



MAKE GIVING COUNT  
CEO UPDATE DECEMBER 2015



THE AUSTRALIAN  
CHARITIES FUND

# #1M DONORS

## CEO Welcome

During 2015, The Australian Charities Fund (ACF) has been tirelessly pursuing its vision to make workplace giving (WPG) available to EVERY Australian employee and by 2020 see one million Australians giving to charity through their places of work.

Of course, this target is not achievable without the collaboration and partnership we receive from enlightened employers and charity partners who have committed to helping ACF achieve this very worthy goal.

Our employer and charity groups have been very ably represented by Richard Murray, the CEO of JB Hi-Fi and Dr Lisa O'Brien, the CEO of The Smith Family. Both Richard and Lisa, in addition to driving excellence in their own operations, have done an excellent job of furthering the workplace giving cause. On behalf of the ACF team and board, please let me sincerely thank them for their commitment.

This year has seen ACF continue to deliver results. Details are included in this report and notable highlights include:

- In partnership with SEEK Limited and the Social Impact Hub, ACF launched its next round of research which looked at the giving habits of Young Australians.
- Hosting our fifth and most successful June Workplace Giving Month, which saw ACF collaborate with the industry in the interests of promoting giving through work.
- Hosting a leadership lunch series in both June and December – designed to attract the best minds from business and community with a singular focus to help unlock workplace giving.
- ACF has continued to work with Government and has been pleased to build a relationship with the Prime Minister's Community Business Partnership.
- ACF launched a free DIY Workplace Giving Guide - particularly suited for the SME sector – which is resulting in new programs and more Australians giving.

And, most importantly, we have continued to establish meaningful workplace giving (WPG) programs.

2015 was the International Year of the Light and ACF – despite the many challenges that have faced the world – continues to be inspired by the thousands of working Australians who give regularly to charity. No matter how small the donation, these regular amounts add up, and collectively we are giving well over \$50m a year to worthy causes.

Please let me acknowledge the ACF board and team...a dedicated and passionate group of people committed to the achievement of one million donors by 2020!

Finally, I would like to wish you and your families a very happy festive season and here's to a great 2016.

Warm regards,



A handwritten signature in blue ink that reads "Jenny Geddes". The signature is fluid and cursive.

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## CEOS WORKING TOGETHER TO UNLOCK WORKPLACE GIVING

The Australian Charities Fund is feeling energised and inspired after hosting two successful CEO lunches in early December 2015. The events build on networking lunches held during the June workplace giving month and brought together a diverse group of employers and charities all committed to common goal - unlocking the potential of workplace giving and reaching the one million donors target.

Jointly hosted by the respective Chairs of the Charity Task Force and Employer Leadership Group - Dr Lisa O'Brien, CEO of The Smith Family and Richard Murray, CEO of JB Hi-Fi and held at PwC – ACF is grateful to the leading workplace giving organisations who attended and openly demonstrated their commitment to workplace giving. The knowledge and experience that was shared was invaluable to the community organisations in attendance and inspiring to those employers who are just starting out on their workplace giving journey.

Much of the momentum that workplace giving is enjoying in Australia can be attributed to a generous spirit of collaboration – between employers, charities and across the industry. This goodwill was evident at the events, and ACF is looking forward for hosting more successful networking opportunities in 2016.

### Igniting Workplace Giving in 2016

ACF will deliver a targeted marketing campaign in 2016 to advance the uptake of workplace giving throughout Australia. Drawing on its experience and considerable research in this space, ACF knows that crucial audiences are:

- **Decision Makers:** Securing the commitment of CEOs and leaders is absolutely essential for organisations to embrace workplace giving.
- **Action Takers:** Ensuring Human Resources, Payroll and Marketing and Communications teams support the initiative and have the practical information they need to implement and promote programs.

Building upon the success of its industry-supported campaign of achieving 'one million workplace giving donors by 2020', ACF will:

- **Build Awareness** through the launch of an industry Workplace Giving Quality Mark.
- **Drive Excellence** through Awards that recognise and celebrate the success of leading employer programs and charity initiatives.
- **Track Progress** through a technology-led solution that measures progress towards 'one million donors'.



