

2020 Workplace Giving Excellence Awards

Celebrating the most
outstanding workplace
giving programs in Australia

Proudly sponsored by:

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A MESSAGE FROM

Jenny Geddes

CEO, Workplace Giving Australia

2020 is the fifth year of the Workplace Giving Excellence Awards...and what a terrible year it has been for so many amongst us. In such a difficult year, WGA was delighted to receive 62 entries – 22 entrants were from organisations new to the campaign. In what is no doubt testament to such a trying year, the largest number of entrants were in the 'Best Employer Response to a Crisis' category.

In a year when so many other forms of fundraising ceased immediately, or were severely curtailed, we have seen that, if workplace giving (wpg) donors retained their jobs, they continued to donate from their pay. The latest ATO data from FY 2019 shows that there were 201,237 donors up by 19,781 from the previous year. This is a dramatic increase from FY 2018 and is the seventh year of consecutive growth. Pleasingly, there was a huge 22% increase in the number of employers offering wpg to 5,382 employers. (More information on the FY 2019 ATO data is included on Page 5).

There is always more to be done and we encourage all organisations who entered the Awards to share their stories and encourage their partners and suppliers to also take up wpg. Doing so will of course

help so many Australians in need and also ensure that you are helping working Australians to donate in the most cost effective and efficient way.

Wpg is 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

Our 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 & Director, The Australian Centre for Philanthropy & Nonprofit Studies at QUT
- Judy Barraclough, Head of Strategy & Philanthropy, The Smith Family
- Dan Creasey, Head of Pro Bono & Community Impact, King & Wood Malleons
- Sarah Davies, CEO, Philanthropy Australia
- Natalie Egleton, CEO, Foundation for Rural & Regional Renewal

- Mark Pearce, Chief Executive Officer, Volunteering Australia
- Simon J. Robinson, Director, Corporate Citizenship Australia

WGA is grateful for the support of the Department of Social Services for its continued sponsorship of the Awards and to King & Wood Malleons for its ongoing commitment to wpg and for hosting the 2020 Awards ceremony. We hope that we can come back together in person in 2021 to celebrate the support that wpg provides to so many amongst us in need.

As 2020 draws to a close, on behalf of the WGA team and directors, please allow me to wish you the very best for the festive season and I hope that you and your loved ones continue to be well. I'm sure you will join us in our hope that 2021 is a better year for us all.





A MESSAGE FROM Wendy Scaife

Associate Professor & Director,
Australian Centre for Philanthropy & Nonprofit Studies at QUT
Judging Chair

Many people giving a little to lots, often.

It's a winning formula and the essence of workplace giving and the annual Workplace Giving Excellence Awards. The wins come for the community by way of predictable, steady revenue for charities and those they serve. They come for organisations that act on their corporate values in this way and become valued and often better workplaces in turn. The wins too are there for individuals who give in convenient, easy, feasible ways, heightened by shared impact with colleagues and often matched giving by companies.

This intrepidly growing part of Australia's giving ecosystem is important in any year. Blend in post-bushfire alongside COVID and all its social, physical and economic permutations, and giving through workplaces takes on a whole new significance. We all know charitable revenue has been stretched by service demand and the loss of donations and volunteers.

At such a time, to report 60+ Awards entries and some real innovation coming through as a theme is particularly heartening. People are busy, time is short and I applaud those who have prioritised reviewing and celebrating these programs.

Several standout features from this year's Awards include:

- Informed opportunism and – dare I say the word – ‘pivoting’ – especially to online engagement
- A sterling response to the Best Employer Response to a Crisis category – most apt and much needed
- Elements such as gamification adding to engagement
- More examples of ‘focused’ activities such as corporate Giving Days
- Genuine evidence of staff giver and partner care in stretched times
- Innovations such as Corporate Giving Circles, and magic spun from low budgets
- Championing workplace giving beyond an individual organisation.

The largest area for future learning the judges agreed was setting specific objectives and demonstrating the related measurable results, and also celebrating the link to payroll giving that is at the heart of most programs.

Thanks go to the Awards authors, the many partners and individuals who make up this activity in companies and charities across the nation, the Workplace Giving Australia crew, the experienced judging team and to the organisations and leaders achieving so much good and leveraging all they are to do more for their communities.

*Keep well, keep positive
and keep giving!*

Thank you

A sincere thank you for the support, knowledge and expertise of this year's Awards judging panel.



Wendy Scaife

Judging Chair

Associate Professor
& Director

The Australian Centre
for Philanthropy &
Nonprofit Studies
at QUT



Dan Creasey

Head of Pro Bono & Community Impact
King & Wood Mallesons



Judy Barraclough

Head of Strategy & Philanthropy
The Smith Family



Mark Pearce

Chief Executive Officer
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Natalie Egleton

Chief Executive Officer
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Sarah Davies

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Simon J. Robinson

Director
Corporate Citizenship Australia

HIGHLIGHTS FROM THE LATEST ANNUAL ATO* DATA

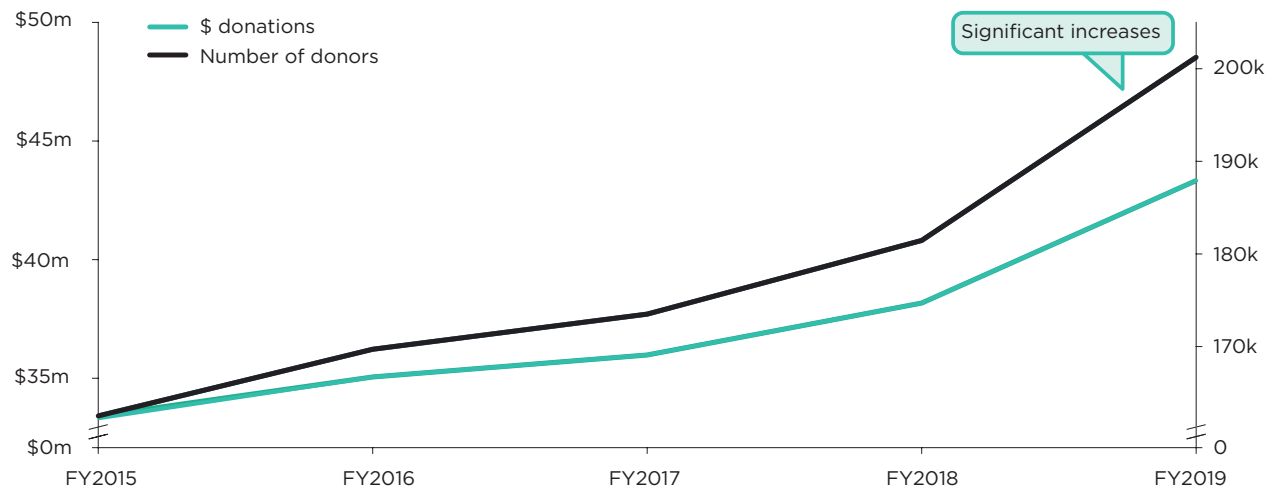
996 more employers
22% increase to 5,382

19,781 new donors
Now 201,237 giving

\$5 donation increase
Average donation \$215 p.a.



GROWTH TREND CONTINUED



Note: Exceptional one-off SME donations in FY15 removed.



MILLENNIALS ARE THE MOST INVOLVED

Millennials aged under 34 are the largest group of workplace givers.

Research shows millennials want their employer to offer involvement in something bigger.



