



2006 2007 2009 2010 2011 2012 2013 2014 2015



**Inputs**

What's contributed?



**Outputs**

What happens?



**Impacts**

What changes?



**220+**

Companies in the global network



**VICINITY  
CENTRES**



**1.6%**

Employees volunteering

**Total contribution**

**\$1m**



**\$841**

Contribution per employee

**0.11%**

Contribution as % of total revenue

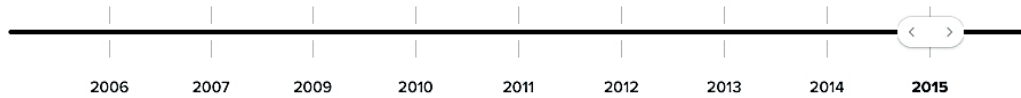


**\$396,778**

Funds Leveraged

**0.15%**

Contribution as % of pre-tax profit



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## 1. Introduction

Thank you for participating in the LBG Australia & New Zealand benchmarking for 2015. Your company report, together with the results of the 2015 LBG benchmark contains valuable information that can be used in a variety of ways.

The LBG methodology allows a company to form a reliable and holistic view of its community investment, from what is contributed, what happens and what changes as a result.

Companies are increasingly under pressure to justify expenditure and LBG data makes it easier to inform key stakeholders about your social investment. LBG data is easily customisable for each target audience and the integrity is verified through the use of an internationally recognised framework, used by more than 220 of the world's leading companies.

The cover page of this report acts as a summary of your results for you to use when sharing your results internally.

This report details your corporate community investment contributions for 2015, benchmarked against companies from your sector and against the Australia & New Zealand member companies who have participated this year. Further comparisons can be made through the self-benchmarking feature of LBGOnline.

We would like to thank you for your dedication and participation throughout this benchmarking process and we look forward to working with you in 2016.

Kind regards,

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# HAYSTAC.



2006 2007 2009 2010 2011 2012 2013 2014 2015

## 2. LBG Australia & New Zealand headline performance

Headline performance, LBG AU & NZ	2015 AUD\$	2014 AUD\$	2013 AUD\$
Total number of members	50	54	51
Number of reporting members	49(98%)	46(85%)	43(84%)
Total contributions reported	\$222,169,364	\$188,307,486	\$236,668,759
Contributions per employee	\$651	\$573	\$420
Total contributions as a percentage of pre-tax profit	0.61%	0.49%	0.59%
Total contributions as a percentage of revenue	0.12%	0.1%	0.09%
Average % of employees volunteering in paid time	12.7%	12.8%	8.3%
Total leverage reported	\$62,900,714	\$89,142,157	\$107,225,366

## 3. Vicinity Centres community contribution snapshot

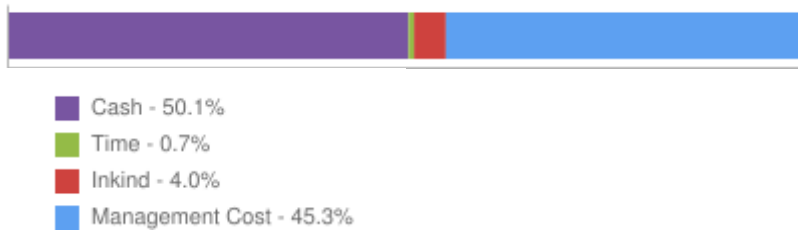
2015 community contribution	2015 AUD\$	2014 AUD\$	Change
<b>Total community contribution</b>	<b>1,000,467.08</b>	<b>910,766.26</b>	<b>89,701</b>
Total Revenue	889,800,000	546,548,000	343,252,000
Pre tax profit or EBITDA	680,100,000	441,319,000	238,781,000
Company FTE	1,189	503	686
FTE dedicated to CCI	5	1	4
Estimated % of data captured	80	90	-10
Cash	500,910	533,250	-32,340
Time	7,074	0	7,074
In-kind	39,723	19,280	20,443
Management Costs	452,760	358,237	94,523
Charitable Donations	454,973	145,110	309,863
Community Investment	92,734	183,959	-91,225
Commercial Initiative	0	223,461	-223,461
Leverage (facilitated third party contributions)	396,778	79,514	317,264



