

CEO UPDATE DECEMBER 2016



Let's get one million Australians donating through the workplace by 2020

ONE MILLION DONORS

# CEO Welcome



As 2016 draws to a close, I'm encouraged with the momentum that Workplace Giving is achieving and the ACF team and I were delighted with the results of the national 2016 Workplace Giving Excellence Awards held in November.

In this edition of the CEO Report, we will highlight the winners.

It was humbling to see such a broad range of organisations – small and large, government and private – leading the way with Workplace Giving. They are enabling working Australians to support charity in this highly efficient and ethical way, ensuring their employees' hard-earned dollars will go further in the community.

Whilst incredibly diverse organisations, the winners all had similar themes – a committed leadership team, great relationships with their charity partners and they had done an excellent job demonstrating the impact they were making to their charity partners. In the process, these organisations are engaging their staff and building a sense of collective pride in their achievements.

As ACF's research has proven, Workplace Giving is both an excellent way to contribute to charity, but also meets the expectation of their staff in terms of what they are looking for in a leading employer.

Since 2002, Workplace Giving has raised over a quarter of a billion dollars of new funding for charities. Achieving donations from one million working Australians would create an additional donation flow of \$250 million each year for community.

Over the past year, ACF has received exceptional support from its Employer Leadership Group, Employer Partners and Charity Task Force. In addition, in 2016 we were delighted to extend the One Million Donors campaign to include the following industry partners - Benojo, Catalyser, The Centre for Social Impact, Give Now, Giving West, London Benchmarking Group, Philanthropy Australia and United Way. I am emboldened by the collaborative way that we are all working together to make a real difference through Workplace Giving.

Please let me take this opportunity to wish you a very Merry Christmas and a happy and fruitful New Year.

Warm regards,

A handwritten signature in blue ink that reads "Jenny Geddes".

Jenny Geddes

CEO, The Australian Charities Fund

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# 2016 WORKPLACE GIVING EXCELLENCE AWARDS WINNERS ANNOUNCED

The winners of the 2016 Workplace Giving Excellence Awards were announced in a ceremony held at Australia Post's headquarters in Melbourne.

Four outstanding Workplace Giving Programs received gold accolades, recognising the effective and innovative ways they have mobilised and united employees to support charity. Not only do these Workplace Giving programs make a meaningful social impact, they lead by example towards a national culture of giving.



The Hon Kelly O'Dwyer MP

Speaking at the awards ceremony, The Hon. Kelly O'Dwyer MP, Minister for Revenue and Financial Services said:

"I would like to congratulate all the entrants and thank them and their staff for their generosity. I am proud to support One Million Donors, and invite all business leaders and working Australians to join this campaign to help transform the way the charitable sector is funded."

## GOLD AWARD WINNERS

- **Best Overall Program:** JB Hi-Fi
- **Most Innovative Charity / Employer Partnership:** Redkite in Partnership with JB Hi-Fi
- **Best Launch or Refresh (Large Employer):** Atlassian
- **Best Launch or Refresh (Small Employer):** Macquarie Telecom

## ADDITIONAL AWARD WINNERS

<b>Best Overall Program</b>	<ul style="list-style-type: none"> <li>• BHP Billiton – Silver Award</li> <li>• SEEK – Silver Award</li> </ul>
<b>Most Innovative Charity / Employer Partnership</b>	<ul style="list-style-type: none"> <li>• Give Where You Live Foundation in Partnership with Ford Australia – Silver Award</li> <li>• Room to Read in Partnership with Atlassian – Silver Award</li> <li>• Stewart House in Partnership with NSW Department of Education – Silver Award</li> </ul>
<b>Best Launch or Refresh (Large Employer)</b>	<ul style="list-style-type: none"> <li>• Starbucks Coffee Australia – Highly Commended</li> </ul>
<b>Best Launch or Refresh (Small Employer)</b>	<ul style="list-style-type: none"> <li>• BDO – Silver Award</li> <li>• Greenhill &amp; Co. Australia – Silver Award</li> <li>• Pacific Equity Partners – Silver Award</li> </ul>
<b>Best Public Sector Program</b>	<ul style="list-style-type: none"> <li>• Australian Securities &amp; Investments Commission (ASIC) – Silver Award</li> </ul>