WORKPLACE GIVING MAKES AN INCREDIBLE CONTRIBUTION

Since 2003, over \$700m of new funding distributed. Since 2010, funds donated have grown 90%.



THERE IS HUGE POTENTIAL TO DO MORE

33% of working Australians now have access to workplace giving, but only 5% participate.

If participation doubled to 10%, charities would receive an additional \$40m p.a. – even more with matching.

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

2020

Finalists

Overviews





Sydney Water A clear objective to put the customer and community at the heart of everything the organisation does underpins the success of the workplace giving program

From the Judges

“Impressive that a focus on workplace giving continued despite so much disruption, including a change in leadership, COVID and the severe drought.”



BEST

Public Sector Program

Results + Impact

- Workplace giving (wpg) participation rate of 13.2%
- Average annual donation per employee of \$636
- Matched amount \$526 per employee

Overview + Highlights

- As Australia's largest water utility, Sydney Water's vision is to create a better life through world-class water services. They supply over 5 million people across Greater Sydney, Blue Mountains and the Illawarra with drinking water, water and storm water services. They have 2,754 permanent and approximately 2,500 contractor staff who work across corporate offices, and 28 service depots and water filtration and water recycling plants.
- Sydney Water's wpg program's objective is to provide an equitable opportunity for staff to give back to causes that are close to their hearts. This is enabled through a multi-pronged approach to giving which includes support for two corporate charity partners - WaterAid and Orange Sky, payroll giving, which is matched by Sydney Water, volunteering, annual and emergency relief appeals, community grants, personal fundraising and team based charity activities.

- As a state owned organisation, Sydney Water's community program is highly scrutinised as it is spending taxpayer's money. They have a thorough policy in place and tools that support the delivery of the program. They use Good2Give's payroll donations and grants platforms, including their Fundraising@ work partnership with GoFundraise.
- Their program is introduced to staff during induction, where they can opt-in to any of their community activities. The communication approach is top down, bottom up. The leadership team champions the programs and they are supported by all levels of management, team champions and staff in the graduate program.
- Sydney Water provides two days of volunteer leave and their 200+ volunteers average around 1000 hours per year. In 2019, Sydney Water's Community Grants program awarded \$80,000. In addition, they have 50 portable water stations which are loaned to community organisations, schools, and councils for use at community events.



7-Eleven Australia and AMES Australia provide migrant students with experience of the Australian workplace as a pathway to employment

From the Judges

“Love the Board involvement. Good participation rate at 33%.”



BEST

Pro Bono / Workplace Volunteering

Results + Impact

- CEO & Board members are actively engaged and supportive of AMES activities
- Regular weekly communication to staff encourages participation in volunteering with AMES
- Increased volunteering participation rate to 33% through COVID
- Workplace giving for AMES is matched
- Dedicated community investment manager within 7-Eleven
- All employees are entitled to 1 day a year for volunteering

Overview + Highlights

- 7-Eleven is Australia's third largest private company. The national office of 580 employees supports the 700+ stores in neighbourhoods across VIC, NSW, ACT, QLD and WA. The business is made up of more than 450 small family-owned businesses, many from multicultural backgrounds, who are proud to be part of their local communities.
- The partnership with AMES is helping migrant students learn and experience the context and language of the Australian workplace. It is helping AMES in their teaching of employability skills and is informing their work on major government contracts.

- 7-Eleven employees are involved with industry visits and attend AMES Impact Day activities. AMES staff participate in 7-Eleven group recruitment activities and this is recognised as staff professional development.
- The commitment to the partnership is firmly led by the 7-Eleven Chair who takes a personal interest in the program along with the CEO and senior leadership team. AMES brings important insights and learnings of multiculturalism that is a significant part of 7-Eleven's business model.
- Virtual volunteering during COVID has been successful and has enabled an increase in participation and helped expand the volunteering to interstate teams.



BEST

Pro Bono / Workplace Volunteering

Accenture Rapid action in adapting programs to help nonprofit partners and communities during 2020's multiple crises

From the Judges

"MakingADifference - the one-stop platform for workplace giving and volunteering."



Results + Impact

- Accenture has achieved 50% of employees participating in volunteering efforts in 2020, and increased pro bono participation by 75% on the previous year. Despite the challenges of COVID, employees have contributed 9,133 hours of pro bono work and 15,440 hours of volunteering to more than 150 different community organisations.
- Accenture delivered on the promise of technology and human ingenuity by using technology to engage their people. In response to the bushfires, they quickly built a community of more than 200 volunteers to leverage skills across their whole organisation and to develop an ecosystem with their communities, nonprofits and clients. During COVID, Accenture highlighted the ways people could volunteer virtually to maintain employee engagement and to continue to support the community.
- Pro bono support helped the Australian Red Cross to work across 110 evacuation centres across the country, supporting them operationally to assist those people most impacted.
- Accenture's network of 100 Corporate Citizenship champions and 350 Sustainability Squad members cascade messages across the business and run events and campaigns. Accenture Leadership communicate and encourage participation as part of regular 'All Hands' calls.

Overview + Highlights

- Accenture is a leading global professional services company, providing a broad range of services in strategy, consulting, digital, technology and operations.
- The agile response to multiple disasters has helped boost participation and focus efforts to organisations most in need and/or supporting local communities.
- MakingADifference is the one-stop platform for employees to donate, fundraise and participate in Accenture coordinated initiatives and propose and participate in their own events, as well as record their volunteer hours.
- During the bushfires & COVID pandemic, volunteering leave was increased from 1 to 5 days for employees supporting these important causes. Donation matching was increased to 100% matching for bushfire and COVID related causes, projects and partners.
- In late May, a Social Innovation Challenge was launched to help nonprofit partners manage the significant impact COVID was having on their programs. From 18 entries, 4 successful project ideas were funded through this program, delivering solutions for their partners ABCN, Eat Up Australia, Australian Red Cross and TupuToa (NZ).
- Corporate citizenship is embedded in Accenture's culture. It's a pillar of their Responsible Business strategy and is intrinsically embedded in everything they do.

Deloitte Australia's firm-wide contribution of skills, knowledge and funding in response to the bushfire crisis delivers record levels of social impact

From the Judges

“Good participation rate, commitment via Steering Committee, deliberate and intentional response to COVID, and gave data for results.”



Impact Day 2019



BEST

Pro Bono / Workplace Volunteering

Results + Impact

- 5,027 staff participated in the FY2020 Impact Day (out of 9000 staff)
- The Accelerate program delivers skills workshops for nonprofits
- The FY20 community contribution of \$31m included \$11.76m pro bono, \$16.1m skilled and traditional volunteering (\$10.32m skilled, \$5.78m traditional), \$1.73m in donations, dollar matching and support
- Deloitte's total bushfire response amounted to more than \$3 million of in-kind, commercial and volunteering support, including more than \$500,000 in pro bono services
- The firm was able to coordinate their efforts and work across federal and state government agencies

Overview + Highlights

- Their five-pillar Social Impact Program includes: Pro Bono projects, Local Signature (special one-off events), Mentoring, Crisis Response and Impact Accelerate. Impact Day is a feature event that encourages employees to access their one day of paid leave to make an impact in the community.
- The firm-wide crisis response has enabled their people to use their time and expertise to help on the frontline of bushfires, COVID, floods and other disasters.
- A Steering Committee of key leaders in the firm was established to coordinate the bushfire response and work at national, state and local levels to target effort according to the areas of greatest need.

