



November 15, 2007

Westaff Santa- Ho-Ho-Ho Statement and FAQ

Santa Statement from the Company

"Westaff does not 'ha, ha, ha' at Santas saying 'ho, ho, ho.' We take our responsibility to provide friendly, caring Santas to our clients seriously. One of the main reasons Westaff Santas have been putting smiles on children's faces for more than 40 years is that each Santa is trained to be sensitive to a child's needs. Training includes a discussion of how to help a child feel more comfortable when visiting Santa. Among the advice we give our Santas to ease children's fears is to lower their tone of voice. This advice is merely a guideline and each Santa is asked to assess children's reactions and act accordingly, including saying 'ho, ho, ho'.

Santa FAQ

- 1. Are Westaff-recruited Santas being told not to say "ho, ho, ho"?**
Absolutely not. In Australia, Westaff Santas are encouraged to assess a child's reaction and act accordingly – this may include using various tactics for relieving children's fears like adjusting their tone of voice.
- 2. What were the exact directions given to Santas regarding saying "ha, ha, ha"?**
Westaff-trained Santas were directed to simply be sensitive to children's needs. If a child appears frightened, they were directed to try different tactics such as "toning down" their voice or joking with the child to make them feel more comfortable.
- 3. How many Santas were instructed not to say "ho, ho, ho"?**
None. Westaff of Australia hires and trains more than 500-600 Santas for such retail giants as David Jones Department Stores. In an effort to make every child's experience with Santa fun and memorable, Westaff Santas go through training where they learn how to greet children. "Ho, ho, ho" is still permitted language for Westaff Santas.
- 4. Who developed and approved the guidelines?**
While Westaff develops the training for Santas, it is based on their clients' direction. Westaff clients like David Jones totally approve of Westaff's training program for their Santas.
- 5. Whose decision was it to eliminate "ho, ho, ho"?**
Westaff did not eliminate "ho, ho, ho," rather they provided guidance for Santas on other friendly greetings when dealing with a child that might be uncomfortable. We want every child's experience with Santa to be fun and memorable.
- 6. Was this a client request?**
No. Westaff simply was trying to guide their Santas on being sensitive to children's reactions.
- 7. What about offending women? Was that a factor in instructing Santas not to use "ho, ho, ho"?**
Westaff Santas were not instructed to eliminate "ho, ho, ho" from their greetings. Westaff Santas were simply provided with ideas on how to be sensitive to children, especially those who may appear uncomfortable by Santa.

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8. How many Santas does Westaff recruit each year?

Westaff Australia recruits and trains 500-600 Santas per year.

9. How long has Westaff been a Santa recruiter?

Westaff's quality, caring Santas have been putting smiles on children's faces for more than 40 years.

10. What is being done to address Santas who quit or object over this issue?

Every Westaff Santa is hired and trained on the basis of each assignment. If a Santa doesn't meet the requirements of the assignment, then Westaff acts accordingly and tries to find another assignment more suitable to his or her skills.