



# 2019 Workplace Giving Excellence Awards

Celebrating the most outstanding workplace giving programs in Australia





# MESSAGE FROM

**Jenny Geddes**

CEO - Workplace Giving Australia

This is the fourth year of the Workplace Giving Australia (WGA) Excellence Awards. WGA was delighted to receive 53 entries, half of which were from organisations new to the campaign. The competition continues to grow!

The increase in interest is reflective of workplace giving donations in general. The latest data shows that in Financial Year 2018, there were 8,000 more people who donated from their pay, bringing the number of givers to 181,456. This is a 6% increase year on year and 2018 was the sixth consecutive year of growth.

Of course, there is always more to be done and we encourage all organisations who entered the Awards to share their stories. Doing so is vitally important as almost four million working Australians have access to workplace giving, yet only a relatively small group have taken up the opportunity to donate in the most cost effective and efficient way.

It's a form of giving open to every working Australian and we encourage thousands more employers and their workforces to join the campaign to achieve One Million Donors. Reaching and exceeding this number will revolutionise how charities are funded in this country.

## **Distinguished Panel of Judges**

A distinguished panel of judges had the very difficult task of evaluating the excellent entries. On behalf of the sector, we sincerely thank:

- Wendy Scaife, Judging Chair, Associate Professor and Director, The Australian Centre for Philanthropy and Nonprofit Studies and QUT Business School
- Judy Barraclough, Head of Strategy and Philanthropy, The Smith Family
- Carolyn Curtis, CEO, The Australian Centre for Social Innovation
- Sarah Davies, CEO, Philanthropy Australia
- Daniel Ellis, Group Corporate Communication Director, SEEK
- Carolyn Hewson, Director, BHP Ltd, BHP Plc and Infrastructure SA
- Adrienne Picone, CEO, Volunteering Australia
- Simon J. Robinson, Director, Corporate Citizenship Australia

WGA is grateful for the support of the Hoyts Group, for its ongoing commitment to workplace giving and for hosting the 2019 Awards.



**Australian Government**  
**Department of Social Services**

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

# MESSAGE FROM

## The Hon. Anne Ruston Minister for Families and Social Services



As the Minister for Families and Social Services, I am pleased to recognise Australia's most outstanding workplace giving programs and performers at this year's Workplace Giving Excellence Awards.

Workplace giving is an effective way of encouraging generosity and support for the charity sector. Through successful collaborations between community and business, charities are better able to fulfil their mission and make a significant impact for communities in need.

The Morrison Government is proud to support projects that encourage and increase workplace giving, bequests and corporate philanthropy. For example, the Government has funded projects that investigate innovative workplace giving practices to help develop corporate philanthropy. The Government has also funded a project to better understand workplace giving in the Australian Public Service.

I want to thank Workplace Giving Australia for their efforts in encouraging workplace giving and hosting these important awards, which offer a time for us to all reflect on what we have achieved through workplace giving.

These awards are a part of their One Million Donors campaign to see a million Australians donating to a charity they care about through their workplace. The importance of this campaign can be seen in the support it receives from leading employers, charities and community organisations. This year has seen a significant increase in large corporations from around Australia getting involved, which is especially encouraging.

I congratulate all the 2019 winners and finalists. You have shown excellence as part of this national movement for social change. To everyone here tonight, thank you for working together to offer opportunities for employees to give to causes they care about, creating more engaged workplaces and supporting our communities.



# MESSAGE FROM

## Wendy Scaife

Judging Chair, Associate Professor  
and Director, The Australian Centre for  
Philanthropy and Nonprofit Studies and  
QUT Business School

This year's awards ceremony takes place against the haze of catastrophic bushfires and widespread, multi-state tragedy. It's heartening to know workplace giving programs will enable thoughtful organisations and their employees to offer immediate, targeted good and longer term care.

These awards are the chance to celebrate that the people who make up Australia's workplaces are there for their communities not just in times of raw need but perennially, sustainably - payroll after payroll, month after month, year after year.

As a giving researcher, may I share with just how powerful deliberate, planned giving is? So you can share it with others?

Giving Australia 2016 proved that people who plan their giving donate six times as much as spontaneous, spur of the moment givers. People make considered gifts in many ways, and workplace giving is an important and convenient option.

That all important regular habit of giving achieves cumulative good way beyond the dollars. Research tells us too that giving is joyful for those who get involved and becomes a real part of our identity. It is how we express our values – as individuals and teams and organisations. It enables us to do something tangible about the fires, the droughts and the many other human, animal and environmental needs. This habit of giving role-models what it means to be a good community member – for our children, peers and other organisations. That is real leverage.

Showcasing what your organisation does through these awards and being part of the One Million Donors initiative absolutely grows the norm of giving and Australia's culture of philanthropy. The result is more need filled and more opportunity given.

Our Judging Panel was privileged to read the growing number of entries. Outstanding examples showed more people are practising the success factors in workplace giving. Particularly exciting are efforts to try something different – a culture of innovation added to the culture of philanthropy.

Thanks to all here tonight and particularly your team members and leaders for their powerful giving and example that is making more difference every year.

