **Occupational Safety and Health Legislation**  https://www.commerce.wa.gov.au/worksafe |
| Employer | * responsibility to provide and maintain, as far as practicable, a safe and healthy working environment * provide information about the hazards and risks of the job * provide employees with instruction, training (including an induction) and supervision so they are able to work safely * where it is not practicable to avoid the presence of hazards, provide adequate personal protective clothing and equipment without any cost to the employee |
| Employee |  |
|  | **Equal Employment and Opportunity Legislation**  <https://www.humanrights.gov.au/our-work/employers> |
| Employer |  |
| Employee |  |
|  | **Awards, Agreements & the National Employment Standards (NES)**  <https://www.fairwork.gov.au/employee-entitlements> |
| Employer | * Minimum pay & conditions at work can come from registered agreements for a business or Industry awards. * Where no award or agreement applies, theminimum pay and conditions (NES) in the legislation will apply. |
| Employee |  |

The impact of information communication technologies (ICT) on the operational practices of workplaces

Technology has dramatically changed the workplace. Originally it was thought it would make life easier for people, reduce workloads, reduce working hours and increase leisure time. However, due to being able to be contactable at all hours and all places (being ‘on call’) effectively means that technology is impinging on our work life balance. Technology has replaced labour intensive jobs, putting people out of work in these labour intensive, low skilled areas. The new jobs created by technology are less that those made redundant due to technology. New skills and training are necessary as workers adapt to commerce powered by technology. Improved access to information and workplace communication are key in developing effective workplaces.

Social Networking

It is now expected that organisations will have an online presence. Social networking is used for public relations and marketing platforms. The growth of social media platforms in our lives has significantly altered the way we communicate with each other, both at home and in the workplace. Social media provides instant access to information and promotes cross-functional collaboration and employee engagement.

**Positive impacts of social networking at work**

1. **Transparent communication.** Employees often feel as though their voice is not being heard. Setting up an internal social media platform can decrease corporate hierarchy. Speaking directly to senior leadership suddenly is more attainable. Social media encourages employees to express themselves. It facilitates two-way communication between the organisation and employees, which is faster, more open and more personal than conventional means of contact.
2. **Engage employees.** An internal social network is a tool for employers to better understand their employees, by helping them to connect, learn, share and grow. It encourages and eases communication, initiates a collaborative exchange of ideas, and helps eliminate business silos resulting in increased employee engagement. It allows for open communication inspiring creative dialogues across generations and geographies.
3. **Productivity.** Employers may have concern for the potential loss of productivity, but recent studies have shown that social media interaction during the workday actually helps to boost productivity and retention. Employers will find that by embracing social media usage, and by praising this use of multi-tasking, strong employees will efficiently balance workload and deadlines with their social media interactions. The resources they utilize, instant access to information, cross-functional collaboration, the knowledge they share, and the connections they make socially will support and compliment the work they are delivering.
4. **Social Selling.** Using social networks to prospect and develop existing business can be a powerful and valuable tool. This resource is still relatively new technology, but for some, they can make far better strides spending an hour on LinkedIn searching for a particular title or keyword phrase then they would at a random networking event. This method allows a business to quickly gain valuable insight into their client’s business that may have otherwise taken weeks or months to discover.

**Negative impacts of social networking at work**

1. **Increased Cybersecurity.** Hackers can commit fraud, launch spam, or even launch companywide viruses through a social media platform. It’s important to protect your network with the same level of security that applies to proprietary business information.
2. **Usage Guidelines.** Employers must develop clear policies and monitor social media to prevent employees that choose to use the platform to vent about clients and the organization, post confidential information, or even to post potentially offensive material. It is crucial for employers to provide clear guidelines on what is appropriate use so employees can have clarity and reference as needed.

By understanding the positive and negative impacts of integrating social networking into a workplace, precautionary steps can be put in place to assist the organization to experience the full benefits of social media in the workplace.

*Extract from : http://www.egroupengage.com/blog/the-pros-and-cons-of-social-media-in-the-workplace*



Use of Mobile Technologies

Mobile devices can be loosely defined as portable devices that have in-built computing or Internet Capability. Long gone are the days of working solely from the office or hauling stacks of paperwork from one place to another. Mobile technology pervades in the workplace not as a distraction, but as a tool for building workplace productivity, communication and morale. Workers are constantly on-the-go and, as such, mobility has become a key factor affecting today’s workplace.