- Deloitte's Bushfire Support Finder helped those affected to understand the grants and other assistance opportunities available to individuals, businesses and communities. Deloitte prioritised its efforts based on community advice.
- Impact Day 2019 was their biggest ever with more than 5000 of their people at 500 events. Many Impact Day events focused on education, employment and opportunity. Climate change related events were also on the list of charity causes in which their people were passionately engaged.
- During Workplace Giving Month, Deloitte held a series of highly popular charity Zoom events in which members of their family of charities – OzHarvest, The Smith Family, Many Rivers, The Garvan Institute and BeyondBlue – presented their on-the-ground experiences of the pandemic in Australia.
- Deloitte global disaster recovery experts and former US FEMA (Federal Emergency Management Agency) worked closely with the National Bushfire Recovery Agency to help define and roll out the response. They committed to auditing the Australian Red Cross Disaster Relief & Recovery Fund; auditing Fire Fight Australia, a national concert for bushfire relief attended by 70,000+ people that raised over \$9m for bushfire relief and providing tax and legal assistance to Andrew Forrest's Minderoo Foundation's \$70m donation to the bushfire relief fund.



IBM Australia The breadth and depth of IBM's workplace pro bono and volunteering provides staff with opportunities to give back to the community

From the Judges

"IBM Australia offers up to 20 days paid volunteering leave to employees who are SES and NSW RFS volunteers"



BEST

Pro Bono / Workplace Volunteering

Results + Impact

- IBM offers global pro bono and volunteering programs that are deployed across 40 nations
- A long-standing program to support employees who volunteered with the NSW State Emergency Service and the NSW Rural Fire Service was increased to offer up to 20 days of paid annual leave
- The IBM Service Corp employee pro bono consulting program is a feature of the partnership with the Taronga Conservation Society (TCS). A dedicated team of IBM volunteers are providing pro bono consulting to the TCS on the issue of the estimated three billion animals impacted by the recent bushfires. Scoping work is well underway to enhance data and analytics insights related to TCS's Breed and Release programs

Overview + Highlights

IBM.org is IBM's global online platform for all things volunteering and Corporate Social Responsibility. IBMers can find volunteering opportunities, donate to charities of their choice, record their volunteering hours, apply for community grants and read about IBM's investment in community according to their region and local issues in focus. There are three structured programs available:

- Pathways In Technology (P-TECH): A global education initiative.
In 2020, Australian IBMers have supported the 13 P-TECH schools across Australia by regularly mentoring students, acting as guest speakers and supporting IBM site visits.
- Blue Day Out annual volunteering day for all employees.
In October 2019, IBMers volunteered for Beach Clean-up, Red Cross Blood donations, grant writing for various nonprofits, fence repair in regional communities and warehouse duties for various nonprofits.
- Blue Good Fund to support volunteering in local communities

In its first year, grants from the fund were provided to a range of local community projects with IBMers providing technical and volunteering support. Examples include:

- Surf Life Saving QLD for the purchase of safety cameras
- Rebuilding of fences following the ACT bushfires
- Mentoring of primary school students as part of a global robotics competition

Australian Investment Council Lunch n' Learn sessions with charity partners almost doubles employee participation and triples the average donation amount

From the Judges

"This program uses a strategic and focused approach and has the potential to leverage other corporate workplace giving efforts."



BEST

Launch / Refresh (Employer)

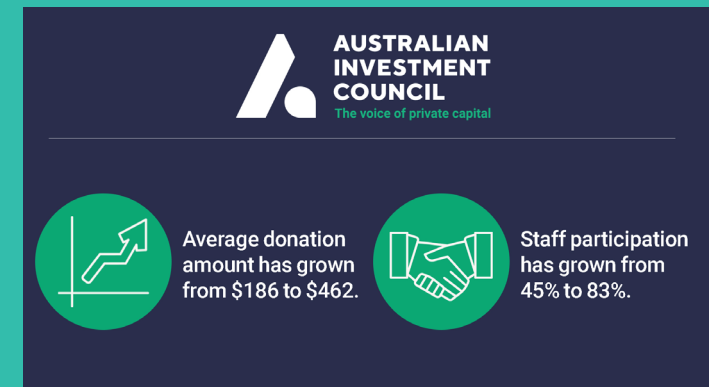
Results + Impact

- The workplace giving (wpg) program began in 2017
- In 2019, Lunch n' Learn sessions with charity partners were launched
- Staff participation grew from 45% to 83%
- The average donation amount grew from \$186 to \$462

Overview + Highlights

- The Australian Investment Council (AIC) is the peak national body and leading voice of private capital investment in Australia. With a team of 12, the reach goes beyond their own staff to Australia's leading private equity firms; venture capital firms; private credit funds and institutional investors such as superannuation and sovereign wealth funds and leading financial, legal and operational advisers.
- AIC refreshed its wpg program by adding special Lunch n' Learn sessions with their charity partners. These sessions allowed staff to connect with the work of their charity partners in a more meaningful way. Immediately after the sessions, staff were provided with a hard copy form and emailed a soft copy form and were encouraged to donate whilst the stories were top of mind.

- AIC also took their responsibility to grow wpg beyond their own team and implemented an awareness raising approach for their sector. This work will continue in the years ahead and has the goal to encourage more member organisations to get programs up and running.
- AIC created a video on the benefits of wpg encouraging AIC's members to get involved - this video was presented at AIC's annual gala dinner with over 500 guests attending.



BEST

Launch / Refresh (Employer)

Bain & Company A clear goal to be one of the top 5 workplace giving programs in the country, combined with a highly effective company-wide communications campaign ensures success

From the Judges

“A focused and strategic campaign. Communication was also highly strategic using the influence of peers and an authentic expression of impact.”



Results + Impact

- Achieved top 5 status with a company-wide workplace giving participation rate of 72%
- 99% of the senior leadership team involved
- Very high average annual donation amount per employee of \$660
- Workplace giving (wpg) has become part of the Bain DNA

Overview + Highlights

- Bain & Company is a global management consulting firm. The firm is located in 59 offices across 37 countries. In Australia, Bain has offices located in Sydney, Melbourne and Perth and has 320 staff.
- In 2019, staff participation was 57%. In 2020, a goal was set to be one of the top 5 programs in the country.
- A committee of volunteers across the firm developed a plan, which was endorsed by their Managing Partner.
- The strategy involved analysing what percentage of staff at different levels were giving, engaging champions across every level of seniority and at every office location, and executing a multi-faceted communications campaign.

- Refresh relied on four key principles; 1-on-1 communications, building awareness with ongoing reinforcement of key messages, leveraging key moments of change within the business (e.g. promotions periods), continue to leave staff the choice of how to spend their money.
- The focus of the communications campaign was as much on delivery of the message as on the message itself. They wanted to present wpg as the default mindset, rather than a potential add-on. They also ensured that everyone in the firm heard the message by sharing it at all face-to-face staff meetings and communicating through a variety of channels including:
 - Digital messages on TV screens in all offices
 - Messages in the weekly firm-wide newsletter
 - Charity messages and profiles on their internal workplace social media platform



Tomago Aluminium A solutions approach to creating a unified workplace giving program bringing together staff, employers and unions

From the Judges

“Very impressive result of 64% participation. It was well planned, resourced and utilised all avenues to effectively communicate. It had all the hallmarks of a real re-launch. Bringing charity partners in to morning teas with staff is a powerful way of demonstrating impact and making the experience of giving have real meaning.”



