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# 2017 WORKPLACE GIVING EXCELLENCE AWARDS

CELEBRATING THE MOST  
OUTSTANDING WORKPLACE GIVING  
PROGRAMS IN AUSTRALIA.



THE AUSTRALIAN  
CHARITIES FUND

## Message from The Australian Charities Fund



The Australian Charities Fund (ACF) was enormously encouraged that such an esteemed group of organisations entered the 2017 Workplace Giving Excellence Awards, an initiative to celebrate and recognise the generosity of working Australians.

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 available to working Australians.

A distinguished panel of judges evaluated the entries and, on behalf of the sector, we extend our sincere thanks to:

- Judy Barraclough, Head of Strategy & Philanthropy, The Smith Family
- Sarah Davies, CEO, Philanthropy Australia
- Carolyn Hewson, Director, BHP Limited and BHP Plc
- Prof. Kristy Muir, CEO, Centre for Social Impact
- Dr. Tim Reddel, Group Manager, Policy Office, Department of Social Services

The Awards are an important pillar of the One Million Donors campaign to see a million working Australians donating to charity from their work by 2020. Launched by Prime Minister Turnbull in 2014, the campaign is now in its fourth year and is supported by leading employers, charities and community organisations.

Achieving One Million Donors will revolutionise how charities are funded and will lead to a fairer and more equitable society. It is an ambition open to every working Australian. We encourage thousands more employers and their workforces to join the campaign.

**Jenny Geddes**  
**CEO**  
**The Australian Charities Fund**

## Message from The Judging Chair



Despite two decades of unprecedented GDP growth in Australia, complex problems and social inequality have remained entrenched. Housing affordability is a serious issue; one in 200 people in Australia are homeless on any given night; we have failed to close the gap between our Indigenous and non-Indigenous population; one in six children live in poverty; place-based disadvantage prevails; and disability and mental health issues still determine the likelihood of people's educational attainment and employment outcomes. Now, more than ever, we need a strong social purpose ecosystem. Effective organisations, strong communities, appropriate resources and support and adequate safety nets are critical - social change needs to occur at scale.

This will require significant resources. But the social impact landscape, including how social purpose organisations, innovations and ideas are funded, is shifting. Resources are tight and increasingly contested. How and where Australians give has also changed. Giving Australia 2016 reported that while the total amount given has increased over time, fewer people are giving money than they were a decade ago.

Countering this trend, Workplace Giving has increased over the last six years. Australian Taxation Office data shows that not only are more people giving in this way, but the total amount given has increased over time. Workplace Giving presents a considerable opportunity for increasing the resources available for an effective and viable social purpose ecosystem and, in turn, positive social change. Not only has planned giving been shown to deliver six times more in donations than spontaneous giving, many workplaces match giving.

I am really hopeful for the future of increased Workplace Giving. In judging the Workplace Giving Excellence Awards, the panel was excited and encouraged by the innovation, the enthusiasm, the partnerships and the engagement of staff across sectors. On behalf of the panel, I would like to warmly congratulate the finalists and winners, to celebrate the work that is happening around the country and to encourage others to join or scale-up their programs.

At the Centre for Social Impact, we believe everyone needs to play a role to catalyse social change for a better world. Workplace Giving provides an opportunity for large numbers of people to do just that.

**Professor Kristy Muir**  
**CEO**  
**Centre for Social Impact**

## Great Communication Delivers Success



Having started Workplace Giving in 1999, Bain & Company's program has gone through a number of phases over the years.

There were two main drivers for the most recent evolution. Firstly, the management consultancy recognised that the nature of its relatively fluid workforce meant the program needed constant reinforcement. Secondly, following the introduction of an online giving platform in late 2015, internal surveys had revealed there was a lack of understanding of how to use the platform and that the program wasn't resonating with staff.

More communication was needed to win people's hearts. It was the perfect moment for a re-launch. The plan had three main elements. The first was to tap into staff's competitive spirit through office events and intra-department rankings, and to leverage Bain & Company's unique 'Dare Month' fundraising initiative. The second focus area was to improve reporting, from charity partners on the impact of Bain's donations, as well as sharing the monthly status of Workplace Giving participation rates.