**Positive impacts of mobile technologies at work**

1. **Mobile learning drives company success.** Mobile learning enables employees to receive and engage with real-time information while on-the-go anywhere, at any time. This form of information distribution is especially useful for training employees, who benefit from the flexibility to take in information at their own pace. It serves as a great reference tool for on-site and remote workers alike. It also saves employers both time and money associated with training.
2. **Mobile technology provides flexibility.** Mobile technology continues to make working anywhere a possibility for many. As the new generation of workers who grew up with social and mobile technology begins to enter the workforce, it is crucial employers create workplaces that support these technological advances. The flexibility mobile technology offers can greatly benefit employees and companies -- particularly companies moving to virtual work arrangements. Less overhead and expenses for brick and mortar buildings and less employee relocation costs, can result in significant cost savings, not to mention a happier and more engaged workforce.
3. **Recruiting is made easy with mobile tech.** Mobile recruiting is a trend that is likely here to stay, seeing as 86% of job seekers use mobile in their job. With so many job seekers using mobile day-to-day, companies should aim to remedy the mobile disconnect between job seekers and recruiters by making the necessary mobile upgrades to their career sites and applications.
4. **Mobile tech takes global business to another level.** As organisations continue to grow and expand to other countries, mobile technology becomes a necessity. The use of mobile devices in the workplace allows for instant access to employees and clients both near and far. Managers of people as well as their customers are now faced with the 24/7 workplace where business happens everywhere and at any time throughout the globe. The use of mobile tech helps employees cross work barriers caused by various employee and client time zones and locations.

**Negative impacts of mobile technologies at work**

1. **Decreased Productivity.** Addiction to incessantly checking mobile technologies and constant interruptions in the workplace as a result of mobile technologies themselves; mobile technologies actually stimulate unnecessary communication and disruptions in the workplace, lowering productivity.
2. **Poor Work-Life Balance**. The ability to receive work communications anywhere and anytime was found to intrude on workers personal lives; individuals now find it acceptable for work to contact them out of hours on their mobile device with individuals now feeling obliged to answer calls from colleagues or clients outside of working hours.
3. **Private use of company resources.** This is linked to concern over providers keeping records of SMS, calls and browsing history. Despite these concerns many individuals inappropriately use work devices to send and receive personal calls and messages, as well as accessing personal social media sites.
4. **Health.** The long term health implications of using mobile devices is a public health concerns. More research is required into mobile phone health risks. Health warnings and usage precautions should be more prominent within workplaces where the use of these devices is essential to the job role.

High speed internet

Outdated technology is detrimental to the workplace – and it can result in disgruntled employees and customers. Workers can’t focus on what’s really important if they’re battling out-of-date devices and slow Internet connections. A slow connection translates in unsatisfied consumers, less profit, and operational inefficiencies.

**Positive impacts of high speed internet at work**

1. **Improved learning and collaboration.** Having access to a high-speed connection goes a long way toward improving learning and collaboration in the workplace. With high-speed Internet service, employees can access an abundance of information online faster. And they can better collaborate – with each other and the larger community – using high-tech tools like video chat, screen-sharing and virtual meetings.
2. **Faster work.** The faster your internet, the more efficient your work flow will be. While business leaders are usually concerned about the speed that your devices can pull data from the Internet (download speed), upload can be more vital to your daily operations – since it determines how quick you can send out the information (i.e. uploading attachments and sending emails). If the connection is slower than expected, your company’s daily tasks will become very slow and inefficient.
3. **Happier Customers/Workers.**When a company's network slows down it causes frustration and damages employee morale. Employees become demotivated when they feel like they are not able to do their job effectively. No one likes a slow server, this can often upset customers and workers trying to assist the customers. When it comes to Internet services, it’s all about speed and reliability. A slow connection not only damages the overall customer experience, but it also lowers your overall company’s productivity. Internet services are critical for your daily operations and tasks such as: internal communications, data file transfers, inventory management, and point of sales applications. Without it, businesses wouldn’t be able to provide fast customer service or keep up with the pace of innovation and growth. If your company operates an e-commerce site, slow internet can be very costly. Google maintains that pages that load four tenths of a second slower lose searches, resulting in decreased web traffic. If your page loads too slow most people won't wait around. They will click off your page and head over to a competitor page.

**Negative impacts of high speed internet at work**

1. Expectations of improved efficiency and productivity.
2. Difficulty when high speed stops working –customer expectations, workplace expectations.
3. You can’t blame the Internet speed for your poor work performance anymore.

**Activity:** create a mind map on the use of ICT in workplaces and link this with workplace diversity and global market competitiveness.

The role of efficiency, productivity and sustainability in assisting businesses to become more globally competitive

|  |  |
| --- | --- |
| **Definitions** | |
| **Workplace productivity** | The ratio of output to input in production. |
| **Workplace Efficiency** | The extent to which time, effort or cost is well used for the intended task or purpose, with a minimum amount or quantity of waste, expense, or unnecessary effort. |
| **Workplace sustainability** | The ability to maintain efficiency and productivity over time. It requires the reconciliation of environmental considerations, social equity and economic demands. |
| **Global competition** | The services or products provided by competing companies that serve international customers. Global competition has allowed companies to buy and sell their services internationally, which opens the door to increased profits and flattens the playing field in business. |

