# 2010 Australaisian Awards: Fuji Xerox Takes Top Spot in Sustainability Reporting Category

The Australian branch of the Fuji Xerox corporation, long a champion of sustainable and environmentally friendly business practices, won yet another award for its 2010 GRI (Global Reporting Initiative). The company received the award at an annual dinner given for that purpose.Fuji Xerox Australia, whose parent company is widely known as a premier manufacturer of office supplies and accessories, has striven to uphold both personal and standardized sustainability requirements since 2005, when it first began to measure its own performance against industry standards, and, subsequently, publish reports detailing its findings. The company's efforts were recognized last year by the ARA (Australasian Reporting Association), who cited the corporation's yearly reports as "clear" and "innovative" promotions of web-based communication.Amanda Keogh, the current manager of Fuji Xerox Australia's Department of Environment and Sustainability, was reported as saying that both she, personally, and Fuji Xerox Australia as a whole, were "honored to be recognized", affirming that the continued use of environmentally sound business practices, as well as simultaneous and continued commitment to the individual printer, or printers, who drive the industry, would remain at the heart of Fuji Xerox Australia's ethos. She further promised company stakeholders continued transparency in future sustainability reports.In the same interview, Ms. Keogh went on to talk about the need for such regulatory bodies as the Australasian Reporting Association, citing the diligent effort exercised by Fuji Xerox Australia in meeting the ARA's stringent requirements, and the report borne of such efforts, as "critical". She later expressed her joy at meeting the standards set for the company, as well as the joy taken in knowing that her company's environmental footprint was being reduced.The managing director of Fuji Xerox Australia, Nick Kugenthiran, expressed similar elation with the ARA's findings, saying that, while "many companies claim to seek long-term sustainability, it may not always flow through the entire business". He then remarked that the company "...relished this challenge, [having] taken a leadership role to demonstrate sustainability in a large company to our customers, suppliers, partners, and the wider industry.