The final element of the re-launch was sustained communications with an emphasis on education and awareness. Each weekly newsletter now has a 'WPG Tip' such as a profile of a charity or workplace giver, or functional information about the program. A network of Workplace Giving champions has been created, comprising of a mix of seniority and functions, and representation in each office. All new staff are automatically 'opted-in' to the program (with the choice to withdraw at any time), and receive an in-person session on Workplace Giving as part of their induction.

The communications drive has achieved outstanding results with a recent staff survey revealing that 'lack of awareness / understanding' as a barrier to joining the program has fallen from 21% in 2015 to 0%.

Bain & Company's re-launch has seen participation in Workplace Giving increase by 11% - to a current total of 62% of staff signed-up. Over the last year, the Bain staff donated over \$120,000 to charities through Workplace Giving, in addition to the numerous volunteering and pro-bono projects the firm participated in. Bain & Company is planning to continue this momentum and has a goal to see 80% of its 260 staff participating in the program.

From the judges:  
*"Good idea to tap into the competitive spirit amongst employees to build engagement."*

## A Small Company Making a Huge Impact



The Myer Family Company (MFCo) Staff Foundation was refreshed in 2016 to allow the 120 staff to continue the legacy of giving long-established by the Myer family. The multi-family office specialises in wealth, financial services and philanthropy. The Staff Foundation is highly valued within the company's culture and provides a central point where all can come together with a sense of purpose. However, it was recognised that its structure was cumbersome and did not allow for matching of staff donations.

MFCo embarked upon an extensive consultation process with staff, the executive leadership team and the board of directors to identify an improved approach. The agreed model was a combination of matched giving and volunteering time.

The Foundation was re-launched in mid-2016, with much fanfare and enthusiasm. A robust communication strategy using email, intranet, posters, events and on-boarding packs for new staff built excitement about the plan. The roll-out was led by 'champion' staff members in each state office. The objectives of the program were distilled into four pillars - Give, Fundraise, Get Into It and Inspire – which were visually represented across the marketing collateral.

From the judges:  
*“Very clear communications, showing impact as well as personal storytelling.”*

Following the success of the re-launch, 58% of staff engaged with the Foundation this year. They have participated in fundraising initiatives including bake sales for Cancer Council, and triathlons for The Smith Family. The extensive commitment to the program is demonstrated by the fact that 22% of staff across all levels of seniority and experience are now part of the Staff Foundation Committee (pictured above) or Investment Sub-Committee. The team believe this employee-led approach has been a key contributor to the success of the re-launch.

The company enables community support in many different ways which resulted in a combined total of \$187,908 being donated to charities from the MFCo Staff Foundation in the last year. An incredible result for a workforce of this size. Staff personally raised and contributed \$77,540, which the Foundation matched with \$13,968. Staff members volunteered 48 times, which the Staff Foundation recognised with an additional \$8,800 to those deserving charities. The Staff Foundation also granted \$64,100 through their staff committee led granting process.

## Delivering the Goods with a Unique Approach



The customer-centric approach of electronics retailer The Good Guys is reflected in the company's ongoing commitment to support and strengthen the communities in which it operates. It delivers this through its 'Doing Good' program which supports 14 charities across Australia through awareness campaigns, product support, fundraising and as of July 2017, Workplace Giving.

The 'Good Giving' Workplace Giving initiative enables staff to donate direct from their pay to their choice of charity partners, with the company matching their contributions dollar-for-dollar. Team members across the company were introduced to Workplace Giving in a multi-phase approach that was driven by best practice insights the team identified during their planning.

Firstly, executives and territory managers were engaged as advocates for the program. Following this was the launch of a fun, upbeat video at The Good Guys' annual Doing Good Day. The video not only explained the financial benefits of donating through work, but also brought to life the important work done by charity partners. The next phase of the roll-out involved a roadshow where managers presented a package on the Workplace Giving program to their store teams. Having built momentum through the communications campaign, The Good Guys used a unique approach to generating sign-ups to the program by requiring that each staff member make a conscious decision about whether to participate. By having all employees return a form indicating their choice, the strategy is designed to avoid people delaying their decision or simply not getting around to signing-up.