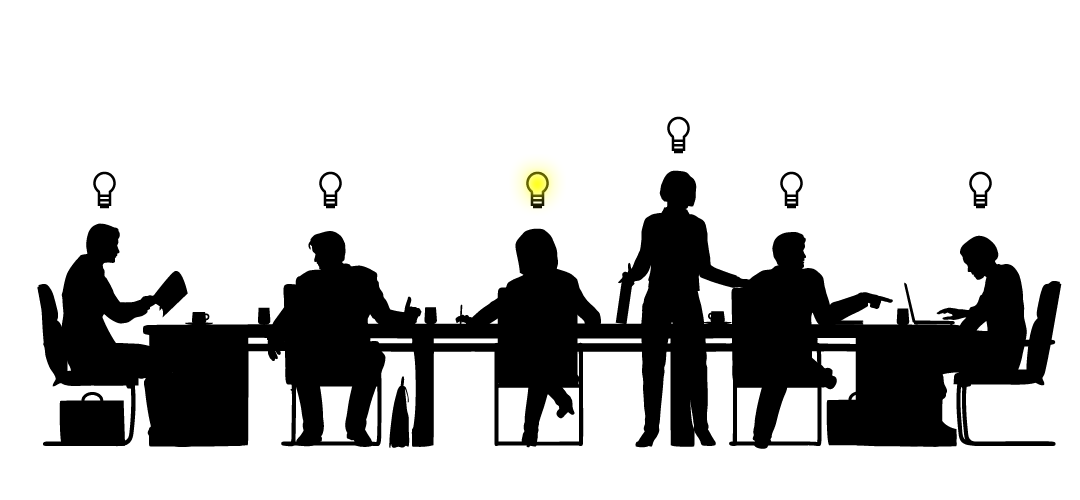
Efficiency, productivity and competitiveness are linked. Increased efficiency means greater productivity, which results in a higher level of competitiveness. Business sustainability represents resiliency over time – businesses maintain their competitiveness and survive shocks because they are intimately connected to healthy economic, social and environmental systems. These businesses create economic value and contribute to healthy ecosystems and strong communities. Successful leaders recognize the need to adapt to the ever-rapidly changing ways to do business in the global environment. These leaders seek to build competitive advantages around the core competencies of the organisation, while also reducing costs to conduct their business. These organisations also understand the need for a culture of continuous improvement, what is good enough for today may not be good enough for tomorrow in an internationally competitive global market. In order to remain competitive even in the domestic market, they will need to acquire knowledge of other key competitors in the global marketplace. They need to stay informed of other domestic and foreign competitor's potential strategies, as well as their competitor's strengths and weaknesses. Global competitors understand that with increased competition, new ways to differentiate their products and services need to be developed. One of the best motivators for innovation is strong competition. Business sustainability requires firms to adhere to the principles of sustainable development. According to the World Council for Economic Development (WCED), sustainable development is development that “meets the needs of the present without compromising the ability of future generations to meet their own needs.” So, for industrial development to be sustainable, it must address important issues at the macro level, such as: economic efficiency (innovation, prosperity, productivity), social equity (poverty, community, health and wellness, human rights) and environmental accountability (climate change, land use, biodiversity).Firms that are sustainable have been shown to attract and retain employees more easily and experience less financial and reputation risk. These firms are also more innovative and adaptive to their environments making them more competitive globally.

*Adapted from:* [*http://lexicon.ft.com/Term?term=business-sustainability*](http://lexicon.ft.com/Term?term=business-sustainability) *and* [*http://study.com/academy/lesson/what-is-global-competition-in-business-definition-challenges-quiz.html#transcriptHeader*](http://study.com/academy/lesson/what-is-global-competition-in-business-definition-challenges-quiz.html#transcriptHeader)

**Case Study** - **National Australia Bank (NAB)** National Australia Bank (NAB) is a major Australian multinational company which, together with its subsidiary companies and foreign branches, makes a significant contribution to the Australian economy and business landscape and to the offshore economies in which it conducts financial services activities. The corporate behaviour of the Group impacts many stakeholders including customers, shareholders, employees and governments. As a corporate leader, the Group commits to strong corporate values and behaviours. The NAB has a strong commitment to sustainable business practices. NAB’s corporate responsibility policies outline how it will lower costs by improving efficiency and minimising waste (better productivity), and how it will work with suppliers in an ethical and environmentally friendly manner (sustainable development).

