



2021

Workplace Giving
Excellence Awards

Celebrating the most
outstanding workplace giving
programs in Australia



ONE
MILLION
DONORS

Event host:





A MESSAGE FROM Jenny Geddes

CEO, Workplace Giving Australia



It is hard to believe that this time last year, I sat down to write this message and was lamenting what a difficult year it had been. Who would have thought that 2021 would match, and in many ways, surpass the challenges of 2020.

With this backdrop in mind, the WGA team and I are so grateful that in this, the sixth year of the Workplace Giving Excellence Awards, so many organisations took the time to enter. Many did so in the knowledge that they will not only be in the running to win an Award, but they are sharing their stories to help others learn from their success. This year, we were delighted to receive 49 entries. We introduced two new categories – Best Overall Program for the SME sector and Best Workplace Giving Unsung Hero.

In 2021, as many other forms of fundraising continued to be severely curtailed, workplace giving (WPG) donations continued to weather the storm. The latest ATO data from FY 2020 shows that there were 211,316 donors and the overall donation amount from these donors is \$52 million – this figure does not include the other WPG elements such as company matching, fundraising campaigns, corporate donations, after tax employee donations from their pay and peer-to-peer matching. What

is great to see is that the number of employers offering WPG is now 6,590, up from 5,382 in the previous year. (More information on the FY 2020 ATO data is included on Page 7).

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. It 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

Again, our distinguished panel of judges had the sometimes near impossible task of evaluating the excellent entries. And, it was said on many occasions, ‘can’t we give everyone an Award’ – however, we are grateful for their commitment to process and, on behalf of the sector, we sincerely thank:

- Wendy Scaife, Judging Chair, Associate Professor & Director, The Australian Centre for Philanthropy & Nonprofit Studies at QUT
- Natalie Egleton, CEO, Foundation for Rural & Regional Renewal

- Jack Heath, CEO, Philanthropy Australia
- Mark Pearce, CEO, Volunteering Australia
- Simon J. Robinson, Director, Corporate Citizenship Australia
- David Sloan, National Manager, Corporate Partnerships, The Smith Family
- Kathryn van der Merwe, Group Executive Talent and Culture, ANZ

WGA is grateful for the support of the Department of Social Services for its continued sponsorship of the Awards and to Bain & Company for its ongoing commitment to WPG and for hosting the 2021 ceremony. It is my sincere hope that in 2022, we can come back together in person to celebrate the support that WPG provides to so many amongst us in need.

As the year 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 2022 is a better year for us all.



A MESSAGE FROM

Associate Professor Wendy Scaife

FFIA, FPRIA | BBusComn MBusMngt PhD | Director The Australian Centre for Philanthropy and Nonprofit Studies | QUT Business School | QUT

Chair, Workplace Giving Awards

People always talk about the outstanding US culture of giving.

Few realise though that workplace giving drove the exceptional US culture of generosity. It created a norm and regular habit of giving by everyday employees through their pay packet, year after year, decade after decade.

In Australia, as we celebrate the sixth year of the national Workplace Giving Excellence Awards, we can see just how important 'giving at the office' has become here too in creating special community and workplace outcomes. Payroll giving has been slowly but surely lifting. In fact, it is a bright spark in what is a worrying overall trend of fewer Aussies giving that's been clear in the ATO tax deductible giving data our Centre crunches each year (McGregor-Lowndes, Balczun, & Williamson 2021).

That those involved in payroll giving really enjoy being part of this movement won't surprise any at these awards. It's easy and cost-effective. It's fun

and social. For many it's also moving, unifying, and even transformative in their lives and families.

All of these standout qualities of workplace giving were live in the 2021 Australian Workplace Giving Awards as this booklet will show. Five points resonated for the judges this year that might offer some tips for next year's intrepid giving program designers and award submitters.

- There are so many intriguing stakeholders' stories to tell in Australian workplace giving - suppliers, families, boards, CEOs, customers, engaged staff, committee members, charity partners, beneficiaries.
- Good programs show how organisations listened to these stakeholders and how they embraced them.
- Some enterprises and entries show real heart in their programs/submissions. Detail paints a picture that takes award readers into the lunchrooms or events or volunteering situation.

- Visuals help in programs - some really impressive examples emerged of key messaging and a tone of embracing everybody into the effort.
- Metrics rock - because they're hard evidence and a growth tool.

And on that note of 'growth,' thanks and congratulations go to all awardees, the Workplace Giving Australia team, and to everyone in the year-round effort to make payroll giving a bedrock of Australian generosity.



A MESSAGE FROM **Anne Ruston**

Minister for Families and Social Services and Minister for Women's Safety

This year more than ever, the annual Workplace Giving Excellence Awards signify the important role workplace giving plays in Australia's charitable sector.

The COVID-19 Pandemic has placed unprecedented pressure on charities, with balls, fun runs and many other major fundraising events cancelled around the country.

Workplace giving has bucked the trend with an amazing 20% growth in donations for the 2020 financial year.

This is cause for congratulations, to Workplace Giving Australia and all those participating in workplace giving programs.

The Awards celebrate innovative and outstanding examples of these programs.

They highlight how successful collaboration between community and business can both help build community cohesion and enhance staff rapport.

The awards recognise entrepreneurial employers who actively support the generosity of their employees, providing opportunities for them to give to causes they care about.

They recognise innovative ideas that have come from employees themselves and how employers, employees and the community can work creatively for the common good.

I am pleased that my Department is again sponsoring the Most Innovative Charity/Employer Partnership Award.

In previous years this award has been won by innovative and successful partnerships with Computershare, Australia Post and Seek and I'm sure this year's winner will be just as impressive.

I am also pleased to see the progress of the One Million Donors campaign which aims to have one million Australians giving through their place of work.

It is an ambitious target, but based on the current trajectory of workplace giving I have no doubt it is achievable.

The goals of workplace giving align closely with the Government's Social Impact Investing program which is a relatively new way of funding Government programs that encourages businesses to invest in projects that are achieving a social objective.

Social Impact Investing has a sharp focus on creating real and tangible outcomes and importantly, embeds a greater use of data to measure and validate outcomes.

It is incumbent on all of us - Governments, organisations, individuals and businesses themselves to continue to think outside the box to come up with new ways for investors and businesses to use their influence to make positive social changes.

Congratulations to all participants, to the winners of awards, and to Workplace Giving Australia for your ongoing contributions to the social and economic wellbeing of our communities.

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 & QUT Business School



Kathryn van der Merwe

Group Executive
Talent and Culture, ANZ



David Sloan

National Manager, Corporate
Partnerships, The Smith Family



Jack Heath

CEO, Philanthropy Australia



Natalie Egleton

CEO, Foundation for
Rural & Regional Renewal



Mark Pearce

Chief Executive Officer
Volunteering Australia



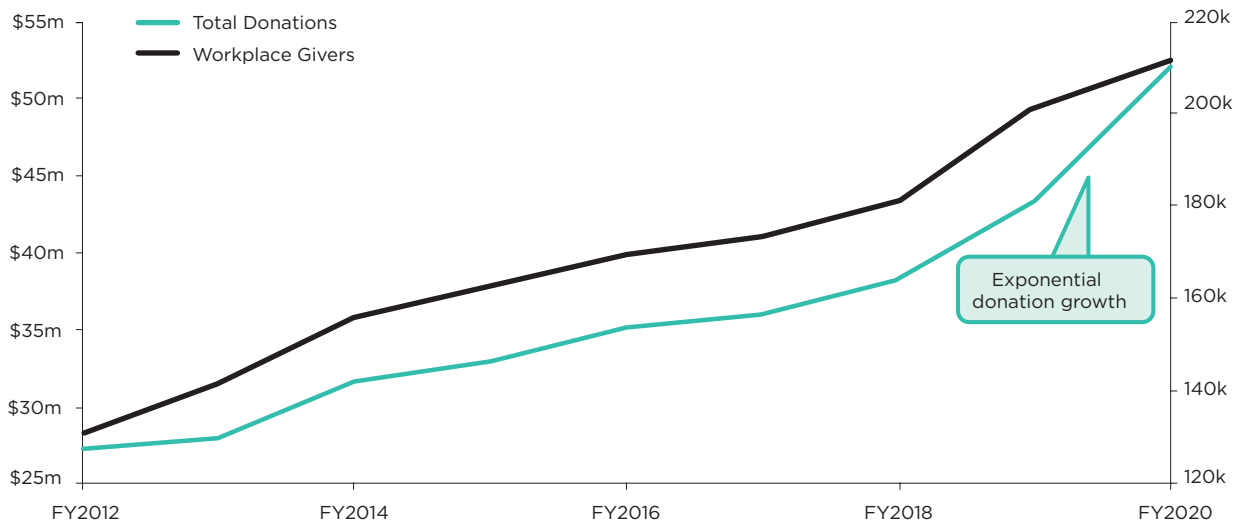
Simon J. Robinson

Director, Corporate Citizenship
Australia (LBG)