From the judges: *"A unique approach to opt-in by asking employees to make a decision."*

To incentivise teams to get behind the program, a challenge was set – the territory with the highest Workplace Giving participation will receive a one-off charity teambuilding activity, plus a donation to the charity of their choice. Since the July launch, 54.5% of employees have completed their Workplace Giving forms and of these, 68.9% have opted into the program. This amounts a current company-wide participation rate of 37.5%, with an average donation of \$3.54 per fortnight for July to September 2017, with the company matching the donations dollar-for-dollar. The Good Guys' goal is to achieve Workplace Giving participation from 50% of its 3,500 staff in the first year, and is on track to achieve this.

## Australia Post Delivers Success



Over the past year, Australia Post has undertaken a refresh of its Workplace Giving Program, with a major overhaul to move the program to a convenient online platform, Good2Give.

Key to the program's success, is strong advocacy and support from Australia Post's executive team, with tangible company endorsement shown through donation matching of up to \$200 per person each year, fundraising events and one-off appeals. An equivalent full time staff member is dedicated to managing and optimising the program by working with key parts of the business to drive communications campaigns and supporting the administration and reporting of the program.

A Workplace Giving Month campaign in June included an additional \$100 matching amount per person (during that month), proving to be a popular incentive that was promoted through an internal communications campaign.

The program renewal has generated outstanding results amongst the national workforce of over 35,000 staff. Participation in Workplace Giving has increased from 3.4% to 7.5% over the last 12 months, with matched donations from more than 2,700 staff resulting in \$700,000 being distributed to over 330 charities.

Australia Post covers all costs of administering the program, ensuring 100% of this money has gone straight to the community.

Australia Post continuously reviews and adjusts the program, with the opportunity for employees to contribute to accessing the performance through ongoing staff surveys. There are plans to trial digital initiatives that will further leverage the online Workplace Giving platform.

Looking forward, Australia Post will be driving greater and participation in Workplace Giving through the Christmas Spirit of Giving campaign and deeper integration into existing enterprise health and safety campaigns.

From the judges:  
*“Good growth in participation rate.”*

## Aussie Health Professionals Saving Mothers and Babies in Africa



South Western Sydney Local Health District (SWSLHD) commenced Workplace Giving in 1998. The program's Steering Committee guide the program, and in 2015 re-launched the initiative, with the introduction of a Workplace Ambassadors program seeing fantastic results. The 22 ambassadors (some of whom are pictured above) champion Workplace Giving in their hospitals and Health Services throughout the District, which is one of the largest and busiest in NSW. All funds raised through the program are donated to a single beneficiary – the Barbara May Foundation, an Australian-based organisation that aims to relieve the high incidence of death and extreme injury in pregnancy and childbirth in Ethiopia. It receives \$10,000 each month.

To keep staff engaged with the Foundation's achievements, the program hosts regular visits from the team in Ethiopia. In August this year Valerie Browning, one of the Ethiopia-based founders, visited staff at Campbelltown Hospital and shared the challenges that the Barbara May Foundation has in delivering maternal care. She also reiterated how much SWSLHD support was appreciated. The choice of charity partner resonates extremely well with the District's workforce of health professionals. This was evidenced when midwives from the Campbelltown Hospital presented Ms Browning with hand-knitted beanies and caps for the Ethiopian babies.

From the judges:  
*“Strong leadership  
and good use of  
staff ambassadors.”*

SWSLHD holds its Workplace Giving Month push in October. In 2017, Dr Andrew Browning, another of the Foundation's founders, attended events across hospitals to thank staff for their support. In addition, the program's Ambassadors held special events such as morning teas, BBQs and competitions to help recruit new staff donors. The program enjoys significant leadership support with seven Executive Sponsors supporting the Ambassador team and Chief Executive Amanda Larkin an active member of the program's Steering Committee.