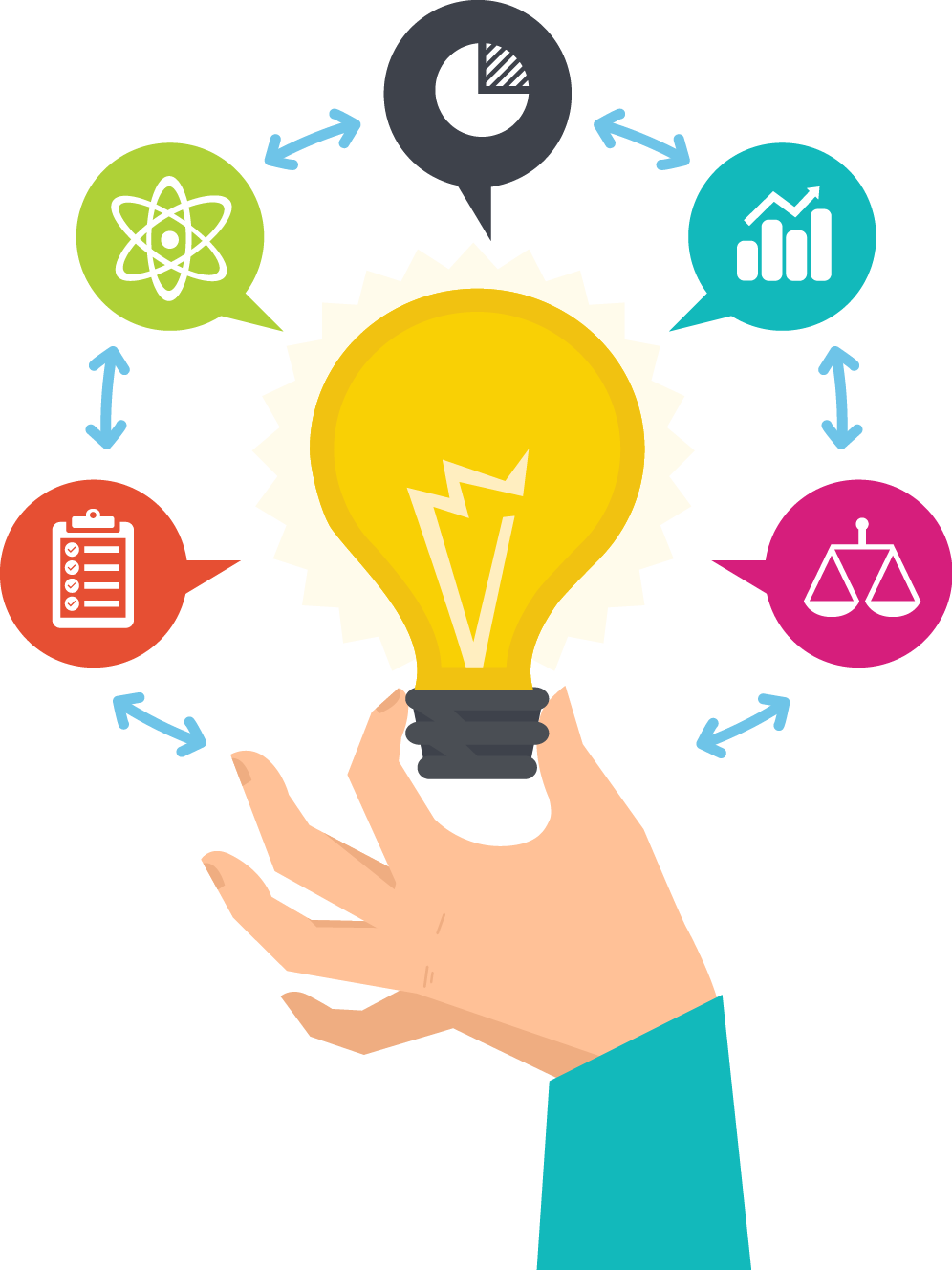
**Activity:** Describe two initiatives from the NAB’s corporate responsibility policies that address efficiency, productivity and sustainability and explain how these initiatives are assisting the NAB to remain globally competitive.

Initiative



Initiative

The importance of research and product development in assisting businesses to remain competitive in a global economy

Research and development drives innovation. Time, capital investment and development support are essential for successful R&D. The contemporary commercial world is becoming even more capital-intensive, with tech-innovation driving efficiency gains in operational practices. As a result, it is vital that Australian enterprises engage in R&D and product development in order to remain globally competitive. A key outcome of R&D is the achievement of world’s best practices with local firms being able to match benchmarks in efficiency, productivity and sustainability of global competitors. A further outcome is the opportunity to become market leaders in new product development and drive international innovation creating export revenue.

As trade barriers crumble around the world, multinational companies are rushing in to find new opportunities for growth. Their arrival is a boon to local consumers, who benefit from the wider choices now available. For some companies, however, the global marketplace often appears to be a death sentence. Accustomed to dominant positions in protected markets, they suddenly face foreign rivals wielding a daunting array of advantages: substantial financial resources, advanced technology, superior products, powerful brands, and seasoned marketing and management skills. Research and Development (R&D) assists business to remain competitive in a global economy by

1. **Increases in productivity** - Economic research has established that R&D is one of the key drivers of productivity increases**.**

**Barriers to Research & Development**

* Lack of profits to re-invest
* Inability to fund long-term investment
* Lack of research institutions
* Lack of highly-skilled researchers
* Many high-risk innovations don’t succeed
* Time lag between initiation and commercialization
* Fewer STEM, science & engineering graduates
* Unwillingness to take risks

1. **Increase efficiency** - R&D leads to the development of new knowledge that can increase the efficiency with which inputs to production, such as capital and labour, are translated into outputs in the form of goods and services.
2. **Developing capability** - R&D also has an important second role in developing the capability for absorbing knowledge generated elsewhere as it assists in developing the necessary expertise to understand and assimilate new ideas.
3. **Developing new or novel products and services or improvements to current products and services –** need to differentiate and out shine competitors or find new customers.

Most people associate the R&D function of a company with the invention of new products. Whilst this is very important, the development of existing products is of equal significance because consumer preferences are continually changing. The task of product research and development is to come up with the goods and services that meet the needs of tomorrow's customers. Product research and development goes hand in hand with market research and development. Considerable liaison is required between these two areas, and processes need to be standardised. Setting up a production process or a new line can involve considerable cost, and careful work in the early stages will help to ensure that profits are made.

