

# CEO UPDATE JULY 2017



Donate the smart way – direct from your pay!

#donateatwork



# CEO Welcome

As we complete FY17 and the 6th Annual June Workplace Giving (WPG) Month, I'm pleased to report that the momentum for this important form of giving continues to build. Let me briefly reflect on why the challenge to achieve one million Australians giving through work by 2020 is so important.

As Dr. Andrew Young, former CEO of Centre for Social Impact said, since 1970, Australian government spending on social purpose has increased 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 – equating to a third of GDP and over 68% of total government expenditure.

However, we continue to face enormous social challenges and government will not be able to support simply spending more in the future, as it has in the past, to try to improve outcomes.

Charities play a key role in driving social outcomes and require funding that is low-cost and sustainable. WPG will be the antidote as it continues to be the most efficient way for working Australians to donate to charity. In most cases, WPG funds are 'untied' which allows the charity to direct the funds to the areas which need them most. Also, studies show workplace givers continue to do so for the life of their employment with the employer; creating a regular stream of income ensuring the charity can budget well in advance.

There is considerable scope to increase donations to charities from WPG and

avoid wastage. Media investigations have revealed that some of Australia's best known charities spend up to 40c in every donated dollar on fundraising.

Increasing understanding and awareness is critical; and we have been pleased to take our campaign to a broad audience with the production of a TVC. The TVC shines a light on on-the-street fundraising practices and capitalises on the resurgence of WPG as one of the most efficient, cost effective and ethical ways to give.

Over the past year, ACF has received exceptional support from its Employer Leadership Group, Employer Partners and Charity Task Force. In addition, the One Million Donors campaign partners - Benojo, Catalyser, The Centre for Social Impact, Give Now, Giving West, London Benchmarking Group, Philanthropy Australia and United Way - have worked collaboratively to promote the cause.

Thank you for your passionate commitment to WPG and in the coming year, we will continue to drive growth towards One Million Donors in 2020.

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

**Jenny Geddes** – CEO, The Australian Charities Fund

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# ONE MILLION DONORS UPDATE CAMPAIGN MILESTONES

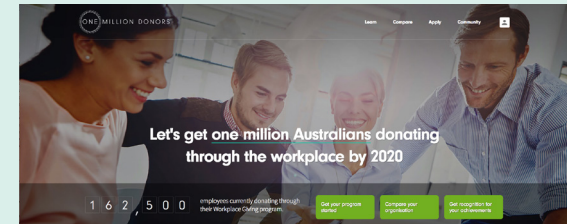
## 2014

Campaign launched by The Hon. Malcolm Turnbull, MP at Parliament House in Canberra



## 2016

- 1MDonors website including Reporting Tool and WPG Supporter Marks
- WPG Excellence Awards held
- True industry initiative with nine community partners



## 2015

Broadened campaign with support from three industry partners

## 2017

Launched communications campaign directly to working Australians



# REPORTING TOOL GAINS TRACTION!

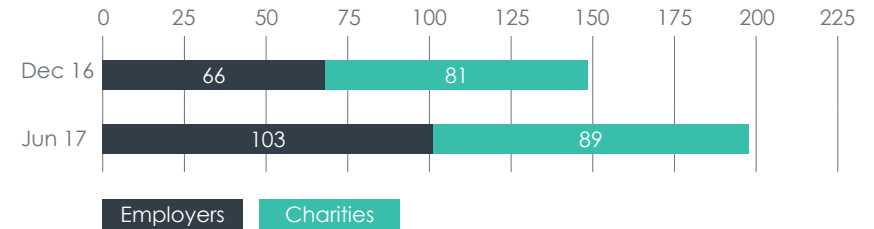
In June 2016, ACF launch an innovative online reporting tool allowing employers to benchmark the progress of their WPG program against other employers across the nation. As we hit print on this report, there are now 192 organisations registered on the One Million Donors Reporting Tool.

Over the past six month period, the number of employers participating has increased by 56% and it's encouraging to see momentum building in the key employer category. What is also pleasing is the average WPG employee participation rate on the site is 24% (compared to national average of less than 5%); proving that competition does breed success.

Compare your program now – it's quick and easy.



