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6-PAGE SPECIAL REPORT LBG REVIEW

COMMUNITY INVESTMENT



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VOLUNTARY WORK LINKED TO NEED

Level of giving takes a dip as disasters fade

Employees gave up less of their time last year, but that's a positive: there were fewer calls for help

ANDREW MAIN

AUSTRALIAN corporate employees didn't get to donate quite as much of their time in 2011-12 as they did in two previous years, but that's no surprise given the number of natural disasters that haunted those earlier years, according to a director of the London Benchmarking Group.

"We were expecting a drop this year as we saw spikes both in 2009-10 and in 2010-11," said Simon Robinson, a director of LBG's local operation, who is based in Melbourne.

LBG, founded in the Old Dart in 1994, set up its Australia and New Zealand operation in 2005.

Its aim is to measure the inputs and outputs of the time companies allow their staff to give to community projects, to direct them as effectively as possible in future.

"We had the Victorian bushfires in 2008-09 and then last year we had the Christchurch earthquakes, the Queensland floods and the tsunami in Japan," he said. Each had produced an outpouring of assistance, inside and outside company time. LBG measures the amount of community time employees put in while being paid by their employers.

There are three major metrics that LBG uses, and they've all gone slightly astern in Australia and New Zealand in the past year as economic stresses continue to bite. One, their contribution per employee, measured in various ways as well as financial, dropped from \$392 last year to \$354 this year, a drop of 9.6 per cent before you calculate for inflation.

If you take out the 2010-11 disaster-induced spike to \$392 per employee, you can get a kinder comparison with the 2009-10 number of \$322 per employee, Mr Robinson said. Two, contributions as a percentage of the member companies' total revenue dropped from 0.08 per cent to 0.07 per cent, which doesn't sound like a lot but is actually a drop of 12 per cent.

Three, the contributions made as a percentage of pre-tax profit dropped from 0.6 of a percentage point to 0.41. That's the biggest scale reduction at 31 per cent.

But all is not lost. LBG Australia and New Zealand has 58 members devoting an average of four full-time staff each to measuring how much the companies are giving to the community in terms of employee time. That's a lift from 50 companies last year, with Teachers Mutual Bank one of the new members. The old Teachers Credit Union turned itself into a mutual earlier this year and now



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Simon Robinson

has assets of \$3 billion. So the business of measuring charitable input by employees is hardly a declining industry, with the total value of contributions at just under \$204 million.

The Australia and New Zealand group is the biggest locally run chapter outside of London, with local chapters now in the US and the Asia-Pacific, as well as the Czech Republic, Poland, Romania

"We were expecting a drop this year as we saw spikes both in 2009-10 and in 2010-11"

SIMON ROBINSON
LBG DIRECTOR

and Spain. That strong local showing could be partly because one of the most active types of companies in the local chapters is financial services providers, which also play a growing part in the Australian economy. LBG's annual report for this year noted that while fewer than a fifth of local member companies were in financial services, they contributed more than a third of the total investment flowing

from the sector, for the third year in a row.

The local financial services group encompasses ANZ Bank, Australian Unity, Bank of NZ, Medibank, NAB, NZ Post, Suncorp, Teachers MB and Wesfarmers Insurance. It's worth noting, by the way, that no fewer than eight divisions of Wesfarmers have individual memberships: Wesfarmers Ltd, Coles, Target, Kmart, Wesfarmers Chemicals Energy and Fertilisers, Wesfarmers Industrial and Safety, Wesfarmers Insurance and Wesfarmers Resources.

As Wesfarmers chief executive Richard Goyder noted in the group's 2012 sustainability report, his 200,000-employee organisation "understands that our businesses only exist with strong customer and community support and our programs are designed to ensure we remain an integral part of the communities in which we live and work".

The report noted that Wesfarmers Ltd targets four key categories: arts and innovation, indigenous communities, medical research and health, and education and community.

"In addition, Wesfarmers divisions continue to make their own funding and in-kind contributions to a wide range of community initiatives, including land care and conservation projects, welfare and community organisations assisting people in need, surf lifesaving as well as many local schools and sporting clubs."

It's logical for financial services companies to weigh in: the LBG model enables companies to capture data about how their organisation invests employee time in the community, in a systematic manner so it can apply logic to its social investment. In more old-fashioned terminology, it can work out what it's putting into the community in a measurable way.

What's more, it has begun to work out what it's getting out, under the heading of "impacts". Initially, that wasn't easy but, as Mr Robinson said, 13 member companies were able to report the benefits of that volunteering in the latest year, the best ever.

"The benefits for the community are obvious in terms of new and improved services, a wider outreach and a raised profile, but the employees have many times reported back that it helps their skills and personal development, changes their behaviour and enhances their quality of life," he said. And this is just by volunteering a day or two a year. Companies report that their employees "have developed their skills, have become more engaged with the community on behalf of the company, producing better brand awareness and lifting sales".

CSL's putting the sizzle into science



Students get hands-on experience of research in CSL's R&D laboratory in northwest Sydney

MARK EGGLETON

HELPING to create and promote the next generation of Australian scientists is a key focus area for Australia's largest home-grown biopharmaceutical company, CSL, when it comes to community investment.

It makes perfect sense considering science is CSL's core business and it also makes sense for Australia where science often gets pushed down the list of educational and governmental priorities.

The proof is plain to see with a recent study, Health of Australian Science, released by the Chief Scientist for Australia, reporting a persistent decline in the partici-

tion rate in science subjects by Year 12 students, raising challenging prospects for the future of Australia's scientific workforce and its capacity to meet growing health demands.

Realising the need to inspire younger people and ensure the inspired continue into science and research is something CSL and its partners are determined to support. For CSL, the key is to engage young Australians early; and part of its program is through a partnership with the CSIRO's Scientists in Schools initiative, in which scientists are matched with their local schools.

According to CSL's senior director of public affairs, Sharon McHale, the program is about getting scientific mentors to

engage with schools either by email, phone or in the classroom and hopefully stimulate an interest in science among primary school students.

CSL is also involved with the very popular National Youth Science Forum, which is run by Rotary International. The forum brings together young Australians in their final years of school who are interested in science.

McHale says these students aren't just young boffins.

"We're looking for well-rounded kids and the idea of the forum is to get them excited about science before they get to university," she says.

"The forum involves students participating in a residential program where they experience a series of presentations from

academia, industry and government."

Once students enter university, CSL is a principal sponsor of the Undergraduate Research Opportunities Program — an employment scheme that provides high-achieving and motivated undergraduates with the opportunity to work on real research projects in some of Victoria's prestigious and world-renowned research institutes. Since 2004, UROP has created more than 350 casual jobs and helped inspire many students to pursue further research and education.