Highlights from the latest annual ATO* data

- **22% increase** in participating workplaces to 6,590
- **211,316 Australians** donated through workplace giving -10,079 (5%) more than FY19
- **\$52.18 million** was donated by employees through payroll - \$8.9 million (20%) more than FY19
- **More than \$76 million** total donations estimated in FY20 (individual and employer)
- **\$31 increase** in average donation amount per annum from \$215 to \$246
- **80%** of employee workplace giving donations come through the top 11% (739) of workplace giving enabled employers

Growth Continues Despite COVID Challenges



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



MILLENNIALS ARE THE MOST INVOLVED

Under 35s are the largest group of workplace givers. Research shows that millennials want their employer to offer involvement in something bigger.



WORKPLACE GIVING MAKES AN INCREDIBLE CONTRIBUTION

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



THE POTENTIAL IS ENORMOUS

31% of working Australians now have access to workplace giving, but only 5% participate. Imagine if participation doubled to 10%, charities would receive an additional \$50 million 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.



BEST

Pro Bono / Workplace Volunteering

I'd love to watch the video!



I'd love to find out more!



I'd love to see their website!



KWM partners and staff set a new record for Pro Bono and Volunteering support to advance the firm's social impact goals

From the Judges

A very solid entry with real substance and impressive participation rates - one for others to aspire to!



Results + Impact

- The success is measured by:
- 91% of partners and staff participate in pro bono and 40% in workplace volunteering
- Community organisations were the beneficiaries of 54,273 pro bono legal hours
- 6,697 skilled volunteering hours were donated to 27 community clients

Overview + Highlights

KWM is a global top-tier law firm headquartered in Asia. The Australian division employs 1,579 staff across five states and territories. The firm's social impact goal is to reduce inequality and poverty among young people, especially First Nations young people.

Pro bono/workplace volunteering is deeply embedded in the firm and is fully integrated in the firm's social impact ambitions. Partners and staff are encouraged to donate their skills and time in pro bono work, skilled volunteering and fundraising events.

Each year, KWM supports 30 First Nations aspiring legal professionals and young people from disadvantaged backgrounds through their social mobility platform. This is generating hundreds of volunteering opportunities for KWM partners and staff, as well as the program partners and client's staff.

The social impact of pro bono, volunteering and workplace giving at KWM is guided by an Outcomes Framework to track, measure and report on progress of achieving structural, systemic and sustainable

change toward reducing inequality and poverty.

KWM continues to innovate the pro bono and volunteering program with creative ways to support organisations to advance their social impact goals. Some of the programs that are powered by KWM volunteers include:

KWM School of Opportunity: a 10-month work placement and professional skills development program, supporting up to 10 young people each year, from The Smith Family's Learning for Life program to improve job-readiness, grow professional skills and networks and increase their future employment prospects.

Waiwa Mudena: an immersive work placement and professional skills development program co-designed with First Nations law students to access practical training in KWM legal teams. Up to 10 students supported each year.

Supporting 10 aspiring First Nations legal practitioners through their first year of law via KWM's **First Nations Fellowship**. Key Fellowship components are financial, mentoring and networking support. The participants go on to receive ongoing connection, professional and peer support for the remainder of their law studies.

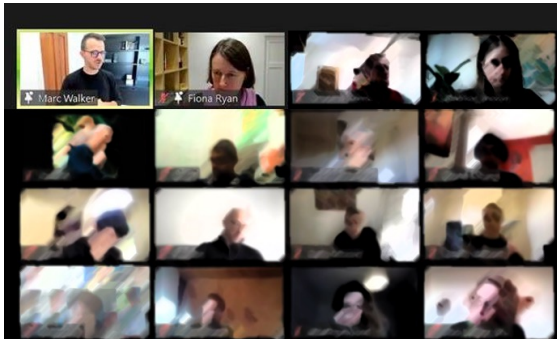
The firm respects and celebrates the contribution of its staff in both donating through WPG and sharing their skills, experience and passion through pro bono and volunteering. The focus on communications to help raise awareness, knowledge and engagement has helped KWM achieve another record level of participation for 2021.



McKinsey's pro bono support through its 'Big Shared Cause' adds a multiplier effect to social sector impact

From the Judges

Great to see McKinsey using its expertise to tackle complex issues of real value to the community. Four days is a great level of volunteering contribution. Great to see the social sector receive the support it needs to obtain insights to build operational capacity.



Excellence in Mission Delivery



Results + Impact

- Social sector leadership capability building:
 - o Built suite of free day-long leadership programs for social sector Managers, Executives and Directors
 - At scale, reaching >1,000 leaders annually
 - Rated 6.3/7 for value of time spent by participants
 - o Organisational health diagnostic for ~40 social sector organisations
 - 4,500 respondents, representing ~20,000 staff
 - Workshopped results with ~40 Executive teams
 - Augmented with ~50 sector CEO & funder roundtables & interviews
 - Report on sector-level results to be published in late November
- 'Volunteering Time Off' program
 - o All staff, four paid days off to volunteer per annum
 - o Opportunities and supporting materials shared through internal 'Marketplace'
 - o 25% of staff participated on McKinsey time
 - does not include additional volunteering in spare time

Overview + Highlights

McKinsey & Company is a global strategy consulting firm, with ~600 employees across Australia and New Zealand.

Through the 'Big Shared Cause' program, McKinsey selects one to two complex challenges to focus its pro bono effort around for a three-to-five-year period, leveraging the firm's core competencies in strategy, analytics, leadership development and cross-sector mobilisation.

Since 2019, it has focused on social sector leadership capability building given this is a critical enabler to leaders having impact in the community, but is often chronically under-resourced. Over 18-months, the team developed a series of free day-long leadership programs for Managers, Executives and Directors. Facilitated by its 50-member strong McKinsey Volunteer Faculty, the program is now running at scale, training more than 1,000 social sector leaders annually.

In partnership with the Australian Scholarships Foundation, McKinsey has also run an organisational health diagnostic for ~40 not-for-profit organisations, surveying over 4,500 people (representing ~20,000 staff). A report on the findings is due to be released in late November.

This work has been supported and complemented by McKinsey's 'Volunteering Time Off' program, that offers staff four paid days annually to use on a volunteering activity of their choice, with a focus on skilled volunteering to support strategic planning and Board/Executive team facilitation.

BEST

Pro Bono / Workplace Volunteering

I'd love to see their website!



Origin Energy Foundation supports education in remote and disadvantaged schools with skilled volunteering efforts and inspirational visits

From the Judges

The program has a good level of participation, and the 'unlimited' cap on volunteering was not something I'd seen before. Fantastic to see some real impact data from volunteers.



Results + Impact

- Executive leadership team is proactively supportive of the program
- Team members have unlimited volunteer leave
- Team members contributed 8,466 hours of volunteering hours in FY'21
- 33.7% of over 4,400 employees volunteered in FY'21, well exceeding targets
- 7,074 students across Australia were reached through volunteering programs in 2021

Overview + Highlights

The Origin Energy Foundation, established in 2010, has a focus on education, specifically equality of learning opportunities for regional, remote and First Nations students, and fostering diversity in STEM. Origin Energy Foundation is the philanthropic arm of Australian integrated energy company, Origin.

Origin's volunteering program, Give Time, supports the education focus of the Foundation through school outreach and mentoring programs by providing valuable expertise, resources, and labour through skilled volunteering projects and individual volunteering.

Many of the students reached by Origin volunteering are in regional, remote, or otherwise disadvantaged schools – 63 of the 92 schools reached were below average on the Index of Community Socio-Educational Advantage (ICSEA).

