

- ▶ discussing corporate image
- ▶ roleplaying a decision-making meeting
- ▶ writing a report on a meeting

### 6.6 Case study Phoenix

#### Discussion

- 1 Would you like to have a recycling centre near your home? Why (not)?

#### Reading

- 2 Read the Internet page about Phoenix and answer the questions.

- 1 What kind of corporate image does the company try to project?
- 2 What do you imagine working at Phoenix is like?

INTERNET

PHOENIX



Australia's leading independent vehicle recycling specialist

- Home
- Spare parts
- Recycling
- Jobs with Phoenix
- About us
- Contact

Every year almost a million of Australia's ten million cars reach the end of their useful lives. Phoenix provides a valuable community service by recycling over 75% of each vehicle.

Phoenix's mission is to protect and preserve Australia's unique ecology. We take special care to ensure that hazardous materials and toxic substances are processed safely and securely with minimum risk to the environment or the population.

At all our recycling centres across Australia, we believe in being good neighbours. We believe it is our duty to treat customers, employees and suppliers fairly, to respect the local environment and to be involved in community causes.

#### Internet research

Search for the keywords *automobile recycling contamination* to find out more about the risks and perspectives in this industry.

#### Roleplay preparation

Divide into three groups: Port Katherine Planning Department, Port Katherine Residents' Association, and Phoenix. Use the Exercises opposite (3, 4 and 5) to gather information for your group, in preparation for a public meeting (Exercise 6) to discuss the choice of site for a new recycling centre in Port Katherine. You will need to make a presentation at the meeting summarizing your views, stating which site you prefer and why, and explaining why the other sites are not appropriate. You should also be prepared to ask the other groups questions, and argue against their proposals if they conflict with your interests.