**Positives from Research & Development**

* Potential to sell or license to innovation
* Opportunity to become market leaders
* Develops new products & processes
* Boots economies of scale
* Improves quality outcomes
* Encourages a culture of innovation
* Creates export opportunities
* Creates
* Highly skilled employees

Innovation through research and development is critical to sustaining business competitiveness and improving productivity. The most obvious and recent example of the impacts of R&D can be seen in the development of ICT. In this case R&D led to advances in computing which have allowed increased production with less use of human and physical resources in industries ranging from cars to banking. The impact of R&D can be seen in a number of other examples, from advances in agriculture which have increased crop yields, to developments in solar and wind power which promise to reduce the use of fossil fuels.

**Case study : AUSTAL SHIPS** <http://www.austal.com/>is a global shipbuilder, defence prime contractor and maritime technology partner of choice; designing, constructing and supporting revolutionary defence and commercial vessels for the world’s leading operators. For over 27 years, Austal has designed and constructed over 255 vessels for over 100 operators in 44 countries, gaining an enviable reputation for innovative shipbuilding using advanced technologies. Austal’s innovative catamaran and trimaran designs, expertise in the construction of high performance aluminium vessels and ability to customise proven commercial platforms to meet customer requirements continue to be sought after by the world’s leading maritime fleet operators. From safe, modern shipyards located in Australia, the United States of America and The Philippines - and service centres located around the world - Austal offers naval, government and commercial operators the highest quality ships, systems and support. They ensure efficiency and low overheads by competing in the international market – sometimes against another Austal business unit. Austal significantly invest in research to develop differentiated intellectual property and market development to remain competitive.

**Activity:** Find a recent example of a business’s research and development, outline what was involved and explain how it has impacted on the business’s global competitiveness.

Social justice, financial, cultural and ethical issues of global businesses

Economic "globalization" is a historical process, the result of human innovation and technological progress. It refers to the increasing integration of economies around the world, particularly through the movement of goods, services, and capital across borders. The term sometimes also refers to the movement of people (labor) and knowledge (technology) across international borders. There are also broader cultural, political, and environmental dimensions of globalization.

The term "globalization" began to be used more commonly in the 1980s, reflecting technological advances that made it easier and quicker to complete international transactions—both trade and financial flows. It refers to an extension beyond national borders of the same market forces that have operated for centuries at all levels of human economic activity—village markets, urban industries, or financial centers. With the increasing complexity of globalisation and the proliferation of MNC it is important for ethical frameworks to be established and adhered to by global enterprises. These frameworks emphasise corporate social responsibility.

|  |  |
| --- | --- |
| **Arguments for globalisation** | **Arguments against globalisation** |
| Greater efficiency & economies of scale | Race to the bottom |
| Better access to technology | Structural unemployment |
| More foreign investment | Contagion |
| Reduced global poverty | Over specialisation |
| Increased wages | Increased inequality |
| Greater competition | Environmental costs |
| Growth MNCs | Loss cultural diversity |
| Free movement of labour | Labour drain |



Environmental Compliance

One of the ongoing challenges facing enterprises into the 21st century is that of conducting their operations with a view towards improving sustainability outcomes. Environmental compliance is an area of global corporate responsibility that helps to achieve triple-bottom line objectives. Developed Western economies such as Australia have a responsibility to act as proactive environmental stewards on the world stage. And we have seen, various Australian leaders passionately argue their case for Australia’s environmental record, as well as emissions and sustainability targets at world environmental summits such as Rio, Kyoto and most recently, the *2015 Paris Agreement* (The United Nations Climate Change Conference).

Australia has strict environmental laws governing industry operations. However, we still see significant conflict and heated debate in Austrlaia surrounding issues such as the use of non-renewable energy sources vs renewable, carbon emissions, mining, foresting, agriculture and fishing operations, manufacturing processes, use of petrochemicals and many more environmental areas. This conflict occurs between political parties, between states, between key industry stakeholders, between different firms, and lobby groups, between unions and employer and industry associations, between neighbours, between any of these and various governments; and between any and all of these stakeholders, sometimes at the same time.

When operating in overseas countries Australian firms need to comply with all overseas environmental laws, regulations, restrictions and protocols. However, due to the nature of Australian global operations in mining, outsourced manufacturing and other areas of commerce it is often the case that the environmental standards in these overseas countries is more lax compared to Australia’s own domestic regulations.

In response, some firms proactively establish environmental stewardship programs to ensure that they do not unduly exploit or degrade the local environment and that they set aside capital investment for local restoration.

**Environmental & Sustainability Issues**

* Export of ‘dirty energy sources
* Contribution to global warming and global carbon emissions
* Exploitation of poorer countries and workers
* Degradation of lands
* Contribution to deforestation, salinity, erosion, local pollution
* Not restoring land to a habitable condition
* Displacement of locals and indigenous communities
* Making use of environmental, work and safety practices that would be illegal in Australia
* Exporting waste, pollution and environmental damage through global outsourcing
* Support of (possibly) corrupt localised business practices
* Use of unsustainable manufacturing and mining operations
* Lack of true commitment to global emissions reductions targets

At times, global firms ensure that they only deal with organizations who meet ISO environmental management quality assurance guidelines. This helps to create a supply-chain of environmental responsibility. However, it is not always possible, nor always practical, to do this.