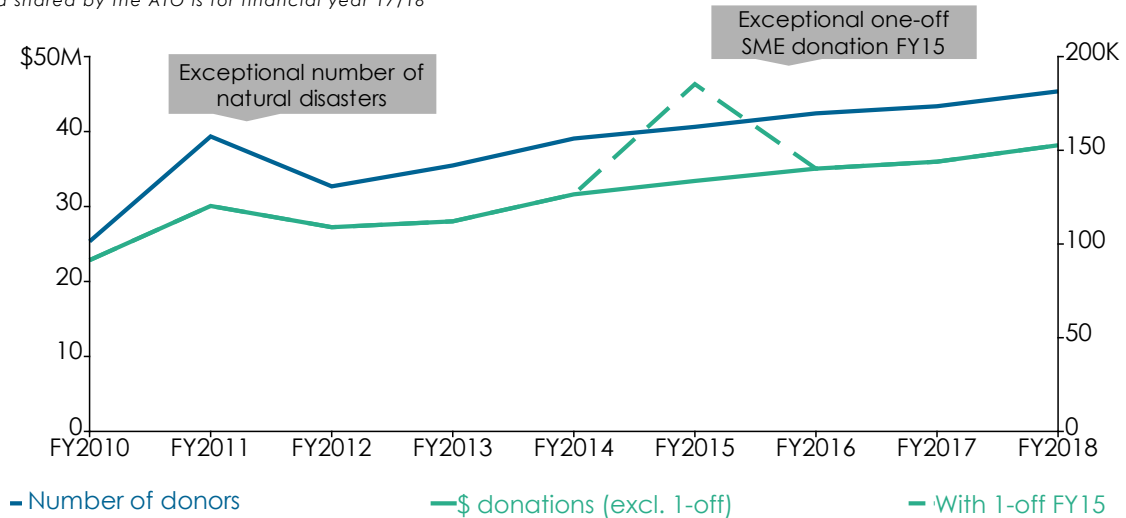
# Workplace Giving Trends

Workplace Giving Australia is grateful for the ongoing support of the Australian Taxation Office in generously sharing de-identified data about workplace giving trends.

## Growth

Amounts donated and number of donors continued their upward trend in FY18\*.

\* The latest data shared by the ATO is for financial year 17/18

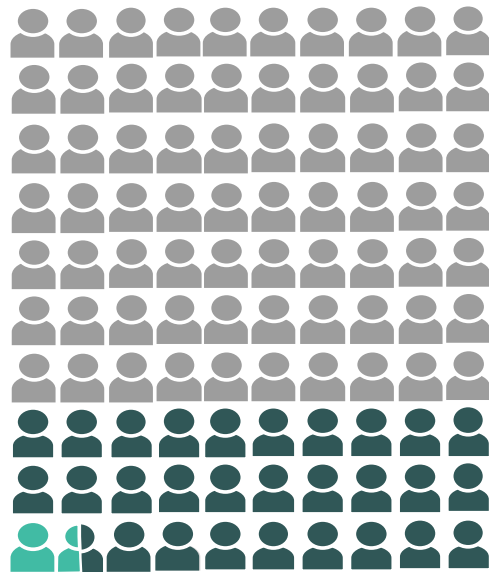


## Donations



## Potential

30% of working Australians have access, Only 5% donate, Employees without access



## Impact of age



Workplace giving appeals to Australians of all ages.

If employees continue donating at work, their donation amount will grow throughout their working life.

## Success factors

From its work with more than 150 employers, Workplace Giving Australia has found six common factors in successful workplace giving programs.



**LEADERSHIP**  
CEO / senior leader support and participation.

**FOCUS**  
Reflect your organisation's purpose. Ensure simplicity. Choose fewer cause areas to allow greater impact.

**STAFF SIGN ON**  
Identify the right time, place and process to invite your staff to sign on to the program.

**CELEBRATE SUCCESS + GROWTH**  
Schedule regular communication and activities – have fun. Set target and show progress. Encourage competition.

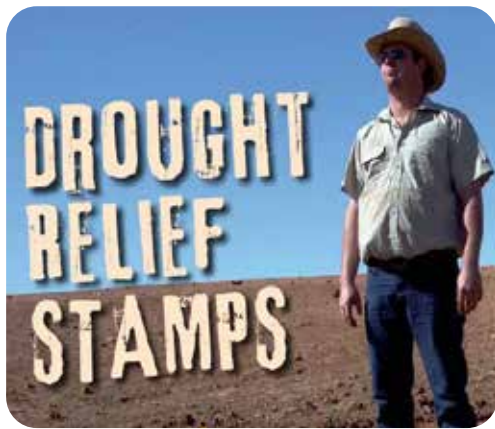
**CHAMPION NETWORK**  
Staff champion network that drives and promotes the program.

**CO-CONTRIBUTION**  
Match employee donations. Can be unlimited, capped or used as an incentive during sign-up drives.



**2019**  
**Finalists**  
**Overviews**

# Australia Post answers the call from its workforce and the community to support drought relief



## *From the Judges*

*“Provides creative ways for staff to give through bespoke campaigns and removing barriers to ensure all 35,000 staff have access to the program.”*



## Results + Impact

- Multi-faceted campaign including workplace giving, grant funding, awareness-raising, mental health support, fundraising, a disaster appeal and the release of a special Drought Relief Stamp pack
- Enhanced dollar for dollar matching for the drought relief campaign
- \$820,000 (including matching) was donated to charities in FY18
- \$5.6 million has been donated to charities since 2009

## Overview + Highlights

- Australia Post is a government-owned corporation that provides a range of postal and trusted services both locally and internationally. Australia Post has a diverse workforce and is one of the most geographically spread employers in Australia
- Workplace giving is supporting employee engagement strategies. New staff are connected very early into giving at Australia Post via a workplace giving module for new employees in the on-boarding induction pack
- Recent research showed that employees involved in workplace giving felt greater levels of pride, sense of connection with the organisation and workplace satisfaction than those not connected to the program
- Integrated communication channels include email, social media, intranet, posters, team meetings and onboarding packs for new staff
- Drought Relief has galvanised staff and a special workplace giving campaign was created. This was led by an appeal to support four charities at the frontline of drought response: Australian Red Cross, Rural Aid's Buy a Bale appeal, Aussie Helpers and Lifeline. Additional company dollar matching was allocated to boost the campaign and support staff giving
- The initial workplace giving campaign was enriched with the introduction of Drought Relief Stamp Packs for sale that triggered donations amounting to \$200,000 for Buy a Bale. Further support was provided to Australian Red Cross through the acceptance of over the counter customer donations in post offices across the country. Also, the drought response was extended to support the Foundation for Rural and Regional Renewal's grants program to help farmers get back on their feet, and ReachOut to help youth in drought affected regions of NSW and QLD
- The program was both planned and responsive and has become a true proof point for Australia Post's key giving tagline: There's more than one way to give

# Over 32,000 hours of pro bono time donated in a year and sector collaboration see success



## *From the Judges*

*“Senior leadership ensures the social contribution is deeply embedded in the overall strategy of the organisation.”*