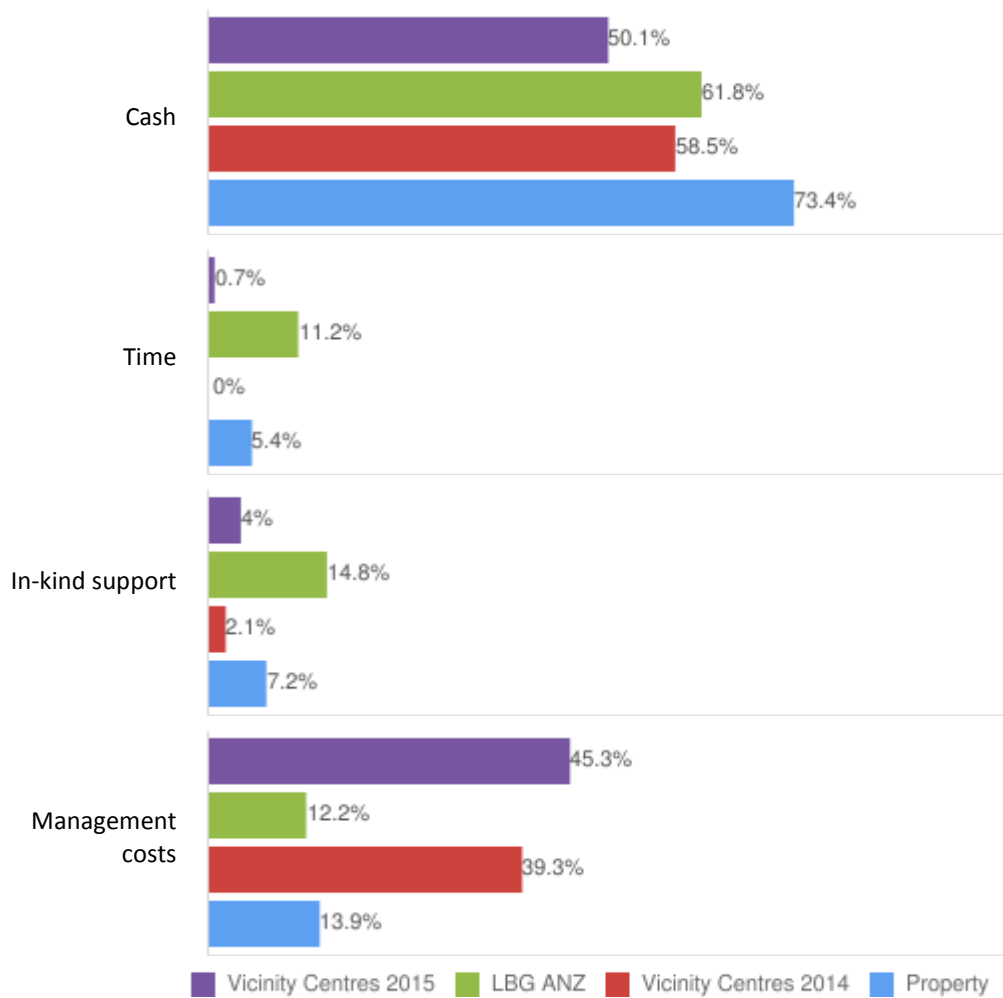
2006 2007 2009 2010 2011 2012 2013 2014 2015