## DISTINGUISHED JUDGING PANEL

The panel of judges representing a broad cross-section of industry were:



Sarah Davies,  
CEO of  
Philanthropy  
Australia



Lin Hatfield Dodds,  
Deputy Secretary,  
Social Policy,  
Department of the  
Prime Minister and  
Cabinet



Carolyn Hewson,  
Director of BHP  
Billiton Ltd. and  
BHP Billiton Plc.



Dr Lisa O'Brien,  
CEO of  
The Smith  
Family



Dr Andrew  
Young,  
CEO of The  
Centre for  
Social  
Impact



# MESSAGE FROM THE JUDGING CHAIR

In the last 40 years or so, Australian government spending on social purpose has increased massively - by more than five times – on a per-capita, inflation-adjusted basis. Across government, social purpose and for-profit sectors, Australia now spends well in excess of \$500 billion on health, welfare, education and other social endeavours – a third of GDP. This is not a fringe issue: Federal spending on social purpose is now over 68% of total government expenditure.

However, we still face a huge range of social challenges; some would say as many (or more) today as in 1970. And we've run out of money. Governments cannot simply spend more in the future, as we have in the past, to try to improve outcomes.

The point is this: now, more than ever, we need to work together across sectors in our efforts to improve outcomes for disadvantaged and marginalised Australians.

In judging the Workplace Giving Excellence Awards, the panel was greatly encouraged to see outstanding evidence of strong and developing partnerships across sectoral boundaries. Long may it continue and grow!

Looking forward, my hope is that the 2016 Award winners will serve as inspiration to others to build stronger, purpose-filled partnerships for the future.

Dr Andrew Young  
Chair, Judging Panel of the Workplace Giving Excellence Awards  
CEO, Centre for Social Impact

## 2016 WORKPLACE GIVING EXCELLENCE AWARDS – GOLD WINNERS' PROFILES



### Best Overall Program: JB Hi-Fi

L to R: The Hon Kelly O'Dwyer MP, Richard Murray (JB Hi-Fi), Greg Hutchinson (ACF)



#### From the Judges:

"JB Hi-Fi's program ticks all the boxes, and its participation rate is outstanding for a large employer."

JB Hi-Fi's Helping Hands Workplace Giving program has a strong focus on participation – the more staff involved, the greater the impact the organisation can collectively make in the community.

Helping Hands donations are matched dollar for dollar by JB, with funds directed to nine charities representing a range of cause areas. The Helping Hands program features prominently in JB Hi-Fi's communications and is seen by employees as a key part of the 'JB DNA'. The executive team is very committed to the program, and actively promote Workplace Giving to the broader business community.

Employee participation has improved steadily since Helping Hands launched in 2008, to a record all time high of 72% in September and in 2016 the program reached the impressive milestone of \$10 million in donations to charity.

# 2016 WORKPLACE GIVING EXCELLENCE AWARDS – GOLD WINNERS' PROFILES CONTINUED



## Most Innovative Charity / Employer Partnership: Redkite in Partnership with JB Hi-Fi

L to R: The Hon Kelly O'Dwyer MP, Jenni Seton (Redkite), Richard Murray (JB Hi-Fi), Greg Hutchinson (ACF)



### From the Judges:

"This innovative campaign successfully engaged JB Hi-Fi staff at all levels, greatly increasing the value of support to Redkite."

The 'Be a Superhero for Kids with Cancer' campaign was implemented by Redkite, which provides support to children and young people with cancer, to build upon its Workplace Giving partnership with JB Hi-Fi.

JB Hi-Fi ran a staff competition to design superhero-themed post cards, which were then sold nationally across its stores, with all proceeds going to Redkite. The superhero theme was brought to life in-store with teams dressing up and designing their own posters.

