



# 2018 WORKPLACE GIVING EXCELLENCE AWARDS

Celebrating the most outstanding  
workplace giving programs in Australia



# MESSAGE FROM

**Jenny Geddes**

CEO - Workplace Giving Australia

Workplace Giving Australia (WGA) was enormously encouraged that a record-breaking number of organisations entered the 2018 Workplace Giving Excellence Awards, an initiative to celebrate and recognise the generosity of working Australians.

This year, 60 organisations entered. In doing so, they are celebrating the collective impact of their staff and the important difference they are making to their charity partners via the most effective and efficient form of giving for working Australians.

Anne Frank said, 'no-one has become poor by giving' and nothing can be truer of the entrants – through the sharing of workplace giving knowledge, all programs have the potential to become stronger benefitting those in need and leading to a fairer and more equitable society.

In 2018, we were pleased to extend the Awards to include Volunteering and Innovation in recognition of these important elements of workplace giving. We were delighted that the sector embraced these new categories.

## **Distinguished Panel of Judges**

A distinguished panel of judges had the very difficult task of evaluating the entries and, on behalf of the sector, we sincerely thank:

- Judy Barraclough, Head of Strategy & Philanthropy, The Smith Family
- Carolyn Curtis, CEO, The Australian Centre for Social Innovation
- Sarah Davies, CEO, Philanthropy Australia
- Carolyn Hewson, Director, BHP Ltd, BHP Plc and Stockland Corporation
- Prof. Kristy Muir, CEO, The Centre for Social Impact
- Adrienne Picone, CEO, Volunteering Australia
- Dr. Tim Reddel, Group Manager, Policy Office, Department of Social Services

The Awards are an important pillar of the One Million Donors campaign. Achieving One Million Donors will revolutionise how charities receive funding. It's a form of giving open to every working Australian and we encourage thousands more employers and their workforces to join the campaign.



Proud Sponsor of the 'Most Innovative Charity / Employer Partnership' Award

# MESSAGE FROM

**The Hon. Paul Fletcher MP**

Minister for Families and Social Services



As the Minister for Families and Social Services, I am pleased to be recognising outstanding philanthropy contributions in Australia at this year's Workplace Giving Excellence Awards.

These significant awards recognise the initiatives employers have taken to encourage their staff to support charity. At their heart, they showcase what can be achieved when employees and employers work together, dedicating time and resources to ultimately help those less fortunate.

This year, my Department is pleased to be a sponsor, dedicating \$20,000 to support the industry and drive growth through the Most Innovative Charity / Employer Partnership award category.

The workplace giving programs that these awards celebrate, are now contributing more than \$35 million a year to Australian charities.

The number of workplace giving donors has also increased, from more than 100,000 employees in 2010 to more than 176,000 in 2017.

These awards continue to raise awareness and encourage greater levels of charitable giving in Australian workplaces. Workplace giving is an effective way of encouraging generosity and support for the charity sector.

I'd like to take this opportunity to acknowledge the support of this event by The Prime Minister's Community Business Partnership, of which I am the Deputy Chair. The Partnership continues to provide leadership and support for Australian philanthropy to grow and thrive.

I would also like to congratulate all the 2018 winners and finalists and I am truly inspired by your achievements. You are in excellent company with past winners who have shown an impressive commitment to workplace giving.

Thank you for your examples of generosity and leadership within the Australian workforce and business community. I commend your support for so many worthwhile charitable causes.



# MESSAGE FROM

**Kristy Muir**

CEO - Centre for Social Impact  
Awards Judging Chair

## **What Works? Celebrating Workplace Giving.**

We are a country wealthier than we could have possibly imagined. We have experienced 27 years of unprecedented economic growth. And, yet, entrenched social problems persist: large numbers of our children are living in poverty, a growing number of people are homeless, and we have failed to address many of the gaps between Indigenous and non-Indigenous Australians. I could go on... .

Despite this increasing national wealth and prevailing social issues, we've seen a decline in the proportion of tax payers making taxable donations in every state and territory. Yet, before we criticise the country for its lack of generosity, we have seen the overall total of donations and bequests grow. Charities registered with the ACNC collectively received \$11.2bn in donations and bequests in 2016, up from \$10.5bn in 2015.

When we look at this data together, the importance of growing impactful workplace giving should not be underestimated. I was buoyed to see the increased number of applications, innovative and evidenced based approaches to workplace giving and partnerships between charities and businesses shine in this year's awards. My heart is warmed by the generosity of people from different industries and very different income brackets giving, and by the organisations and employees who have really embedded workplace giving into their culture.

The campaign for 'One Million Donors' must reach the hearts and minds of people across the country in all sectors who have the capacity to give. There are some excellent examples of clever use of technology, effective communication campaigns, and techniques to increase and encourage giving. I'd like to send my warm congratulations to the winners of this year's 2018 Workplace Giving Excellence Awards, and send my ongoing encouragement and support to those who submitted applications as well as those who will in the future. There are some great ideas for others to learn from to grow workplace giving across the country.

