

Friday, 14 June 2013

Transitioning to new Regional ad make-up arrangements

Good afternoon,

As you are aware, we have been consulting with you and your representatives since 28 May 2013 when we proposed the phased consolidation of Regional ad make-up work into four hub locations (Wagga Wagga, Ballarat, Albury and Launceston) where small teams would continue servicing advertising production needs in the local communities served by our mastheads.

The proposal also involved the outsourcing of specific tasks to 2adpro, an international company that delivers quality services to media companies around the world, including to the Regional business and other parts of Fairfax.

Today we are confirming our decision to proceed with the proposal.

The new arrangements are in line with Fairfax's broader strategy and will provide us with significant operational and cost efficiencies that we need to ensure we have a strong business for the future.

As flagged, we expect implementation of the new arrangements will take approximately 12 months to complete across our Regional operations. There will be three phases, starting with operations in South Australia/Western Australian, followed by Queensland/Northern NSW, then Central NSW/Southern NSW.

There will be further communications relevant to each phase as the transition progresses.

We expect that approximately 75 employees across 23 regional pre-press sites will be affected by this decision as the transition takes place. Where suitable redeployment options cannot be found then full entitlements will be paid.

The Focus, Australian Senior and sites at Morwell, Sale and Newcastle are not affected by today's decision.

We understand that transitioning to the new arrangements may be unsettling, and we would like to remind all staff that the Employee Assistance Program – a confidential, free counselling service – can be accessed 24 hours a day on telephone 1300 361 008.

Please speak with your manager, or contact either of us, if you have any questions or concerns.

Regards,

Rod Tremayne
Acting General Manager, Regional

Troy Everett
General Manager, Productivity and Integration