Volunteers are drawn from city and regional sites, contributing to face to face and virtual programs through Foundation and local community partners. Whenever face to face volunteering could not be undertaken safely, employees offered enthusiastic support, participating in over 160 online events throughout the year. In regional areas where the pandemic risk was relatively low, volunteers continued to provide regular support to community services such as Meals on Wheels.

- During FY'21, Origin team members reported that volunteering:
 - o Met or exceeded their expectations – 99%
 - o Increased their pride in working at Origin – 89%
 - o Improved their awareness of social issues – 79%
 - o Challenged them to try something new – 51%



BEST

Pro Bono / Workplace Volunteering

I'd love to watch the video!



I'd love to find out more!



I'd love to see their website!



Woodside Energy's employees have been passionately supporting community organisations through its corporate volunteer program for over 15 years.

From the Judges

Woodside's commitment to volunteering – for their own people and beyond across WA – is commendable and make this a stand out entry.



Results + Impact

- Employee volunteering program commenced in 2005
- One of the first corporate organisations in Australia to offer paid volunteer leave
- Over the past 10 years, employees have volunteered over 80,000 hours to more than 173 organisations
- Throughout the pandemic 30% of Woodside's employees participated in workplace volunteering (~50% in an average year)
- In 2020, contributed \$350,000 from its COVID-19 Community Fund towards improving digital solutions for volunteering across WA
- 100% of partner organisations reported that the assistance of a skilled volunteer was of great value to their organisation

Overview + Highlights

With over 3,700 employees, Woodside Energy is Australia's leading natural gas operator and recognised for world class capabilities as an integrated upstream supplier of energy.

Through skills-based volunteering, Woodside professionals give their time and expertise to specific projects. Skills-based volunteering directly

contributes to community organisations' growth and capability. The workplace volunteering program is part of Woodside's broader commitment to social contribution.

Woodside utilises a dedicated employee volunteering portal, allowing employees to select from team and skills-based opportunities that align with their interests and values, which are then matched to community needs.

Every year the company participates in National Volunteer Week by running an internal and external campaign to promote and increase participation in its volunteer program. Various activities are hosted throughout the week including:

- Showcasing employee-led volunteer initiatives such as their STEM in Schools program and their blood donation drives
- Executive participation in volunteering opportunities, in collaboration with other members of the WA Corporate Volunteering Council

BEST Launch / Refresh (Employer)

I'd love to see their website!



Catholic Church Insurance launches Collective Kindness after in-depth consultation with staff

From the Judges

A very solid program. I particularly loved the use of the 'early sign-up' incentives and the use of the Collective Kindness Badges.



Results + Impact

- 250+ staff members
- Workplace giving – launched March 2021
- Workplace giving participation – 11.5%
- Inaugural charity partners: Wellsprings for Women, Friends with Dignity, National Homeless Collective and Indigenous Literacy Foundation
- Since launch, over \$45,000 has been donated to its charity partners, including over \$11,000 from staff WPG and fundraising donations
- \$ for \$ matching is provided by CCI Giving (CCI's charitable foundation). As an added incentive at launch, employee donations were double matched for the first 4 months.
- CCI anticipates growing the Collective Kindness program to encompass fundraising, community donations and volunteering aspects.

CCI focussed its support on four charities in order to provide meaningful impact, providing each a minimum two-year commitment. The leadership team got right behind the launch and were involved every step of the way.

Overview + Highlights

Catholic Church Insurance (CCI) is a 110-year-old insurance company with a long history of giving back to the community. To further enhance this culture

and provide staff a meaningful way of giving back, CCI launched its WPG program, known as 'Collective Kindness', in March 2021. The launch followed months of in-depth consultation and involvement from staff, including suggestions for charity partners and program name, plus the ultimate vote.

The launch was highly creative. In addition to a significant double matching period, it included a virtual all staff meeting, followed by a staff email linking to both an FAQ document and donation form. To support the launch, a Collective Kindness internal comms site was developed, providing staff a one-stop shop for all information relating to the program including charity partner information, articles on giving, videos and discussion. In addition, each charity partner presented at the monthly virtual staff meetings, bringing their cause to life and allowing staff to ask questions.

Collective Kindness information is now included in the induction process for new staff, again emphasising a culture of giving back. CCI also got involved in June Workplace Giving Month sending a personalised thank you email, together with a virtual Collective Kindness contributor badge, to each participating WPG staff member. Team members were encouraged to share their badge on the company Yammer page to encourage others to get involved. Posters have also been developed and shared in every office around the country.



Heritage Bank boosts employee participation through senior management support and triple matching support

From the Judges

A very solid refresh has led to an impressive increase in participation.



Results + Impact

- Approximately 850 team members are employed by Heritage Bank
- The WPG program originally launched in July 2019 and was refreshed in March 2021
- Senior management was deeply involved in the refresh
- The refresh included a period of triple matching
- Great momentum achieved in three months between March and June 2021
- Team member participation increased from 5.75% to 11.9%

The major Heritage Bank Charitable Foundation grant of \$25,000 was named Our Shout in honour of the WPG program.

Overview + Highlights

Heritage Bank is one of Australia's largest mutual banks and one of the oldest financial institutions in the country. Based in the QLD city of Toowoomba, Heritage Bank's origins go back 146 years to the formation of the Toowoomba Permanent Building Society in 1875.

All team member payroll donations are directed to the Heritage Bank Charitable Foundation (HBCF). HBCF's support focuses on three key areas i) Positive educational and alternative pathways to help at-risk children and teenagers, ii) health care services for vulnerable Australians and their families; and iii) support for the economic and social wellbeing of people in regional, rural and remote communities, including in times of natural disasters.

The WPG program refresh included a new name and logo, along with widespread communications as part of an employee awareness and education blitz. In addition, the on boarding process was updated with new sign-up forms, collateral, and a charity partner education program.

Helping team members understand the detailed impact of their donation was a key participation driver. The senior management team reinforced the message and for a period of time Heritage Bank donated \$2 for every \$1 by staff, effectively tripling an employee's impact.

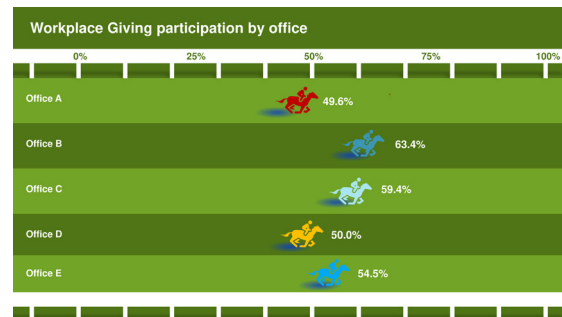
The combination of senior management support, great connection to the charity partners, and the sense that their donation was becoming more powerful due to great matching policy, resulted in a huge participation boost.



McKinsey & Company's relaunch boosts participation from 30% to 54%

From the Judges

Excellent level of participation, the simplification of sign-ups was good to see and I particularly liked the use of visuals to encourage healthy office rivalry. Impressive to see workplace giving increase so much in a two-week period!



Results + Impact

- Staff members: 600
- Workplace giving launch: 2015
- Payroll giving, company matching and pro bono support
- WPG participation post-relaunch: 54%
- Average annual donation per employee: \$600p.a.
- Annual matching amount per employee: \$240p.a.

McKinsey set a clear participation target, gamified the campaign by framing it as a challenge, and used creative comms to relaunch its WPG program to great effect. Leadership got behind the campaign with support and the incentive of committing to company and personal donations at sign-up thresholds. The campaign built off the momentum of an end-of-year initiative to increase reach.

Overview + Highlights

McKinsey & Company is a global strategy consulting firm. Already running a successful WPG program with 30% participation, McKinsey aimed to grow participation above 50%, and achieved this goal in a two-week campaign.

The WPG team improved processes, especially by simplifying sign-ups, which can now be completed in five seconds with two clicks. Donors click an email/intranet link to auto-generate an email naming the charity and ongoing donation amount, then send. These details go to the WPG team, which completes the process with payroll. (Staff can of course edit the details before sending.)

McKinsey's effective internal communications included: teasers before the relaunch; kick-off via a short and fun Zoom message from leadership; healthy competition between office locations and role types to drive up participation; personalised communications to smaller groups in informal channels, sent by group representatives; regular updates via visual messages on Zoom, Slack, and email; and a build up to a final result announcement.