A further step up the ladder is CSL's partnership with the National Health and Medical Research Council, co-funding six prestigious Gustav Nossal Re-

search Scholarships, which are aimed at encouraging the most promising students into higher education and ultimately careers in the biosciences.

And well beyond university is the prestigious CSL Florey Medal, a partnership with the Australian Institute of Policy and Science. The medal recognises excellence in biomedical research and aims to create role models for the younger generation such as last year's medallist, bionic ear pioneer Graeme Clark.

Besides trying to foster the nation's future scientists, CSL is heavily involved in a number of other community-driven initiatives. The company's core business is plasma therapy so it works

Continued on Page 4

Arithmetic of giving

An assessment by London Benchmarking Group shows Australian companies donated generously for the community

Contribution as a % of pre-tax profit	
2010	0.63%
2011	0.60%
2012	0.41%
Contribution as a % of total revenue	
2010	0.10%
2011	0.08%
2012	0.07%
Contribution per employee	
2010	\$322
2011	\$392
2012	\$354

Source: LBG report 2012

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It's possible



Students land skills to get foot in the door

LOUIS WHITE

STOCKLAND is one of Australia's most diversified property groups, managing a portfolio of commercial, residential and retirement living assets.

The company grew from humble beginnings in 1952, when Ervin Graf, an immigrant from Hungary, launched his first residential project turning a poultry farm in the Sydney suburb of Sefton into a housing estate.

Five years later through the takeover of a controlling interest in Simon Hickey Industries Stockland launched on the Australian Stock Exchange.

In the same year the group's activities and interests became more diversified, moving into commercial development.

Through the years the company has expanded its investment interests and resources but never forgotten its involvement with the community.

"We have three core areas we focus on and these are disadvantaged youth, homelessness and pathways to employment," says Amanda Steele, the national community development partnership manager.

"These three areas are chosen by staff and they are very proud of their contributions to the community. Every year staff are given two personal volunteer days and they can make suggestions for team events with community partners."

Stockland has been working with Fairfield High School for the past five years across various programs.

During the past 12 months more than 100 Stockland employees have participated in a one-day interviewing skills workshop developed in partnership with Fairfield High School.

The students, in years 9 to 11, range in age from 14 to 17. The purpose of the program is to provide students with skills and experience to participate and succeed in a job interview —

whether for their first casual or part-time job or a full-time role after completing school.

"Our staff really wanted to undertake skilled volunteering and put their skills to use," Steele says.

"While they are generally happy to help in all aspects of volunteering, they really thought a program of helping children prepare for real-life interviews could make a difference.

"The interviews and workshops have been really well received."

Employees mentor two students during the workshop and cover content such as how to properly prepare for a job interview; how to make a good impression and dress appropriately; and how to answer interview questions and think on your feet.

The program's structure includes three one-on-one mock interviews that enable students to practice and apply the tips and techniques they have learned in a safe environment.

Each mentor also gives their student proteges personalised feedback.

The prospective roles the students interview for are actual roles available at Stockland Merrylands Retail Centre, which adds to the realistic setting.

"Stockland's support of our school is invaluable in providing another perspective for our students and assisting in their skill development," says Bob Mulas, principal of Fairfield High School.

Employees from Stockland's project management, finance, risk and corporate services leadership teams have participated in the program.

"It is great to give first-hand knowledge to students on not only how to prepare for interviews but to give feedback immediately after the interview," Steele says.

"Very rarely do you receive that and also be informed on how to respond to difficult interview questions.

"Both Stockland employees and the students benefit from the program as the interviews are based on actual jobs."

Telstra finds 100 ways to dial up help

CAMERON COOPER

THERE'S no room for "cheque-book philanthropy" when corporations seek to support community initiatives, says Tim O'Leary.

The chief sustainability officer at Telstra says the telecommunications giant is taking a strategic approach to community investment that maximises their impact in specific areas of need.

Being able to measure the effect of programs through a body such as London Benchmarking Group is also critical. "One of the things that we've seen in community investment is moving away from what I used to call the

'good luck, god bless' grant process where, in effect, you write a cheque that is often well-targeted but that's the extent of the involvement," O'Leary says. "What we're seeing now is that innovation and social impact is being driven by when an organisation like Telstra can bring its capabilities to another organisation like the Alannah and Madeline Foundation with its capabilities and then together co-create a unique program."

The Alannah and Madeline Foundation, a national charity committed to keeping children safe from violence and bullying, is one of the beneficiaries of a Telstra Foundation community-aid pro-

gram that has given more than 7000 grants worth \$40 million since its launch a decade ago. O'Leary says Telstra's investments have evolved through the years and now focus on the group's biggest strength, connection.

He notes that Telstra is part of a vibrant global telecommunications sector that every day produces hundreds of billions of emails, billions of SMS messages and billions of calls. "As our industry changes and our business model changes it's really important that our community investment is aligned to that."

Telstra has been conscious of using its core assets — its scale,

large workforce, national networks and significant ICT capability and expertise — to deliver better social outcomes.

O'Leary says during the past 18 months Telstra has consolidated its community grants program under one banner, called Everyone Connected. Support for vulnerable people, including those with a disability, is central to the program. Last year Telstra supplied 9600 products through its disability equipment program, received 32,000 calls to its disability equipment hotline and more than 160,000 calls to its Directory Assistance Helpline, a service it provides for customers who cannot use a printed telephone directory.

"(It) is really very simply about ensuring all Australians can enjoy the everyday benefits of being connected to modern communication technologies, irrespective of barriers like age or income, ability, location or a particular form of disadvantage," O'Leary says.

This year, to mark the 10th anniversary of the Telstra Foundation, the corporation has given 100 organisations \$10,000 each to help improve their access to the digital world. Forty of the grants support disability initiatives, including the Cerebral Palsy Alliance, a Sydney group that is using the funding to help young people with cerebral palsy create an online community.

O'Leary says Telstra's community investment program has been a wonderful way to give employees a chance to give something back to the community. "These programs really unlock the passions of our people."

The 100 grants have enabled staff to liaise with the community and build networks.

"We basically went to our people and said: 'Go out to your communities and find those remarkable and heroic activities taking place at the grassroots level that are designed to connect people, designed to bring the benefits of digital communication to those people who for one reason or another miss out.'"

Teachers Mutual Bank puts its money into education and charity



Teachers Mutual Bank has been a big supporter of Stewart House

The mutual bank has more than 155,000 members

LOUIS WHITE

IN 1966, the teaching community established the Teachers Credit Union with \$644. It took the savings of 29 members to get it going.