As we celebrate these awards, and prepare for the year ahead, consider that with this growth, comes a challenge: We need to know, is our giving making a difference? If so, how? When? Where? If we are ever to move the dial on entrenched social problems in Australia, we need to be brave enough to ask ourselves, what works?

# DONATE TO CHARITY THE SMART WAY, DIRECT FROM YOUR PAY



**Employers supporting 'One Million Donors' have an average of 26% participation in their workplace giving programs (compared to the national average of less than 5%).**

**Sign up for free at [1MDonors.org.au](https://www.1MDonors.org.au)**



[WWW.1MDONORS.ORG.AU](https://www.1MDonors.org.au)

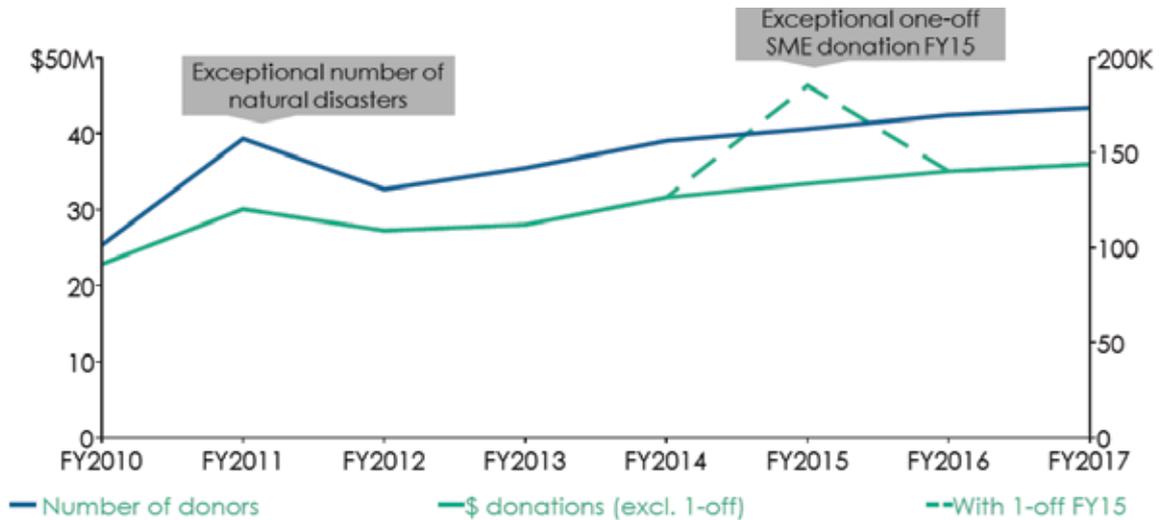
# WORKPLACE GIVING STATUS AND POTENTIAL FOR GROWTH

While giving at work continues to grow across Australia, there is massive untapped potential - 3.4 million working Australians at 4,000 employers have access to workplace giving, but are not donating.

The average participation rate at companies signed up to 'One Million Donors' is five times the national average. This proves that when businesses make giving a priority, it thrives. The keys to success are leaders showing leadership, alignment to business purpose and harnessing the power of donating matching.

## THE DATA

Amounts donated and number of donors have been trending up since 2009<sup>1</sup>



But **average participation rate** is stagnant at less than **5%**



There is **huge potential!**  
**3.4 million** working Australians at 4,000 employers **have access** but are not giving.

Note: 'large business' >199 employees, 'SME' 1-199 employees  
 Source: ATO Workplace Giving (2017), ABS 81450 'Counts of Australian Businesses' (2017)

# WORKPLACE GIVING STATUS AND POTENTIAL FOR GROWTH CONTINUED...

## THE RESEARCH

Millennials are calling out for workplace giving programs – they want their employer to offer ways for them to get involved with something bigger.<sup>2</sup>

Employees at companies with a successful program are more engaged and stay longer with their employer – delivering bottom line cost savings.<sup>3</sup>

For over 75% of donors, their total giving increased after joining their employer's program. Workplace giving provides new money for the community sector - it doesn't replace other forms of giving.<sup>4</sup>

## THE IMPACT

Since 2009 workplace giving and employer matching have contributed more than \$500m in cumulative funding to charities.<sup>5</sup>

Full potential for workplace giving in Australia is ~ 70% participation. It has the potential to generate over \$1.5Bn\* per annum of low cost, secure, annuity, untied funding for the charitable sector (over \$2Bn with matching).<sup>6</sup>

## Five things your organisation can do to increase workplace giving:

1. CEO and senior leaders drive from the top.
2. Maximise impact by supporting a limited number of charities, ideally ones aligned with your business purpose.
3. Communicate collective and cumulative impact.
4. Offer donation matching.
5. Use "opt-out" for new employees – listen to Professor Dan Ariely's TED talk about why opt out works.<sup>7</sup>