BEST Launch / Refresh (Employer)

Results + Impact

- Since launching the campaign of a centralised workplace giving (wpg) program on 1 July 2020, Tomago has achieved a participation rate of 64%, an increase of 8% in just two months
- In the last 12 months over \$188,000 has been raised
- Average annual donation amount per employee is \$172 with \$94 being matched
- New starters received information during their new starter induction and are automatically signed up once they sign their contract
- Dedicated communications strategy reflecting the unique challenges of a large workforce in a 24/7 operation

Overview + Highlights

- Tomago Aluminium is an aluminium smelter in Newcastle that has been operating since 1983. The company contributes \$1.5 billion annually to the Australian economy, of which \$800 million is spent locally. Tomago employs 950 staff (full-time equivalent) as well as 190 contractors.
- Tomago’s 2020 Workplace Giving Fund objective was to create a simple and centralised wpg program and bring together two existing programs. The aim was to bring efficiencies and focus, attract new members to give and increase the average donation amount of existing members to a targeted \$3 per week.

- Working with unions and staff helped create a simplified sign-up process and the ability to change existing donations. New starters also received information during their new starter induction and are now automatically signed up to wpg once they sign their employment contract.
- Each year, employees are invited to nominate their favourite charity. Staff are then asked to vote and determine the charities that will be the current year’s recipient. Although they have a small committee overseeing the process, it’s the employees who decide which charities will benefit.
- A major component of the re-launch campaign was a targeted communications strategy to highlight the importance of giving back to the community. The phrase ‘You know it’s worth it’ was used to motivate and engage staff.
- The communications focused on key messages for non-members (encouraging membership) and to members (to increase donation amounts) plus consistent goal setting and sticking to a schedule. Also by communicating their success to the workforce to show that they really can make a difference.



The Smith Family exceeds industry average growth through targeted strategy development and execution

From the Judges

“Great clarity and specificity in identifying the issues, undertaking research, developing strategy and implementation. Good clear targets and measurement and excellent results.”



BEST

Launch / Refresh (Charity)

Results + Impact

- Year on year workplace giving (wpg) income growth of 11.6% in FY19/20
- Increased wpg income by \$143,000
- Three new wpg partners added

Overview + Highlights

- The Smith Family (TSF) is Australia's leading children's education charity helping young Australians in need to participate fully in their education. Their learning support and mentoring programs help children to fit in at school, keep up with their peers, and build aspirations for a better future for themselves. They currently support around 56,000 students sponsored on their flagship 'Learning for Life' program.
- TSF recognised the opportunity to improve their wpg program. There were three drivers:
 - realise better ROI, partner retention, business development opportunities and improve competitive advantage in the marketplace;
 - help elevate wpg visibility and performance nationally across the sector; and
 - a review of TSF's corporate partnership program value proposition indicated that its wpg offering should be reviewed.

- There were four project phases:
 - Phase 1 – Determine scope: pro bono support was sought from Bain & Company (Bain). With support from Bain and WGA, a strategic review was conducted looking at how TSF could double its wpg income in five years.
 - Phase 2 – Data analysis: three years of wpg data was analysed and segmented. Interviews were held with wpg partners to gauge 'voice of the customer', drivers and challenges. Interviews were also conducted with the TSF corporate partnerships team to understand wpg confidence and barriers.
 - Phase 3 – Prototype: strategic review completed providing seven recommendations. TSF corporate partnerships' five-year strategy and value proposition was finalised.
 - Phase 4 – Launch and future strategy: TSF implemented Bain's recommendations, including training the corporate partnerships team on wpg. Updated all wpg collateral and messaging and rolled out to all corporate wpg partners in time for 2020 Workplace Giving Month. Team delivered four 'lunch n learn' presentations to partners' employees to support Workplace Giving Month.



Australian Red Cross
In partnership with CBRE and a number of other corporate partners, Australian Red Cross responded to the needs of socially isolated Australians during the pandemic with a new community outreach program COVID CONNECT providing phone calls to assist those in greatest need

From the Judges

“Nailed the context and opportunity it presented to use corporate volunteer resources to maximum effect, despite hugely challenging circumstances.”

BEST Innovation

Results + Impact

- 83% of those who received a phone call said that they saw an overall improvement in their wellness due to COVID CONNECT
- 89% said COVID CONNECT was just what they needed right now and that it's important to have someone to talk to
- Corporate partner volunteers were involved in making the calls and rated their experience highly satisfying and said that it would make them more likely to volunteer again in the future

Overview + Highlights

- Australian Red Cross is building a better society based on people helping people. Supplying relief in times of crisis and care when it's needed most. CBRE is the world's largest commercial real estate services and investment firm.
- When COVID first hit in Australia, CBRE and their employees wanted to know how they could help. They were looking for employee engagement opportunities to enable their employees to have direct touchpoints with their humanitarian work and those Australians they were supporting during the pandemic.
- Australian Red Cross knew many Australians were feeling scared and lonely and they knew that good social connections are essential for all aspects of their physical and mental wellbeing. As such, they implemented COVID CONNECT.

- Through a one-off or regular phone call, volunteers and clients were able to have a friendly chat to help maintain or improve social connection and reduce the stress of isolation until normal patterns of social interaction could be restored.
- The calls were made by trained volunteers from their corporate partner CBRE. The training and calls were made from the safety of the employee's home. Volunteers could nominate the day or days they were available to make phone calls to those who had signed up via their website or through referrals. The calls were approximately 10 to 15 minutes and provided a one-off chat or a regular connection.
- Australian Red Cross is aware that disasters can happen all year round and that help is needed to scale up quickly. The pandemic has also shown the interconnections of everyone and every industry. The organisation believes that we need to leverage the power of humanity to support one another through disasters, events and pandemics.





JB Hi-Fi Authentic and creative THANK YOU campaign engages staff and celebrates the work of charity partners through challenging times

From the Judges

“A standout application because of its thinking and heart. The employee, donor and partner care here show that all are critical to good, ongoing outcomes in wpg and to the important goals of retaining workplace givers and connecting them directly to the cause/s.”



BEST Innovation

Results + Impact

- A total of 26 store teams were involved in creating videos for this campaign in a time when they are busier than normal and focused on the impact of COVID
- Helping Hands achieved a 1% increase in participation with 467 new team members giving to the program
- An additional \$8,477 (from new member donations and double matching from the organisation)
- Showcased the work of charity partners across the JB Hi-Fi team in new and exciting ways

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 has 200 store locations across Australia, employing more than 8,500 staff. Their Helping Hands workplace giving (wpg) program has sustained record levels of participation year on year.
- The impact of COVID across the JB Hi-Fi business was felt most at store levels with team members working through complexities and fast paced change never before experienced. This required a rethink on the usual ‘ask’ often associated with Workplace Giving Month and instead the Helping Hands Committee said THANK YOU in a simple, clever and authentic way.
- The campaign delivered weekly messages over the month of June. It commenced with a THANK YOU message from the Committee to wpg donors to celebrate another year of giving. Store teams were invited to create their own

THANK YOU videos to acknowledge charity partners. The campaign concluded with video messages from charity partners to say THANK YOU to JB Hi-Fi team members for their years of giving.