KING&WOOD  
MALLESONS  
金杜律师事务所

## Results + Features

- 85% of legal staff provided pro bono legal advice and 45% of the entire firm is involved in volunteering
- Provided a wide range of specialist and community services to organisations aligned to the program's objective
- Donated 32,450 pro bono legal hours and 15,600 volunteering hours, valued at over \$14.3 million

## Overview + Highlights

- King & Wood Mallesons (KWM) demonstrates a strong and embedded commitment to pro bono work with all legal staff receiving full fee credit for their time
- The program is fully integrated into the KWM's social impact ambitions and has strong support from the most senior levels of the firm. A national team of eight dedicated team members lead the program
- Excellent internal communication strategy across the year, including a personalised thank you letter from the Chief Executive Partner and branded keep cup to the top 150 pro bono contributors. In addition, thought leadership events and monthly masterclasses for community partners on key legal issues and emerging trends in the community sector were held
- Two employment scholarship pathway programs have been launched for disadvantaged young people including a ten month training and job readiness program designed with The Smith Family and ANZ, plus a further major program for Aboriginal and Torres Strait Islander law students in partnership with UTS, Human Rights Law Centre, AGL Energy and Tabcorp
- KWM's 2022 strategic vision includes continuing to grow the pro bono practice and the opportunities available to team members so that by 2022, 80% of the team are engaged in pro bono (already exceeded) and 50% of the firm contributing via skills-based volunteering. The program will be streamlined to ensure at least 30% of the focus will be for Aboriginal and Torres Strait Islander communities



# PwC tackling social issues through systemic change, innovation and collaboration



## From the Judges

*“Embedding social impact content into leadership, talent and learning portals is creating a culture of doing good.”*



## Results + Features

- 48% of 7,745 staff participate in pro bono/workplace volunteering
- 128,318 volunteering hours in FY19 (up by 16,365 hours in a year)
- 71% of staff agreed that the organisation drives positive societal change

## Overview + Highlights

- PricewaterhouseCoopers' (PwC) purpose is to build trust in society and solve important problems. PwC delivers audit, assurance, consulting and tax services to more than 5,000 clients
- Staff contribute through a variety of social impact pathways, including community and skilled volunteering, pro/low bono engagements, mentoring, Not-For-Profit (NFP) secondments and engagement in The Constellation Project (TCP)
- TCP was founded by PwC, the Australian Red Cross, the Centre for Social Impact and Mission Australia and is led by The Impact Assembly, an arm of PwC which applies proven processes for solving complex problems through collaboration and creativity
- TCP is a collaboration that brings together individuals with lived experience, more than 50 NGOs, philanthropists and private sector organisations who are committed to delivering systemic change and innovative solutions to end homelessness in a generation. PwC's focus on the issue of homelessness will continue for the next three to five year
- PwC fosters a network of 566 social impact champions which advocate and communicate within their offices and teams on social impact issues and how team members can get involved
- 'PwC OnBoard' is both a program and a community, which supports staff alumni and clients to secure board and advisory opportunities in NFPs that align with their passions and skills
- PwC has a purpose-built volunteering platform and mechanism to record team members' time spent on social impact. The platform is used to communicate pro bono and volunteering opportunities and helps team members use their experience, skills and passion to contribute to the betterment of society

# Westpac Foundation increases its **impact** by inspiring professional growth **connections to community** through pro bono volunteering



## **From the Judges**

***“Changemakers Summit and collaborations with philanthropy and other corporates is a real winner for society.”***



## **Results + Features**

- The 'Changemakers Program' led to a 347% growth in volunteering
- 99% of Westpac employees found volunteering rewarding, 85% found it contributed to professional development and 91% felt more engaged in their role at Westpac
- In 2019, ten new philanthropic co-funders were attracted to invest a total of \$2.31 million across five community organisations

## **Overview + Highlights**

- Westpac Foundation provides funding and programs to support social enterprises and community organisations creating jobs and opportunities for those who need it most. Its mission is to change 100,000 lives for the better and create 10,000 jobs by 2030
- Westpac Foundation's Changemakers Program offers grant recipients and community partners access to a wide range of skills and resources. The approach fosters embedded and long-term partnerships with organisations to increase financial sustainability and social impact
- The Changemakers Summit is an annual event, uniting 120 community partners/ social enterprises with volunteers for a two-day program of knowledge sharing, capacity building and networking
- 100% of Summit participants agreed that it had helped develop their skills and/ or increase their knowledge and 90% said it provided meaningful engagement with community organisations
- Westpac offers all team members one paid annual volunteer day and employees are encouraged to talk to their managers about pro bono time that contributes to career and professional development
- Westpac Foundation has a goal of achieving 50,000 pro bono hours by 2030
- A new development, led by the Westpac Foundation, is the formation of the Pro Bono Employee Action Group. This employee-led group connects with pro bono opportunities to build skills, share learnings, and measure collective impact

# ANZ double matches donations to triple its social impact



## From the Judges

*"Brilliant multi-channel communications campaign with terrific impact."*



## Results + Features

- 6% donation increase from 2017, with \$986,000 being distributed to charity partners in 2018
- 77% increase in workplace giving participation since refreshing the program in May 2018
- 32% uplift since the double matching announcement in May 2019
- A positive cultural shift towards fundraising, with team members and charities seeing the benefit of workplace giving donations going three times as far

## Overview + Highlights

- Established in 1835, ANZ is among the top four Australian banks and top 50 in the world. ANZ operates in 33 markets with a purpose to shape thriving communities through the priorities of financial wellbeing, environmental sustainability and housing
- Surveys revealed that ANZ employees, including executive teams, had limited knowledge of workplace giving. Coupled with declining participation rates, an updated program was needed to align its 18,000 employees with ANZ's purpose
- An easily recognised internal brand 'Give@ANZ' was created to support the volunteering and workplace giving programs
- The 22 charity partners were assessed against ANZ's purpose and strategy. All charities were retained to ensure continued support from staff already contributing, with an additional eight added which aligned to ANZ's purpose
- Set a goal to donate \$1 million to its charity partners in FY19
- The program refresh involved Executive sponsorship, quarterly email updates, refreshed details in the induction training for new staff, lunch and learn sessions, hosting four Community Expo events across the country, and the launch of the 'Donate a Dollar' campaign, which encourages small donations from many to create collective impact
- Hosted a 'Community Expo' for its staff in May 2019 where ANZ's 26 charity partners had booths and shared information for staff to understand their respective missions. A CEO email and video announced the new commitment and focus, the triple matching campaign and encouraged staff to get involved
- Greater opportunities to share valuable information about workplace giving through strategy days, leadership forums, conferences, lunch and learn sessions and community expos is proving to be a valuable means of engagement with staff and ANZ's community investment programs