1. When Bain and Co and Workplace Giving Australia (WGA) started annual analysis of ATO data
2. McCrindle and Deloitte research and 2016 WGA paper supported by SEEK and Social Impact Hub.
3. WGA and Social Impact Hub 2017/18 research into business benefits of Workplace Giving at JB Hi-Fi and WGA 2013 "Engagement: Recognising the Value of Workplace Giving" research
4. WGA 2013 "Engagement: Recognising the Value of Workplace Giving" research
5. WGA estimates based on ATO data and employer matching data.
6. 70% of 12M working Australians is 8.4M x average WPG employee donation amount \$200p.a. = 1.68 Bn
7. <https://www.youtube.com/watch?v=9X68dm92HVI>



**2018**  
**FINALISTS**  
**CASE STUDIES**

# 70'S MOJO DELIVERING FUN & COMPETITION



## FROM THE JUDGES:

*"'Frequent Giving Frenzy' was a good campaign and I particularly enjoyed the outcomes video."*



## OVERVIEW + HIGHLIGHTS

- Flight Centre Travel Group (FCTG), one of the world's largest travel companies, established its workplace giving program in 2008 and saw the program quickly take flight.
- Flight Centre Foundation coordinates all community activity, including workplace giving (WPG). The program includes best practice features 'opt-out' for all new starters and a champion network and utilises a bespoke in-house loyalty program to drive sign-ups.
- Realising WPG participation had plateaued at 30%, FCTG decided to relaunch the offering in April 2018 with a 'Frequent Giving Frenzy' week of intense promotion.
- A funky, unique look was given to the high impact campaign so that it would cut-through the daily noise of communication.
- Channeling the 1970s, it drew inspiration from the TV ads of the period, including bad hair, flares and disco soundtracks.
- Key stakeholders, from senior leaders to charity champions, were involved in the production.
- The fun and engaging campaign included videos, flyers, daily emails and charity partner pop-ups.
- KPIs were published to track progress and promote competition through an internal communications platform.
- Momentum from the campaign carried over into June where FCTG achieved its goal of 35% participation in workplace giving.

## RESULTS + IMPACT

- Workplace giving participation: 35% of more than 9,000 staff
- 455 additional donors from the relaunch
- An extra \$140,000 (including matching) donated annually
- Increased engagement with the 'Frequent Giver' loyalty program

# WORKING TOGETHER FOR IMPACT



## FROM THE JUDGES:

*"The relaunch had strong commitment and featured a range of activities. The outcomes were clearly demonstrated."*

KING & WOOD  
MALLESONS  
金杜律师事务所

## OVERVIEW + HIGHLIGHTS

- With workplace giving participation stabilised at around 40 - 55%, law firm King & Wood Mallesons recognised that its 17 year old program was in need of a refresh.
- The number of charities was trimmed from 48 to 22 to increase impact, a new name (DigDeep) and logo was developed and a stretch target of 75% participation by 2020 was set.
- The relaunch plan had clearly defined objectives, a dedicated budget and involved substantial consultation with stakeholders to ensure support.
- The team delivered a captivating and memorable campaign over two weeks, including desk drops, emails and videos all featuring the message "Impact. Together We Can."
- The highlight was a gallery event in each office featuring large images from core community partners. Each picture was accompanied by a 60 second audio which staff could listen to, via their own mobile device, to learn about the charity and how KWM supports it, plus make a donation.
- The CEO showed significant support, distributing a relaunch video email to staff (viewed by 77% of recipients) and personally greeting staff at the door of events.
- The firm capitalised on the reignited interest in the program with another participation drive during Anti-Poverty Week in October which resulted in a 10.8% increase of regular donors.

## RESULTS + IMPACT

- Workplace giving participation: 47% of 1,537 staff (at 30/06/18)
- Program commenced 17 years ago
- 700 event attendees; 520 audio portal users
- 7% increase in participation

# LISTENING TO STAFF + ENHANCMENT OF RELATIONSHIPS UPLIFTS PROGRAM



## FROM THE JUDGES:

*“Good research into other successful giving programs.”*



Helping pets & families in need.

## OVERVIEW + HIGHLIGHTS

- The 'PETstock Assist Team Giving Program' was established in 2014 with 7.5% participation rate.
- Originally the program had a single charity as the beneficiary. After listening to feedback from its employees, PETstock decided it was time for a change.
- The team reviewed employee feedback, engaged with expert advice from 1Mdonors.org.au and reviewed key learnings from award winning programs.
- A key enhancement was expanding the offering to a selection of charity partners that take into account staff preferences and are aligned to the company's overall vision.
- The new strategy also improved community impact, included an updated vision and mission, and involved extending the program to New Zealand.
- The relaunch has seen participation grow from 52% to 59% in four months.
- Keys to success include enhanced charity relationships, increased team engagement and better alignment between the program and the business.
- The renewed commitment to workplace giving is demonstrated in the company business plan where it is now featured as its own entity.