McKinsey's charity partners were chosen to align with staff interest (via a survey) and with the WPG team's values (e.g. 'Effective Altruism'). The charities have had opportunities to connect with donors via presentations at company events.

BEST Innovation (Charity or Employer)

I'd love to see their website!



Bain & Co.'s embrace of the virtual takes Dare Month to new heights

From the Judges

Loved the creativity and fun of this concept... it combined the challenge of engaging staff during COVID-19 and clear retention of a giving culture.



Results + Impact

- Very high staff participation – 70%
- Very high average annual donation per employee – \$660
- Total WPG contribution of over \$150,000 per year from 300 team members
- In addition to payroll giving donations, \$50,000 raised from Dare Month
- Success factors on show – strong leadership, fun and creativity, a Count Me In approach to signing on staff, excellent celebration of success and growth, strong buy-in from all offices across the country.

Overview + Highlights

Every year, the Bain team implements a powerful fundraising initiative known as Dare Month. This creative, fun and innovative fundraising campaign sees Bain team members challenging their colleagues to complete Dares in exchange for pledged donations. What made Dare Month 2020 & 2021 different was COVID-19 and the need to do all Dares in a hybrid virtual environment. However, the team rose to the challenge and turned a negative experience into a positive one. For each Dare, employees used their WFH backdrop to challenge or complete dares that they would have not been able to pre-COVID (e.g. completing choreographed TikTok dance routines with their young children, recreating photos from their childhood, wearing activewear all week long).

In addition to Dare Month, the Bain team hosted hybrid brownbag 'lunch & learns', where presenters from charity partners attended a virtual team meeting to discuss recent projects or upcoming meetings.

Bain's commitment to keeping its WPG program fresh and engaging was obvious despite the challenges of everyone working from home.

BEST Innovation (Charity or Employer)

I'd love to see their website!



EnergyAustralia – Creatively inspiring staff to celebrate the festive season and increase giving

From the Judges

Outstanding result from a well-thought through concept. Fantastic engagement from the leadership team and sustained growth in giving. A great model that others could adopt.



Results + Impact

- During December 2020, EnergyAustralia pledged to triple match the donations from team members who joined the WPG program or increased their pledge
- A fun, creative campaign was launched to coincide with the festive season at a time when team members were more receptive to giving
- The senior leadership team was front and centre in this campaign as was their personal commitment to 'have fun'
- Program participation – employees giving for the first time increased by 2% and 20% of existing donors were motivated to increase their regular weekly donations
- The campaign helped boost overall donations by 27% for its charity partners

Overview + Highlights

EnergyAustralia is a leading energy retailer and generator with more than 2.4 million customer accounts across eastern Australia. 2,300 team members are located in offices and energy sites in metro Melbourne and regional locations in Victoria, South Australia and New South Wales.

The WPG program is led from the top, and support and leadership from executives was a key feature of this campaign which had the goal of boosting participation and encouraging staff to increase their donation amounts. EnergyAustralia recognised the potential to drive program participation through the festive season when people feel more inclined to be generous.

The Christmas Campaign was all about engagement using a range of visual assets and communication channels to reflect the diverse nature, location and demographic of the workforce.

A virtual Christmas tree featured baubles to promote the program's charity partners. Every time a new donor joined, or an existing donor increased their pledge, they would be sent a virtual bauble to celebrate their donation.

Staff and teams were incentivised to join knowing that every 10% lift in program participation would result in the Managing Director and executives dressing in festive costumes for the work day including all internal and external meetings.

This unique campaign sparked a connection at all levels of the organisation and led to a sustained uplift in program participation and donations. It helped connect all staff, regardless of their role and location in the spirit of giving.

BEST Innovation (Charity or Employer)

I'd love to see their website!



Gold Coast Hospital Foundation (GCHF) uses gamification tactics to grow WPG

From the Judges

A great campaign, driven by sound logic and a compelling case for support within the Hospital. Strategy and leadership engagement were strong, and staff engagement methods were practical and effective. Great emotional connection for team members.



Results + Impact

- The goal given by the CEO of Gold Coast Hospital Health Service was to have 10% of its 8,945 team members signed up to WPG by July 2021
- The target was smashed with 942 team members participating in WPG by July 2021
- 35 new sign ups came from the Nursing Graduate Orientation Program
- A three-phase strategy was employed to gain awareness in the Foundation's WPG program across the Health Service – activation, gamification and reward/recognition
- A comprehensive communication plan was developed involving the Health Service's Human Resources and Marketing team
- WPG growth helped to fill the overall fundraising shortfall created by COVID-19

Overview + Highlights

GCHF raises funds to support children and adults suffering hardship caused by illness and injury. Improving care and patient outcomes through the provision of support services, purchase of medical equipment, establishment of nursing scholarships and funding hospital based medical research.

The hospital's marketing team designed an online sign up form accessible on the hospital intranet. An excellent communication campaign was launched and the Health Service CEO was incredibly supportive, sending a message to all health staff encouraging them to get involved with WPG. They used team member testimonials and stories in departmental newsletters across the health service, espousing the benefit of getting involved in WPG.

The gamification phase of the program created a competitive element between August and September 2020. Every new sign-up went into the draw to win 2,500 Kit-Kats (that were donated) and all current and new sign-ups went into another draw to win a Garmin watch. The winners were celebrated encouraging others to join.

GCHF has been very happy to share its strategy with other hospital foundations in a bid to see them grow their programs.



BEST Innovation (Charity or Employer)

I'd love to watch the video!



I'd love to see their website!



JB Hi-Fi is responding to the team's passion and commitment to take practical action on climate change

From the Judges

JB Hi-Fi is setting new standards for WPG by continuously reviewing and renewing its program.



Results + Impact

- 72% of 8,500 JB Hi-Fi team members participate in the Helping Hands WPG program
- In 2021, the company introduced a new WPG category, Earth Squad, which supports practical initiatives which have a significant impact on the environment
- This was implemented in response to team member feedback that they wanted Helping Hands to help fight climate change
- More than 2,500 team members have donated a total of \$137,651 to Earth Squad in its 8 months as a Helping Hands partner
- COVID-19 disruption has been overcome by innovative and virtual ways to communicate the new environmental focus of Helping Hands

Overview + Highlights

JB Hi-Fi is an Australian and New Zealand retailer of consumer electronics and home appliances. It has 200 stores across Australia, employing more than 8,500 staff.

The Earth Squad category was created and launched with two partners. Social enterprise film house and their documentary – 2040 – was appointed for their work to discover six big game-changing ideas that offer the biggest impact solutions to climate change. The other partner, Carbon8, was chosen for its work

to support Australian farmers with regenerative agriculture.

Earth Squad was launched at JB Hi-Fi's annual conference which brings together 450 leaders from across the business. This group are key internal influencers, and their support has helped build program momentum. Special screenings of the 2040 movie were held for all team members.

In April 2021, JB Hi-Fi stores celebrated Earth Squad with a national campaign which raised awareness of the new partners. A national farmers' day encouraged store teams to dress up and promote Earth Squad charity partners' efforts with customers. This helped raise an additional \$73,042 for Carbon8.

The Helping Hands donations have enabled 2040 to expand its Schools Action Toolkits that inspires young climate leaders and has helped 65 schools become sustainability hubs for their local communities.

The funding from Helping Hands is enabling Carbon8 to be working with 575 farmers to support their shift to regenerative agriculture and reduce carbon emissions. They are piloting an online data capture system with select farming partners that will demonstrate other positive climate impacts.

The engagement of JB Team members remains high, with communications across all social channels including Intranet, Yammer, and custom platform Backstage helping capture the hearts, minds and imagination of staff.



BEST Innovation (Charity or Employer)

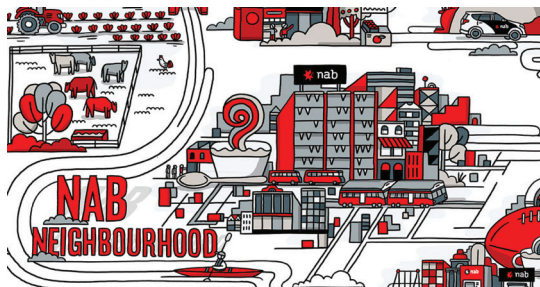
I'd love to see their website!



Welcoming staff to the NAB Neighbourhood to grow giving and volunteering

From the Judges

The creation of NAB Neighbourhood democratised giving.