Some Australian firms take advantage of the inherent benefits they have when operating overseas. This often occurs in developing or poorer countries who are desperate to attract investment and expertise from overseas. In addition, there has also been a long history of corporations from wealthy Western countries exploiting the natural resources of developing nations, taking advantage of cheaper labour and benefiting from an under-developed or poorly enforced environmental control and regulatory system. (*Carolan, 2017, Career and Enterprise: ATAR 12)*



Environmental Compliance means conforming to environmental laws, regulations, standards and other requirements such as site permits to operate. Compliance with environmental laws adds additional costs to business operations.In Australia, the Environment Protection and Biodiversity Conservation Act 1999 (EPBC Act) establishes a strong framework for protection of the environment and the conservation of biodiversity. It includes a broad range of enforcement mechanisms for managing suspected or identified instances of non-compliance and for reviewing the compliance of referred projects. The Australian Government's approach to maximising compliance with the EPBC Act is outlined in the Department's EPBC Act Compliance and Enforcement Policy. This approach includes proactive compliance measures, as well as a range of enforcement mechanisms to address non-compliance.

These mechanisms include:

* civil or criminal penalties that can apply to individuals and corporations that contravene the requirements for environmental approvals under the Act, including the provision of false or misleading information to obtain approval
* remediation orders and determinations to repair or mitigate environmental damage resulting from a contravention of the EPBC Act
* enforceable undertakings to negotiate civil penalties and provide for future compliance

**In Australia the cost of being caught doing the wrong thing is greater than ensuring compliance.**

In recent years, environmental concerns have led to greater scrutiny of environmental impacts on host countries from outsourced offshore activities. But what about those countries that don’t have strong laws and accountable governance? Consider the negatives of globalisation and MNC and how they can exploit developing countries with low environmental compliance legislation.

**Activity:** Find an example of environmental compliance within Australia.

**Activity:** Discuss the impact of a globalized market place on ensuring environmental compliance.



Fairtrade

**Watch:** Hope Through Fair Trade (13.34) <https://www.youtube.com/watch?v=uzUNoEWS_xE>

Fair trade is about a global trading environment that aims to ensure global commerce & investment is carried out in an ethical and non-exploitative manner. Many organisations are involved in fair trade as part of their corporate social responsibility.

Fair trade is an alternative approach to conventional trade based on a partnership between producers and traders, businesses and consumers. When farmers can sell on Fairtrade terms, it provides them with a better deal and improved terms of trade. This allows them the opportunity to improve their lives and plan for their future. For producers Fairtrade offers

1. **Stable prices :** For most products there is a Fairtrade Minimum Price that aims to cover the costs of sustainable production – even when world market prices fall.

**Principles of Fair Trade**

* Providing safe working environments
* Providing fair payment
* Enabling self-sufficiency
* Non-exploitative working conditions
* Not using slave, bonded or child labour
* Gender equity
* Environmental respect
* Support of local communities
* Freedom of association & the right to speak-out
* Creating opportunities for disadvantaged producers
* Support of human rights
* Accountability
* Creating local productive capacity
* Provision of low or interest free loans
* Transparency in supply-chain

1. **A Fairtrade Premium :** The Premium (additional money) helps producers to improve the quality of their lives. It is paid on top of the agreed Fairtrade price, and producers decide democratically how to use it. Typically they invest it in education, healthcare, farm improvements or processing facilities to increase income.
2. **Partnership :** Producers are involved in decisions that affect their future. Fairtrade certified producers jointly own and manage Fairtrade International. Through the Fairtrade International's Board, its Committees and consultation processes producers can influence prices, premiums, standards and overall strategy.
3. **Empowerment of farmers and workers :** This is a goal of Fairtrade. Small farmer groups must have a democratic structure and transparent administration in order to be certified. Workers must be allowed to have representatives on a committee that decides on the use of the Fairtrade Premium. Both groups are supported by Fairtrade International to develop their capacity in this area.

Everyone wins with Fairtrade

**Consumers :** Shoppers can buy products in line with their values and principles. They can choose from an ever growing range of great products. By buying into Fairtrade consumers support producers who are struggling to improve their lives.

**Traders/companies :** Since its launch in 2002 the FAIRTRADE Mark has become the most widely, recognised social and development label in the world. Fairtrade offers companies a credible way to ensure that their trade has a positive impact for the people at the end of the chain.

**Environment :** Fairtrade rewards and encourages farming and production practices that are environmentally sustainable. Producers are also encouraged to strive toward organic certification. Producers must:

* Protect the environment in which they work and live - This includes areas of natural water, virgin forest and other important land areas and dealing with problems of erosion and waste management.
* Develop, implement and monitor an operations plan on their farming and techniques - This needs to reflect a balance between protecting the environment and good business results.
* Follow national and international standards for the handling of chemicals - There is a list of chemicals which they must not use.
* Not, intentionally, use products which include genetically modified organisms (GMO).
* Work out and monitor what affect their activities are having on the environment - Then they must make a plan of how they can lessen the impacts and keep checking that this plan is carried out.