## RESULTS + IMPACT

- Workplace giving participation: 59.4% of 1,704 staff
- 7.5% growth in four months since relaunch
- Funds have supported training camps for PTSD teams at Assistance Dogs Australia
- More than \$10k a month being donated

# BEING “WILD AT WORK” BOOSTS ENGAGEMENT AND FUNDS



**FROM THE JUDGES:**  
*"Excellent submission and very strong results."*



## OVERVIEW + HIGHLIGHTS

- Conservation organisation Worldwide Fund for Nature (WWF) directed its focus towards growing its workplace giving offering in 2018 by hiring a dedicated workplace giving coordinator.
- This was the catalyst for greater engagement with existing workplace giving partners and enabled the roll out of the new “Wild at Work” program.
- The campaign was communicated to both existing partners and prospects through the development of an engagement package. This included an infographic, video and a new workplace giving page on its website.
- The website featured a section for both employers and employees, and both pages housed downloadable materials (e.g. Green Office Toolkit).
- Activations employers could engage with were The Solar Light Challenge, Wild Talks, skilled volunteering and Tree Planting programs. The in-office talks and tree planting were only available to organisations that had at least one person donating to WWF through workplace giving.
- This strategy incentivised organisations to nominate WWF as a strategic charity partner and uplifted workplace giving donations.
- Keys to success were having a clear mission, strategy and measurable outcomes. Making workplace giving a core focus has enabled WWF to communicate effectively with partners and donors, and increased its overall workplace giving income.

## RESULTS + IMPACT

- 62% more workplace giving income in 2018 V 2017
- Six new employer partners
- More than 30 companies engaged in staff activations in the year since relaunch
- Collaborative relationships developed with workplace giving partners

# STRONG COMMUNICATION & DONATION MATCHING HELP SOLVE REAL WORLD PROBLEMS



**FROM THE JUDGES:**  
*"Giving Day is a positive innovation  
with good outcomes."*



## OVERVIEW + HIGHLIGHTS

- Queensland University of Technology (QUT) has a long history of workplace giving, having launched its program in 2006.
- The 'QUT Staff Giving Program', chaired by the Executive Dean of the Faculty of Health, is instrumental in helping foster a culture of community, with staff across all campuses and facilities encouraged to contribute.
- The program highlights inclusion - that every donation counts, making a real difference to the students, researchers and community groups supported by the program.
- QUT matches all donations to the Learning Potential Fund and other scholarship programs. Additionally, it underwrites all fundraising activities, such as staff costs, stewardship activities and thank you gifts to donors.
- During "Giving Day" 703 staff members made additional one-off donations.
- A robust marketing plan, including updates, impact statements and acquisition techniques ensures the program is woven into all levels of staff communication. The activities often include an element of fun to enhance the experience.
- The primary goal of the program is to provide staff with the opportunity to help change the world, whether that be changing the life of a student in need or enabling a researcher to find a cure for cancer.

## RESULTS + IMPACT

- Workplace giving participation: 15.2% of 3,900 staff
- 100% of The Vice Chancellors Advisory Committee are active participants in the program
- 22 student ambassadors / volunteers
- Community Welfare Fund has distributed \$357K in grants

# HUGE IMPACT ON NOT-FOR PROFITS



## FROM THE JUDGES:

*"Bain is rightly proud that 60% of staff did pro bono consulting or volunteering in the past year."*



## OVERVIEW + HIGHLIGHTS

- Consulting firm Bain & Company Australia launched its pro-bono and volunteering program 30 years ago.
- The centerpiece of the program is the annual 'Community Impact Day', where the entire Australian workforce can volunteer or deliver pro bono consulting.
- On top of this, in the past 12 months 42% of employees have supported 25 charities through pro bono cases working on strategic problems.
- Social Impact externships (where staff work at a social impact partner applying consulting skills), external volunteering and NFP board / leadership advisory rounds out the scope of the Bain program.
- In 2017 Bain challenged two other consulting firms to a "Battle of the Bands". Three chosen charity partners were invited to judge and to speak about the impact of their work. More than \$14,000 was raised, with the largest prize pool being donated to the winning band's chosen charity.
- In 2017-18 an education NFP that has served more than 20,000 students since its inception, developed its 2023 strategy supported by Bain's program. They now embrace the bold ambition of tripling their workplace giving numbers and have a clear strategic roadmap on how to make this possible.
- Bain's executive have committed to globally investing \$1BN of pro bono consulting by 2025.