L to R: Dr Lisa O'Brien, CEO The Smith Family, Richard Murray, CEO JB Hi-Fi and Jenny Geddes, CEO ACF celebrate a year of engagement between employer and charity leaders.

L to R: Andrea Pearman, General Manager, Community Relations Australia Post, Jenny Geddes, CEO ACF and Dr Lisa O'Brien, CEO The Smith Family.



L to R: Chris Garlick, CEO Starbucks, Patricia Toohey, Senior Advisor ACF and Greg Hutchinson, Founding Partner Bain & Company, Inc.

L to R: Anjanette Murfet, HR Director Coca-Cola South Pacific and Jay Hinton, General Manager – store operations, JB Hi-Fi.





## WHAT'S YOUR ENDGAME AND WHAT DO YOUNG AUSTRALIANS THINK OF WORKPLACE GIVING?

In November, ACF was invited as a panellist at the Institute of Community Directors Australia What's Your Endgame Conference. The gathering was motivated by an article "What's Your Endgame" published in the Stanford Social Innovation Review by Alice Gugelev and Andrew Stern. [Click Here](#)



The authors state that 'An endgame is the specific role that a non-profit intends to play in the overall solution to a social problem, once it has proven the effectiveness of its core model or intervention'.

The article refers to six end game options as follows: Open source, Replication, Government adoption, Commercial adoption, Mission achievement and Sustained service.

ACF believes that to achieve the one million donors mission, it must follow an "open source" endgame – conducting research and development, sharing knowledge and case studies from employers who are leaders in this space.

On that note, ACF is pleased to share its latest research – conducted in conjunction with the Social Impact Hub and SEEK Limited on what young working Australians think of the concept of WPG. A snapshot of the research is provided here and the full report will be made available on the [ACF website](#).

To hear from Social Impact Hub researcher Henry Wells on the key research findings, please [click here](#).



# Engaging Young Australians in Workplace Giving

The Social Impact Hub and the Australian Charities Fund, with the support of SEEK, completed a limited quantitative and qualitative research study about the giving habits of Australians between 15 and 35 to determine how to motivate young Australians to participate in workplace giving.

## Motivations for giving

**Emotional connection:**  
ability to choose charities that align with personal preferences

*"Emotional connection is important because my charitable giving is connected to my sense of identity" - Emma, 22*

**Visibility:**  
seeing the impact that donations have

*"I like seeing the impact of my donation on the communities I donate to" - Tom, 19*

**Trust:**  
charities must be reliable, trustworthy and financially transparent

*"If there is information given about the charities and the company's involvement with the charity, that influences my giving" - Caroline, 22*

**Financial concerns:**  
affordability, donation matching and tax effectiveness

*"If my employer matched my donations, then I would definitely donate, and donate more." - Aly, 22*

## Interest with giving

**Largest cause areas**

Cause Area	% Chosen
Health	40
Education/research	31.4
International activities	23.4
Environment/animal protection	21.7
Religious associations	19.4
Culture/arts/sports	12.6
Other	6.3

## Recommendations for employers

- Communicate the program and marketing across multiple communication channels
- Support reputable and trustworthy charities that work across a wide range of areas
- Provide participants with regular feedback and updates from the charities so they can see the impact of their donations
- Create incentives through team-based competitions or awards
- Match donations where possible
- The senior leadership team should set the example to help create a culture of giving

