

media release

The spirit of giving at Vero

14 December 2006: With less than two weeks until Christmas, the spirit of giving is in the air. But today employees want to give something back to the community throughout the year, not only at Christmas.

Many organisations have introduced workplace giving programs as part of a wider commitment to corporate social responsibility, and this brings many benefits to both employees and senior management.

Vero Insurance Limited (Vero) introduced its workplace giving program, 'Verogive', in November 2005. Staff can donate to Vero's chosen charities through their pay and Vero matches every dollar that is donated through pay deductions.

In the program's first year, staff donated and raised \$90,320 through pay deductions, fundraising events and other initiatives. Taking the dollar matching into account, Vero and its people have raised a total of \$139,919 for its six charities in 2006. In addition, many staff donated their time to help these charities achieve their objectives.

Vero's six charities are Assistance Dogs Australia, The Cancer Council, Heart Foundation, Blackwood, Australian Wildlife Conservancy and The Smith Family.

Head of Brand, Marketing and Product Development, Anthony Brown said the Verogive program has had a very successful year.

"Staff embraced our workplace giving program, and in the first 12 months we have seen 16 percent of staff donating through pay deductions. This number is steadily rising," Mr Brown said.



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A total of 25 fundraising events were held throughout 2006, with a high level of staff participation in Vero's offices across Australia.

Some of the year's highlights include The Cancer Council's Daffodil Day and Pink Ribbon Day, The Smith Family's Christmas Appeal and the Assistance Dogs 10th Anniversary Dinner at Sydney's Parliament House.

"Over 200 Vero staff volunteered for our charities during 2006. The Assistance Dogs 10th Anniversary Dinner saw 22 Vero volunteers acting as hosts and event crew. In the same week, nine Vero volunteers helped the Heart Foundation at the Blackmore's Sydney Running Festival.

"At Vero, we support our charities in many ways. For example, in September \$13,000 was raised for our charities when second hand computers were sold to staff. Vero also donated 550 used PC's to The Smith Family for participants of their 'Learning for Life' program.

"It's been a great year for Verogive and we are looking forward to an even more successful 2007 for our charities," said Mr Brown.

- ENDS -

Editor's note

Vero Insurance Limited ("Vero") is a subsidiary of the Promina Group Limited, which is one of the top 50 companies listed on the Australian Stock Exchange. Vero, formerly Royal & Sun Alliance Insurance Australia Limited, has for many years been offering highly specialised solutions to its large range of customers.

Vero is one of Australia's largest intermediated general insurance companies and has 19 branches across Australia, providing a suite of quality specialised risk management products and services through brokers, corporate partners and risk managers.

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