# Organisational philanthropy with workplace giving at the core



## From the Judges

*“APT Travel Group has built a strong program, with no budget, through strong leadership support that has helped shift company culture.”*



## Results + Features

- 19.5% of staff signed up to payroll giving in the first three weeks of the program
- Engaged staff in the choice of 13 charities to support
- 91% of staff indicated, via a staff survey, that it was important to work for a company that supported charity
- As a launch promotion, supported triple matching for the first three months of a team member's sign up then continued to match dollar for dollar
- Company owners, CEO and leadership team publically support the program

## Overview + Highlights

- APT Travel Group is a global family owned travel company with 420 staff
- Previously workplace giving consisted of staff driven fundraisers and volunteering. Payroll giving was launched in August 2019 and was a new offering for staff
- The 'OneTomorrow Charitable Fund' was established. A dedicated role was created to help shape and drive greater levels of giving from both staff and customers
- It was a priority to establish workplace giving. The program now forms part of an organisation-wide philanthropic program, consisting of company giving, staff giving and client giving
- Since launch, there has been a noticeable change in the company culture with greater interest in volunteering opportunities and conversations around how the company can contribute more to the community
- Due to time and budget constraints, screensavers were used across the company and an advertisement was placed on the intranet encouraging all staff to attend the launch event. The co-owner of APT Travel circulated an email pre-event encouraging staff to attend the launch
- Over 180 employees attended the launch event. Paper forms, that had a strong call to action, were handed out with a Lindt chocolate incentive. The triple matching campaign was announced and several charity partners shared the potential impact this program could have on their organisation
- The launch event was followed by an email from the CEO thanking staff and also encouraging them to sign up to giving in the afternoon

# Senior leadership support and a determination for success sees EnergyAustralia do more good



## From the Judges

*“Alignment to purpose and the social issues that matter to its people enabled strong employee buy-in.”*



## Results + Features

- 63% of its 2,300 workforce are participating in workplace giving since launch
- Collective impact of over \$250,000 donated to charity
- Strategic three month pre-launch campaign to engage all employees and offer of a company donation to all charity partners in advance of the program's 'go live' date
- Significant leadership and support from the Managing Director and senior leadership team, including compulsory 1% donation from Board and Executive Management
- Program designed with an 'opt-in' default setting for new employees

## Overview + Highlights

- EnergyAustralia (EA), supplier of gas and electricity to more than 2.5 million customers across Australia, has a strong focus on community support, volunteering and fundraising
- The implementation of a workplace giving program was a natural step for the business enhancing its commitment to making a positive contribution to the community and drive employee engagement and team spirit
- EA's Managing Director was significantly involved in the program, directing its design and strategy to drive engagement and social impact as well as allocating dedicated resources to develop and implement the program
- The program was designed to reflect social issues connected to business purpose that resonated with its diverse workforce. Focus areas are education, cancer, homelessness and mental health. Nine charities were selected by employees including five local charities at each regional site and appointed for a multi-year partnership
- Launch communication was delivered three months prior to program commencement via non digital channels, including letters to employees' home addresses and face to face meetings, highlighting that EA would donate \$1 per week from October to December on the employees' behalf prior to the program going live, reinforcing the huge impact they could have if everyone contributed
- Sparking much engagement and discussions amongst staff, flyers with an EA \$2 coin were dropped to employees' desk, asking them to place the coin in jars located in high traffic areas at each site to support a charity of choice. The amount in each of the jars was then donated to the charities
- A range of campaign communication was utilised, including intranet, newsletters, briefings, posters, flyers and videos to raise awareness while promoting the program. To gain support, all EA leaders were briefed on the program prior its launch

# A commitment to community drives iGive



## From the Judges

*"A large launch event and sustained communication has embedded the program across the business."*

**inova**  
pharmaceuticals

## Results + Features

- 80% of staff signed up at launch with an average annual donation \$245 per person
- Senior leadership team involved in the launch and ongoing communications
- Charity partners chosen that aligned with core business purpose and mission
- Dollar for dollar matching up to \$50,000 per annum

## Overview + Highlights

- iNova Pharmaceuticals develops, markets and sells a range of non-prescription healthcare products and prescription medicines in over 20 countries. The ANZ regional office in Chatswood, Sydney is home to the local commercial team, with a staff of 112. Another 87 team members work remotely around Australia
- Main drivers to launch 'iGive', iNova's workplace giving program, included its commitment to the community, positive benefits of the program for business and charities, team engagement and staff support
- Support and endorsement from the CEO and senior leaders, as well as guidance from Workplace Giving Australia, allowed the team to plan and prepare for the launch
- A survey was conducted to determine staff interest and cause areas. A shortlist was formed by iNova's working team which selected three charity partners that aligned most to iNova's mission and staff cause areas
- iGive was launched at the annual conference, the one day of the year where 100% staff come together. Clearly explaining payroll giving to staff, in addition to emotional live presentations with videos from the charity partners, was successful in engaging the team
- Following the launch, a well-paced communications program was created, including newsletters, intranet, staff 'Town Hall' meetings and engaging induction materials
- iGive champions, a group of passionate volunteers, supported the communication campaign
- To maintain enthusiasm and energy for iGive, activities and volunteering events have been held in support of the charities. Team member donations at these events were also matched
- Team members gave positive feedback following the launch, with 99% agreeing that the iGive program makes iNova a 'better place to work'
- The total value of donations to the three chosen charity partners between the January launch and August 2019 is \$55,132 (including matching)

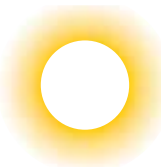
# Suncorp shines a light on charities that team members can get behind



## From the Judges

***“Innovative approach to decentralise the choice of charities and design projects with tangible outcomes staff could put their support behind.”***