Almost half a century later, there are more than 155,000 members and \$3 billion in assets. It was in April this year, after a lengthy process that involved APRA approval, that the name changed to Teachers Mutual Bank.

But it is not just its growth as a mutual bank that is impressive. "Sustainability has been an integral part of our business since the beginning," Corin Millais, Teachers Mutual Bank corporate social responsibility strategist, says.

"It is in our constitution and embedded in our values and at the heart of our mission statement. For many years we have invested 3 per cent of our net profits back into the community."

Naturally, the Teachers Mutual Bank focuses heavily on helping the education community.

It works in partnership with

state bodies, the Department of Education and Communities NSW, Department of Education (WA) and the ACT Department of Education on a range of programs and sponsorships.

"We are passionate about education, so we invest in a diverse range of activities for teachers and their communities, to help them flourish," Millais says.

"We collaborate with a wide range of education community partners and provide financial support through sponsorships, partnerships, grants, scholarships, donations, and charitable support."

'We invest in a diverse range of activities'

CORIN MILLAIS
TEACHERS MUTUAL BANK

Teachers Mutual Bank also works in tandem with the departments of education in NSW, ACT and WA on conferences and events aimed at staff development.

One particular area of focus for the bank has been Stewart House, a charity dedicated to helping children in need in NSW and the

ACT. Each year 1800 public school children go to Stewart House from these two states and, during their stay, are provided with optometric, dental and medical treatment as well as emotional support.

This is balanced with health and educational programs and out-of-school activities to boost their self-esteem and to promote a healthier lifestyle.

Children in the care of Stewart House attend a school on site for eight days of their 12-day stay.

The NSW Department of Education and Communities provides infrastructure and staffing support for the school. All other costs associated with the children's stay are met from charitable donations.

"We have been working with Stewart House for approximately 25 years," Millais says.

"It is the official charity of teachers, and each child who attends there has been recommended by their school principal as in dire need of a break from their daily life.

"We have a responsibility to support the communities in which we conduct our business. By giving back to the education community, we are also supporting our existing and future members and their families."

more give, less take



Cattle and kids prove a winning partnership

At the western gateway to the Snowy Mountains, the community of Tumut was losing their kids to the cities and the mining boom. Tumut High School recognised that local opportunities for kids were few and far between. By partnering with Rising Sun Rural and Weemaru Murray Grey Stud, and harnessing local expertise, the kids from Tumut High School now participate in the RYCE program — Rural Youth Cattle Enrichment. They're taught everything about cattle husbandry and are given the skills and confidence to apply for a job in the industry. It's a partnership that demonstrates what can happen when schools, the community and businesses come together — and it's setting kids up for the future, not just getting them through school.

NAB would like to congratulate Tumut High School and its partners as the 2012 NAB Schools First National Award Winner, as well as the 130 schools across Australia who have shared in \$3 million of award funding this year. We're proud to be supporting outstanding school-community partnerships and the prosperity of Australian communities.

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ENERGY GIANT BUILDS ITS BRAND BY HELPING STAFF HELP COMMUNITIES

Woodside backs its volunteers

PENNY MCLEOD

RETAINING staff in the face of longstanding skills shortages and creating community-wide goodwill for mining projects is a priority for oil and gas giant Woodside Energy.

Happy employees are not just likely to stay, they're also good for their brand — especially when those employees are in the community working wholeheartedly and effectively as volunteers on various projects.

"We have a sustainable communities policy, which talks about exactly how we are going to interact with communities and what the community can expect from us," Woodside Energy's manager of social investments Jo Ferrie says. "When we look at social investment and our stakeholders we recognise quite importantly that our employees are a really, really important stakeholder."

"They are the public face of Woodside — they are the mums and dads that stand around at barbecues."

"So whatever we did in that space it really had to resonate and have meaning for our employees."

Woodside has several community partners, including volunteer organisations Conservation Volunteers, Volunteering WA and Australian Business Arts Foundation (AbaF), and not-for-profit organisation Many Rivers Microfinance, which provides microenterprise development support to marginalised indigenous and non-indigenous Australians.

The employee volunteering program — to which Woodside contributes cash (about \$770,000 in total last year), time and in-kind support — has evolved from a single partnership with Conservation Volunteers, established in 2005, to include Volunteering WA and AbaF.

The expanded program is extremely popular with employees who are entitled to 12 hours' paid volunteering leave each year.



WOODSIDE

Last year 414 employees from Woodside contributed 3484 volunteering hours for community work

Last year, 414 employees contributed 3484 volunteering hours through the course of the volunteering partnerships.

The direct financial value of Woodside's volunteers' time last year was \$574,860 as verified by the London Benchmarking Group.

"When we look at the (volunteer) participation rate it is anywhere from around 7 to 10 per cent of our employees, which is one of the highest rates in the LBG group."

"It's a program that's easy. We

have put a lot of effort into making it easy for team leaders to say, 'Right, we're going to do a volunteering day on this day.' All of the job hazard analysis, all the safety work, all of the administration is taken care of."

"Culturally there is a very high level of personal philanthropy within our workplace. They know they live in a great place and they genuinely want to give back."

Woodside provides support to AbaF through the Woodside Better Business Program, which allows business professionals to

contribute their expertise and experience to specific arts projects requiring advice through an initiative called "adviceBank".

"For example, our vice-president of corporate affairs has taken up a board position on Barking Gecko, which is a youth theatre group."

"So it's an opportunity for our employees; it complements their personal development. When you think of mid to senior management, it's an opportunity for them to get experience through being on a board of a not-for-profit, and

share their business acumen," Ferrie says.

Woodside's partnership with Many Rivers Microfinance is focused on another important stakeholder: the indigenous people who live where Woodside operates and who are potential business partners and also employees.

The program, Microenterprise Development in Western Australia, was established last year with the goal of providing entrepreneurial people who cannot access traditional financial support with small repeat loans that enable

them to establish a small business, or microenterprise.

The partnership has enabled Many Rivers to expand its program into the Pilbara and Perth metropolitan regions and next year Woodside will help Many Rivers expand into a third region in the West Kimberley.

To date, Many Rivers in Karatha has helped seven indigenous businesses win contracts with resource companies in the Pilbara and the organisation has provided micro-finance to 35 indigenous enterprises.

Fresh food people get behind rural industries

LOUIS WHITE

AGRICULTURE lies at the heart of this country. The image of a farmer with his cattle is synonymous with country life. But the reality is that farming is becoming increasingly difficult because of unpredictable weather patterns, free trade agreements and few people wanting to work on the land.