The strong level of company-wide support saw the 45,000 cards sell out in only three weeks, much earlier than expected. The cards generated \$107,000, enabling Redkite to support 42 young people facing cancer with financial, emotional and practical assistance. The six year partnership between JB Hi-Fi and Redkite has raised over \$1 million.



## Best Launch or Refresh (Large Employer): Atlassian

Jonathan Srikanthan (Atlassian)



### From the Judges:

"Atlassian has done an excellent job – a very innovative, re-invigorated program."

Tech company Atlassian achieved an impressive increase in employee participation from the refresh of its WPG program, which grew from 2% to 39% of its workforce in just 12 months.

The program was streamlined by directing all Workplace Giving donations to a single charity, Room to Read, whose work focuses on girls' education in Cambodia, as well as simplifying the sign up process.

The company's new community investment strategy committed to sponsoring the education of one Cambodian girl for every Atlassian employee. Through the program, employees were challenged to match the Foundation's support by sponsoring a second girl's education.

The program's success was measured in the outcomes for the girls it supported, with 98% advancing one or more grades in a calendar year and 71% of those who graduated have gone on to further education.

# 2016 WORKPLACE GIVING EXCELLENCE AWARDS – GOLD WINNERS' PROFILES CONTINUED



## Best Launch or Refresh (Small Employer): Macquarie Telecom

L to R: The Hon Kelly O'Dwyer MP, Craig Lowe (Macquarie Telecom),  
Greg Hutchinson (ACF)



### From the Judges:

"The refresh campaign showed thoughtful planning and creative execution, as well as strong collaboration with its WPG partner."

Macquarie Telecom's Workplace Giving refresh increased participation through a creative approach produced in conjunction with United Way Australia.

The two-week campaign inspired staff to give the 'Gift of Reading' to children in need by donating through the program. Each employee was given a gift of a children's book wrapped in a poem that acted a call-to-action to join the Workplace Giving program. The campaign also included posters, personalised thank you cards and an offer from Macquarie Telecom to match one month's donation.

The campaign resulted in a 29% increase in donations and the company now has 35% of its 350 strong workforce signed on. With the extra funding generated, United Way is able to support 18 additional children with books and learning resources.

## Awards Guest Comments

"Well done on a fantastic event. It has definitely got our competitive juices running to be there next year!" Employer

"To say I am proud is an understatement. On behalf of our employees who use, support and love our program, thank you for recognising their generosity!" Employer

"It was an honour to be part of the awards! We are thrilled to have been able to celebrate our partner's generosity and commitment to our mission so publicly." Charity

"Thanks so much for today's event. It was genuinely very exciting to win an award and invigorating to hear about the amazing work that some organisations are able to do in the Workplace Giving space." Employer

## Media Coverage

The Awards received excellent media coverage. To review the coverage, please [click here](#).

## Reporting Tool – Track Progress

The Reporting Tool has been widely received and there are now 145 organisations registered on the site. In total, the employer organisations registered account for almost 300,000 working Australians.

The average Workplace Giving participation rate of employers in the One Million Donors site is 32% which compares to the national average of approximately 5%.

## Industry Collaboration

Now in its third year, the One Million Donors campaign is supported by a group of high profile Australian businesses and charities, as well as these leading community organisations:



# 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



## OUR EMPLOYER PARTNERS & ASSOCIATES

- AGL Energy Limited
- Allianz Australia Insurance Limited
- Australian Securities & Investments Commission
- AWE Limited
- Corrs Chambers Westgarth
- CS Energy
- CSR Limited
- Devine Limited
- Diageo Australia Limited
- Endeavour Energy Australia
- Flight Centre
- Greenhill
- Hindmarsh Group
- Philip Morris Limited
- Pickles Auctions
- Starbucks Australia
- Toyota Finance
- Wolters Kluwer

## 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 said: "Donations from Workplace Givers are a great source of funding. Small regular gifts have a cumulative effect. It is this type of regular giving that helps to build a sustainable funding base for charities."

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



# Connect with us...



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



Learn about and join the 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.