# SUNCORP



## Results + Features

- Staff participation and monthly donation amounts have doubled since the relaunch
- Increased charity partners from one to 15, nominated by staff
- CEO has the driven matched giving program

## Overview + Highlights

- Suncorp is a leading financial services provider in Australia and New Zealand, enabling more than nine million customers to better protect and enhance their financial wellbeing
- Suncorp wanted to address the decline in its program participation, which was attributed to a lack of awareness among new employees, an increasing desire to directly support individuals through crowdfunding, a shift in priority social issues impacting the employees local communities and worked and disillusionment with an oversubscribed grant program
- The program re-launch increased awareness and giving behaviour among new employees, empowered employees to support causes impacting local communities, and reallocated grant program funding to employee giving
- A grassroots approach was used for the launch, identifying 10 regions where employees worked and established a network of champions. The champions inspired giving by 'walking the talk' and enabled Suncorp to leverage personal relationships to engage more staff in each region
- Decentralised decision making empowered employees to select charity partners based on issues they care about in their local area for a term of two years
- Suncorp's CEO launched the program at 'Town Hall' events accompanied by a launch video that was featured across the intranet, Suncorp TV, Yammer, CEO email updates and through the employee giving e-newsletter. 30 launch events were held over a month and attended by over 1000 team members
- Housing has been provided to 17 young people through YellowBridge Queensland and Helping Young People Achieve
- 2,070 domestic violence victims have received support through Zephyr Education, Coast Shelter, Shine and Grandparents Raising Children
- In Victoria and Western Australia, employees brightened the lives of 1,120 seriously ill children and their families through the partnerships with Starlight Children's Foundation and Ronald McDonald House Western Australia
- Through its partnership with Mental Health Association Queensland, employees provided mental health education sessions to more than 200 Queenslanders

# Providing young refugees and asylum seekers hope so they can dream



## From the Judges

*“Tried something different, worked against the odds and gave a voice to refugees and asylum seekers students.”*



## Results + Features

- 77% of new donors to workplace giving support the Sanctuary Scholarship program
- 33.5% increase in the amount donated over the past 12 months
- Senior leaders are key drivers of the program
- Program messaging uses behavioral science theory

## Overview + Highlights

- Deakin University, one of Australia's top 10 universities, made a commitment to provide access to higher education for asylum seekers and refugees by quadrupling its Sanctuary Scholarship program
- In 2017, only 0.4% of staff were donating through workplace giving to the scholarship program and the program was declining
- Through extensive consultation, utilising sector best practices, Deakin University revamped its workplace giving program and relaunched “Deakin GIVE”. This was achieved despite a tight budgetary framework
- Deakin GIVE adopted a new behavioral science framework to engage staff around the benefits and the positive impact of workplace giving. The program was championed by then Vice-Chancellor Professor Jane den Hollander and current Vice-Chancellor Professor Iain Martin
- The use of scholarship holders sharing unique stories across the marketing materials including videos, e-forms, posters, screen savers, postcards and lanyards encouraged giving and engaged staff
- The Vice Chancellor sent personalised launch emails to staff encouraging them to support the Sanctuary Scholarship program
- At staff events, the benefits of workplace giving were promoted. In addition, past Sanctuary Scholarship recipients shared their stories empowering the students and reinforcing the positive collective impact of workplace giving
- Last financial year, fourteen talented young refugees and asylum seekers found sanctuary at Deakin. Four of the Sanctuary Scholarships were funded by Deakin staff through workplace giving. Five other access and equity scholarships were also funded through workplace giving in FY 18/19
- The workplace giving program also supports Médecins Sans Frontières, Give Where You Live and The Smith Family



# Giving a Goodstart to life for children most in need



## From the Judges

*“Used multiple channels to intellectually and emotionally engage team members in their mission.”*



## Results + Features

- 36 children, who would have otherwise missed out, received scholarships to access high quality early learning, to ensure they are ready for school and life
- “Giving@Goodstart” is part of the on-boarding of new staff, with all donations going to the Early Learning Fund (ELF)
- Senior leaders support and champion the program

## Overview + Highlights

- Goodstart Early Learning is a non-profit organisation committed to laying the foundation to better the lives of children through positive early learning experiences
- Goodstart was established in 2010 by Social Ventures Australia, Mission Australia, The Benevolent Society and the Brotherhood of St Laurence, who saw the potential to transform early learning in Australia
- The ELF was created in 2017 to support families and children unable to access government assistance for crucial early learning opportunities
- The Giving@Goodstart workplace giving program was created to support the ELF program and to provide team members with a program that resonated with them intellectually and emotionally, while being easy to understand and join
- The CEO, board, and directors, who had experience in promotion and new campaigns, were invaluable to the launch of Giving@Goodstart
- The launch of Giving@Goodstart involved passionate speeches from the leadership team, with the CEO signing up for the scheme on camera. It also featured impactful videos of the families who had most benefited from the ELF
- Immediately after the launch, all 15,000 Goodstart employees received an email communication, which included a video from the CEO and a link to the sign on form
- The campaign also included reminder emails, an intranet portal, messages through payslips and the use of internal communication channels
- In under 12 months, 1500 weekly contributors joined the program and raised \$50,000 for the ELF
- The number of employees joining Giving@Goodstart continues to grow. It will increase over the next 12 months as communication of the program is entwined into the organisation's tenth birthday celebrations

# Migrants and refugees benefit from mentoring and entrepreneurship



## From the Judges

***“A great example of a well aligned partnership infused across the organisation with leadership support.”***



## Results + Features

- 370 students have benefited from the partnership
- 7-Eleven's board and leadership team met with AMES Australia students to understand their stories
- 20 paid work placements over life of the relationship
- Launch of the 'Enterprise Hub' where 7-Eleven staff act as mentors to entrepreneurs and to AMES Australia staff

