

NEWS



30 May 2002

DOMINO'S PIZZA BACKS GOVERNMENT'S CAMPAIGN TO RID WORKPLACE OF AGEISM

Today, Domino's Pizza joined a host of organisations selected to champion the Government's Age Positive campaign. The campaign, led by the Department for Work and Pensions (DWP) and spearheaded by Minister of State for Pensions Ian McCartney, tackles the important issue of age discrimination in the workplace and challenges organisations to become Age Positive now because it's good for business.

One in four people in Britain experience age discrimination, meaning that companies who base job decisions on age alone are reducing their choice of candidates by up to a quarter. Age Positive challenges negative stereotypes surrounding both young and older employees with emphasis placed on skills and ability and not age.

Domino's Pizza has a formal policy that states the company's commitment to the development of positive policies to promote equality of opportunity in employment. Additionally, they positively welcome applications from older workers, believing they lend valuable experience and maturity to teams, particularly those teams working within its pizza delivery stores. In an industry where it is increasingly difficult to recruit and retain staff, some of its franchises have found great success recruiting older workers by attending over 50s salsa and line dancing classes!

According to Eric Avis-Dakin, aged 71 and Domino Pizza's Delivery Driver of the Year in 2001, the company should be congratulated on its Age Positive recruitment policy. Eric says, 'I responded to a Domino's flyer that was advertising for drivers, which said that age didn't matter. My first pizza delivery was on Friday 13 April! It was also Good Friday and all I can say is things have been good ever since.'

DOMINO'S PIZZA PRESS OFFICE

Direct Line: +44 (0)1908 580 672 Direct Fax: +44 (0)1908 588 008

Out of office: +44 (0)7909 928 016

email: pressoffice@dominos.co.uk

**We love to feed the media!
Please contact us for a free pizza.**

NEWS



In October 2000, the UK government agreed to an EU directive, committing itself to introducing legislation on age by 2006. Ian McCartney explains 'The Government recognises that it is important to change people's attitudes to age. In support of future legislation, the Age Positive campaign aims to raise awareness of the issue now, and show how employing a mixed-age workforce can have a positive impact on an organisation'.

Domino Pizza believes it is already reaping benefits from recruiting and retaining older workers. Jane Roberts, Head of HR for Domino's Pizza Group reveals, 'we recruit people for the skills and abilities that are needed for the role and we recognise the business benefits of an age-diverse workforce. Being 'age positive' results in higher retention rates and a workforce that really reflects the makeup of the population'.

Notes To Editors:

Age Positive Employer Champions play a vital role in helping promote best practice to other organisations. To obtain further information about becoming a campaign Employer Champion, people can visit the website at www.agepositive.gov.uk or email jenny@geronimo2.co.uk

Domino's Pizza employs 500 people in its corporate stores, 200 in its corporate support/commissary functions and about 5,500 in its franchised stores (who are therefore employed by franchisee).

Domino's Pizza joins 37 other Age Positive Employer Champions -

- 1 Sainsbury's
- 2 Tesco Stores
- 3 Halifax
- 4 First London (First Group)
- 5 CIPD
- 6 B & Q
- 7 Institute of Directors
- 8 Chartered Management Institute
- 9 ASDA
- 10 Nationwide Building Society
- 11 BT

DOMINO'S PIZZA PRESS OFFICE

Direct Line: +44 (0)1908 580 672 Direct Fax: +44 (0)1908 588 008

Out of office: +44 (0)7909 928 016

email: pressoffice@dominos.co.uk

We love to feed the media!
Please contact us for a free pizza.

NEWS



- 12 County Battery Services
- 13 West Yorkshire Magistrates Court's Service
- 14 Age Concern Hull
- 15 South Wales Forgemasters
- 16 Industrial Finishing Supplies
- 17 Eden Brown Recruitment
- 18 Principal People
- 19 Belvoir Vale Secretarial Agency
- 20 Apollo 2000 Recruitment Services
- 21 Forties People
- 22 40+ Recruitment Agencies
- 23 Office Angels
- 24 Grey Matter
- 25 Blue Arrow
- 26 Homes & Capital Trust
- 27 Safeway Stores
- 28 Travelodge Ltd
- 29 FiftyOn
- 30 Wrap Film Systems
- 31 Shropshire County Council
- 32 Baker Harding Group
- 33 Kings Hill Recruitment
- 34 Business Wisdom
- 35 Better Prospects
- 36 Domestic & General (Nottingham) plc
- 37 My Generation

Integral to the campaign is the Department for Work and Pensions' (DWP) voluntary Code of Practice on Age Diversity in Employment. The Code, which has already been issued to more than 75,000 employers and individuals, provides guidance on how to eliminate age discrimination by addressing six phases of the employment cycle: recruitment, selection, promotion, training and development and redundancy and retirement.

Contacts

For further information on the Age Positive campaign or for information on how to become an Age Positive Employer Champion, please contact - Jenny Evans on 020 8238 8569 or email jenny@geronimo2.co.uk

DOMINO'S PIZZA PRESS OFFICE

Direct Line: +44 (0)1908 580 672 Direct Fax: +44 (0)1908 588 008

Out of office: +44 (0)7909 928 016

email: pressoffice@dominos.co.uk

**We love to feed the media!
Please contact us for a free pizza.**

NEWS



30 May 2002

- END -

For further information, please contact Bernadette Ahmed on
Tel: 01908 580693
Email: Bernadette.Ahmed@dominos.co.uk

DOMINO'S PIZZA PRESS OFFICE

Direct Line: +44 (0)1908 580 672 Direct Fax: +44 (0)1908 588 008
Out of office: +44 (0)7909 928 016
email: pressoffice@dominos.co.uk

**We love to feed the media!
Please contact us for a free pizza.**