**SOCIAL IMPACT HUB** | **seek** | **THE AUSTRALIAN CHARITIES FUND**

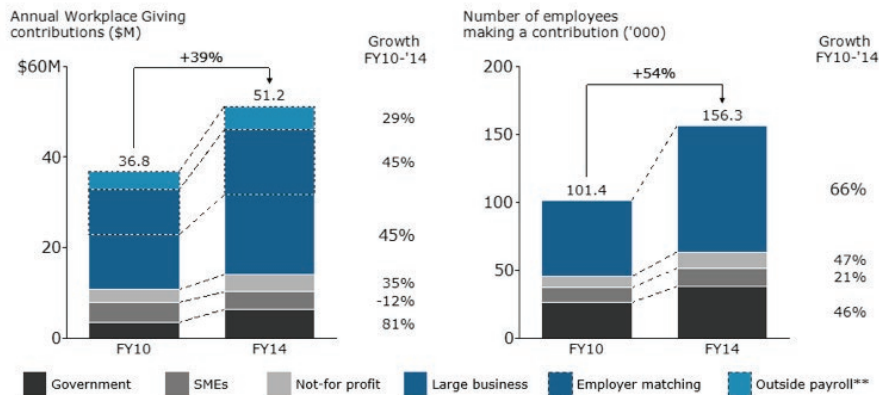
The Social Impact Hub conducted primary research from July - November 2015 on behalf of ACF and SEEK. Over 170 participants completed the 10 minute survey and 10 face to face interviews were conducted with young Australians aged 15 to 35. The majority of those surveyed had an established workplace giving program at their employer.

## WORKPLACE GIVING RESULTS

As we build toward One Million Donors by 2020, ACF is excited to share the latest benchmarking data from the Australian Taxation Office (ATO) FY14.

It shows individual WPG contributions grew by \$9M from FY10-FY14, and when employer matching and giving outside the payroll process is included, total contributions grew by \$14M.

Additionally, the number of employees participating grew by over 50%!



Note: \*\*Total WPG contributions includes individual contributions, matching and employee giving outside payroll; \*\*Outside payroll includes some matching; WPG = Workplace Giving; 'Large Business' >199 employees, SMEs includes 'Micro', 'Small' and 'Medium' businesses of 1-199 employees  
Source: ABS 2015, ATO FY10 and FY14 data

These insights are helping to inform ACF's key strategies; growing participation in the large business, government and NFP sectors, and importantly, growing access within the SME sector.

## KING & WOOD MALLESONS CELEBRATES \$10M MARK

ACF would like to congratulate leading law firm and long-standing Employer Leadership Group member, King & Wood Mallesons which is celebrating the incredible milestone of \$10m donated through its workplace giving program.

The generosity of the firm's partners and staff has been felt across the community with a wide range of cause areas receiving support including Asylum Seeker Resource Centre, ACT for kids, Oxfam Australia and SANE.



## CONGRATULATIONS TO WORKPLACE GIVING SUPPORTER MALCOLM TURNBULL



The Hon. Malcolm Turnbull, MP launching 'One Million Donors' Parliament House, Canberra, June 2014

ACF is delighted that workplace giving advocate, The Hon. Malcolm Turnbull MP, has been appointed to the role of Prime Minister and is looking forward to working with his government to accelerate the uptake of WPG.

When launching the 'One Million Donors' campaign at Canberra's Parliament House in June 2014, Mr Turnbull urged business leaders to support the movement, and to build their company brand and reputation through WPG.

# #1MDONORS



## THE WIN-WIN-WIN OF WORKPLACE GIVING

JB Hi-Fi has one of the most successful WPG programs in the country. Integral to the company's staff engagement strategy, the 'Helping Hands' program has an impressive 63% of employees participating and has seen an incredible \$8m donated since the program commenced.

The strength of the giving model is that it delivers a win-win-win for all involved. Employers get an engaged and productive workforce. Staff support causes in a cost-effective way. Charities receive regular, low-cost funding.

With the assistance of 'Helping Hands' charity partners Redkite and Animal Welfare League Australia, and some very enthusiastic JB Hi-Fi team members, the story has been brought to life in a [new video](#). ACF encourages you to share this high quality production with your colleagues and associates to help them understand the power of workplace giving.





## WORKPLACE DIY GUIDE

Did you know 6.4m Australians are employed in SMEs?

There's huge potential for WPG growth in this sector but low awareness, limited know-how and time can be barriers.

So ACF has developed a free, online resource to help employers of all shapes and sizes easily establish great WPG programs. Since June, the Guide has been downloaded by over 100 organisations, and the goal is to reach thousands more.

ACF is collaborating with Employer Leadership Group members, including Commonwealth Bank, Chartered Accountants Australia and New Zealand, eBay and PwC to connect with their SME clients and inspire them to WPG action.