At the close of the 2017 financial year, SWSLHD was delighted to find that program support had grown so much over the year that it was able to not only increase the ongoing monthly donation to the Barbara May Foundation, but also provide an additional one-off \$40,000. SWSLHD have committed to growing program participation by an additional five per cent in the coming year, taking it to 30% of the 11,053 employees. The average staff donation is \$52 per year.



## Hanlon Industries Building a Better Community in the Geelong Region



From the judges:  
*“Nice partnership  
and good year on  
year growth in  
participation.”*

The Give Where You Live Foundation aims to address one of the most complex and entrenched social issues in our community - disadvantage. The Foundation is one of the largest annual community grant makers in the country, however the focus is on long term impact.

Hanlon Industries is a family owned building materials and services business. It commenced payroll donations to the Give Where You Live Foundation in 2007 and currently has 58% of its 89 employees contributing to the program, with donations matched dollar-for-dollar by the company.

The Give Where You Live Foundation and Hanlon Industries are working together to create a better community within greater Geelong. Hanlon Industries recognise that disadvantage is everyone's business. The company has observed that some employees have seen firsthand how disadvantage can impact on families, and feel passionately about giving back when they can.

Keeping staff engaged with the program is key to its success. Each year Hanlon Industries hold a Workplace Giving BBQ to thank employees for their contributions, and a representative from the Foundation attends to update employees in person on how their donations have helped. The opportunity is also used to inspire more staff to sign up to the program or for existing donors to increase their pledge. The company provides a prize that all existing and new donors can go into a draw to win.

Impact stories from the Foundation are shared regularly throughout the year at staff 'toolbox meetings'. Additionally, all new recruits are introduced to the program during their induction process.

Hanlon Industries also encourages other local businesses to get involved in Workplace Giving. It was a panellist at the Foundation's first Workplace Giving Month Event in June 2017, where it spoke about how the program not only helps the local community but contributes positively to their own workplace culture.

In the last financial year, Hanlon Industries employees contributed \$13,662, which when matched by the business totalled a \$27,000 contribution to the Foundation.

## Retail Superheroes Helping Kids with Cancer



Redkite is a national charity providing support to children and young people with cancer. By alleviating financial and emotional stress, Redkite assists the whole family.

JB Hi-Fi is a leading retailer of consumer goods, and commenced payroll donations with Redkite in 2010. The company has 81% of its staff contributing to its Workplace Giving program 'Helping Hands' and matches their donations dollar-for-dollar.

Now in the seventh year of the Redkite partnership, the JB Hi-Fi team has raised over \$1.4M through Workplace Giving donations and two incredible in-store fundraising campaigns held in 2016 and 2017.

The inaugural 2016 'Be a Superhero' card campaign was a sell-out success, and won Gold for Best Charity / Employer Partnership at that year's Workplace Giving Excellence Awards.

Recognising that they had hit on a winning formula, the partners set out to grow the funds raised in 2017. Over the five weeks, they sold 133,445 'Superhero' themed cards, designed by JB Hi-Fi team members. An impressive \$267,000 was raised for Redkite - more than double the previous year.

From the judges:  
*"Effective partnership elements, good alignment and use of respective strengths."*

In addition to selling the cards, staff participated in 'Superhero Saturday', dressing up and decorating their stores to show their support for the Redkite campaign. This not only created a fun atmosphere in store for customers, it was also a great way to boost the JB Hi-Fi team's engagement and community awareness of Redkite.

The Superhero card campaign has successfully deepened JB Hi-Fi staff's understanding of Redkite's work and their commitment to the charity. Throughout the campaign, Redkite team members visited stores to personally thank JB Hi-Fi staff for their support and their ongoing commitment through payroll donations.

The relationship between JB Hi-Fi and Redkite continues to thrive because they bring shared values to all elements of the partnership, in particular innovation, strong leadership and a community-minded outlook. In the first year of the partnership Redkite received \$56,000 in donations, but is forecast to receive over \$500,000 this year. The partnership offers an outstanding example of how effective Workplace Giving is in delivering tangible support to the community.

## Top Law Firm Supporting Aussie Students



*everyone's family*



As Australia's largest national education-oriented charity, The Smith Family supports disadvantaged Australian children to participate fully in their education, giving them the best chance at breaking the cycle of disadvantage.