## RESULTS + IMPACT

- 60% of 285 staff participate in pro bono or volunteering
- Supported 25 charities over the past 12 months
- Delivered the equivalent of \$5-7M billable casework to non-profits
- 80% Net Promoter Score from social impact partners

# PRO BONO LEADERS SUPPORTING INVICTUS



**FROM THE JUDGES:**  
*"Impressive 30% growth in last 12-months."*

## Deloitte.

## OVERVIEW + HIGHLIGHTS

- Advisory services firm Deloitte are one of the leading providers of pro bono professional services work in Australia as recognised by the Australian Financial Review.
- With the pro bono program running since 2009 and thousands of staff already participating, Deloitte has upped the ante by establishing a global goal to positively impact 50 million lives by 2030.
- Deloitte Australia has three main components to its program, reinforcing its Responsible Business agenda. These are **National Community Partners** (Oxfam, CanTeen and most recently Many Rivers), **Pro Bono Program** inspiring its staff to make a collective impact, and **Social Leadership** that provides opportunities to develop and unleash its people's ingenuity, compassion and drive.
- Monthly communication to staff include emails, social media, intranet content, office posters and staff events, as well as onboarding packs for new starters.
- As a founding partner of Invictus Games, Deloitte has provided a dedicated team who have worked tirelessly for over three years to bring the event to Sydney in October 2018. Additionally, ten staff were given the opportunity to be official volunteers at the games, including a Deloitte manager who has firsthand experience of the risks service personnel face.

## RESULTS + IMPACT

- 57% of 7,000 staff participate in pro bono or volunteering
- \$11.76M in pro/low bono services in FY18
- \$11.15M to volunteering + fundraising in FY18
- 30% increase in pro-bono over last 12 months

# A BETTER FUTURE THROUGH EDUCATION



**FROM THE JUDGES:**  
*"Impact demonstrated for both employees and partners, including independent evaluation."*



## OVERVIEW + HIGHLIGHTS

- Energy provider, Origin, launched the Origin Foundation in 2010. The focus on education was chosen by Origin's employees.
- The Foundation runs a grants program, volunteering program and matches employee donations.
- In 2017-18, volunteering participation increased from 19% to 29%, contributing over 8,000 hours and 1,500 volunteering opportunities.
- Key to program success is alignment with the Foundation's focus on education and Origin's corporate purpose and values.
- Involvement in volunteering is driven through digital channels, leader-driven advocacy and word-of-mouth. Staff access volunteering opportunities through an online portal. Endorsed volunteer leave is unlimited.
- Employees are encouraged to share their experiences through internal social media channels, building internal advocacy.
- Through newly introduced programs, volunteers and Australian students assemble solar lights and prosthetic limbs for developing countries. 96% of students rated these lessons as 'life-changing' or 'valuable'.
- Volunteers support a range of face-to-face and online educational programs, through Beacon Foundation, AIME, CSIRO and the Gawura School where Origin volunteers read with Indigenous students who may not have the opportunity to read with an adult at home.

## RESULTS + IMPACT

- 29.7% of 5,200 staff participated in volunteering (2017-18)
- Staff who participate have a 5% higher engagement level
- Inspired over 2,500 school students in 2017/18
- 81% of charity partners find the volunteering beneficial

# INNOVATIVE 'BEANCOUNTER' HACK

## A HUGE SUCCESS



**FROM THE JUDGES:**  
*"Impressive 30% growth in last 12-months."*



## OVERVIEW + HIGHLIGHTS

- REA Group Limited is a multinational digital advertising company specialising in property.
- With participation in workplace giving typically sitting at about 14%, it was looking for new ways to encourage staff to donate to charity.
- In July 2017 it launched a 'Community Café' at its Melbourne office, with the company covering all operational costs.
- Employees are invited to make a donation in return for their coffee, which they can do by putting cash in one of the seven charity jars (six are for existing charity partners and the seventh changes every month as chosen by employees).
- If they don't have cash, they can pay via their security card - or 'Beancounter'. The internally developed cashless payment system was created at a team 'Hack Day'. Employees swipe their card, and the screen asks them to select a charity and amount they'd like to donate.
- The employees' monthly pay slip outlines the amount they donated via Beancounter, which is deducted from their post-tax salary.
- REA then donates 100% of the total amount in full to the charities as nominated.
- The digital payment option has significantly increased donations - last month accounting for almost three quarters of the total donations made.
- The coffee served at the Community Café is all 100% Fair Trade Organic (FTO) and Rainforest Alliance Certified (RFA), and only serves drinks in reusable mugs.

## RESULTS + IMPACT

- Workplace giving participation: 15% of 1,130 staff
- Community Café raised \$70,000 in first year
- Workplace giving donations \$144,834 (including matching) in past year
- 100% of donations goes to charity