1MDonors Registration Increase December 2016 – June 2017



# REPORTING TOOL LEADERBOARD

The organisations registered on the Reporting Tool and in Quartile 1 (based on the percentage of employees in the program) are as follows:

Q	Organisation	Employees
1	Greenill & Co. Australia	20-199
1	Kain Lawyers	20-199
1	Pacific Equity Partners	20-199
1	JB Hi-Fi Limited	1,000+
1	SEEK Limited	200-999
1	Collins Foods Group	1,000+
1	GMHBA Health Insurance & Care Company	200-999
1	Bain & Company	200-999
1	PETstock	1,000+
1	Atlassian	1,000+
1	Event Hospitality & Entertainment Limited	1,000+
1	Maquarie Telecom	200-999
1	Commonwealth Bank	1,000+
1	Flight Centre	1,000+

# WORKPLACE GIVING MONTH – TVC LAUNCHED

ACF's new television commercial (TVC) calls on working Australians to support charity the smart way – direct from their pay. The 30 second spot explains, in an entertaining way, why WPG is the most efficient way to donate.

Viewers are encouraged to ask their employer if they offer WPG? If not, they can become the champion for change that their organisation needs – [here's how](#).

The TVC – launched in June for WPG Month – has screened nationally on Foxtel and across Hoyts cinemas, and supported with digital advertising on SEEK and eBay. #donateatwork







From left: Richard Murray, Group CEO, JB Hi-Fi, Jenny Geddes, CEO, ACF and Andrew Bassat, CEO and Co-Founder, SEEK

## BUSINESS LEADERS SUPPORT WORKPLACE GIVING

In ACF's experience, WPG programs are successful when leaders are committed to the cause and champion the program as they would any other area of their business.

On the eve of WPG Month, Andrew Bassat, CEO and Co-Founder, SEEK Limited and Richard Murray, Group CEO JB Hi-Fi Limited - winners of 2016 WPG Excellence Awards - encouraged their counterparts across Australia to embrace WPG.

The leaders jointly urged businesses to get behind the One Million Donors campaign and help their employees donate to charity in the most cost effective and efficient way; whilst helping to build staff engagement, morale and culture.

"JB Hi-Fi introduced WPG in 2008 as our commitment to the community. It has delivered even more than we hoped with 72% of our staff giving each week to support our charity partners through our 'Helping Hands' program" said Richard Murray, Group CEO of JB Hi-Fi. "We've generated more than \$12m for our charity partners through Helping Hands. This has only been possible because staff feel so connected to our charity partners and the great work they do using the funds that we have raised."

SEEK Co-Founder and CEO, Andrew Bassat, said "SEEK's WPG program 'Small Change' is a tangible way for SEEK employees to connect with our primary Belief of having a positive impact on society. Helping our ten partner charities is very motivating and rewarding for our employees and this is reflected in our strong participation rate. We are proud to match employee contributions dollar for dollar to increase the impact our employees have on the causes these organisations support."

## 2017 WORKPLACE GIVING AWARDS

There are many generous workplaces in Australia. Employees contribute to charity each pay, with this funding collectively making a huge impact on the ability of charities to deliver social change.

This generosity deserves to be recognised and celebrated – and the WPG Excellence Awards do just that. Categories are:

- Best Overall Program
- Best Launch / Refresh (small employers)
- Best Launch / Refresh (large employers)
- Best Public Sector Program
- Most Innovative Charity / Employer Partnership (as nominated by the charity)

Winning an Award builds staff morale – plus you'll be in great company with 2016 winners including leading organisations such as JB Hi-Fi, SEEK and BHP.



JB Hi-Fi, SEEK and BHP accept their 2016 Awards in the Best Overall Program category.



Redkite accepts its 2016 Award in the Most Innovative Charity / Employer Partnership

**ENTRIES OPEN** 17 July and applications will be accepted until 25 August. Enter at [www.1MDonors.org.au](http://www.1MDonors.org.au)

### SAVE THE DATE!

Awards Ceremony, 2 November 2017  
Australia Post Head Office, Melbourne

# FREE RESOURCES TO GET YOUR WORKPLACE GIVING!

- Visit [1MDonors.org.au](http://1MDonors.org.au) or ACF's Public Library at [www.australiancharitiesfund.org.au](http://www.australiancharitiesfund.org.au) to access a wealth of WPG information including step-by-step guides, best practice case studies, videos and inspiring ideas – it's all free!
- **Reporting Tool:** This online tool is the only place employers can get a clear view on how their program is tracking against industry standard. [Compare your program now](#) – it's quick and easy.
- **Supporter Mark:** Available to Employers and Charities who actively participate in Workplace Giving. Show the world you embrace this efficient and ethical way of fundraising.



Apply for a Supporter Mark through  
[1MDonors.org.au](http://1MDonors.org.au)



# INDUSTRY COLLABORATION

Now in its fourth 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 Group CEO & Chair of ACF's Employer Leadership Group



## OUR EMPLOYER PARTNERS & ASSOCIATES

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

## THE CHARITY TASK FORCE



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



# 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 the suite of inspirational WPG videos.