But agricultural production has never been more important. In 2010-11 agriculture contributed \$47.8 billion to the Australian economy and the value of farm exports was \$31.2bn, according to statistics supplied by the Department of Agriculture, Fisheries and Forestry. Nationally, more than 300,000 people are employed in agricultural production, which contributed 1.9 per cent to Australia's gross domestic product in 2010-11.

The UN Food and Agriculture Organisation estimates that feeding a global population projected to reach 9.1 billion in 2050 would require a 70 per cent increase in food production. The UNFAO projections indicate that 90 per cent of the gains in production needed will be achieved by increasing yield growth and cropping intensity on existing farmlands rather than by increasing the amount of land under agricultural production.

Woolworths Fresh Food Future program aims to contribute to developing solutions for these challenges, reaffirming the company's commitment to investing in the future of rural Australia.

Fresh Food Future draws together initiatives to address two main objectives. The first is advancing farming innovation, productivity and long-term sustainability. The second involves supporting the next generation of farmers and industry leaders.

"The program was set up after extensive consultation," Woolworths group manager, corporate responsibility, community and sustainability, Armineh Mardirossian says.

The program is entirely funded by Woolworths in cash, in kind and management-employee involvement. There is no customer fundraising-leverage. Key areas are advanced farming innovation, productivity and sustainability. Woolworths has been in partnership with Landcare Australia since 2007 to support and promote these areas. Through the partnership, Woolworths has provided financial support to more than 180 projects across Australia focusing on innovation, increased efficiency, reducing input costs, increased productivity and long-term sustainability.

Issues addressed include water and fertiliser efficiency and cost reduction, improved grazing management in beef production, better climate adaptation responses in mixed farming, new crop and orchard species, evaluation of low-rainfall pasture cultivars, efficient fertiliser use, cereal stubble management, improved fallow efficiency in dryland cropping, precision agriculture and carbon mitigation in horticulture.

In 2007, Woolworths introduced agricultural business scholarships with the Royal Agriculture Society of NSW. Every year 30 young Australians are offered the opportunity to attend the Woolworths Agricultural Business Scholarship program.

This year, \$140,000 has been invested in the program. The 12-day course at the Woolworths support office in northwest Sydney gives participants valuable insights into the business of agriculture from academics, Woolworths' business leaders and other industry experts.

Woolworths also funds \$11,000 for one participant in this program run by the Rural Industries Research and Development Corporation. The studentship offers financial support and a mentor. The program offers relevant industry placements to gain experience in the student's chosen field of study.

WORKING TOGETHER IS GREAT. HELPING TOGETHER IS EVEN BETTER.

To truly make a difference takes dedication and co-operation - that's something we've learned as an active member of the Western Australian community and other overseas regions.

We've discovered the strength to help others by working side-by-side with reputable, not-for-profit and community-based organisations. With their help we're able to establish long-term relationships everywhere we work that are mutually beneficial. We recognise that every community is different and aim to support their diverse needs and aspirations by providing financial and in-kind support to a wide range of community groups.

As part of our social investment program we continually review our contribution to ensure it delivers maximum community benefits and aligns with the values we have set forth as a company. woodside.com.au

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Good money makes change for the needy

A National Australia Bank initiative offers a safe alternative to payday lenders

MARK EGGLETON

DRIVE through many suburban shopping districts across Australia and among the discount stores and retailers will be often garish shopfronts offering payday loans to struggling Australians.

Most of them are pretty unethical, offering loan-shark interest rates on small amounts of money running into the hundreds of percentage points. Once in the payday loan loop many consumers find it very difficult to get out.

Unfortunately, many of the nation's working poor do get caught in the trap and never get the opportunity to access mainstream financial services. The good news is that about five years ago, in a world first, National Australia Bank established a partnership with the Victorian government and Good Shepherd Micro-finance called Good Money.

It is a community finance store that provides safe and affordable financial services and support to those excluded from the mainstream. These include no-interest and low-interest loans, advice on saving and managing money, financial counselling and tips about buying energy-efficient products. These products and services are delivered through high street shopfronts to offer a safe alternative to the growing payday lending market.

Three Good Money stores have been established in Geelong, Collingwood and Dandenong. Their target market is mainly the working poor and men, groups

traditionally identified as uncomfortable accessing welfare payments. According to NAB 17.2 per cent of Australian adults are fully or severely excluded from mainstream financial services because of three main factors: insufficient income; poor credit history; and self-exclusion.

NAB's head of community finance and development Corinne Proske says Good Money was set up initially as an ethical payday lender.

"We wanted to better understand people who sit outside the system and look at ways to target people living on the margins," she says. "Basically, we were bringing a microfinance program to the high street."

Proske says the three Good Money stores opened so far are not de-facto offshoots of NAB but are branded like payday lenders with their bright and cheery colours and fresh, young feel. But unlike payday lenders they're offering a constructive service.

"Visitors to the stores initially meet a customer service worker who basically performs a triage on the customer's financial situation to see what's best for the customer," Proske says.

Customers can access services ranging from loan products to financial education and counselling. Proske says men traditionally are underrepresented when it comes to accessing welfare services, often through pride and embarrassment. "Men will often go to family or friends before traditional welfare services," Proske says.

Bearing this in mind, the Good Money stores provide access to local community service providers. "We have more traditional welfare services such as the Salvos or Uniting Care sitting in store and we're looking at ways to intro-

duce other services such as employment agencies in store as well. These services will all be operating out of one store providing services relevant to local communities," Proske says.

NAB estimates that more than \$1 million of in-kind services were provided to launch the first store five years ago. Proske says NAB provides people to design and plan the layout, train Good Money staff and provide property management services.

In terms of community investment the Good Money stores allow NAB to leverage off its various strengths in lending and retail banking. "Good Money aligns with our broader business offering in banking services while also reaching across the community," Proske says.

"And for a large organisation like NAB, having access to smaller projects allows our staff to own and deliver something themselves. It allows some of our more talented people to be really creative and innovative while assisting local communities. It's really empowering for staff."

According to NAB the effort expended in setting up Good Money has resulted in increased employee pride and engagement evidenced through attaining 4000 "hits" on the Good Money story when it was showcased on the employee intranet.

Proske says the program has worked well because it has been delivered through three partners (the state government, community sector and NAB) with each partner bringing their unique skills to the initiative.

"Our aim through our support for not-for-profit programs in local communities is to ensure people can have a certain quality of life," Proske says.

Forget pills and pop off to the park



Geelong's Active in Parks was developed to promote community wellbeing through outdoor exercise in local parks and open spaces

CAMERON COOPER

DOCTORS in Geelong are being asked to embrace an innovative health concept whereby they prescribe trips to a park rather than automatically handing out pills.