# SAP ANZ INSPIRING YOUTH THROUGH TECHNOLOGY



## FROM THE JUDGES:

**"Strong strategic alignment of an IT company supporting education in STEM for disadvantaged communities."**



## OVERVIEW + HIGHLIGHTS

- Leading technology company SAP recognises that as our world and workplaces change, the importance of science, technology, engineering and mathematics (STEM) skills increases.
- SAP recognises that we need industry, schools and universities to work together to close the skills gap now and into the future to meet increasing demand for ICT workers.
- Research showing that only 40 per cent of students from low socio-economic backgrounds reach a proficient standard in information and communication technology (ICT), inspired SAP to work with longstanding workplace giving partner, The Smith Family, to address this issue.
- Together they launched the 'Young ICT Explorers (YICTE) Accelerator Program' to provide schools and teachers in low socio-economic communities with the resources and knowledge students need for their digital careers.
- The programme includes specialised teacher training, including robotics and coding, industry mentoring and financial contributions.
- The two organisations also collaborate on The Smith Family's Work Inspiration events where disadvantaged students participate in work experience at SAP offices. Students connect with mentors and participate in ICT skills workshops, as well as receive practical advice on interviewing and resume writing.
- The first year of the YICTE Accelerator Program has delivered a huge increase in the number of entrants from disadvantaged schools into SAP's annual student competition.

## RESULTS + IMPACT

- 30% of entrants in the '2017 Young ICT Explorers Competition' from disadvantaged schools
- All disadvantaged schools made it through their state final
- 200 students attended 'Work Inspiration' events
- 160 SAP employees worked with students on the program

# UNIQUE SOLUTION FOR STAFF ENGAGEMENT



**FROM THE JUDGES:**  
*"Huge potential to replicate events  
and significantly increase giving."*



THE FUNDING NETWORK  
AUSTRALIA

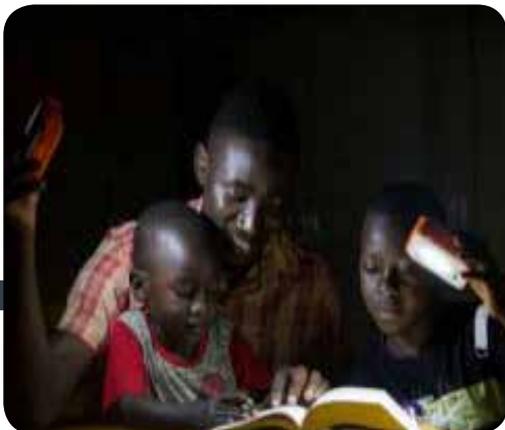
## OVERVIEW + HIGHLIGHTS

- The Funding Network (TFN) is the largest collective giving model in Australia, with the non-profit shaking up the giving landscape through unique live crowdfunding events.
- TFN recognises that businesses often have strong workplace giving strategies and CSR initiatives, however lack the resources or creative solutions they need to engage staff to make the most of these opportunities.
- TFN's crowdfunding events harness the power of storytelling and bring businesses, non-profits, individuals and government organisations together to find, fund and grow innovative social programs.
- At each event, three social entrepreneurs pitch their stories for six minutes and guests pool their donations to support innovative solutions to community issues.
- Partnering with a range of workplace giving technology platforms means employees can utilise these to fulfil pledges made at the events as pre-tax donations, which are then often matched by their employer.
- TFN builds upon the connections made at the events by facilitating skilled volunteering, mentoring and learning forums.
- PwC recently piloted the approach by partnering with TFN on two events to boost engagement with its workplace giving program. 70 staff participated and were able to pledge donations via the Good2Give platform pre-tax. The feedback was overwhelmingly positive, with the attendees keen to return to future events.

## RESULTS + IMPACT

- Largest collective giving model in Australia
- Three social entrepreneurs pitch at each event
- PwC hosted two events with total 300 guests, including PwC staff
- Combined, the events raised \$178,000

# SHINING THE LIGHT ON WORKPLACE GIVING



**FROM THE JUDGES:**  
*"Demonstrated a strong ability to showcase and communicate impact to donors and partners."*



## OVERVIEW + HIGHLIGHTS

- As part of a 2017 review of its workplace giving offering 'Wild at Work', Worldwide Fund for Nature (WWF) received feedback from employers that they wanted volunteer and team-building opportunities.
- WWF also recognised that engaging staff through volunteering was a great way to stand out in the 'open-choice' programs run by many of its employer partners.
- WWF decided to expand the 'Solar Light Challenge' (SLC) concept it had created for schools, to also include workplaces. The challenge involves assembling solar lights for children in Papua New Guinea, whilst providing meaningful lessons about renewable energy.
- SLC was ideal for employers, offering a fundraising mechanism that is tangible, scalable, high impact and required minimal employer resources.
- Building on the broad corporate support for WWF's 'Earth Hour', businesses were challenged to build 250+ lights around March to coincide with the event. Employers received a pack with all the resources they needed to run team-building events to assemble the lights. An important element was a customised thank you video, which included workplace giving sign up steps specific to their organisation.
- This innovative approach not only fulfilled employers' desire for team experiences, but was also highly effective in boosting workplace giving donations.