## Overview + Highlights

- AMES Australia is one of the leading providers of comprehensive settlement services for asylum seekers, migrants and refugees. Services include humanitarian settlement, education and vocational training, employment, skilled migrations pathways and social programs for newcomers to Australia
- 7-Eleven's workplace giving program 'Good Cause' focuses on four key areas - food, migrants, youth and local communities. The program gives home to 7-Eleven's charitable activities and enables the company to add value to organisations such as AMES Australia
- The partnership seeks to find new and enterprising ways to build social and economic participation for migrants and refugees choosing life in Australia; demonstrate the value of cultural diversity in the Australian community; and create more opportunities for migrants and refugees to access work through retail, customer service and small business pathways. The mutual transfer of expertise and skill is what makes the partnership so effective and impactful
- The Chairman of 7-Eleven's board met with migrant franchisees' families both in Australia and overseas to build and share understanding
- In addition to workplace giving and volunteering, 7-Eleven also provides financial sponsorship and strategic support to fund programs to incubate new innovative services for refugees and migrants. In addition, expertise was provided for the launch and growth of the AMES Australia Enterprise Hub where 7-Eleven team members will act as mentors to entrepreneurs, as well as to AMES staff supporting refugees and migrants
- In promoting the partnership, 7-Eleven designed and hosted industry visits at their head office, internally promoted workplace giving, volunteering, posted 'Refugee Stories' publication in all tea rooms, held an Impact day where staff shared language and employment tips with students and sponsored a 'Shop and Cook' session promoting healthy eating for International Students

# Innovation and strong leadership supports expansion and growth



## From the Judges

*“Working together grew the reach of this partnership to support more in need.”*



## Results + Features

- JB Hi-Fi introduced a new charity, Kids Under Cover (KUC), in response to feedback from team members that they cared about the issue of youth homelessness
- Led to immediate financial support for KUC, ensuring it had the resources needed to engage an external feasibility study to understand how to expand
- Part of JB Hi-Fi's new charity rotation innovation
- More 'youth at risk of homelessness' to be supported

## Overview + Highlights

- KUC is a Victorian-based not-for-profit organisation dedicated to preventing youth homelessness. It supports vulnerable young people (between the ages of 12 and 25 years) who are at risk of homelessness. KUC builds relocatable, one and two-bedroom studios (including a bathroom), in the backyard of a family or carer's home. KUC complements its support with scholarships for education or job training, offsetting basic education costs to empower young people to achieve their goals
- JB Hi-Fi and KUC formed their workplace giving partnership in 2018 as part of JB Hi-Fi's new charity rotation model
- The partnership launch involved a keynote presentation by the CEO of KUC to more than 600 members of the JB Hi-Fi team. The KUC partnership was introduced and the issues associated with youth homelessness were highlighted
- KUC, together with the 12 member JB Hi-Fi "Helping Hands" committee, outlined key objectives that aligned with both organisations' values and vision
- JB Hi-Fi was committed to understanding KUC's aspirations and what was limiting the charity's ability to scale and the support needed to navigate local government requirements in other jurisdictions outside Victoria
- The partnership commenced with instant funds from the workplace giving program, support and leadership engagement from JB Hi-Fi. As a result, KUC was immediately in a position to ensure more young people at risk could be supported
- The willingness of the JB Hi-Fi Helping Hands committee to support a charity's processes and strategy (in addition to outcomes) show a sophistication and willingness to fund process improvement, which will ultimately lead to more young people being supported

# Drought relief program initiated by staff giving



## *From the Judges*

*“Starting as a workplace giving initiative this multi-faceted campaign had a much needed impact.”*



## Results + Features

- Partnership increased workplace donors from 19 to 132
- Company matching increased funds received via workplace giving donations to \$39,297
- Partnership created a whole stakeholder opportunity to support drought relief

## Overview + Highlights

- Rural Aid is one of Australia's largest rural charities. Its focus is twofold – to provide support to farmers and rural communities in times of natural disaster as well as supporting the sustainability of the agricultural sector
- Australia Post approached Rural Aid as its 'Buy a Bale' campaign had been identified by staff as a program they wanted to get behind. Support to Rural Aid was broadened to include customers and other Australia Post stakeholders
- As a large Australian employer, Australia Post has physical presence in every community in Australia with deep connections in many of the communities affected by drought. Its extensive retail network provided an opportunity for the Australian public to support Rural Aid and its drought relief programs
- The partnership initiatives included an enhanced workplace giving campaign (with above and beyond matching), inclusion of Buy a Bale in the staff Christmas appeal, special stamp issue pack (with \$2 donations from every pack going to 'Buy a Bale'), lunch and learn events for team members and a public 'hay drop' event gaining significant media coverage
- This innovative partnership created a whole stakeholder opportunity to support drought relief by maximising ways staff give and the opportunities for the message of the need for drought relief
- A key measure of success for Rural Aid was the number of hay bales that were delivered to farmers. Through the sales of the dedicated drought stamp pack, \$200,000 was donated to buy hay to help drought affected farmers
- For Australia Post, the key measure of success was the successful sale of the stamp pack for customers and the successful interaction with team members and their participation in workplace giving

# Ending energy poverty together through solar lighting



## From the Judges

*"Huge staff engagement and a massive launch."*



## Results + Features

- 18,000 employees globally supported the SolarBuddy solar light assembly program
- Flight Centre Travel Group (FCTG) embraced the work of SolarBuddy by including it across all areas of the business including customer communications
- Partnership launched on a global stage, raising awareness to over 3,500 employees

## Overview + Highlights

- SolarBuddy is dedicated to educating and empowering the next generation to change the lives of children living in energy poverty through its innovative education and engagement programs
- SolarBuddy developed a unique partnership with FCTG which has enabled over 18,000 employees across Australia and the world to embrace the SolarBuddy solar light assembly program
- Each participant learned about energy poverty, assembled their own solar light to donate to a child, personally wrote a loving letter to the recipient child and in many instances accompanied the SolarBuddy team to various countries
- The donation of time, resources and income from staff supports the success of the program
- SolarBuddy has delivered a simple, effective and tangible workplace giving program that is easy to understand, manage and is cost effective
- FCTG embraced the work of SolarBuddy through the inclusion of the fight against energy poverty at all team events, media support, conference partnerships and introductions to industry partners. In addition, since July 2019, the campaign has been incorporated into all customer facing communication
- The partnership was launched at the annual FCTG global gathering in Germany, where over 3,500 employees attended. Since launch, over 85% of the global FCTG workforce has participated in a SolarBuddy event in one form or another
- The success of the partnership was highlighted at the 2019 FCTG global gathering in Las Vegas with the announcement that the partnership has the goal to end energy poverty in two countries. This equates to a monetary value in the vicinity of \$4.5 million and the provision of over 150,000 solar lights for children