A pilot program, called Geelong's Active in Parks, has been running since September last year and was developed by Parks Victoria, the People and Parks Foundation and G21 Geelong Region Alliance to promote parks and open space as the setting for community health.

One of its aims is to get GPs to prescribe nature-based programs, run by qualified leaders, to help tackle preventable health issues. Medibank Community Fund is the major sponsor of the Active in Parks program.

Rita Marigliani, manager of

group community relations, culture, capabilities and communications at Medibank, says there is increasing evidence that getting outside for your exercise pays off — for body and mind.

"There's quite a bit of research now that tells us that people do well when they have access to green spaces — and, in fact, if you exercise outdoors in a green space it's more beneficial than exercising inside," she says.

A review, published last year, from England's Peninsula College of Medicine and Dentistry is one of several studies that supports the notion that exercising outdoors leads to greater feelings of revitalisation, more energy and decreased episodes of depression. As part of the Green Referrals Program, a component of the Geelong trial, GPs are referring patients to eight-week programs

held in local parks. "The idea was to instil in (patients) some changed habits that they would be able to sustain over a longer period of time and ultimately improve their health," Ms Marigliani says.

"So people who were at risk of diabetes, perhaps obesity, were referred to the program."

Other Active Parks activities include referring specific health groups to park programs with a multi-pronged goal: targeting people with a serious mental illness, those with a disability, new mothers and young people at risk; facilitating events and activities in parks for families, seniors and new Australians; and creating general community activities in parks.

"Medibank's focus on community investment is very much aligned with our purpose as an

organisation, which is for better health," Ms Marigliani says. "We have made a strategic decision to invest our community dollar into preventative health and we focus specifically on three key areas — physical activity, healthy eating and community connectedness as the foundations of good health."

The Geelong trial has proven successful, according to Ms Marigliani, with many more groups using the local parks for a range of activities.

"The feedback we got was incredible and they have reported that they've been able to sustain some change and are using parks more often, which is great news."

Medibank has been involved with LBG for years, and Ms Marigliani says it is an important benchmarking tool, particularly in a space where it is often difficult to measure impacts.

CSL puts sizzle in study of science

Continued from Page 1

closely with the World Federation of Haemophilia through the supply of products, care and financial support.

As Australia's supplier of antivenom, CSL works with the Papua New Guinea government to improve access to anti-venoms. PNG shares many of the poisonous snakes that exist in Australia.

"We provide product at below cost and assist with distribution throughout PNG, as well as provide infrastructure and significant levels of medical training to local communities," McHale says. "We're also involved with the cervical cancer drug Gardasil, and by waiving our royalty rights in developing nations we were able to ensure the drug would be distributed in these countries by our international partner."

These programs make up the second key pillar of CSL's community investment strategy. The third involves supporting communities in Australia. Staff members are involved in community initiatives ranging from Foodbank to Landcare. The company also is heavily involved in disaster relief and in matched charity giving with staff.

It also encourages managers to organise volunteering days with staff as part of the Giving-forgood program.

According to CSL's latest global sustainability report, last financial year its global community contributions reached \$35.4 million: 58 per cent allocated to patient communities, 40 per cent to supporting the biomedical community (including fostering the next generation of researchers) and 2 per cent to supporting local communities.

"All of our community investments are a way of sharing our values with staff, stakeholders and the community in general — it's all about collaboration," McHale says.

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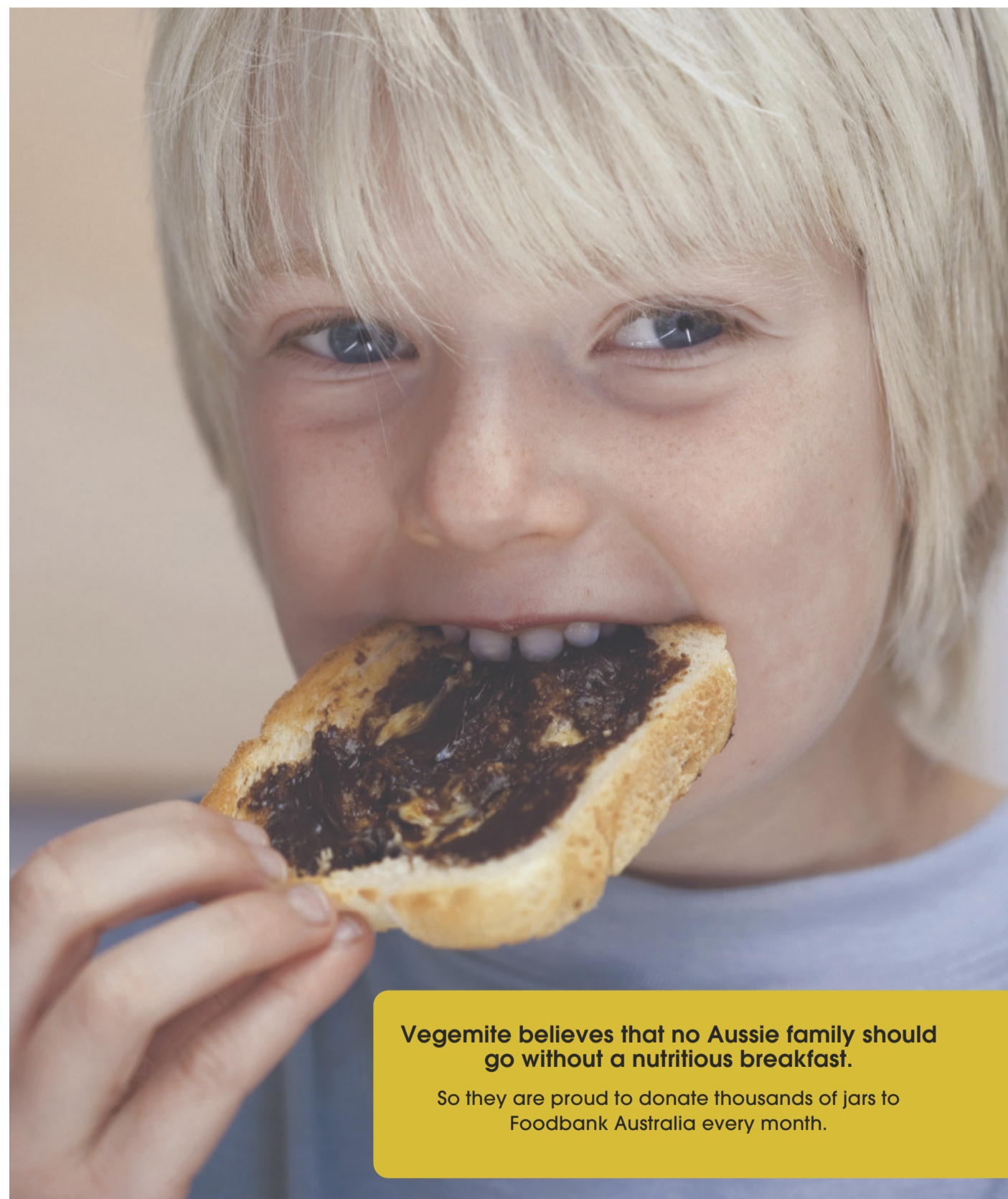
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Charity donation one for the Aegis

CAMERON COOPER

ONE small trivia night in Western Australia may seem inconsequential, but it will make a substantial difference to the life of a blind or vision-impaired person.