Unethical Work Practices

Ethics is a key driver of corporate social responsibility. Exploitation of human labour is common in unethical work practices.

**Sweat Shops**

A sweatshop is a manufacturing facility where workers endure poor working conditions, long hours, low wages and other violations of labour rights. Unfortunately, places known as sweatshops are particularly common in developing countries where labour laws are often not enforced. Factories can be located in dangerous and deteriorating buildings that are not safe places to work. There have been several cases of factory collapses and fires in Bangladesh. Other issues of concern are workers regularly exposed to toxic substances or using dangerous machinery without adequate protection.

**Characteristics of Sweatshops**

* Low (subsistence level) wages
* Little or no provision for leave (including sick leave)
* Excessive working hours & limited breaks
* Continuous shifts –no days off
* Unsafe & dangerous work practices
* Overcrowding
* No injury compensation
* Poor lighting & excessive noise
* No unionisation
* Bully & coercion
* Violence
* Instant dismissal

If confronted, many of the major supply factories might deny that they’re sweatshops and advise they adhere to strict codes of conduct. But in developing countries this is difficult to monitor. The codes of conduct are often not enforced because factories are put under pressure by sourcing companies to produce clothing cheaply and quickly. The sad fact is, many workers in the global sportswear and garment industry are living in poverty — even though they have paid jobs.

**Child Labour**

The term “child labour” is often defined as work that deprives children of their childhood, their potential and their dignity, and that is harmful to physical and mental development.  It refers to work that:

* is mentally, physically, socially or morally dangerous and harmful to children; and
* interferes with their schooling by:
* depriving them of the opportunity to attend school;
* obliging them to leave school prematurely; or
* requiring them to attempt to combine school attendance with excessively long and heavy work.

In its most extreme forms, child labour involves children being enslaved, separated from their families, exposed to serious hazards and illnesses and/or left to fend for themselves on the streets of large cities – often at a very early age. Whether or not particular forms of “work” can be called “child labour” depends on the child’s age, the type and hours of work performed, the conditions under which it is performed and the objectives pursued by individual countries. The answer varies from country to country, as well as among sectors within countries.

**Forced Labour**

Forced labour takes different forms, including debt bondage, trafficking and other forms of modern slavery. The victims are the most vulnerable – women and girls forced into prostitution, migrants trapped in debt bondage, and sweatshop or farm workers kept there by clearly illegal tactics and paid little or nothing. Forced labour refers to situations in which persons are coerced to work through the use of violence or intimidation, or by more subtle means such as accumulated debt, retention of identity papers or threats of denunciation to immigration authorities.  Domestic work, agriculture, construction, manufacturing and entertainment are among the sectors most concerned. Migrant workers and indigenous people are particularly vulnerable to forced labour.

**Activity:** Read the articles on modern day slavery on Moodle. Class discussion.

**Activity:** Outline how the chocolate industry is addressing social justice and unethical work practices. *The Dark Side of Chocolate*

Factors to consider when working overseas

Cultural Differences

No matter where you’re from and no matter what you’re doing, whether your new job is teaching English in Japan or working at a bank in London, where ever you’re going is not going to be like where you’re coming from. Even if you speak their language, there are going to be cultural differences and differences of opinion. Before you book your plane tickets, be sure you can mentally handle and engage with the cultural differences.

**Activity:** Discuss in small groups how each of the points might affect you.

|  |  |
| --- | --- |
| * **Style of government** | * **Religion** |
| * **Dress sense** | * **Colour codes and signage meanings** |
| * **Communication, Language and dialect** | * **Travel distances,** How do people typically travel **?** |
| * **Population density** | * **Valuing time** |
| * **General living standards** | * **Employment regulations** |
| * **Gender roles** | * **Tax systems** |
| * **Explicit or implicit cultural behaviours** | * **Diet** |
| * **Freedom of speech and press behaviour** |  |

Conditions of Employment

**Definition :** The conditions that an employer and employee agree upon for a job. Terms of employment include an employee's job responsibilities, work days, hours, breaks, dress code, vacation and sick days and pay. They also include benefits such as health insurance, life insurance and superannuation.

Australia has a well-developed employment system, designed to provide flexibility and certainty to both employers and their employees. All employees in Australia are entitled by law to the terms and conditions defined by a set of National Employment Standards (NES), occupational health and safety regulations, and superannuation (pension) payments.

Sometimes the allure of a fabulous job overseas is enough to make us want to drop everything and move at all costs. But the reality is that many countries have vastly different labour laws to Australia. You need to be sure you can actually afford to live in your new city based on what you’re getting paid. You also need to know your contract, and make sure you are happy with the terms and conditions as well as the benefits and bonuses.

**What Are The Working Conditions?** Make sure that you read the job description and sign a clearly written contract before you accept any form of employment in order to know what is expected of you and your position. Not all countries have strict employment laws and, even if they do, employers will not necessarily enforce these rules. Look into the rules of your destination country in order to be sure that no advantage is taken of you and your labour.