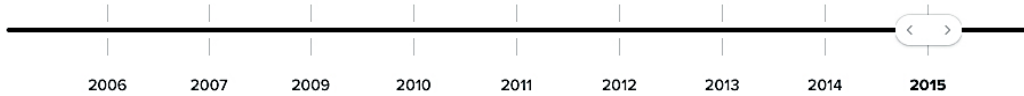
## 4. How Vicinity Centres contributed

### 4a. Contribution



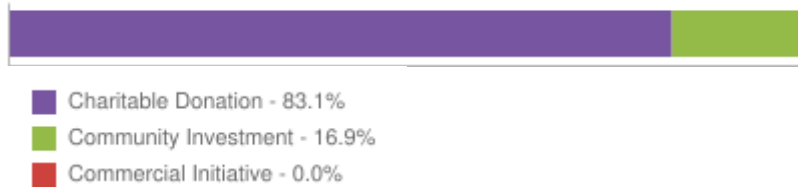
### 4b. Benchmarked



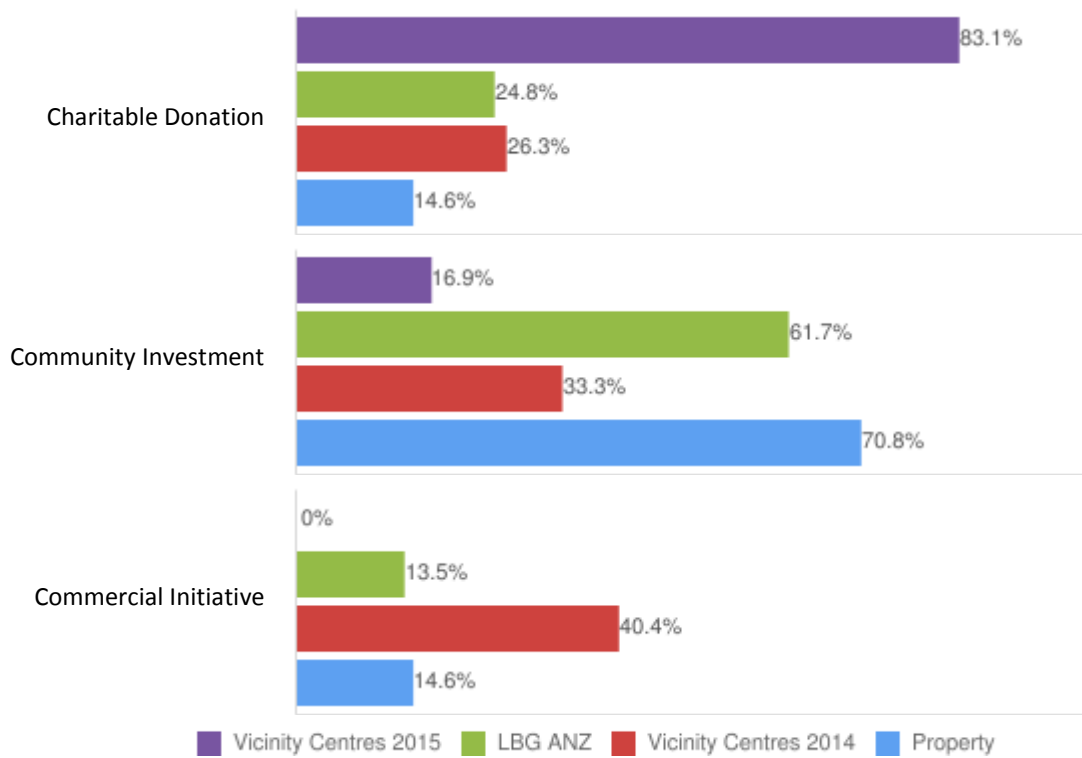


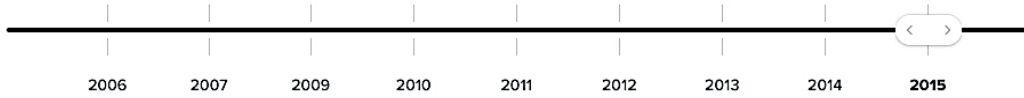