Results + Impact

- At launch, NAB incentivised colleagues by seeding \$10 into team members' Giving Accounts to donate to their charity of choice.
- Since May 2021, \$95,000 has been donated through seeding and volunteer rewards. This represents 3,750 hours of volunteering
- Successful fundraising campaigns for COVID-19 India and a UNICEF campaign to boost vaccination rates
- Since launch 48% of colleagues have logged in, more than double benchmarking within the same industry with similar eligible user bases
- Overall, an excellent use of technology, innovative approach to volunteering and a sophisticated launch campaign featuring executive advocacy

Overview + Highlights

NAB has a strong and proud history of corporate and employee giving. However, due to outdated technology and a lack of leadership support, employee participation had been steadily declining. Over the course of the past year, the NAB team turned around the decline and built a new, bespoke digital platform, powered by Benevity. Called NAB Neighbourhood, the program includes volunteering, giving, fundraising and granting. Team members were incentivised to support the causes they care about, support the bank's philanthropy, share stories of community impact and band together to make a difference.

To kick off NAB Neighbourhood, a new 'rewards for participation' program was introduced. At launch, all 30,000 team members were given \$10 to kick-start their giving. In addition, volunteer rewards was introduced and now every hour of volunteering earns NAB team members \$5, which they can donate to their charity of choice.

Adding to the new platform, Executive Advocacy was out in force with a 'Race Around The Neighbourhood', which saw executives divided into teams to encourage their divisions to be the team that donates and volunteers the most over a four-month period.

BEST Innovation (Charity or Employer)

I'd love to see their website!



Stockland's innovative partnership approach with ReachOut, Redkite and R U OK? delivered impact for all

From the Judges

Significant increase in giving through united coordination with charity partners. An interesting concept that was embraced by the business and the charities.



Results + Impact

- 6% of 1,600 Stockland team members from 179 locations participate in the WPG program
- A partnership approach with charity partners ReachOut, Redkite and R U OK? was established
- Each charity member appreciated the impact that could be achieved working in partnership and approached the challenge with a commitment to help each other succeed
- This collaborative approach led to greater clarity for the Stockland team members and customers on the social impact that could be achieved
- In FY21, over 250,000 Australians received communication on the purpose of the partnership and the work of the charities
- Support for the Stockland CARE Foundation increased by 33% year on year
- In addition to existing Foundation charity commitments, \$100,000 of additional funding was raised for the group through WPG and team member fundraising activities

Overview + Highlights

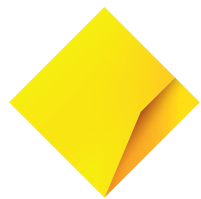
Stockland is one of the largest diversified property groups in Australia – owning, developing, and managing a large portfolio of retail town centres, workplace and logistics assets, residential communities and retirement living villages.

Stockland wanted to address the challenge of how to effectively engage with employees in a meaningful way, while ensuring it maintained donations to the charity partners that are supported through the Stockland CARE Foundation.

In 2020 and 2021, Stockland established an innovative model for WPG. Instead of liaising separately with its charity partners, it was agreed that a partnership model would be established and all partnership meetings and resulting communication would involve each of the charities – ReachOut, Redkite and R U OK? – as one group.

In addition to activations across the year, ReachOut, Redkite and R U OK? worked together with Stockland to deliver a week that was dedicated to WPG. Activations focussed on engaging team members in fun events and activities. It had the overarching goal to share the impact that the partnership was having and move team members from once off donors to continuous givers.

In addition to WPG growth, this collaborative approach to the partnership has resulted in other business benefits for Stockland as team members engagement with its Foundation grew.



Commonwealth Bank

BEST

Workplace Giving Unsung Hero

I'd love to see their website!



Nellie Belisario inspires and mobilises support for the CommBank Staff Foundation and helps to deliver sensational fundraising results

From the Judges

Go Nellie! What a great example of someone truly embracing the joy of giving at work.



Results + Impact

- Nellie assisted with fundraising efforts and mobilising staff and volunteers which resulted in over 6,000 CBA staff registering to walk 21km and raise more than \$3 million for cancer research.
- She was a champion in circulating the CommBank Staff Foundation Gala Night and the Tour de Cure Snow Ball through her many networks and provided a large number of volunteers to help on the night. Her efforts were specifically called out by Tour de Cure.
- She played an instrumental role in setting up of the CBA volunteer interpreter service for NSW Health to support the vaccine rollout.
- She mobilised her network and assisted with fundraising for the Clown Doctors. With Nellie's support the Foundation raised over \$180,000 for this charity during Smile Day.

Overview + Highlights

The Commonwealth Bank is Australia's leading provider of integrated financial services, including retail, premium, business and institutional banking, superannuation, insurance, investment and share-broking products and services.

CommBank Staff Foundation, the CBA staff charity, was formed in 1917 to send care packages to Australians fighting in the First World War. Thanks

to the generosity of CommBank staff, this work has continued since, supporting Australians during times of hardship for more than a century.

Nellie has a deep stakeholder network across her team in Business Banking, and more broadly across the Group. She has used this network to mobilise support for various WPG drives.

When conducting any WPG initiative, Nellie will always share the importance of membership and regular contributions. She clearly articulates the impact of the Foundation's work and how critical everyone's "donation dollar" is to enable the Foundation to continue what it does in the community.

Nellie has a great balance of energy and passion whilst maintaining professionalism at all times. This combination helps drives pride and advocacy in the Foundation.

Nathan Barker, CommBank's Head of Community Investment, sums up Nellie's contribution as, "Passionate, inspiring, courageous and committed! Our work wouldn't be possible without the volunteer support of people like Nellie."



BEST

Workplace Giving Unsung Hero

I'd love to see their website!



Katey Parkinson goes above and beyond in PETstock's WPG, both personally and professionally

From the Judges

Donor, supporter, leader - living the company ethos and embracing people in however they can give.



Results + Impact

- PETstock has over 160 retail sites and 2,000 team members
- Katey's passion has led to 80% of her store's team giving (exceeding the company target of 70%)
- Her personal donation amount puts her in the top 15 donors category
- She is also a volunteer, known as a 'PSA Ambassador' and as part of this role has driven educational and engaging content on PETstock Assist - the company's charity arm
- She single-handedly coordinated a 10-part video series which resulted in the participation rate across VIC increasing from 51.9% to 55.1% in just one month

Overview + Highlights

Established in 2002, in regional Victoria, PETstock has been built to be a business based on family values and a passion for pets. PETstock Assist is PETstock's charity foundation. It is committed to making a long-term difference and positive change in the lives of pets and families within the community through educating and raising awareness. PETstock Assist envisions a community where all animals are respected, loved and treated as part of the family resulting in a happier, healthier life for all.

Katey exudes all their company values, in particular:

- We Treat People As People: Katey never judges anyone for not taking part in the program. Rather she works to create an inclusive, safe space in which team members feel comfortable to give as they can.
- Be Passionate, Have Fun and Live Well: Katey is the first to be jumping up and down next to a pallet of donation stock for a photo and will gladly fill her car with dog food that needs to be donated
- Be Courageous: Katey has taken on the largest cohort of team members and non-donors with ease and is courageously questioning the status quo, gaining a group of followers along the way



BEST

Workplace Giving Unsung Hero

I'd love to see their website!



Wayne Pringle galvanises support for WPG at Tomago Aluminium by sharing his passion for helping those who need it

From the Judges

Wayne is clearly a driving force behind Tomago's WPG program – a relentless champion and influencer – who leads with passion with no expectation of reward or recognition.



Results + Impact

- Wayne was heavily involved in the relaunch of Tomago's WPG program, which saw participation rise to 71%
- Has built a strong relationship with charity partner Westpac Rescue Helicopter and is their go-to contact for program promotion
- Boosted program engagement by arranging the Westpac Rescue Helicopter team to fly onsite and meet with the Tomago team
- Heavily involved in one-off charity drives, e.g. the Bushfire Appeal that raised \$50,000 for the local RFS
- Coined their WPG program slogan: "You know it's worth it"

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 full-time team members and 190 contractors.

Wayne Pringle became Site Delegate at Tomago in 2008 and was a Crew Delegate for 15 years before that. Despite his very busy role, Wayne has also been a passionate and committed supporter of the company's WPG program.

Part of this commitment has seen Wayne complete three site-wide promotions to sign people up to the WPG program. This saw Wayne visit every crib room on every shift which is approximately 70 rooms.