The Perth office of media planning and buying giant Aegis Media recently raised \$5000 for Guide Dogs WA through a trivia night for family, friends and media colleagues. Laura Christie, national group human resource manager at Aegis Media, says the event shows how modest but considered actions can help people in need.

"It's a phenomenal effort for such a small team," she says. "They should be very proud of what they've done."

The Perth fundraiser is part of a wider community investment program launched this year by Aegis Media in Australia and New Zealand. Through an initiative under the Green Beans umbrella, committees in each state have taken responsibility for fundraising activities to assist selected charities.

Events have included a family fun-day barbecue in Queensland, staff spending time with elderly hostel residents during work hours, and selling raffles. Aegis Media has matched fundraising efforts to the value of \$40,000, and employees have contributed more than 250 hours.

Christie says the Green Beans initiative builds on a global program within the Aegis group, which has 12,000 employees across about 80 countries.

The Australasian campaign has been used to consolidate the company's community investment efforts here. Rather than paying out small, indiscriminate amounts of money, the state committees are ensuring more significant assistance goes to employees' charities of choice.

Kids Helpline aims to eradicate cyber bullying

LOUIS WHITE

IT is increasingly harder for a child to feel safe in today's world as they can be under threat both in the physical sense and online.

While a teacher can come to the rescue on the playground, an online bully can make the life of a child or teenager difficult.

That's why the formation of Kids Helpline has been invaluable to any young person between the ages of five and 25.

Kids Helpline is a free, 24-hour counselling service for young people. Counselling is offered by phone, email and over the web.

It is Australia's only private and confidential service where even the most severe issues, such as child abuse, mental health, self-harm and suicide, are discussed.

Every 60 seconds a young person contacts Kids Helpline and each week its counsellors respond to more than 5000 telephone calls and 500 online contacts, which are made via email and the web.

Optus and Kids Helpline have been partners for 12 years. Optus continues to offer free mobile calls from its service to Kids Helpline, which is vital given more than 70 per cent of calls to Kids Helpline are via mobile phone.

Kids Helpline and Optus also jointly established the world's first free real-time online counselling sessions and last year launched an initiative to address issues around cyber safety, cyberbullying and sexting.

"It was a logical fit for us to work with such a vital service," says Helen Maisano, Optus associate director, corporate and social responsibility brand and services.

"Our partnership enables us to help the community by helping provide a private and confidential service which is giving young people a safe place to talk about what is going on in their lives."



Singer Vanessa Amorosi with students from St John's Regional College in Dandenong, Victoria, at the education pack launch

Last year Optus took its partnership a step further and developed a resource pack, in conjunction with teachers, to stop cyberbullying.

A textbook entitled *Erasing Cyberbullying* was developed and distributed to 10,000 schools across Australia.

When teachers opened the book, they found a USB stick shaped like an eraser. On it was a packaged curriculum designed to help them erase cyberbullying in their school, complete with lesson plans, class projects, teaching aides and animated case study videos broken up into three modules: Cybersafety (years 3-6), Cyberbullying (years 7-9) and

Sexting (years 10-12). The pack also contained some posters and a screensaver to drive awareness of the issues and Kids Helpline contact details to a broad school audience.

"Designed this way, the pack served as a metaphor for how we had simplified the complex task teachers faced in tackling the issue of cybersafety in schools," Maisano says.

"Together with the 24/7 private and confidential counselling service that Kids Helpline provides, this pack was the first end-to-end cyberbullying solution of its kind in Australia."

The resource pack has been well received with the campaign

of "making cyberspace a better place" resulting in two awards: Community Contribution, 2012 ACOMM Awards (Communications Alliance and Communications Day) and the Community Contribution, 2012 Australian Business Awards.

Teachers and counsellors also have been impressed with the information inside the *Erasing Cyberbullying* resource pack.

"The content of *Erasing Cyberbullying* is an easy-to-follow, well-structured and valuable resource that is uncomplicated and perfect for teachers to use to address such an important social issue with a minimum of additional preparation," says Steve

Byrne, principal of St Michael's College, Adelaide.

Counsellors are also enthralled with the range of material that the resource pack covers.

"*Erasing Cyberbullying* is a really useful resource for schools to use as part of their anti-harassment and anti-bullying programs," says Ursula Borg, transition and community coordinator of St John's Regional College, Victoria.

"It is pertinent and easily accessible for the students". Optus is conducting feedback with schools on the success of the *Erasing Cyberbullying* resource pack. The pack was first distributed to schools in June last year.

Web safety role clicks perfectly for Datacom

IT is one of the most crucial social challenges of our era: keeping our children safe online.

However, in a cyberworld where everything changes so quickly, ensuring that parents, carers and teachers understand the latest information and threats can be difficult.

Enter ThinkUKnow, an internet safety program created by the Britain's Child Exploitation and Online Protection Centre. The domestic version, ThinkUKnow Australia, has been developed by the Australian Federal Police and Microsoft Australia and has the support of corporations such as Datacom, a leading IT solutions and services company.

The free program uses accredited trainers to teach parents, carers and teachers in schools and other organisations about online safety, while addressing issues such as cyberbullying and sexting.

Kirsty Hunter, managing director of Datacom, says her company has been assisting the program through the delivery of registration technology, a contact centre and back-office support for bookings and volunteer appointments. Employees also deliver presentations.

"ThinkUKnow is such a synergistic program for us," Hunter says. "We are a collective of people who are very passionate about technology and we have an extensive ecosystem in the industry and we have a lot of people with families and young children."

In February and March, Datacom invested \$18,400 in time and in-kind donations to the program. It also managed 50 bookings in that period, delivering 21 sessions to more than 743 parents and carers.

Hunter says the AFP needed the support of a business process organisation to co-ordinate interaction with schools and help manage administration, software development and reporting—all core activities at Datacom.