- Beyond the campaign connecting and engaging the JB Hi-Fi team during a particularly challenging period, it showcased the agility and resilience of their charity partners as they continued to deliver support through their important work. It helped connect charities with their donors in new ways.
- The challenge for JB Hi-Fi became how to find a way to engage their team and promote the benefits of giving without expecting more from their already generous team members. They wanted to do something to celebrate wpg and engage their team in a very positive, fun and engaging way. The intention was to provide store and support office team members with a chance to pause and reflect on their own generous giving, and showcase the work of charity partners as they adapted to deliver their services.
- Their THANK YOU campaign took into consideration all factors, both internal and external, likely to be impacting on their employees’ relationships with wpg in June 2020. Their campaign was run in-house with video content being created by stores on their phones and edited by their Training & Development Leader. Their charity partners also created video content internally, with a very specific brief to create something unique, simple and low-cost. This is authentic to JB Hi-Fi and reflects what their team and customers love about their brand.

BEST Innovation

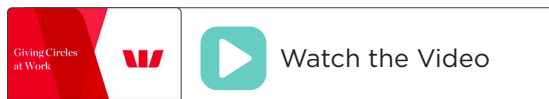
Westpac Group An Australian first program offering 'Giving Circles' in the workplace drives participation and engagement with charity

From the Judges

"Thorough planning and an innovative concept sees potential for significant impact. Good to see validated outcomes and partnership in place."



About Giving Circles, including a summary of results from the trial



Results + Impact

- Over \$45,000 was raised for nine charities
- 82% of participants responded positively to the statement 'Participating in a Giving Circle in my workplace made me feel that my work environment enables me to make a positive contribution to the community'
- Donations were matched
- Employees felt their giving was making a significant difference because they heard directly from the charity and could see what was needed

Overview + Highlights

- Westpac is Australia's first bank and oldest company, and one of the largest banks in New Zealand.
- Westpac Group was looking to find new ways to engage its employees in workplace giving (wpg) and to bring people together who are passionate about a cause. Research published in 2017 recognised the growth in collective giving in Australia.
- The challenge was to transform these findings to actionable strategies with tangible outcomes to grow giving in Australia. The Giving Circles at Work trial was developed to address this need.

- Giving Circles at Work (developed in conjunction with Good2Give and The Centre for Social Impact Swinburne) offers organisations an innovative solution to further engage employees in wpg and address the needs in the community that they care about.
- The Giving Circles at Work trial was an Australian first program for the workplace. The solution was to use technology to enable Giving Circles in the workplace without detracting from the rich experience of participating in a grant making process. It provides a different channel of income for the charities and a unique learning experience for participants.
- Participants could set up regular payroll donations and the Giving Circles' fundraising activities could also be channelled through Good2Give and attract company matching.
- The Giving Circles provided positive outcomes for both Corporate Social Responsibility and HR strategies. In the future, Giving Circles could run across partner companies, creating networks of people with a passion to bring about social change. Participants could provide pro bono services to their charities and volunteering opportunities could also be linked to the giving cycle.



ANZ Bushfire appeal extended to ANZ's global employees, combined with a generous corporate response, significantly increased the funds donated

From the Judges

"A very impressive and holistic workplace giving response, including payroll giving, corporate donations, volunteering and in-kind support. ANZ demonstrated a commitment to put communities' needs first and act flexibly in a time of crisis."



Watch the Video



BEST

Employer Response to a Crisis

Results + Impact

- ANZ donated \$882,200 through workplace giving (staff giving and company matching) to volunteer fire services across Australia, Australian Red Cross, Foodbank Australia, the Foundation for Rural & Regional Renewal, St Vincent de Paul Society and WWF Australia
- Close to \$390,000 was raised from employees across the ANZ Group which the company either matched dollar for dollar, or double matched if donations were made directly through payroll giving in Australia
- Paid leave was given to employees who volunteered in emergency services to ensure staff were financially supported while they served their communities
- \$1 million customer support package to those affected by the bushfires
- ANZ's digital fundraising platform, 'Shout for Good', also facilitated over \$2.6 million in donations during the Bushfire Benefit Concert

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.

- ANZ announced financial relief packages for customers affected by bushfires in QLD and NSW in September 2019. By mid-November, as fire conditions worsened, ANZ activated its second response, by encouraging donations to Australian Red Cross and Foodbank Australia through its workplace giving (wpg).
- As the wpg program was only available to permanent and Australian employees, it was quickly broadened to enable all ANZ employees (permanent, contractors) globally, across 33 markets, to participate.
- Non-permanent employees in Australia and overseas employees could donate to ANZ's community partners through ANZ's digital fundraising platform, 'Shout for Good', to ensure 100% of donations from Visa or MasterCard transactions would go directly to chosen charities.
- Over 50 ANZ employees volunteered to collect donations from the foyers of three of ANZ's largest offices across Melbourne and Sydney.
- As Associate Sponsor of the Australian Open tennis championship, ANZ delayed the launch of its planned marketing campaign by one week as bushfires continued to affect communities. Instead, ANZ donated the significant prime-time television advertising space to its wpg partner, St Vincent de Paul, to help support their bushfire recovery and rehabilitation work.

Australian Unity Multi-faceted bushfire relief response with wide-ranging support

From the Judges

“An excellent multi-faceted response with good outcomes and levels of engagement and volunteering growth evident. Terrific to see the range of options deployed to staff as well as to clients.”



BEST Employer Response to a Crisis

Results + Impact

- Australian Unity, in conjunction with the Australian Unity Foundation and employees, raised \$183,772 to support the bushfire response
- This included \$46,911 in employee workplace giving (wpg) donations, \$36,861 in dollar matching and \$100,000 directly from Australian Unity and the Australian Unity Foundation
- 135 employees registered their volunteer time during and since the bushfire crisis, with an estimated value of over \$40,000

Overview + Highlights

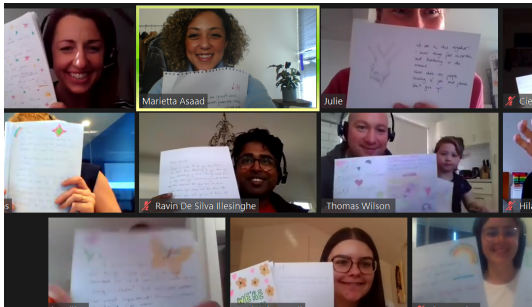
- Australian Unity was established in 1840 and is Australia’s first member-owned well-being company, offering its members and customers health, wealth and care services.
- Australian Unity’s response to the bushfire crisis was significant and included employee and company donations, employee fundraising and volunteering. In addition, support was provided to employees and customers who were directly impacted by the bushfires, including those who lost property and homes.
- Stories of support were shared with staff and customers via the ‘Connecting with Care’ program. Team members were motivated by the activities their colleagues were doing with aged care and retirement residents, which encouraged more staff to get involved in volunteering.

- Banking and insurance staff provided customer care hardship assistance to those directly impacted and many more team members were indirectly involved through fundraising activities and other support initiatives.
- The Australian Unity wpg program responded to the bushfire response through dedicated employee fundraising pages and internal media campaigns calling for employees to aid bushfire crisis relief by supporting the three nominated charities, Australian Red Cross, WIRES and Wildlife Victoria.
- Emergency disaster support was offered to any employees who were directly impacted through the loss of their home or property, which included vouchers for essential items, emergency relief payments to help with accommodation or other services, additional paid special leave for up to four weeks, unlimited Employee Assistance Program support and a dedicated team to help them navigate their immediate response to the crisis.
- In addition, up to four weeks of ‘special paid leave’ was provided to staff who were part of the specialist volunteering agencies including the Country Fire Authority, Rural Fire Service and Defence Reservists. This was extended to staff who were required to provide carers’ support. In addition, Australian Unity customers were also supported through premium relief and the prioritisation of payment of claims for eligible health insurance customers.

