



MEDIA RELEASE

McDonald's becomes Australia's first eSmart workplace through partnership with the Alannah & Madeline Foundation

(Sydney, Australia) 26 April 2017: McDonald's Australia has today announced the launch of a partnership with the Alannah & Madeline Foundation, which will see the business further bolster its commitment to providing all employees with a safe and positive workplace. Through the partnership, McDonald's will become the first business to deliver the Foundation's highly successful eSmart program in the workplace.

eSmart works to promote a positive culture and also provides McDonald's with an evidence-based framework that assists in ensuring the many young people employed across the country, are not exposed to bullying and other harmful workplace behaviours.

To become an e-Smart workplace McDonald's has updated all of its policies, training and processes to encompass the practices set out by the Alannah and Madeline Foundation. Practices that aim to improve wellbeing through reducing and responding effectively to online and offline bullying and other forms of negative behaviour.

Shaun Ruming, Chief Operating Officer, McDonald's Australia, commented: *"McDonald's prides itself on being a progressive employer and this partnership with the Alannah & Madeline Foundation is an important step for us to further strengthen our training and development offering. As the largest employer of youth in the country, we know we have a tremendous responsibility to provide a safe and caring workplace for our people and we are really confident in the partnership and what it means for our employees."*

Lesley Podesta, CEO, the Alannah & Madeline Foundation, added: *"We launched our eSmart initiative in schools in 2010 to combat the rising issue of cyber bullying and its effects on students communities. It has been well received and is now in one-third of schools and over 60% of public libraries across Australia. eSmart has assisted thousands of children and their families navigate technology and significantly reduce online risks. With their strong sense of community responsibility McDonald's is a great Foundation partner to launch eSmart into workplaces. I look forward to seeing the success we will have together over the coming years."*

McDonald's has now started to roll-out the eSmart program through its new crew training app, which enables all 106,000 crew to complete learning and development programs from their mobile handset.

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Notes to editor:



The Alannah & Madeline Foundation is a national charity focusing on protecting children from violence and creating behaviour change in the community to reduce bullying and cyber bullying.

The Foundation was set up in memory of Alannah and Madeline Mikac, aged six and three, who were tragically killed with their mother and 32 others at Port Arthur, Tasmania on 28th April 1996.

To achieve a safer world for children the Foundation runs state-of-the-art, evidence-based programs, support services and products and advocate for a safer world for children.

eSmart is a world-leading, evidence based system which uses a cultural change framework approach to promote respectful behaviours to reduce bullying and cyber bullying. The eSmart system is being implemented in more than 2,300 schools nationally and will be rolled-out to all 1,500 public libraries by 2018.

eSmart Digital Licence is one of the most comprehensive online cyber safety resources available. It teaches school aged children critical digital skills and promotes discussion about online safety between young people and their parents, carers and teachers. There are more than 200,000 Australian students registered and the resource is launching in New Zealand in 2017.

The Foundation believes that no child should feel unsafe or be threatened with violence.