Recognised as one of the world's most innovative law firms, King & Wood Mallesons (KWM) delivers substantial support to charity through the 'KWM in the Community' program. This includes Workplace Giving, which 49% of staff currently contribute to.

KWM began payroll donations to The Smith Family in 2002, and from there the relationship has evolved substantially. It now includes a wide range of initiatives that not only provide valuable funds and support to the charity, but enable KWM's workforce to contribute to the communities in which they operate. The partnership includes targeted scholarships for students showing academic excellence and also mentoring programs. The Smith Family believe the strong foundation of the Workplace Giving program contributes to the success of the other elements that have been built upon it.

KWM were the first corporate partner to enable staff to sponsor a child through Workplace Giving. This was launched in 2011, and a quarter of KWM's staff engaged in Workplace Giving now sponsor a disadvantaged student through The Smith Family. Each year KWM brings out a refreshed campaign for "Support an Aussie student" designed to help on-board new employees with WPG and sponsoring students. There are now 65 students sponsored by the KWM team, with the firm matching staff donations dollar-for-dollar. Additionally, KWM provides substantial pro-bono legal support to the charity, delivering cost savings that enable it to support even more disadvantaged students throughout Australia.

From the judges:  
*"Good partnership  
elements, with  
a solid level of  
participation."*

The longevity of the relationship stems from the commitment of both organisations. The approach is collaborative and reflective, with time taken to evaluate which strategies have resonated best with the KWM workforce. Considerable effort is invested in making sure KWM staff are informed of the difference they are making in the lives of the children they support.

Since the partnership began, it has enjoyed year-on-year growth in the amount donated. Success is also measured through funds raised, new employees joining the program and attendance at events held by The Smith Family throughout the year.

## Making a Difference Out of Thin Air



From the judges:  
*“The partnership campaign was innovative and value creating across multiple areas.”*

The Song Room’s vision is for all Australian children to have the opportunity to participate in music and the arts to enhance their education, personal development and community involvement.

‘Helping Hands’ is retailer JB Hi-Fi’s Workplace Giving program whereby team members donate to charity partners through direct, pre-tax payroll deductions. Currently, 81% of the team choose to contribute each week, with their donations matched dollar-for-dollar by the company.

The partnership between JB Hi-Fi and The Song Room started through payroll donations, but it was soon recognised that the synergy between the organisations could lead to a deeper relationship. The charity’s mission aligned with JB Hi-Fi’s music and entertainment offering, and resonated strongly its youthful workforce. This resulted in the creation of JB Hi-Fi’s first above-the-line retail campaign for charity – ‘PlayAir’. In a twist on the usual fundraising approach of selling wrist bands or ribbons, the campaign sells air in the form of \$2 ‘air instruments’ - a small package containing nothing but air and designed in the shape of a guitar, saxophone, triangle, decks, drums, or microphone. These are sold in JB Hi-Fi stores nationally, with 100% of sales going to the charity.

The Song Room manages all aspects of production, distribution and marketing. It builds fresh ideas into the campaign every year and supports JB Hi-Fi’s efforts to engage its teams during the campaign such as prizes for stores who sell the most ‘air instruments’, plus photos and videos of the best ‘air bands’ are shared across the organisation. The key to the campaign’s success is that the JB Hi-Fi team really get behind it. Already engaged with the charity through payroll donations, they bring their passion, enthusiasm and motivation to the campaign - ‘air bands’ formed during PlayAir have even been known to produce rock clips, album covers and hold in-store performances!

Since its launch, PlayAir has gone from strength-to-strength. In its inaugural year, the campaign raised \$47,000 with in-kind support of \$450,000. In 2016, it generated \$242,000 in donations plus \$1.5M of pro-bono contributions. Over the nine years of the partnership, JB Hi-Fi has raised over \$1.9M for The Song Room (via Helping Hands and PlayAir) which has enabled an incredible 24,104 disadvantaged children to receive the benefits of music and the arts in their education.