King & Wood Mallesons
From Chefs to Solicitors, King & Wood Mallesons (KWM) has thrown its firm's resources behind supporting two crises – the Bushfires and COVID

From the Judges

“Good activation of the workplace giving program, Dig Deep®. Impressive to see KWM utilising their full ‘arsenal’ – from legal expertise to catering staff to letter writing, combined with solid team fundraising, staff giving and company matching.”



BEST

Employer Response to a Crisis

Results + Impact

Bushfires:

- Two staff appeals raised over \$113,000 (including matching by KWM)
- KWM supported with a \$350,000 donation to five organisations
- Team members participated in a virtual ‘Relief Run’, with \$2,700 donated to Australian Red Cross
- Provided free legal advice to KWM’s community partners in areas such as taxation, privacy, data protection, risk management, insurance and employment law

COVID:

- Provided over 1,200 hours of pro bono support (valued at over \$578,000) and advice on over 35 COVID pro bono matters for KWM’s community partners, including:
 - Four secondees joined Community Legal Centres to help on the frontline
 - Provided three COVID legal updates as part of the firm’s Impact Masterclass series for community partners
 - Over 7,000 meals prepared by over 12 KWM volunteers in the hospitality team
 - 50 staff volunteered to assist Australian Red Cross make over 4,000 calls for socially isolated Australians as part of its COVID CONNECT service
 - 10,000 face masks had been donated to the firm. Four team members packaged them up and sent them to community partners on the frontline

Overview + Highlights

- KWM is a global top-tier law firm headquartered in Asia. In Australia, it has over 1600 employees across the country. The firm responded to both the COVID pandemic and the bushfire crisis, which was also supported through KWM’s workplace giving program, Dig Deep®.
- KWM provided a comprehensive and meaningful response to the two crises and drew on all the resources available to the firm to support those in need. There was a mix of specialist pro bono legal support, team fundraising and hands on volunteering.
- The response was targeted at supporting KWM’s existing community partners, which meant team members already had an understanding of their work and confidence that their donation would be spent effectively.
- KWM was also able to effectively adapt to a new way of working and was able to deliver virtually exceptional programs such as:
 - TalkLaw® - KWM’s signature community legal education initiative
 - KWM School of Opportunity – a social mobility program for young people experiencing disadvantage



Origin Energy Foundation Leadership support and creative execution helped workplace giving donations increase, even in a time of crisis

From the Judges

“The application has incredible depth and demonstrates a mature and authentic culture of giving connected to Origin’s purpose.”



BEST

Employer Response to a Crisis

Results + Impact

- Over \$183,000 donated during the crisis
- Despite the COVID crisis, Origin maintained staff participation in both payroll giving and volunteering. In fact, donations by Origin employees increased 9% from the previous year
- With company matching, \$930,212 was donated in FY19/20, \$100,000 more than in the previous year
- Despite work from home restrictions, an innovative employer-charity partnership with SolarBuddy provided Origin’s capable and purpose-driven employees an outlet to offer meaningful support. 300 ‘Origin families’ built 1,500 SolarBuddy lights for children living in energy poverty
- Throughout the crisis, Origin volunteers made daily calls to people living in social isolation

Overview + Highlights

- It quickly became evident that the COVID crisis would hit Origin’s community partners hard. They were concerned that regular workplace giving donations would decrease, so the Origin Energy Foundation quickly reassured employees that they would continue to match their donations. Contrary to expectations, donations were significantly higher than for the same period last year and the number of employees donating via payroll increased by 46% year on year.
- Cancellation of face-to-face volunteering in mid-March had an immediate impact. The need for services

delivered by their community partners increased, but corporate volunteering support was no longer available as ‘work from home’ was implemented. The immediate priority was to come up with creative and innovative ways for Origin team members to support. Two highly innovative volunteering programs were developed.

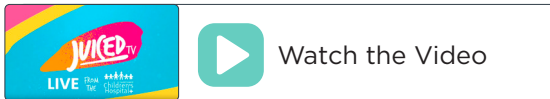
- 300 ‘Origin families’ participated in the SolarBuddy Family Pack program and assembled 1,500 individual SolarBuddy lights to be sent to children living in energy poverty enabling them to read and study after dark. The CEO of SolarBuddy said that the support of Origin Energy Foundation was ‘literally oxygen’. Solar Buddy delivered an online ‘thank you’ session for Origin families, giving them the opportunity to see how and where the solar lights will be delivered. As a result of external media coverage, SolarBuddy received enquiries from other corporates and over 50 orders from individual families.
- In addition, around 100 Origin volunteers actively participated in the Australian Red Cross’ COVID CONNECT program. Team members from across the country made thousands of calls to socially isolated Australians. The appreciation has been overwhelming, with one client saying that the Red Cross calls had ‘saved her sanity’.
- Throughout the pandemic, Origin’s employees have enthusiastically embraced opportunities to get involved and continue to donate their time and money to the community.



Children's Hospital Foundation QLD with Event Hospitality & Entertainment donates over one million dollars to Children's Hospital Foundation

From the Judges

"Great partnership rationale and synergy, with strong planning. There is high engagement and donors see the impact of their donations."



MOST INNOVATIVE

Charity and Employer Partnership

Results + Impact

- 45% of Event Hospitality & Entertainment Limited (EVENT) staff participate in payroll giving
- EVENT's workplace giving (wpg) program has donated over \$1,228,880 to the Children's Hospital Foundation QLD since 2007
- EVENT staff fundraising, volunteering and in-kind support has resulted in lifelong impact for both the Foundation's patients and families

Overview + Highlights

- EVENT is a leading entertainment, hospitality and leisure company operating in Australia and New Zealand.
- EVENT is committed to protecting and giving back to the communities in which it operates through a focus on sustainability, fundraising and diversity. The Children's Hospital Foundation QLD helps sick and injured children. The Foundation became an EVENT wpg charity partner in 2007 and in 2011 was selected as EVENT QLD's corporate charity partner via a tender process.
- The partnership seeks to address the areas of greatest need within the Queensland Children's Hospital in line with EVENT's brand mission and values. Holding young people, technology, entertainment, innovation and fun at the centre of their shared strategy enables a clear direction for both parties.

- EVENT wpg funds help support the Foundation's Juiced TV program which is made by kids in hospital. Juiced TV provides an innovative and exciting way to engage patients, families and EVENT employees. Juiced TV content is shared at EVENT's staff inductions. EVENT Cinemas assist with the annual Juiced Awards where kids and their families involved in Juice TV dress up to walk the red carpet and celebrate the achievements of Juice TV's season. EVENT staff work with Juiced TV patient presenters and their families to provide movie reviews of family films. EVENT also supports Juiced TV by providing hotel accommodation when needed.
- EVENT's wpg donations also help sponsor the Hospital's Kidzone playground.