"We were able to develop very quickly and at our cost... a CRM system that automated so many

manual processes for the AFP," she says. Cyber security is also a key theme. "We put a lot of thought leadership into how we advise enterprise and government on how to ensure their data is secure and their systems are secure."

Datacom plans to continue its ThinkUKnow work, improving the program with the other partners and contributing its own social media expertise to monitor and report on social media chatter. "This whole security issue is so organic at the moment, it's really morphing into all sorts of different things by the hour. The program has got to stay very current."

Datacom's involvement in the ThinkUKnow program fits well with its LBG membership. The organisation was an early adopter of the LBG model, becoming a member in 2009.

"At that time our CEO really wanted an impartial third-party framework in which we could actually measure what we're doing," Hunter says. "Their framework proved to be the best that we researched at the time."

In addition to ThinkUKnow, Datacom employees are encouraged to select the areas in which they would like to volunteer, which has seen them participate in a range of activities from assisting at Foodbank and Make-A-Wish Australia to helping out in Asian orphanages.

"Feedback from our workforce is that this is important and they actually like Datacom's looser approach—that they can have a cause and be able to use the organisation to help out with that cause," Hunter says.

Datacom's goal is to donate 2 per cent of its after-tax profit to corporate social responsibility activities.

"We work on CSR as a serious component of our employee value proposition," says Hunter, noting that a group of employees has just travelled to Laos to build houses and irrigation systems for a remote village.

"People are so nervous before they go... Then they come back and say it's changed their life."

CAMERON COOPER



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¹ Australian Bureau of Statistics (2011) *Labour Force Australia: Labour force status and other characteristics of families*



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everyone's family



Origin staff put energy in one of the big issues

CORPORATE philanthropy at Origin Energy is underpinned by a deep commitment to education, in how it engages with its community partners and in the projects it supports.

Ideally, all partnerships should include the transfer of skills, knowledge and hands-on advice, not just an injection of money, says Origin Foundation head Sean Barrett.

"We use a model called 'engaged philanthropy' and it's an approach where in addition to providing cash support we are also looking to provide operational support to our partners," Barrett says.

"What we are trying to do is to create an active partnership. "In addition to financial support we provide skills and resources through volunteering by Origin employees. The ultimate objective is to increase the social impact that we can make. What engaged philanthropy does is multiply the impact of financial contributions."

The Big Issue market expansion program, in partnership with not-for-profit social enterprise The Big Issue, illustrates the benefits of this approach.

Recently, The Big Issue asked the Origin Foundation for help in making decisions on expansion into new markets in Newcastle and Wollongong.

At present *The Big Issue* magazine, which is sold by homeless men and women who get 50 per cent of the sales prices, is available in capital cities.

Five Origin volunteers, all senior business managers with different skills, were asked to determine the viability of The Big Issue's business proposition.

The result was a recommendation on expansion, and the development of a decision-making tool so The Big Issue could have a replicable process for making many types of business decisions. "The Origin team did deliver a comprehensive report but more importantly they developed a software tool which allows me to plug in data — for any city or

town," says The Big Issue's national operations manager, Sally Hines.

The Big Issue volunteering project was part of the Evolve at Origin program, a leadership and development initiative for managers at Origin. The volunteers contributed two hours a week over six weeks through Origin's paid volunteering program, Give Time.

It was a professionally challenging and personally enriching experience for everyone involved, says Barrett.

"They were walking in other people's shoes in a very real sense and it posed a completely different set of challenges. "They come from the perspective of what does a for-profit do, but then they realised that The Big Issue is not just about making a profit, it's about employing homeless people. And that's their first true metric."

Another community program that has run this year and likewise highlights Origin's commitment to education is a work experience program for Year 10 students called Origin Uncovered, in partnership with the Beacon Foundation.

The national not-for-profit Beacon Foundation tries to help students stay engaged with school and explore career paths in view of the fact record numbers of young Australians are unemployed and many school students are not "mentally present" at school.

The Beacon Foundation has a proven formula for inspiring students to stay in school, and increasing their educational engagement and attainment, Barrett says.

"Our foundation (at Origin) believes that education is a fundamental building block in life. With a basic education you can get a job, get access to a home ... In the jargon, it's a pathway to social inclusion," he says.

So far, 48 Origin employees have been involved in the planning, organisation and delivery of the Origin Uncovered sessions, donating on average about four hours of their time.

PENNY McLEOD

Santos shows artistic side



The exhibition *Desert Country*, which is on show until 2014, is being funded by the Santos-Art Gallery of South Australia partnership

PENNY McLEOD

MINING successfully in outback locations in Australia requires a deep knowledge of indigenous culture, as well as the needs of indigenous Australians.

Santos, which has been mining the nation's vast natural resources for more than 50 years, understands this and has sought to deepen its corporate knowledge of indigenous Australia through a long-term partnership with the Art Gallery of South Australia.

Its 25-year alliance was strengthened in 2009 when Santos became principal partner of the Art Gallery of South Aus-

tralia's Aboriginal and Torres Strait Islander Collection, and committed to funding an exhibition and national tour of Australian desert art painting.

Until 2014, the partnership will provide the collection funding for the *Desert Country* exhibition and national tour; the appointment and establishment of a travel fellowship for a curator of indigenous art; four high-quality publications; the purchase of significant work; and the expansion of the online collection.

"This partnership helps to provide Santos with a solid foundation to engage with Aboriginal communities, supporting future growth in the regions where it

operates," says Santos' public affairs adviser Angelo Russo.

The partnership recognises Santos' and the Art Gallery of South Australia's shared histories working with, and within, Aboriginal Australia.

The gallery was the first Australian art museum to buy work by an Aboriginal artist (in 1939), and the first to acquire a western desert "dot" painting and display it within its contemporary collection (1980).

It has been assembling its Aboriginal and Torres Strait Islander collection ever since.

Santos, likewise, acknowledges its roots in the lands of Aboriginal people. In the mid-1960s,

it discovered and subsequently developed natural gas fields at Moomba and the Cooper Basin in the Strzelecki Desert, 800km north of Adelaide.

Good relationships with Aboriginal communities at Santos' Australian operations are critical for the company's long-term success, especially as it reinvigorates and increases its Cooper Basin operations in partnership with native title holders.

Santos' partnership with Art Gallery of South Australia has evolved to reflect each party's changing needs.

Initially, Santos' funding enabled the gallery to hold a variety of exhibitions, and Santos pur-

chased numerous artworks for public display, Russo says. More recently, Santos staff and their families have been able to increase their cultural understanding of many Aboriginal communities.