## A Hundred Years Young and Thriving



From the judges:  
*“The structure of the grants is smart for staff engagement, as well as benefiting different types of charities.”*

Commonwealth Bank’s Community Grants program is one of the largest and longest running employee giving programs of its kind in Australia. Employee giving was first initiated by the bank a century ago as a war relief effort, and today 13,752 current and retired staff regularly donate a portion of their income to the program.

The Community Grants program is an integral part of the company’s corporate responsibility plan and provides an avenue in which staff can contribute to their communities in a meaningful and impactful way. It is also central to how Commonwealth Bank engages its workforce and builds pride in the organisation. 40.3% of Commonwealth Bank staff contribute to the program, and in the 2017 financial year they donated \$1.7M. All money raised is dollar-matched by the Bank, with proceeds distributed to community organisations that support the wellbeing of young Australians.

Commonwealth Bank has adopted an ‘opt-out’ approach to sign-ups, with all new employees automatically included in the program at a standard contribution of \$4 a fortnight (they can of course withdraw from the program at any time). This has enabled the focus of the program to be on celebrating the incredible outcomes achieved, with major internal and external marketing campaigns telling great stories of employee giving in this centenary year. Successful Community Grants recipients receive funding over three years to enable substantial outcomes – more than \$9M will be disbursed to 220 organisations over the next three years.

An Advisory Committee of staff from across the business evaluate all applications and select the program’s major national charity partner. This is currently Clown Doctors, who are receiving \$1.2M over three years, plus support of their annual fundraising initiative, Smile Day, which raised an additional \$187k for the organisation in 2017.

The program also awards State and Territory Grants of up to \$300,000 over three years and a category for grassroots organisations who can receive up to \$30,000 over the three years. Employees who donate to the Community Grants program are given the opportunity to vote on those grants distributed within their area, ensuring a high level of engagement and ownership.

Commonwealth Bank covers all administration and activation costs for the program, ensuring 100% of funds raised go directly to the community.

## Event Stretching Out to the Community

# EVENT

HOSPITALITY & ENTERTAINMENT



The ‘EVENT STRETCH’ program was established in 2004, with its goal being to create a sense of pride in employees working for Event Hospitality and Entertainment, and allow them to see tangible value in how they support charity partners.

The entertainment, hospitality and leisure company currently has 20 charity partners, including a corporate partner comprising of nine children’s hospitals around Australia. While EVENT encourages support of the nominated charities, businesses have the autonomy to provide in-kind donations in their local communities where feasible.

Results from the last employee survey were very positive. Of note was staff support for the number of charities on the program – they felt it gave a good balance between offering choice, with the satisfaction of watching donations accumulate within a limited number of beneficiaries. This was particularly true of younger employees who noted that while they were not in a position to donate large amounts, they liked to see how the money added up. Many young staff also said that they loved being involved in location fundraising and volunteering.

STRETCH is facilitated via the national payroll team with payments made directly to charities. EVENT’s corporate charity support extends beyond payroll donations to include a wide range of activities with total pro-bono work worth \$750,203. Additionally, over \$508,000 was raised last year for their corporate charity via annual national charity screening, trivia and location fundraising.

Employees can further support charities through an annual trivia night as well as participation in several major charity fundraising campaigns such as RSPCA Cupcake Day and NBCF Pink Ribbon drive.

STRETCH is proud to be ranked in top ten performing programs by The Australian Charities Fund, and to be in the top ten Workplace Giving partners for the majority of its charity partners. It has a participation rate of 41%, with an average annual staff donation of \$123, matched with a \$75 amount by the company. For the coming year, EVENT has set the target of achieving 50% participation from its workforce of nearly 7,000 staff and has increased company donation matching to support this push.

From the judges:  
*“Great to see the campaign targeting 50% participation.”*

## Many Hands Helping the Community



The ‘Helping Hands’ program is JB Hi-Fi’s signature community investment initiative. Created in 2008, the program mirrors the characteristics of how the entertainment and electronics retailer is run – low cost, high impact and as simply as possible. The primary focus of the program is on encouraging participation, knowing that not only will this foster a positive culture of giving within the company, it will also increase the money raised for its nine charity partners. The program is considered core to the business strategy and is reported on at the JB Hi-Fi AGM and in the Annual Report.