The Smith Family with ANZ Shared value partnership seeks to enhance the financial capability of Australians in need

From the Judges

“Really good nomination. Strong alignment of values and excellent results”



MOST INNOVATIVE

Charity and Employer Partnership

Results + Impact

- 41% increase in the number of ANZ employees supporting The Smith Family through workplace giving (wpg)
- ANZ's wpg donations increased from \$84,050 to \$220,123
- 20 additional children sponsored by ANZ employees

Overview + Highlights

- The Smith Family (TSF) is Australia's leading children's education charity helping young Australians in need to participate fully in their education. They are on the ground in 91 communities, working with nearly 700 partner schools across Australia. Around 56,000 students are sponsored in TSF's flagship 'Learning for Life' program.
- Established in 1835, Australia and New Zealand Banking Group (ANZ) provides banking and financial services to retail, commercial and institutional customers. ANZ is among the top four banks in Australia and the top 50 banks in the world. ANZ's purpose is to help shape a world where people and communities thrive, focusing on three priority areas: financial wellbeing, environmental sustainability and housing.
- ANZ and TSF's shared-value partnership seeks to enhance the financial capability of Australians in need. Wpg is engrained in ANZ's culture with internal messaging to employees regarding TSF's work integrated into Business As Usual activities/initiatives. ANZ introduces TSF to employees during on-boarding

and they encourage employees to 'opt in' to wpg and choose from 29 charities. ANZ's target for 'Learning for Life' sponsorship via wpg is incorporated into their 'Financial Wellbeing' public target 'to enable social and economic participation of 1 million people by 2020'.

- Understanding ANZ's CSR strategy and finding the alignment to TSF's vision was the first important step in creating the partnership. TSF's mission to help young disadvantaged Australians succeed at school to create better futures for themselves has clear links to ANZ's 'Financial Wellbeing' agenda. In addition to sponsoring 'Learning for Life' students through wpg, many ANZ staff also volunteer to directly support TSF's education programs being delivered to students and families.
- Once the strategic partnership was formed, both parties defined key partnership objectives and KPIs so that success could be articulated and measured. They created a wpg plan, communications/media plan and employee engagement activity plan, which included a call to action from ANZ's CEO during Workplace Giving Month. During regular catch ups these plans were adjusted to take account of the changing landscape during 2019/20.
- Other ways in which ANZ staff supported TSF included by donating gifts and volunteering to pack for TSF's 2019 Christmas Toy & Book Appeal and participating in TSF's wpg strategic review.



World Youth International with Computershare

A strong partnership with unique opportunities for staff to see the difference their contributions make

From the Judges

“An authentic and growing partnership with great engagement”



MOST INNOVATIVE

Charity and Employer Partnership

Results + Impact

- 15% of Computershare's staff in the Asia Pacific region and 9.5% globally participate in the workplace giving (wpg) program
- Global average annual donation per employee is A\$27.12
- Trek Nepal fundraising generated more than A\$195,000 in 2019
- Employee donation figure for FY20 was \$347,872. Computershare will match this amount

Overview + Highlights

- Computershare is a global leader in its field, employing over 12,000 people in around 90 offices worldwide.
- Computershare has a culture of 'doing the right thing' and one way it gives back is through its charitable foundation, Change A Life. Computershare funds Change A Life through voluntary payroll deductions by employees which it matches dollar for dollar. It also invites its shareholders to donate their dividends.
- World Youth International (WYI) is a registered charity based in Adelaide, which facilitates volunteer opportunities for more than 3,800 Australians, and provides access to basic services such as healthcare and education for more than 40,000 people across the globe.

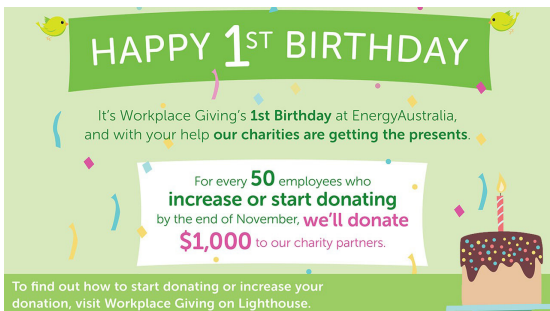
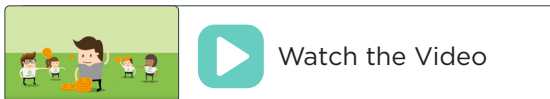
- In 2017, Computershare employees who contributed to Change A Life voted for WYI to be their primary global beneficiary. Computershare made a five year commitment to support WYI with projected financial support through to 2022 of A\$1.3m. These funds allowed WYI to build a Student Boarding Home adjacent to the WYI School in Gokarna, Nepal and expand the School's classes into Years 11 and 12. WYI hosts an annual Trek Nepal event for a select number of Computershare staff who are contributing to Change A Life.
- Computershare and WYI have created a strong, mutually beneficial partnership. Payroll giving contributions from Computershare staff have provided funding certainty for WYI's Gokarna School. The annual Trek Nepal event provides a unique and immersive opportunity for selected payroll giving donors to trek in the Himalayas and then visit the school to experience first-hand how their donations contribute and to participate in educational activities with the school's students. Trek participants undertake fundraising activities for the school in their local communities and share why they are involved in giving as part of their fundraising efforts. Computershare's leadership teams are heavily involved in Trek fundraising and it is a collaborative activity. Computershare includes regular communications about Change A Life and Trek Nepal in its global internal newsletter.



EnergyAustralia continues to challenge the status quo of workplace giving and embed their program across the entire business

From the Judges

“Great results in a short time and momentum still going from launch. Culture of workplace giving seems strong and results attest to this and drive it.”



BEST Overall Program

Results + Impact

- EnergyAustralia has achieved a participation rate of 68% in less than two years
- The program was launched as an 'opt out' model and has grown 3% in the past year
- Average employee donation of \$158 and dollar for dollar matching
- The program is deeply embedded in the strategy as evidenced by recent changes to the program seeking long term contractors to participate in EnergyAustralia's workplace giving (wpg) program. This requirement has been built into the tender for future contractor providers
- The program has created 1,000 volunteering opportunities and \$300,000 in bushfire financial relief

Overview + Highlights

- EnergyAustralia provides gas and electricity to more than 2.4 million residential and business customer's accounts in VIC, NSW, ACT, SA and QLD.
- Their wpg program 'Power for Good' is integral to the organisation's social investment strategy.
- The launch of the program featuring 'opt out' and a pre-pledge donation commitment from EnergyAustralia helped achieve participation rates that take other employers years to achieve.

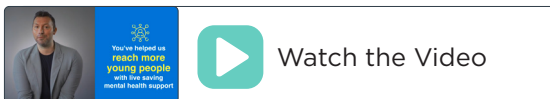
- Almost 1000 volunteering opportunities with nominated charity partners such as Foodbank, Sacred Heart Mission, and Berry Street. Whilst COVID posed challenges for traditional in-person volunteering, it has helped EnergyAustralia establish pro bono volunteering.
- Examples of support including donations of sunscreen and water to local fire brigades, water tanks to a wildlife reserve for fighting fires, and iPads donated to local aged care nursing homes, reflect the deep connections of EnergyAustralia staff with local communities.
- Over the year EnergyAustralia has held numerous events to raise awareness of wpg partners and ensure employees remain connected to the program. Their strategy was to build understanding, resulting in long term support rather than fundraising.
- EnergyAustralia recognises communication as being fundamental to program success. Part of the program design was to allocate a dedicated period of one month per charity to profile the organisation, build awareness with employees and relevant 'day' to focus on the chosen charity through posters, Yammer posts and Intranet articles. In the process, employees gained a deeper understanding of the charity's work and therefore increased their donations.