Wayne brings great passion to the WPG challenge. He was not afraid to walk straight into the CEO's office and put the case forward for the company to match donations. He also approached the Head of HR and pitched the case that all new starters get great communication on the WPG program when they join, and be in the program unless they tick a box to opt-out.

MOST

Innovative Charity and Employer Partnership

I'd love to see
StreetSmart's website!



I'd love to see
Sheridan's website!



StreetSmart and Sheridan deliver kindness through practical support to those living rough

From the Judges

Inspiring partnership that leverages the resources and capabilities of both partners. Highly targeted, well-researched, appropriate and bespoke to needs and locally driven with wide reach.



Results + Impact

- Sheridan's WPG program offers team members and customers the opportunity to make a real difference to the lives of the homeless in their local suburbs and towns
- Since August 2019, the SleepSafe program has raised \$600,000 to provide 40,000 sleep kits for charities across Australia
- This equates to a saving of over \$1 million if the charities were required to purchase the bedding and towels during that period
- 34% of SleepSafe community partners are dedicated to supporting Indigenous and Torres Strait Islander clients and 25% is targeted at family violence refuges

Overview + Highlights

Based in Melbourne, StreetSmart Australia is a small team dedicated to supporting over 800 grassroots charity partners across metro and regional areas in Australia. The organisation believes that everyone should have a safe and secure place to call home. Since 2003, StreetSmart Australia has an unrivalled track record of community engagement and activation to raise funds and awareness for smaller grassroots homeless services. It has distributed over \$8.5 million to smaller services that are responding to people at risk and experiencing homelessness.

Sheridan Australia is a national homewares retail icon, with over 90 store locations across Australia.

Every night, over 116,000 Australians are without a safe and secure place to sleep. Sheridan and StreetSmart partnered to make an impact at the grassroots of the issue. In addition, they wanted to build a partnership that could be spread across their 90+ store locations and involve Sheridan team members and customers. Funds raised delivered much needed and practical 'sleep kits' to those at risk and sleeping rough in their communities.

The collaboration was in development for over 12 months and a dedicated committee of 20+ Sheridan team members from all levels of the business was formed to ensure a sophisticated execution of the campaign. Each store was matched to a local community/charity and a mapping tool kept track of their fundraising efforts as well as optimising the delivery of the funds to those who needed it most.



MOST Innovative Charity and Employer Partnership

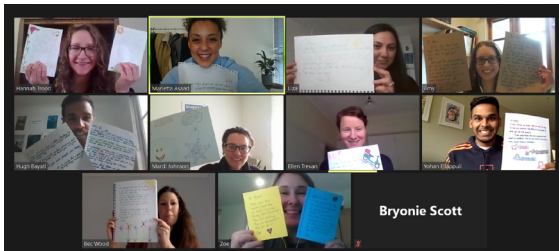
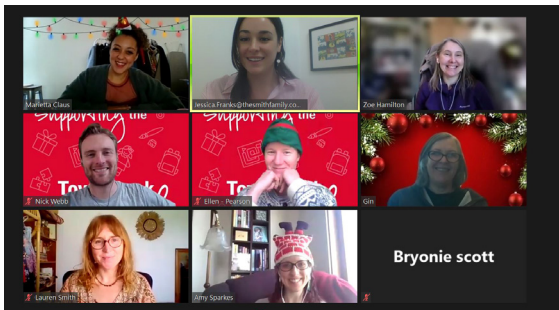
- I'd love to watch the video!
- I'd love to see The Smith Family's website!
- I'd love to see Pearson's website!

The Smith Family and Pearson Australia deliver amazing WPG growth to help many more young Australians fulfil their potential

From the Judges

Outstanding joint planning and focus on wide-ranging outcomes.

Opt-in for WPG and the transition to digital innovation tools during COVID-19 led to a 200%+ increase in WPG in 2020.



Results + Impact

- Significant increase in the number of team members donating through WPG
 - From FY20 to FY21, the total WPG donations grew by 272% and the number of employees sponsoring a student grew by 500%
- Co-creation of new WPG content, including video interviews with Pearson team members which will be launched in the upcoming communications calendar
- \$ for \$ matching of donations
- Dedicated to supporting TSF, which aligns perfectly with Pearson's values and mission
- WPG is engrained in Pearson's culture, with monthly messages delivered on TSF's work

Overview + Highlights

The Smith Family (TSF) is the nation's leading children's education charity helping young Australians in need to participate fully in their education. TSF is on the ground in 91 communities, working with 741 partner schools across Australia.

Pearson delivers products and services in nearly 200 countries, all working towards a common purpose

– to help everyone achieve their potential through learning. They provide high quality digital content and learning experiences, as well as assessments and qualifications that help people build their skills and grow.

Pearsons and TSF developed and executed a joint plan to increase support. Excellent communication tactics were implemented including a launch with a CEO address and directed communication, a TSF hosted webinar that included involvement of different internal stakeholders, such as an Executive team member from TSF presenting. Plus it had student speakers on the flagship Learning for Life programme talk about their story and demonstrate impact. In addition to payroll donations, team member fundraising activities throughout the year included trivia nights and fitness challenges.

Pearson undertook two digital sessions to write to TSF's Learning for Life students which resulted in ten volunteers writing 121 digital Christmas messages to accompany e-gift vouchers for families that were unable to receive a physical Toy and Book pack in December 2020 due to COVID-19; 20 volunteers drew 32 aspirational cards that were distributed to students to inspire them during remote learning.



MOST Innovative Charity and Employer Partnership

I'd love to see United Way's website!



I'd love to see Costco's website!



United Way turbocharges Costco's WPG program via an innovative CostcoFest short film program

From the Judges

I really liked the way the partners collaborated to redesign their engagement and the ensuing increase in giving participation is excellent.

Results + Impact

- The 'CostcoFest' short film program pitched warehouses against each other in friendly competition
- As a result, overall team member involvement in WPG grew to 38% and in one warehouse, it was over 79%
- Overall an 8% increase in WPG was achieved
- In a year, \$240,000 raised and donated to its charity partners – the RSPCA, Beyond Blue, Red Cross, United Way and multiple children's hospitals

Overview + Highlights

United Way Australia (UWA) works with corporate businesses, government, trusts and foundations, and community and charity partners to help improve early literacy and youth transition to employment.

Costco is a membership warehouse dedicated to providing the best products for the best possible prices. Costco started its WPG program in 2018.

UWA manages the Costco workplace giving program, building on existing relationships between United Way and Costco in the USA. UWA works as the conduit between Costco and the charities they support, who were determined through the interests of the staff and what areas of impact they were keen to donate to.

In 2020, due to COVID-19, Costco was unable to organise in-person events. Instead, UWA and Costco worked together to hold CostcoFest, a short-film event where each warehouse put together a 3-minute video on "what giving means to me". The charities were given criteria to judge and choose a winning warehouse. The charity partners also put together short videos thanking the Costco staff for their donations, which were played on repeat in lunchrooms throughout October.

A CULTURE OF GIVING BEGINS WITH US



YOUR SMALL CHANGE CAN MAKE A BIG IMPACT



MOST Innovative Charity and Employer Partnership

I'd love to see Youth Opportunities's website!



I'd love to see Kain Lawyer's website!



Kain Lawyers partner with Youth Opportunities and Raise Foundation to create opportunities for young people.

From the Judges

Engaging in a multi-sector collaboration in an area of clear need where the skills of the legal firm's employees were used to great effect.



Results + Impact

- Great collaboration and partnership across four entities – Kain Lawyers, Salisbury High School and two non-profits – Raise Foundation and Youth Opportunities
- WPG donations and Foundation funding
- 100% of the employer partner's team members were involved in the program
- Excellent partnership goals established, leading to great outcomes for students in need
- Students provided with real experience and exemplary mentoring
- Charity partners took learnings and insights into other partnerships

Overview + Highlights

Each year, through the delivery of evidence-based personal leadership programs, Youth Opportunities equips more than 2,000 young people across South Australia with the skills to overcome adversity, build resilience and optimism, and prepare for their future, while also providing access to opportunities which reduce barriers to achieving their potential.