A Helping Hands Committee was re-launched in the first quarter of 2017. Consisting of 13 passionate team members, including representatives from the Executive, stores and head-office support staff, its role is to continue to grow and strengthen the program, and ensure it remains relevant and engaging to the workforce. There are two adjacent campaigns as part of Helping Hands, which support charity partners Redkite and The Song Room. These campaigns give employees and the wider community an opportunity to support these charities by purchasing items at one of its retail locations - superhero cards designed by JB team members (Redkite) and air instruments (The Song Room). Since the inception of these two programs, \$1M has been raised from these campaigns.

From the judges:  
*“The level of participation is very high, but there is still momentum for growth.”*

Information about Helping Hands is integrated into regular staff communications including email bursts, dedicated social media pages, intranet, posters and workplace events. After winning Gold for Best Overall Program at the inaugural Workplace Giving Awards in 2016, the team set themselves the bold target of increasing their already impressive participation rate of 72% to over 80% - which they have now achieved, largely due to an intensive campaign in June Workplace Giving Month.

Helping Hands is a great example of what a collective giving model in the workplace can achieve. Each week over 6,000 of the JB team contribute, which when matched by JB, has contributed an amazing \$14M to the community since the program began.

JB Hi-Fi has identified that the continued success of the Helping Hands program is heavily reliant on ensuring it maintains a high level of engagement with staff. The company is in the final stages of research that measures the total positive impact Helping Hands has on the organisation and how it supports JB to continue to attract and retain great team members.

## Small Change Delivering a Big Increase in Donations



Giving back to the community is firmly embedded in the culture of employment and education giant SEEK, with 62% of its 800 staff contributing to its 'Small Change' program. A 2017 internal survey revealed that 93% of employees believe the company's commitment to Social Responsibility is genuine – with this demonstrated by an incredible 30% increase in the value of donations to SEEK's charity partners in the last financial year, from \$200,000 to \$260,000. Staff now donate an average of \$153 per person each year to their choice of ten charities nominated by the workforce.

Small Change has had an enormous impact on organisations such as STREAT, a Melbourne-based charity which aims to reduce youth homelessness. Since 2014, Small Change has contributed \$60,000 to the charity, equating to 500 hours of training. The SEEK team appreciate seeing how the long-term nature of Workplace Giving can deliver genuine community change. The program has a dedicated full time employee running the program, who works closely with SEEK's senior executives to ensure there is genuine buy-in to Workplace Giving activities. The leadership team recognise the importance of Small Change by matching employees' contributions dollar-for-dollar, with no cap on the amount, and by actively championing the program both internally as well as in the broader business community.

From the judges:  
*"A high level of  
commitment shown  
and a strong focus  
on the role of  
leadership."*

Small Change extends its impact through pro-bono services, in-kind support, donation matching, fundraising events and one-off appeals. In partnership with Volunteering Australia, SEEK runs an online marketplace that connects volunteers to opportunities. SEEK employees are directly encouraged to volunteer with staff offered a days paid leave a year to work for a charitable organisation of their choice.

Small Change is frequently integrated into staff communications, meetings and events, often including QR codes that enable staff to instantly sign up to the program. Understanding that people choose to participate in Workplace Giving for a mix of emotional and rational reasons, a variety of messages are conveyed throughout the year. To gain the best insights into its employee's Workplace Giving preferences and behaviours, SEEK has created a bespoke 'dashboard' that shows participation and donation data in real-time. This allows the team to identify interest areas and opportunities to enhance the program - creating better outcomes for SEEK's culture, as well as a bigger impact in the community.



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



Employers supporting the One Million Donors campaign have an average of 26% participation in their Workplace Giving program (compared to the national average of 5%).

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# ONE MILLION DONORS

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The 2017 Workplace Giving Excellence Awards are a key component of the One Million Donors campaign to see one million Australians giving through the workplace by 2020.

More information: [1MDonors.org.au](http://1MDonors.org.au)

## WE WOULD LIKE TO THANK THESE ORGANISATIONS FOR THEIR SUPPORT:

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