JB Hi-Fi Exceptional leadership support and outstanding take up from team members sees JB Hi-Fi's workplace giving program, Helping Hands go from strength to strength

From the Judges

"Excellent strategic relationship with charity partners and evidence of what the funding has enabled. Very high participation rate backed by exceptional leadership and role-modelling."



Watch the Video



Charity Partner ReachOut shares a thank you message to JB Hi-Fi team members

BEST

Overall Program

Results + Impact

- Since its launch in 2008, \$20m has been donated
- A participation rate of 75% of 8,500 staff members reflects the continued importance of workplace giving (wpg) to JB Hi-Fi and its team members
- Every week, almost 6,500 team members donate to Helping Hand's ten charity partners and their donation is matched dollar for dollar
- Helping Hands has maintained participation levels over 60% for more than five years

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 has 200 store locations across Australia, employing more than 8,500 staff.
- JB Hi-Fi has a strong commitment to wpg which is evident by the support from leadership and senior team members.
- The Group CEO volunteers 10 working days per annum to champion wpg with external business leaders and Chairs Workplace Giving Australia's Employer Leadership Group, which has the charter to motivate other leaders to support this form of giving.

- JB Hi-Fi has continued to evolve the program and in August 2019, employed the first internal position as a dedicated resource to manage the giving program.
- An internal champion network was also developed (one champion per region) to support the rollout of any initiatives relating to wpg and assist with communication at store level, providing another channel for engagement and communication across geographically diverse retail stores.
- A new induction process was implemented to inform all new employees about the program. They introduced a version of 'opt out' that is a 'make a choice' approach whereby new employees must indicate whether or not they want to join the Helping Hands program.
- Support for charity partners is extended to the vast customer base via the 'Change for Change' in-store collection boxes and in-store campaigns.
- They recently implemented a charity rotation policy in the program. JB Hi-Fi works individually with each charity partner to encourage them to expand their network of donors and supporters. Helping Hands is committed to helping to build the sustainability of its charity partners.
- The Helping Hands program is communicated regularly to staff via the company intranet, internal social page Yammer, as well as small and large events.



Tomago Aluminium Demonstrating the potential of workplace giving when all stakeholders commit, focus and work as one team with the community

From the Judges

“An energetic program growing with stakeholders from a solid base. Impressive to see reach given the dispersed workforce. It is an enduring program that embraces continuous improvement evidenced by the recent merging of workplace giving programs.”



BEST Overall Program

Results + Impact

- Building on a legacy of giving to create one unified offering that respects and invites employee choice
- The Tomago Workplace Giving Fund has achieved a 64% participation and one of the highest annual donations of \$188,240 since workplace giving (wpg) was first introduced in 1986
- Program goals helped generate new ideas and innovation on how best to engage a diverse workforce, deeply connected to local community and with existing giving preferences
- All new employees are automatically signed up to the fund when they sign their contract
- The program has helped grow participation, attract new donors, increase existing donor amounts and company matching

Overview + Highlights

- Tomago Aluminium is an aluminium smelter in Newcastle that has been operating 24 hours a day since 1983. The company contributes \$1.5 billion annually to the Australian economy, of which \$800 million is spent locally. Tomago employs 950 staff (full-time equivalent) as well as 190 contractors.
- The 2020 wpg campaign objective was to create a simple and effective system that centralised the various legacy wpg programs into a single fund.

- The campaign was supported by the Tomago Management Team and was led by the Communications Advisor and Australian Workers Union Site Delegate.
- All new employees starting at Tomago are given information about the Workplace Giving Fund during their new starter training and are automatically signed up to the fund when they sign their contract. However anyone can opt out or alter their donation amount at any point.
- During the campaign, every employee received a personalised letter and flyer announcing the launch and were continuously encouraged to sign up or increase their amount through multiple communication channels including site-wide emails, their weekly newsletter, business magazine, posters and social media.
- In addition to payroll donations, Tomago supported the community via skilled volunteering, donation matching, fundraising events and disaster/one off appeals. For example, during the 2020 bushfire season employees donated \$25,000, which was matched by the business. Also employees who were RFS members were able to volunteer during their work hours to assist.
- Wpg is embedded in Tomago's culture and is communicated regularly throughout the year to staff. Charity partners are also invited to come on site and talk to employees and encourage sign ups.
- Tomago's wpg program and achievements are shared externally via customer newsletters, social media, company website, events and when advertising for new recruits.

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

Employer Partners



Charity Partners

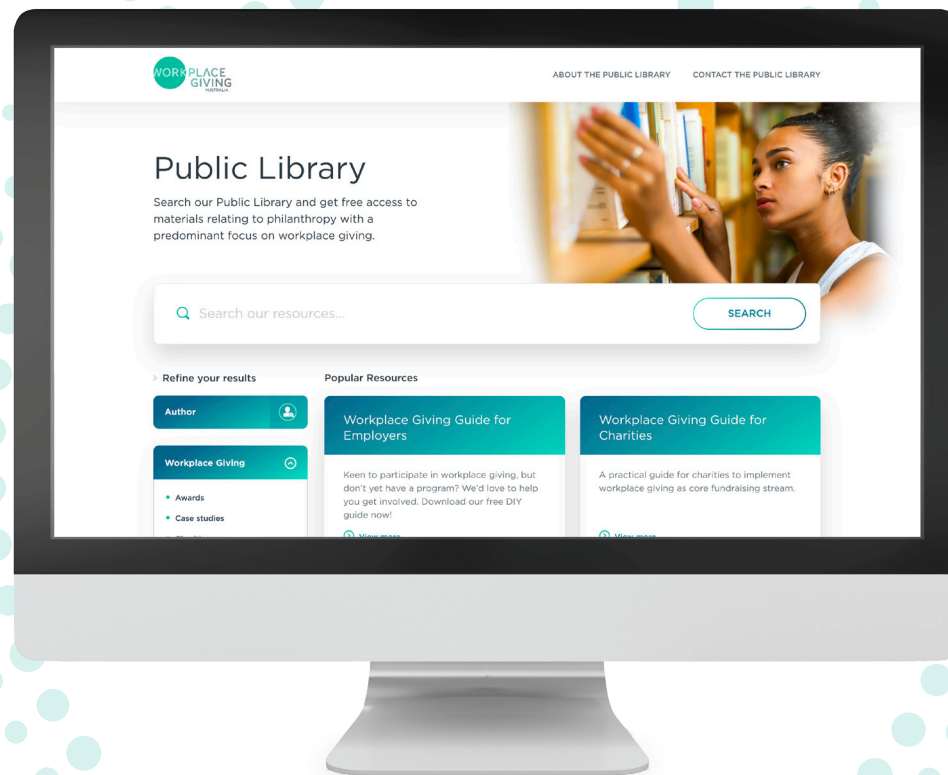


The Workplace Giving Australia Public Library provides free access to materials relating to philanthropy with a predominant focus on workplace giving.

The Library contains a range of guides, tool kits, research papers, reports, case studies, articles, books and audio and video recordings for reading, study and reference by users.

Most items are available on-line. However, the Library also contains hard copies of books which can be borrowed by contacting the Library Administrator at:
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