Kain are Transaction Specialists and advise in private and public M&A, equity and debt raisings, capital structuring and transaction disputes. The

firm is ranked as one of Australia's top mid-market transaction firms. The organisation established Kain Foundation in 2005. Kain Lawyers team members contribute to the Foundation in two ways – by working 'hands on' on a project aimed at providing economic and educational opportunities to disadvantaged children and youth, and by making a fortnightly financial contribution to the Foundation with the business matching contributions dollar for dollar.

Youth Opportunities was delighted to be engaged by Kain to be involved in an experimental partnership between Kain Lawyers, Raise Foundation and Salisbury High School to provide an innovative four-year program of support for young people in need. Called the 'Northern Opportunities' program, it offers students with a comprehensive support package from Year 9 through to the end of Year 12, including mentoring, personal leadership programs, scholarships, basic workplace skills, financial literacy and a paid cadetship. The first cohort of 15 students commenced in 2020, the second in 2021, and two subsequent cohorts will commence in 2022 and 2023.

BEST

Overall Program (SME)

I'd love to see their website!



Australian Investment Council drives excellent participation from its team and is committed to growing WPG in its sector

From the Judges

Encouraging to see AIC using its influence to encourage its member companies to participate in WPG.



Results + Impact

- Australian Investment Council (AIC) launched WPG in 2017
- In 2020, the participation rate skyrocketed to 83% as a result of excellent 'lunch n' learn' sessions with their charity partners – The Cancer Council, Oxfam and the Garvan Institute of Medical Research
- Currently 77% of the team is involved
- In the top ten companies in the One Million Donors Leaderboard
- Very high average annual donation amount at \$417 per team member – almost double the national average!
- Total donations in year to June 2021 \$4,170

Overview + Highlights

AIC is the peak national body and leading voice of private capital investment in Australia. Its member firms are the standard-bearers of professional investment. They include private equity, venture capital, private credit funds, institutional investors such as superannuation and sovereign wealth funds and leading financial, legal and operational advisers. These firms partner with businesses across every sector of the market to help them grow, while supporting their local communities and creating new employment opportunities.

AIC has been committed to WPG since its program launched in 2017. Since that time, AIC has both seen a great take-up amongst its own team and has promoted WPG more broadly to its member base.

To this end, AIC has produced compelling video materials, introductions to senior leaders in the sector, included presentations on WPG at its annual conference and set a challenge for the entire private capital investment sector to get behind.

Greenhill

BEST Overall Program (SME)

I'd love to see their website!



Greenhill's great giving culture sees everyone in the company involved in the program

From the Judges

Maintaining 100% participation for workplace giving over the last four years demonstrates a fantastic giving culture at Greenhill.



Results + Impact

- 100% of 33 team members involved in WPG in FY21
- Funds donated in FY21 \$45,954 (includes company matching)
- Average donation amount per team member \$696 in FY21 (not incl. co-matching)
- A Count Me In (opt-out) strategy was introduced in June 2016
- 100% participation achieved four years in a row
- A very generous annual matching program – up to \$50,000 p.a.
- To ensure impact is achieved, primarily focussed on supporting Redkite, but offers team members the ability to support other charity partners

Overview + Highlights

Greenhill offers a wide range of transaction and sector-specific advice on significant mergers, acquisitions, restructurings, financings and capital raisings to corporations, partnerships, institutions and governments.

Greenhill's WPG program was established in 2002.

Greenhill's Managing Directors and senior leadership team are central to the firm's success in WPG. Clear

communication on the program is shared when new team members join the company and Greenhill has a very generous matching program in place. Team members who have a passion for the program are supported and given the time needed to grow WPG.

Greenhill considers WPG to be a core component of its team culture and its goal has always been to create an inclusive giving program. To ensure participation in the program, Greenhill's focus has been to support one charity partner, Redkite – allowing the company to report back on the progress made to support families with cancer. Yet, if a team member has a passion for another charity, or there is a natural disaster, these giving goals are supported.

In addition to its very generous payroll giving program, Greenhill also makes redundant I.T. equipment and furniture available to the team to purchase for personal use. Funds raised from this program area also donated to Redkite.

BEST

Overall Program (SME)

I'd love to see their website!



iNova's leadership puts 'heads on the line' to support its WPG program iGive

From the Judges

Loved the senior leadership team's commitment to shaving / dyeing their hair to create interest, show commitment and raise funds. Really like that WPG is linked to the company's well-being strategy.



Results + Impact

- 58% of 160 team members giving
- Average donation amount per employee – \$240
- \$ for \$ matching
- Results for the last 12 months: \$66,244
- Growth over the last 12 months: 2.75%
- Great support and involvement from the leadership team
- Clear communication and a calendar of events established for the year

Overview + Highlights

iNova Pharmaceuticals distributes a wide range of market-leading, branded prescription medicines and consumer healthcare products to over 20 countries across Asia, Australasia, and Africa.

The company launched its WPG program, known as 'iGive', in 2019. Launching with 80% participation, its launch was one of the most successful in the country.

In addition to an excellent rate of payroll giving, the company has implemented successful and creative fundraising campaigns including the leadership team shaving heads for ReachOut and going dry in July for Redkite.

iNova drives participation and are particularly focussed on new starters. This year, team members were asked to review their donation and the WPG sign-on form was placed on desks along with a Kit Kat and with a note saying, 'Take 5 and review your WPG donation'

There has also been an excellent level of volunteering, with 500 Christmas cards being penned by the team for Redkite to children and families living with cancer.

The WPG program is also linked to iNova's wellbeing strategy.



Kain Lawyers are positively changing lives of young people who may otherwise fall through the cracks

From the Judges

I like that community is a third pillar and equal to the others (team and client). 1.25% of salary commitment is a powerful tool as is the five days volunteering.



Results + Impact

- 100% of Kain team members are involved in WPG and 1.25% of salaries are directed to the Kain Foundation
- Donations are matched \$ for \$ and staff are required to commit 5 days to Kain Foundation projects (during work hours)
- Commitment to make a real difference to the futures of year 9 to year 12 students in lower socio-economic areas of Adelaide
- The WPG program is a shining example of what can be achieved through leadership, generous company matching and solid partnerships with local charities
- 2020 saw the inaugural year of the Northern Opportunities program where our team mentored 15 Year 9 students weekly over 23 weeks and held Workplace based 'PrepME' workshops for 43 Year 10 students. These students returned in 2021 to continue through the 4 year program and our team began mentoring 15 more Year 9 students.

Overview + Highlights

Kain Lawyers are Transaction Specialists and advise in private and public M&A, equity and debt raisings, capital structuring and transaction disputes. The firm is ranked as one of Australia's top mid-market transaction firms.

Kain was founded on 3 pillars of opportunity: creating opportunities for its clients, its team and the community. With this commitment in mind, the incredibly successful WPG program was established in 2004. The program has a commitment to providing educational and economic opportunities to young people who may otherwise fall through the cracks.

The 'Northern Opportunities' initiative - which is a partnership model with charity partners Raise Foundation and Youth Opportunities and CommBank - is part of Kain Lawyers' sustainable community commitment. The program engages with low socio-economic areas and works through a four year program with local year 9-12 high school students. Students are given the opportunity to be exposed to financial literacy and professional environments, one on one mentoring, careers workshops and work experience.

BEST

Overall Program (Large)

I'd love to watch the video!



I'd love to see their website!



EnergyAustralia's incredible levels of workplace giving achieved with great engagement across all areas of the company

From the Judges

Clearly very committed at every level and great to see triple matching in place at times throughout the year. Fun and innovative tactics used to engage employees. I liked EnergyAustralia's plans for next year and a clear goal to reach their next \$1 million.



Results + Impact

- 67% participation in WPG
- Count Me In (opt-out) model for existing and new staff has been significant to maintaining participation levels
- Engagement in the program has helped boost the initial pledge of \$1 per week with 25% of staff choosing to increase their weekly donations
- Excellent senior leadership support with the board and executive team committing 1% of their salaries to the program
- Average donation amount of \$218 per year

Overview + Highlights

EnergyAustralia is a leading energy retailer and generator with 2.4 million accounts across eastern Australia. 2,300 staff are located in offices and energy sites in metro Melbourne and regional locations in Victoria, South Australia and New South Wales.

Senior leadership support is ever-present in the EnergyAustralia WPG program with the executive team and board putting their money where their mouth is by pledging 1% of their salaries to WPG.