**How Much Will I Be Paid?** Budgeting carefully before you go in order to make sure you can afford to live reasonably well while you’re there. At the very least you should be able to afford to shelter and feed yourself (and have enough left over for a ticket home, of course). Check what currency you'll be paid in. Is the local currency convertible and, if not, are there any restrictions on repatriating funds? What arrangements will you need to make for contributions to your superannuation scheme?

**Are my relocation costs covered?** Will the company pay for relocation costs (airfares, household contents, clothing, car, etc), health and dental insurance coverage, school fees and residency permits for you and your family? Moving your life to another city or country is very expensive and you are no longer covered for basic services like health care and public education. Negotiate this before you sign the contract. If the job doesn’t work out can you afford to move back home?

**Is Accommodation Included?** Many large seasonal employers: be they ski resorts, hostels, theme parks, etc., offer accommodation options for their employees. Research carefully to make sure you know what to expect before accepting any offer.

**What are my Visa Conditions?** You’ll inevitably have to read a lot of fine print before you apply for your visa, unless you hire an agent or lawyer. Some important points to be aware of for your visa:

* What type of visa do I need? There are typically a dozen (or more) kinds of work visas available. Make sure you know the difference and which kind you have—the rules will be different each.
* Can I change employers? Some work visas restrict you to one job—if you don’t like it, you’ll have to get on the next plane home.
* How long is the visa valid? Don’t go over your visa expiration date or it's likely that you’ll have great difficulty returning.

**Do I Have the Necessary Skills/Experience?** If you’re looking at a skilled position, ask yourself honestly if you have the skills required to complete your contract. Are your qualifications valid in the country you’ll be visiting? If you’re not sure, read up before your departure and perhaps accumulate some work experience at home in order to provide you with the edge you need to differentiate yourself. Being less than honest on your application can be a reason for your visa to be cancelled.

**Is Your Job Legal?** Examine the terms of your contract carefully and, if possible, have it reviewed by a lawyer before accepting the job offer. Find out what rights and restrictions govern your ability to terminate your employment contract. Make sure you fully understand the financial and other conditions of the job offer. Check your position and visa regulations very carefully, since being in breach could mean that you’ll be on the next plane home.

**Should I Get Everything in Writing?** Ensure that anything you’ve discussed with your future employer is written down. Working hours, pay, cost of housing, and any other promises or clauses should be clearly stated and signed by both parties, e.g, does the contract reflect the verbal agreements made regarding trips home and expenses? It’s also wise to keep copies of any correspondence between all parties so if any issues arise you can go back to what was clearly stated. Clearly, if an employer sends you a contract make sure you read and understand every word (especially the fine print) before you sign. It’s worth bearing in mind however that anything you do sign may not necessarily serve as a legal document in the country in which you are working (there are a wide range of criteria as to what defines a legally binding agreement depending on the country), but at the very least you will have the basis to begin discussions with your employer should any issues arise.

**Is the Job Just Too Good to Be True?** Be careful regarding positions you are offered that seem too good to be true: Great benefits, high wages, your own apartment in the city, all travel expenses paid, etc. Find out as much as you can about the organisation or company and relevant labour laws. Ask others who have worked for the organisation or speak to a current employee. If you’re not able to do any of the above, there’s a chance the offer is bogus. Contact the Australian Department of Foreign Affairs and Trade for advice. Women (especially if you’re traveling alone) should be particularly careful of seemingly great offers abroad.

The Australian Department of Foreign Affairs and Trade (DFAT) recommends that Australians carefully assess overseas job offers. If you're offered employment overseas, you should do some research before you accept the offer. There is limited assistance that Australian consular officials can provide if, once you arrive, your working conditions are not as advised or expected.

**Activity:** Provide a detailed example for how each factor is applicable to a country of your choice

**Factors to consider when working overseas**

Taxation: you may need to take into account the impact of different taxation requirements on your income to see if the income you earn is sufficient to support your lifestyle overseas.

Cultural differences: you will have to work in a different cultural environment, which may mean encountering different social rules and expectations, language differences and different ways of conducting business

Legal differences: each country has its own legal system which you will need to understand when operating in a business overseas.

Cost of living: living costs vary widely and you will need to take this into account when considering working overseas. The income offered may not be enough to cover living expenses.

Finding accommodation and transport: you will need to consider where you will live and how you will commute to work. There may be different regulations about renting or owning property or the need to apply for a new driving license if you need to drive to work.

Conditions of employment:

**Assessment - Investigation**

**Syllabus Point**

* The importance of research and product development in assisting businesses to remain competitive in a global economy

**Investigate the importance of research and product development for Apple.**

**Understand the role research and development plays in Apple’s competitiveness in the global economy.**

**Some topics to consider during your research**

(Note: research may not necessarily be limited to these suggestions)

* What is research and product development?
* Specific examples of Apple’s research and product development
* Evidence of the impact of new products on market share – statistical support and source of statistics should be cited

**Additional information**

* You will be given a report question in class, Wednesday August 30th, to respond to during the period in the form of a written report.
* No notes are to be used while you are writing your report.
* Use headings and sub headings in your response.
* Consider the syllabus point carefully while researching and ensure you can draw explicit links between your findings and these points as the report question will reflect these.

**Assessment date:** Wednesday August 30th (In-class)

**Assessment weight:** 10%