## RESULTS + IMPACT

- 68% increase in workplace giving income
- 3,471 lights sold to employers
- Assembled lights will offset approximately 538,005 kgs of CO2
- Engaged over 25 companies in climate change activities

# SECOND CHANCE FOR FOOD AT 7-ELEVEN



## FROM THE JUDGES:

*“Drawing on each partners’ unique strengths to improve outcomes and streamline food distribution is an impressive collaboration.”*



## OVERVIEW + HIGHLIGHTS

- Food rescue charity SecondBite has secured a three year partnership with convenience retailer 7-Eleven that encompasses 'Time, Treasure, Talent'.
- In addition to receiving matched workplace giving donations and financial support from the business, the partnership enables SecondBite to access skilled volunteers from 7-Eleven to transform its supply chain and logistics, particularly improving its service to remote areas.
- In return, SecondBite is helping the retailer minimise food waste from stores, provides meaningful volunteer activities and shares motivating stories from communities helped by the initiative.
- The partnership took six-months to develop, including sessions with 7-Eleven's CEO and leadership team members, to ensure it would address a significant problem and deliver maximum social impact.
- As the partnership is still in an early phase, 7-Eleven is committed to driving staff support for it by regularly including SecondBite in team events and other internal communications activities.
- Looking forward, SecondBite is excited about the prospect of connecting with 7-Eleven's supplier base to increase the diversity of food it accesses.

## RESULTS + IMPACT

- Workplace giving participation: 6%
- 10,000kg of food donated by 7-Eleven
- 60 hours of volunteering in six months
- 1,300 community food programs nationally

# CHANGING LIVES

## ONE COFFEE AT A TIME



**FROM THE JUDGES:**  
*"Very good increase in matched donations, in addition to fundraising eg. cookbook sales."*

# STREAT

TM

## OVERVIEW + HIGHLIGHTS

- Social enterprise STREAT tackles youth issues through hospitality training. This is closely aligned to the core purpose of online marketplace SEEK – to help people live productive and fulfilling working lives.
- Key to the partnership's success are the shared values and beliefs of the organisations, allowing for natural connections to develop.
- STREAT's high-quality catering offerings provide many opportunities for SEEK staff to engage with and support its work.
- An activations calendar is agreed each year, which is supplemented by hundreds of innovative small 'moments of deliciousness' that occur for staff as part of team building days, customer functions and other events.
- A particular highlight is the annual Easter morning tea run by SEEK volunteers, where STREAT's handmade hot-cross buns are served. The purchase of the 1,000 buns not only provides a bakery training experience for STREAT trainees, but funds the experience.
- Planned into all activities are ways to drive support for the 'Small Change' workplace giving program, with simple sign-up processes and promotional materials available.
- Looking ahead, STREAT is discussing the prospect of being the operator of the café and catering services in SEEK's new office space.

## RESULTS + IMPACT

- Workplace giving participation: 60% of 805 employees
- Partnership began in 2014
- 51 youth funded for STREAT's 6-month training program
- 600 STREAT coffees consumed at SEEK each week

# BRINGING TECHNOLOGY AND FUN TO SICK KIDS



## FROM THE JUDGES:

*“Contributing technology and entertainment to a children’s hospital is a really innovative approach drawing on Events’ strengths.”*

Sydney Children’s  
Hospitals Foundation

the  
children’s  
hospital at Westmead



## OVERVIEW + HIGHLIGHTS

- Sydney Children’s Hospitals Foundation (SCHF) raises funds to help sick kids at various sites across Sydney.
- It began a relationship with Australia’s premier cinema and hotel group Event Hospitality and Entertainment (EVENT) in 2011, as a partner on its STRETCH workplace giving program.
- Young people, technology, innovation and fun are at the heart of the partnership and provide a clear direction for its strategy.
- Crucial to the success of the program is a complete ‘donor journey’ which enables workplace givers to see where their money is allocated, and keeps them informed, engaged and enthused.
- Donors are also able to take part in volunteering opportunities and fundraising events.
- The partnership plan is distributed throughout both organisations so that the joint vision and shared values are integrated into the wider operation.
- EVENT brings its expertise in technology and fun to areas of need within the hospitals. For example, funding a Surgical Room with interactive technology that has transformed a functional area into one that captures the imagination of young people and allows them to have a fun experience in their surgery journey.
- The partners plan to continue their year-on-year increase in the number of staff donating through the program.

## RESULTS + IMPACT

- Workplace giving participation: 41% of 7,000 staff
- Partners since 2011
- Over \$400k donated through workplace giving to date
- Bi-monthly communications between partners

# CELEBRATING TEN YEARS OF HELPING



**FROM THE JUDGES:**  
*"JB Hi-Fi maintains an exceptional rate of workplace giving participation."*



## OVERVIEW + HIGHLIGHTS

- The 'Helping Hands' workplace giving program is core to the team culture at consumer goods retailer JB Hi-Fi.
- The program is overseen by one of the executive directors, and driven by a committee of 13 staff ambassadors who together also manage the relationships with the nine charity partners.
- Partners are given various opportunities to enhance the relationship such as speaking at staff conferences and running highly creative in-store campaigns such as 'Art for AWLA' (Animal Welfare League Australia) where postcards designed by the JB team were sold through stores, with all funds raised going to the charity.
- JB Hi-Fi's Group CEO actively promotes workplace giving to other business leaders, and was instrumental in forging a landmark partnership between the Business Council of Australia and Workplace Giving Australia.
- The team has undertaken a project to identify the contribution workplace giving makes to the company beyond the cultural value, finding an incredible \$8M per year saving on recruitment and training because of increased employee engagement and retention.
- As we hit print, Helping Hands is celebrating its tenth anniversary, with the team introducing new innovations that will ensure the program continues to both thrive and enable its charity partners to deliver their incredible work.