High levels of staff engagement with the program have contributed to impressive results. A special campaign - 'Why I Give'- was the feature of WPG

month in June 2021. This invited staff to share their reasons for giving. It helped boost participation and donation amounts, and the program reached the \$1 million mark in total donations since launch.

Throughout COVID-19, team members came up with ideas to support charity partners and fellow staff. EnergyAustralia donated kitchen appliances, volunteered time to pack special care packages for women and children facing family violence, and a special one-off fundraising event raised \$30,394 for UNICEF to support COVID-19 efforts in India, where EnergyAustralia has a call centre. This demonstrates the deep sense of community connection that is being encouraged and confirms that workplace giving is now firmly embedded across the organisation.

Deep relationships have been established with each of the charity partners to demonstrate how and where WPG donations are directed to achieve social impact. The chosen charities reflect the deep commitment that EnergyAustralia has to diversity and inclusion.



BEST

Overall Program (Large)

I'd love to see their website!



JB Hi-Fi's Helping Hands program continues to excel through leadership, innovation and excellent communication of impact

From the Judges

The program's strength is the strong relationship with its charity partners and demonstrating the impact to staff. Helping Hands has continued to innovate and encouraged customer giving in stores. To be commended for actively advocating the benefits of WPG widely across the corporate sector.



Results + Impact

- 72% of 8,500 JB Hi-Fi team members participate in the JB Hi-Fi WPG program, Helping Hands
- Excellent commitment from the leadership team and close relationships with charity partners
- Has maintained participation levels above 70% for the past five years and this high participation rate continued despite the challenges of COVID-19
- The average donation amount increased by 4% to \$215 per team member
- In FY2021 \$3.2 million was donated to the Helping Hands charity partners
- A total of \$26.5 million has been donated to Helping Hands charity partners since 2008
- Has continued to innovate and remain relevant to team members and the causes they care about

Overview + Highlights

JB Hi-Fi is an Australian and New Zealand retailer of consumer electronics and home appliances. It has 200 stores across Australia, employing more than 8,500 staff.

JB Hi-Fi has demonstrated its commitment to having a best-practice workplace giving program, as well as sharing its learnings to help other companies embrace WPG.

Even through the cycle of COVID-19 lockdowns, which at times meant more than 50% of the stores were closed, JB Hi-Fi has run customer-facing fundraising and awareness campaigns for selected charity partners. Team members have rallied behind the activities and displayed their creativity in themed dress days, posters and other social media efforts to promote the charities.

JB Hi-Fi has continued to be bold in finding new ways to keep Helping Hands relevant, real and helping smaller less known charities achieve big social change and impact. The rotation strategy developed is helping new charities join and receive a share of WPG donations. Existing partners which have enjoyed on average a decade of support and around \$1 million of funding are respectfully farewelled with a clear time-line and commitment of a customer facing fundraising campaign.

In 2021, the company introduced a new WPG charity partner, Earth Squad which comprises "2040" and "Carbon8" and focuses on supporting practical initiatives which have a significant impact on the environment. This was in direct response to a team member survey which stated that they wanted to be able to take practical action on the issue of climate change.

A comprehensive communications program is in place to raise awareness of Helping Hands, with this work maintained throughout COVID-19 disruptions.

BEST

Overall Program (Large)

I'd love to watch the video!



I'd love to see their website!



A firm-wide commitment to big social issues helps KWM to DigDeep® and achieve impressive results

From the Judges

A fantastic program that demonstrates leadership and alignment to strategic goals, offering embedded pro-bono and skilled volunteering opportunities. KWM has a bold and aspirational stretch target for workplace giving participation.



Results + Impact

- 51% of staff participate in DigDeep®, KWM's workplace giving program
- The program is a core part of the firm's strategy to deliver measurable social impact toward reducing inequality and poverty among young people
- Over \$14 million has been donated since WPG was launched in 2001
- WPG is deeply embedded in KWM's social impact strategy and receives strong support at the firm's most senior levels
- In addition, a new record participation level was set with 91% of lawyers donating 54,273 pro bono legal hours

Overview + Highlights

KWM is a global top-tier law firm headquartered in Asia. The Australian division employs 1,579 staff across five states and territories. The firm's social impact goal is to reduce inequality and poverty among young people, especially First Nations youth.

The firm's social impact practice, KWM Community Impact, 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.

KWM Community Impact is guided by an Outcomes Framework to track, measure and report on progress of achieving structural, systemic and sustainable change toward reducing inequality and poverty.

A central group oversees the social impact practice. Each strategic community partner has assigned contacts to assist in building the relationship. The firm regularly reviews the Framework, the goals and targets, finding new ways to engage their people, community partners, and clients.

The firm ran three national appeals (which includes the Final Hour appeal and 'one off' appeals) via DigDeep®, raising more than \$103,000 for seven organisations including three new community partners which were added to the program in 2021.

The firm respects and celebrates the contribution of its staff in both donating via DigDeep® and sharing their skills, experience and passion through pro bono and volunteering. The focus on communications to help raise awareness, knowledge and engagement has helped KWM achieve another record level of participation for 2021. They have a stretch target of 75% participation in 2022.

Senior leaders take on the role of program ambassadors and regularly feature in communications and marketing that help build awareness and participation. DigDeep® is a feature of all new starter induction presentations and onboarding kits.

Over the past 20 years, the program has evolved and been recognised as a key pillar of the firm's impressive social impact strategy. Participation has grown each year from 2% in 2001 to 51% in 2021.

Thank You For Your Support

Workplace Giving Australia is sincerely grateful for the support of its Employer and Charity partners. This outstanding group is committed to supporting the growth of workplace giving across the nation and, in doing so, is helping to build a more equitable society for all.

Employer Partners

Charity Partners

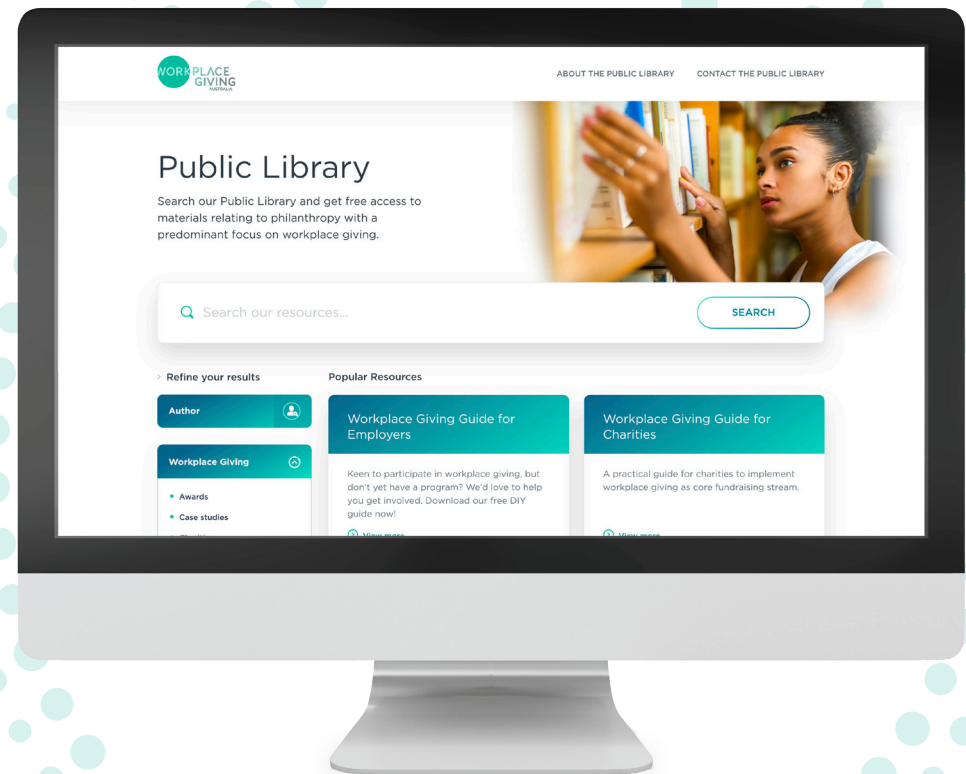
		
		
		
		
		

The Workplace Giving Australia Public Library provides free access to materials relating to philanthropy with a predominant focus on workplace giving.

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:
publiclibrary@workplacegivingaustralia.org.au
or by calling: **02 9024 8640**.

Take me there





ONE MILLION DONORS