# Bain & Company dare to be different



## *From the Judges*

*“Competitive, fun and engages staff at all levels.”*



## Innovation + Impact

- 60% of staff participate in “Dare Month” across Australia
- \$20,000 was raised in 2019 over the month
- Exciting, fun and engages staff across functions, levels and the country
- Builds awareness and interest in staff giving

## Overview + Highlights

- Bain & Company, a leading global management consulting firm, is committed to giving back to the community
- Seeking innovative and engaging ways to raise money for charity partners that results in excitement and high participation rates, Dare Month was established and runs for one month each year
- The Australian Practice dares colleagues to do funny things and activities for a price. The good will and enthusiasm around the dares spreads throughout the firm resulting in money being raised for charity
- Dares are often tailored to particular cause areas (e.g. to raise money for WWF, staff were dared to paint their faces like a cat for a day)
- Dares are completed when the nominated amount of money has been raised. To assist with building momentum, dares happen throughout the month
- How Dare Month works:
  - An email is sent to the office with a dare and a cash value – counter dares are accepted
  - The Dare Month committee prepares some dares in advance, but others are organic and are driven by the staff
  - All dares are vetted to adhere to professional standards
  - Committee confirms donations and tracks participation
  - Donations are processed by the payroll team
- Team members are able to decline the dares but this rarely happens
- All levels of staff get involved including the leadership team. Dare Month helps build awareness of staff giving through fun and collaboration

# BOC team members 'fly the kite' with family and friends to support Redkite



## From the Judges

*"This innovation empowered staff, engaged senior leaders and supported their charity partner."*



## Innovation + Impact

- \$2 million donated to Redkite over 20 years of partnership
- \$30,000 raised through one 'Kitetime' initiative in April 2019
- Kitetime has been running since 2009

## Overview + Highlights

- BOC, a subsidiary of Linde plc, is a supplier of compressed and bulk gases, chemicals and equipment. BOC empowered staff to take time off with family and friends to support charity partner Redkite
- With a diverse workforce located across many different sites, BOC face the challenge of engaging staff with charity partners and providing a strong sense of community for the causes
- BOC developed Kitetime, which offer staff the opportunity to take leave (between two and eight hours) and donate the annual leave pay for these hours to Redkite
- 25 staff site champions volunteered to drum up support for the 2019 campaign
- Senior leaders promoted Kitetime during quarterly town hall meetings
- April was chosen as the month for the Kitetime campaign as it's a month with a large amount of public holidays. This made the program accessible to staff
- During Kitetime month, BOC hosted 'Red Day' where staff were encouraged to creatively express their interpretation of Redkite with the added opportunity to win prizes
- To engage staff that were unable to take leave, a raffle was promoted with the opportunity to win leave and other prizes meaningful to the BOC team
- A drawing and photo competition was also run during Kitetime month to further engage staff and bring greater awareness about Redkite their families
- BOC shared the concept with the workplace giving network and encourages other organisations to take up Kitetime to support Redkite

# JB Hi-Fi keeping Helping Hands **fresh through innovation** and meaningful partnerships



## **From the Judges**

*“Great ingenuity to introduce new partners while maintaining established partners with short and long term initiatives that engage team members.”*



## **Innovation + Impact**

- Taking an innovative approach to fund charity partners to pursue big scale initiatives not traditionally supported via workplace giving
- Introduced a rotation policy and fixed term partnerships for charities
- Appointment of a dedicated workplace giving team member and a successful transition of team to maintain levels of participation

## **Overview + Highlights**

- The 'Helping Hands' (HH) workplace giving program has been at the core of team culture at consumer goods retailer JB Hi-Fi for the past 11 years
- Looking for ways to keep the program fresh, JB Hi-Fi conducted a national staff survey, where it was identified some cause areas team members were passionate about were missing from the program
- The challenge was how to introduce new causes and charity partners, whilst keeping the number manageable and maintaining the high levels of participation and connection with existing partners
- The solution was to introduce a rotation model that would create opportunities to introduce new cause areas that better reflect the interests of the team. This was developed by the HH committee (including the CEO and Senior Executives) and communicated to the team and charity partners
- The program was expanded from nine to ten charity partners. A new category - 'Helping Hands, Helping Out' - was created to support big bold ideas for a short term
- The team loves a challenge and thrives on the feeling they are working towards a shared goal. Both the rotation and short term partnership strategies allow HH to fund charity partners to undertake defined projects that would otherwise not be possible from traditional workplace giving or donor funding
- The size and scale of the program (donating in excess of \$20 million since inception) means a charity partner can pursue a big scale idea with some certainty of funding and support
- One new charity partnership has been able to fast track its ambition to move beyond their current state operations through a fully funded feasibility study and detailed plan of how and where scale makes most sense to extend their services of preventing youth homelessness



# Senior leadership commitment to encourage businesses to prioritise workplace giving



## From the Judges

*"Influencing through powerful role modelling and coaching to grow workplace giving."*

# PEP

## PACIFIC EQUITY PARTNERS

## Innovation + Impact

- More organisations adopting workplace giving as part of everyday business
- Engaging with higher echelons of business and government to advocate workplace giving
- Challenging other companies to "spread the message" of workplace giving to increase change and impact meaningful causes

## Overview + Highlights

- Pacific Equity Partners (PEP), established in 1998, is a Sydney based private equity firm
- In 2017, PEP refreshed its workplace giving program and achieved 100% staff participation, which it has maintained to this date
- Having achieved 100% participation, PEP turned its attention to continuing the growth of workplace giving across Australia
- PEP influences the companies in its private equity portfolio and other organisations that it interacts with
- PEP's leadership team has empowered its entire workforce to include conversations about workplace giving in each meeting or engagement
- Leveraged membership bodies such as the Australian Investment Council (AIC) to support the workplace giving message
- Has engaged board and C-suite executives, senior government officials and influencers on why workplace giving is the most cost effective and efficient way for working Australians to donate to charity
- Funded events, video materials and a program of interns to support workplace giving growth