The gallery also has hosted numerous Santos staff events and private tours for recently arrived expatriate workers and their families. This has resulted in better relationships with Aboriginal colleagues, contractors and the communities with whom the company works.

The partnership helped the company win the SA Premier's Award for Excellence in Community Participation this year.

Essendon expertise bolsters Tiwi link

LOUIS WHITE

THE Australian Football League has worked hard with mentoring its football clubs to ensure they give back to society and Melbourne-based club Essendon has relished the opportunity to strengthen its community ties.

The club has developed strong ties with the Tiwi Bombers Football Club.

The Tiwi Islands, located 80km north of Darwin, are home to distinct local cultural traditions, but the recent establishment of a local football team has assisted in making a connection with a global sport.

Represented by local players who come together from a large number of Tiwi Island communities, the Tiwi Bombers recently completed their fifth season, which resulted in a premiership in the Northern Territory Football League's Division One.

Essendon annually devotes 1700 hours combined with a direct cash contribution of \$30,000, which encompasses two visits a year by the players combined with mentoring, administration support, foster-ship programs, and the employment of a regional development manager.

"Our relationship initially started with the indigenous playing talent we had in our squad," says Cameron Britt, community manager for the Essendon Football Club.

"That was initially led by former player Michael Long and backed strongly by ex-coach Kevin Sheedy.

"The relationship developed from there and involves extensive football and social outcomes."

Players and staff from the Essendon Football Club work closely with Xavier College, located on Bathurst Island, and Tiwi College on Melville Island.

Foodbank alliance helps feed kids in need

PENNY McLEOD

HELPING to feed Australians who struggle to buy food each year is part of Kraft Foods' philanthropic mission.

"We are a food company and we think it's our responsibility to help people who are less fortunate," says Kraft's community program co-ordinator Danielle Johnson.

Kraft Foods has been able to do this — with a view to achieving "an Australia without hunger" — through its long-term partnership with national food distributor Foodbank.

When the partnership was established in 1999, Kraft Foods donated excess food stock to Foodbank for distribution to people in need.

Now it is a multi-layered partnership, which was worth about \$3 million in cash, time and in-kind donations last year.

Last year, Kraft Foods donated 529,629kg of food; gave 21 employee volunteer days in Foodbank warehouses across Australia; provided support for Foodbank's School Breakfast programs in Western Australia, Victoria and Tasmania; and helped produce a series of community service announcements promoting Foodbank and the issue of hunger.

The food company became a first-time partner in the



It's just not right to go without Vegemite toast in the morning

Foodbank Collaborative Supply Program, in which it engaged key suppliers to donate ingredients to supply 100,000 packets of macaroni cheese products to enhance Foodbank's supplies.

This year it will help supply Vegemite in bulk to Foodbank for distribution to children in need through the School Breakfast Program in Western Australia.

"It's these types of products (macaroni cheese and Vegemite) that Foodbank are after. We are focusing on Vegemite this year because there is always demand for spreads," Johnson says.

The company regards Foodbank's School Breakfast Program as critically important from a community perspective.

"The program is focused on making sure children have a healthy start to the day, and there are some amazing statistics from the WA program, which shows that children who participate in the program and eat breakfast have better attention rates and interact better with other children," Johnson says.

The partnership has enabled Kraft Foods to reduce waste to landfill, raise its profile in the community and improve its relationships with other businesses and stakeholders.

The corporate volunteering program had increased staff morale and employee engagement, and had helped develop staff professionally.

"Foodbank is pretty much run by volunteers and we make sure our staff are out there as much as possible," Johnson says. "(Volunteering) is not compulsory. Every employee can do two (paid) volunteer days a year. We usually send them out in teams of 10, mostly to help in the warehouses."

Johnson says the company's approach to community investments has evolved over time, and become smarter with the help of measurement tools such as those provided by LBG.

"In recent years, and despite the economic climate, our donations have increased and that's about being smart about how we do it, and that's where LBG comes in.

"It's about assessing how we do things. Originally we supported a lot of charities, but we have brought that back to focus on a few main ones."

These include The Humour Foundation and Conservation Volunteers, among others.

By more accurately measuring and assessing community investments, Kraft Foods now knows how many welfare agencies it helps "right down to the number of children we are providing a healthy and nutritious breakfast", Johnson says. "I don't think anyone would argue that it is just not right that one child, let alone two million, should go without a piece of Vegemite toast or bowl of cereal in the morning."

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ANZ plays active part in rural community

MARK EGGLETON

WHEN a bank chief executive puts his head above the parapet to chair the organisation's commitment to community responsibility, you can be pretty sure the bank has some serious skin in the game.

At ANZ, chief executive Mike Smith chairs the bank's corporate sustainability Toby Kent says: "We believe in being visibly active in the community because we are part of the wider social fabric. We care about communities and people often forget that every one of our employees is a member of a local community."

ANZ's commitment to working in and with local communities is manifested across a range of pro-

grams, including the successful Seeds of Renewal grants scheme, which has been running for nearly 10 years in rural and remote communities.

Operated in conjunction with the Foundation for Rural and Regional Renewal, the program provides grants up to \$10,000 to Australian towns with populations of fewer than 15,000 for local projects that advance education and employment opportunities in regional Australia.

Since 2003, ANZ has given more than \$2.75 million in grants to almost 700 projects in regional Australia.

For ANZ's general manager of regional business banking, Tania Motton, Seeds of Renewal is something the bank is proud of because "we're playing a different role in Australian communities than just being a banker".

"There is a fair bit of rigour involved in the assessment process and applications are judged on a

number of criteria ranging from their ability to provide opportunities to their sustainability long-term," Motton says.

"We also look at the level of in-kind support such as volunteer hours and even equipment supplied by local communities.

There's a real commitment from the top down

"It's important there is a level of volunteerism within the local community and it also gives us an idea of what our own local staff can do locally."

She says there is a raft of opportunities for local staff to participate that feed into the core skills of staff on the ground.

For Motton, a key project during the past year, which has made a difference, was a grant to Tullimar Public School on the NSW

south coast. The school was established in 2008 and now has 160 students. In recent years, a new library was constructed but the school had limited resources left over for books. ANZ funding allowed for the purchase of educational books and library resources and the library has become a learning hub within the school.

Another project in Queensland at Nambour State High School was designed to increase opportunities in agricultural-based industries. As some of the region's tradition agricultural businesses such as sugar and dairy industries began to decline, the grant was designed to promote opportunities and education in newer industries such as horticulture, forestry, fishing and agrotourism.

"The uptake from students keen on taking part in these industries has been high," Motton says.



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