## RESULTS + IMPACT

- Workplace giving participation: 81% of 7,586
- Maintained over 80% participation for past 2 years
- \$17M donated to charity since program launch in 2008
- 95% of staff believe Helping Hands values and supports the community

# DIGGING DEEP FOR THE COMMUNITY



## FROM THE JUDGES:

*"A high donation amount per person and excellent pro bono contribution."*

KING & WOOD  
MALLESONS  
金杜律师事务所

## OVERVIEW + HIGHLIGHTS

- Law firm King & Wood Mallesons has a clear and singular objective to 'reduce inequality and poverty' through its Community Impact strategy, of which the DigDeep workplace giving program is a key component.
- Established in 2002, DigDeep enables staff to make both regular and one-off donations through the 'Catalyser' technology platform, with donations matched dollar-for-dollar by the firm.
- There is exceptionally strong leadership support for the program, with the Chief Executive Partner chairing the board that oversees the community program.
- Program ambassadors are located in all offices to ensure it maintains a high profile nationwide.
- Regular communications to staff include newsletter updates, office signage, charity partner events and comprehensive information for new staff.
- Several thought-leadership events are held each year on topics aligned to the program's objectives.
- The firm is committed to growing the program further, having set a stretch target of 75% participation in DigDeep by 2020. It will soon publish its first social impact report.

## RESULTS + IMPACT

- Workplace giving participation: 47% of 1,537 staff (at 30/06/18)
- Target of 75% participation by 2020
- Average annual donation \$330pp
- \$11.6M to charity since inception

# CREATIVITY UNLOCKS GIVING

## AT SEEK



### FROM THE JUDGES:

*"Truly excellent communications."*



## OVERVIEW + HIGHLIGHTS

- SEEK's primary belief as outlined in its culture statement, "This Is SEEK", is "To have a positive impact on society".
- Six of the ten partners are linked to SEEK's purpose to help people live productive and fulfilling working lives and help organisations succeed.
- SEEK's workplace giving program, "Small Change" remains an intrinsic part of SEEK's culture and DNA.
- Employees assisted in choosing the causes and charities "Small Change" gives to.
- There is high visibility and endorsement of workplace giving by the leadership team and it is showcased at all staff meetings.
- SEEK's workplace giving program is regularly featured in staff communication, particularly during onboarding and in June Workplace Giving Month.
- Innovative marketing techniques include office posters featuring QR codes for quick sign-up on mobile, visits from charity partners to showcase the impact WPG donations have on those in need and Lunch & Learn sessions to allow deeper employee connection to partner charities.
- SEEK produced a short film which highlights the impact workplace giving has on both recipients and employees who participate.

## RESULTS + IMPACT

- Workplace giving participation: 60% of 805 staff, up 2% on last year
- 29% donation value increase in past year (all donations matched by SEEK and uncapped)
- 93% of employees believe SEEK's commitment to Social Responsibility is genuine (May employee Insight Survey 2018)

# THANK YOU FOR YOUR SUPPORT

The Workplace Giving Excellence Awards are a key component of the mission to see One Million Australian's giving through the workplace.

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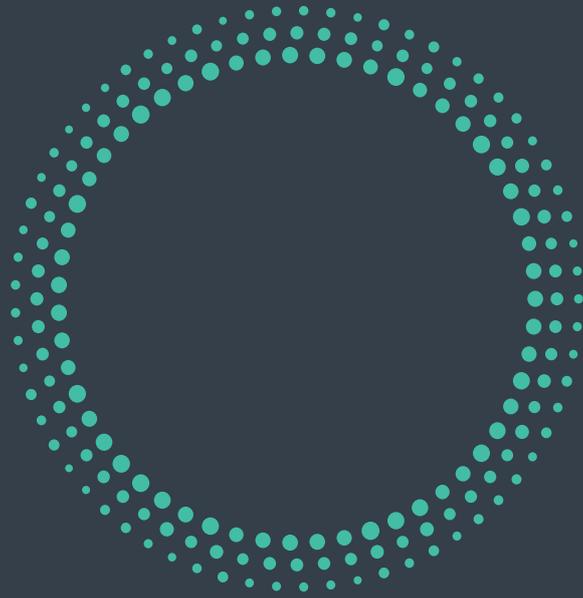


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