# Commitment and a default participation creates engagement and impact



## From the Judges

***“Integrating social investment into bids and tenders and candidate interviews shows how deeply committed Clayton Utz is to embedding positive social change.”***

**CLAYTON UTZ**

## Results + Features

- 32.5% combined partner and employee participation
- High annual donation of almost \$600 per person
- The Foundation has distributed almost \$11 million in grants and has built a corpus exceeding \$10 million (\$4 million received from workplace giving)

## Overview + Highlights

- Clayton Utz (CU), one of Australia's leading law firms, has offices across Australia and 1,695 partners and employees. CU established its workplace giving program in 2003
- Community at CU is embedded in the People Strategy for the firm and covers social responsibility programs, including workplace giving, its Foundation, Reconciliation Action Plans and Environmental Sustainability. It is closely aligned with its Pro Bono Practice, Diversity and Inclusion and Health and Wellbeing initiatives
- The Foundation is the sole recipient of funds from workplace giving and its purpose is to address disadvantage and facilitate access to justice. The Foundation is the source of all CU's charitable giving
- CU provides significant funds and covers the administration costs of the Foundation and the workplace giving program ensuring that 100% of partner and employee donations are received by charities. Workplace giving donations are distributed to charities within a year of receipt and donors are invited to submit grant applications to the Foundation enabling them to leverage their donations to financially support the causes they are passionate about
- In 2015, CU introduced a workplace giving 'default participation' clause for new partners and employees, which meant they were part of the program unless they made the decision to actively leave. In 2018, this successful approach was extended to all internal vertical promotions. The default participation approach has been a game changer for the workplace giving program and participation has grown from 13% in June 2015 to 32.5% in June 2019
- Having more of its people in the program has contributed to a culture shift across CU. It has increased enthusiasm for fundraising, volunteering and connection with the Foundation which provides financial support for causes that they are passionate about
- CU includes information about workplace giving in all bids and tenders educating and influencing organisations on the impact workplace giving can have in the community

# JB Hi-Fi has an **unwavering commitment** to workplace giving and its charity partners



## **From the Judges**

***“A strong link between strategy, culture and the JB Hi-Fi brand promise.”***



## **Results + Features**

- Maintained participation rates above 75% since 2016
- 7.5% increase in total employee contributions from 2018
- Donated \$3.2 million including matched contributions this year and a total of \$20 million since the program was launched
- Long-term commitment to its charity partners and significant impact

## **Overview + Highlights**

- JB Hi-Fi is an Australian and New Zealand retailer of consumer goods, specialising in video games, electronics, hardware and home appliances
- JB Hi-Fi continues to demonstrate an unwavering commitment to workplace giving through its “Helping Hands” workplace giving program
- Helping Hands connects the team with the business to generate funds and support key charity partners. The program is embedded into the business strategy
- Group CEO provides significant time as Chairman of Workplace Giving Australia's Employee Leadership initiative – championing workplace giving with external business leaders and championing innovation across the sector
- In October 2018, JB Hi-Fi celebrated its ten-year anniversary of workplace giving. At its annual leadership conference, program achievements were celebrated and new cause areas introduced in response to feedback from team members
- Helping Hands is promoted in all retail stores via in-store customer collection boxes. The program and charity partners are showcased twice a year through dedicated funding campaigns for two of their charity partners. This creates a different way for the team to engage and connect with customers, and raise much needed funds for the nominated charity partner
- In 2019, Helping Hands launched a charity rotation model to ensure the program continues to be dynamic and responsive to the issues that are most important to the business and team members
- Every charity, that has been part of the Helping Hands program over the last 10 years, has received over \$1 million - funds that make a significant difference

# King & Wood Mallesons DigDeep® - working to reduce inequality and poverty



## *From the Judges*

*“An embedded program that comes to life through innovative communications and leadership support”*

**KING & WOOD  
MALLESONS**  
金杜律师事务所

## Results + Features

- 48% of staff participate in workplace giving
- \$12,115,000 (including matching) has been raised for community partners since the program began
- \$693,179 donated to our community partners in FY19
- In addition to regular payroll giving, fundraising events raised over \$167,000 for three community partners in FY19
- 32,450 pro bono legal hours donated, valued at over \$14.3 million, 85% of legal staff participated in FY19

## Overview + Highlights

- King & Wood Mallesons (KWM) is a global top-tier law firm headquartered in Asia. In Australia, there are 1,610 employees across the country
- The KWM Community Impact program was launched in 2001 and the workplace giving program, now known as DigDeep®, was piloted the same year, making it one of the longest running workplace giving programs in the country
- Workplace giving is fully integrated into the firm's social impact ambitions, creating consistency. Community partners are aligned with KWM's social strategic vision of 'reducing inequality and poverty, particularly amongst children and young people'
- It has strong support from the most senior levels of the firm's leadership team and board
- KWM adopts a long-term and holistic approach to workplace giving, linking it to other divisions of the program such as pro bono legal services, social mobility and volunteering. It has also introduced an outcomes framework to track, measure and report on progress
- DigDeep® is broadly supported and strategic communication has contributed to engagement. Communication methods include Thought Leadership events, donor updates, podcasts, fortnightly email newsletters, weekly 'Short & Sweet' emails including good news stories and messages from the program's ambassadors
- New staff receive a starter kit on DigDeep® and the Chief Executive Partner, who is also the Chair of the program's Board, thanks participants every year with a personalised letter and thank you gift
- In 2019, the KWM leadership team endorsed a stretch target of 75% participation by 2020

# THANK YOU FOR YOUR SUPPORT

The Workplace Giving Excellence Awards are a key component of the mission to see one million Australians giving through the workplace.

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



EMPLOYER LEADERSHIP GROUP



CHARITY TASKFORCE



INDUSTRY PARTNERS

# 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)



# 2019 Workplace Giving Excellence Awards

proudly hosted by

**THE**  
**HOYTS** **GROUP**

---



ONE  
MILLION  
DONORS

[1MDONORS.ORG.AU](http://1MDONORS.ORG.AU)

© Workplace Giving Australia Limited