### AWE DIY inspiration



AWE Limited, a gas and oil exploration business with 100 staff, was keen to establish a WPG program to drive employee engagement and develop positive relationships with the local community. The organisation used ACF know-how to develop a program which included pre-tax payroll giving, company matching, workplace fundraising and skill sharing.

"It was great to have access to insights and ideas to make our workplace giving program set up and launch a success. Over 50% of our people are now involved and the program's had a positive impact on staff morale and community relationships" says Kate Poole, Human Resources, AWE Limited.

ACF believes every employer should be able to offer WPG to it's staff.

[Click here](#) to access the free, online Workplace Giving DIY Guide



**CHARTERED ACCOUNTANTS**  
AUSTRALIA + NEW ZEALAND

*Lee White, Chief Executive Officer  
Chartered Accountants Australia and New Zealand*

## THOUGHT LEADERSHIP AND NETWORKING EVENT

In September, ACF's corporate partners in Sydney attended a networking lunch to stimulate ideas and action. Hosted by Chartered Accountants Australia and New Zealand, the organisation shared how it's revitalising its WPG program, "Everybody Counts", following a trans-Tasman merger.

The roundtable provided an opportunity for partners to delve into how to maintain WPG program momentum during organisational change, align program strategy with business objectives, and re-build a program brand to engage existing and new staff members.

*"It was great to hear first-hand from other companies about their strategies for leveraging workplace giving to drive employee engagement and enhance business performance. Learning of the ambitious targets for employee participation in some workplace giving programs was not only inspiring, but led us to set a new target for our program."*

*Vanessa Piercey, Corporate Social Responsibility Manager,  
Diageo Australia*

*"It was wonderful that our CEO, Lee White, was able to share his passion for the program with companies in ACF's broader network. The sharing of knowledge at the event also helped to equip Chartered Accountants better as we are about to re-launch the program in Australia and expand into New Zealand."*

*Pamela Lee, Community Investment Manager, Chartered Accountants  
Australia and New Zealand*



## THANK YOU TO THE EMPLOYER LEADERSHIP GROUP

ACF wishes to acknowledge and thank the members of its Employer Leadership Group (ELG). Under the leadership of its Chair, Richard Murray, this group of enlightened employers has provided vital funds, in-kind support and insights to allow ACF to ensure the growth of WPG throughout Australia.

Richard Murray, JB Hi-Fi's CEO & Chair of ACF's Employer Leadership Group



## THANK YOU TO OUR EMPLOYER PARTNERS & ASSOCIATES

- 3M Australia
- AGL Energy Limited
- Allianz Australia Insurance Limited
- Australian Securities & Investments Commission
- British American Tobacco Australia
- Corrs Chambers Westgarth
- CCH Australia Limited
- CS Energy
- CSR Limited
- Devine Limited
- Diageo Australia Limited
- Endeavour Energy Australia
- Flight Centre
- Greenhill
- Hindmarsh Group
- Link Market Services Limited
- Lion
- Minter Ellison Lawyers
- Pacific Equity Partners Pty Ltd
- Philip Morris Limited
- Pickles Auctions
- Toyota Finance



## THANK YOU TO THE CHARITY TASK FORCE

ACF wishes to acknowledge and thank its Charity Task Force members for their continued input and support. Under the leadership of Dr Lisa O'Brien, CEO The Smith Family, this group of charity leaders have a shared interest in the social impact that occurs when they work with employers who have made WPG a priority in their organisation.

Dr Lisa O'Brien, CEO The Smith Family and Chair of ACF's Charity Task Force.





Wishing  
you a...

Merry Christmas



## Happy Holidays

From the Australian Charities Fund Team.  
We look forward to working with you in 2016.



## CONNECT WITH US



Check out all of our resources on our website, including our free downloadable DIY Guide.



See our **#1MDONORS** website for more on our campaign to reach One Million Donors by 2020.



Join our Facebook community. You can post comments and questions on our wall and get the latest news on WPG.



Get the latest updates when you follow us on Twitter.



Engage with the network raising awareness of, and encouraging participation in, WPG in all its forms.



View our suite of inspirational WPG videos.