## 5. Why Vicinity Centres contributed

### 5a. Motivation



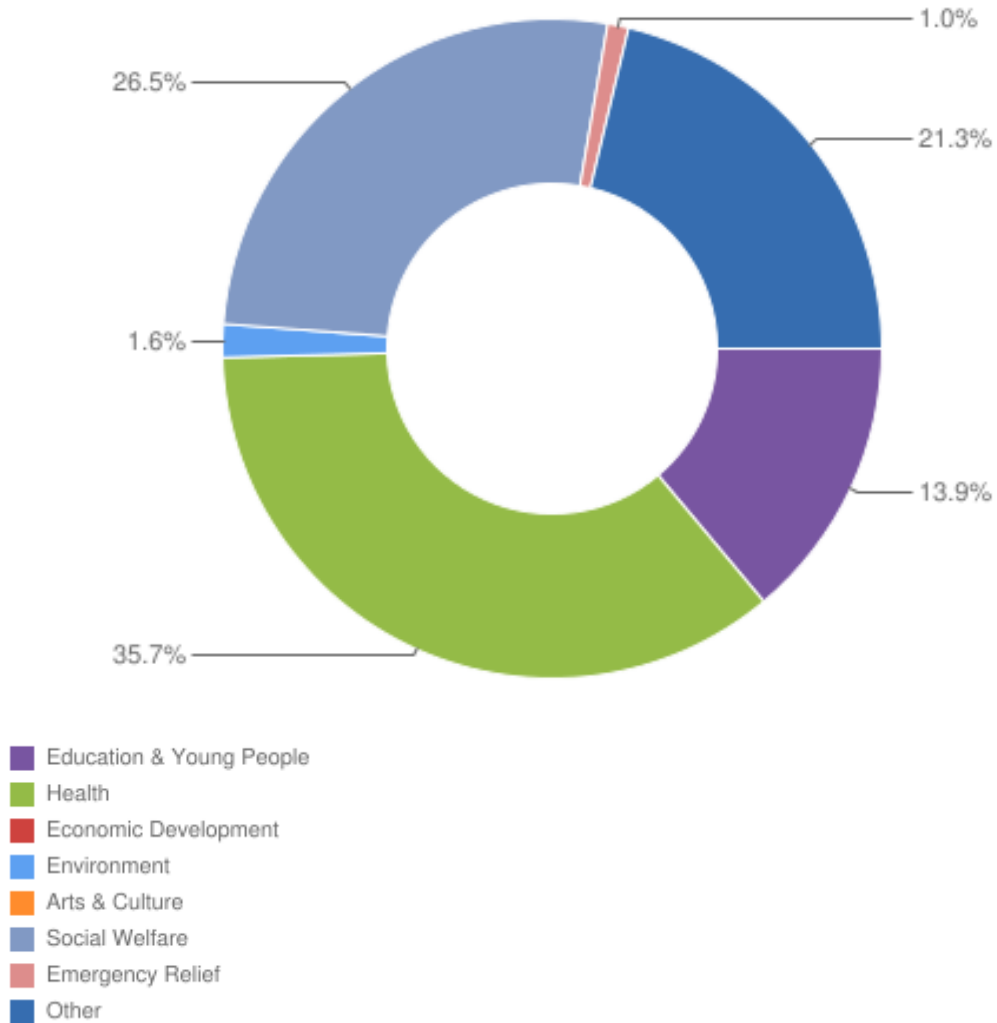
### 5b. Benchmarked





**6. What Vicinity Centres supported**

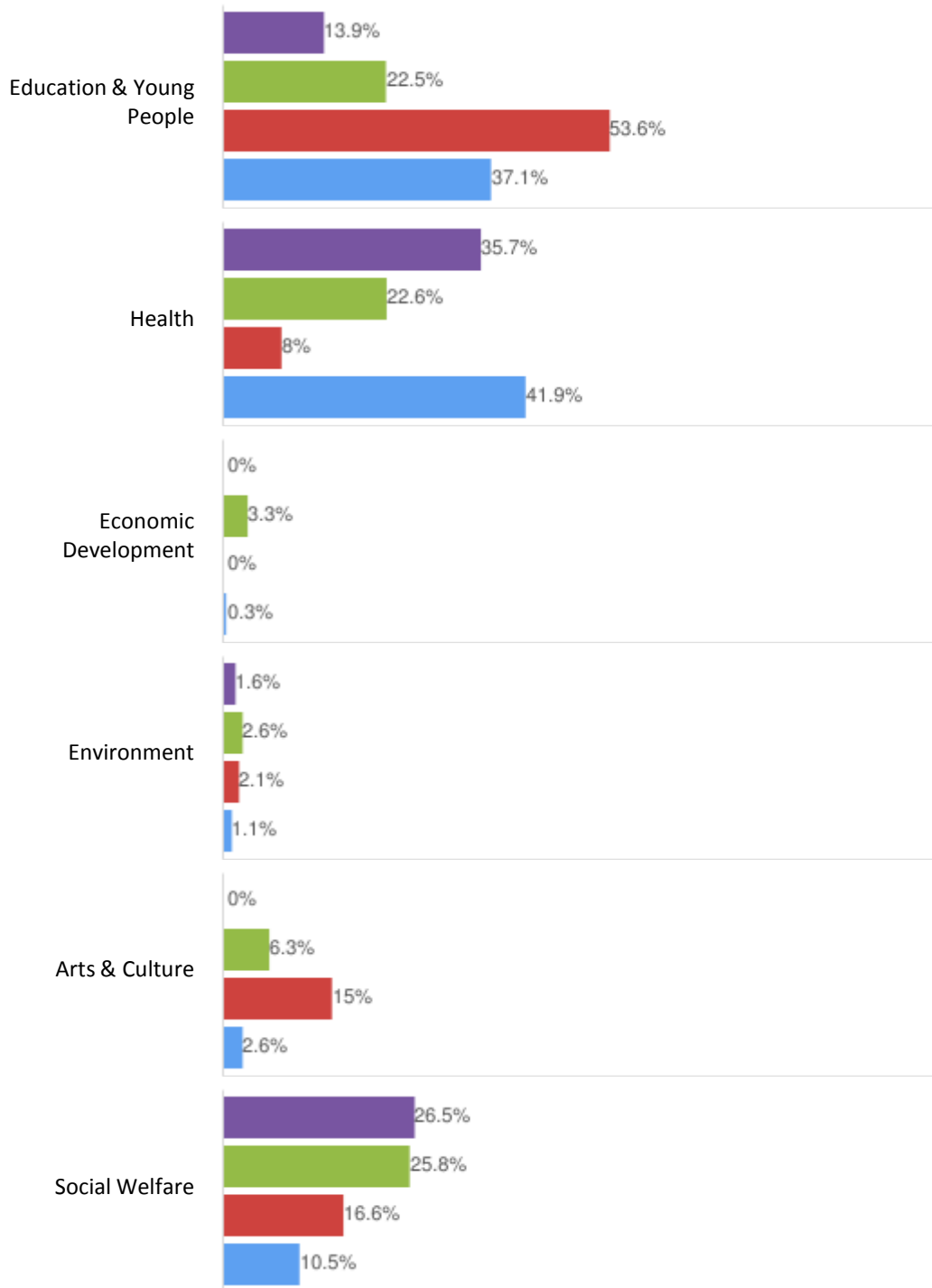
**6a. LBG subject focus areas**



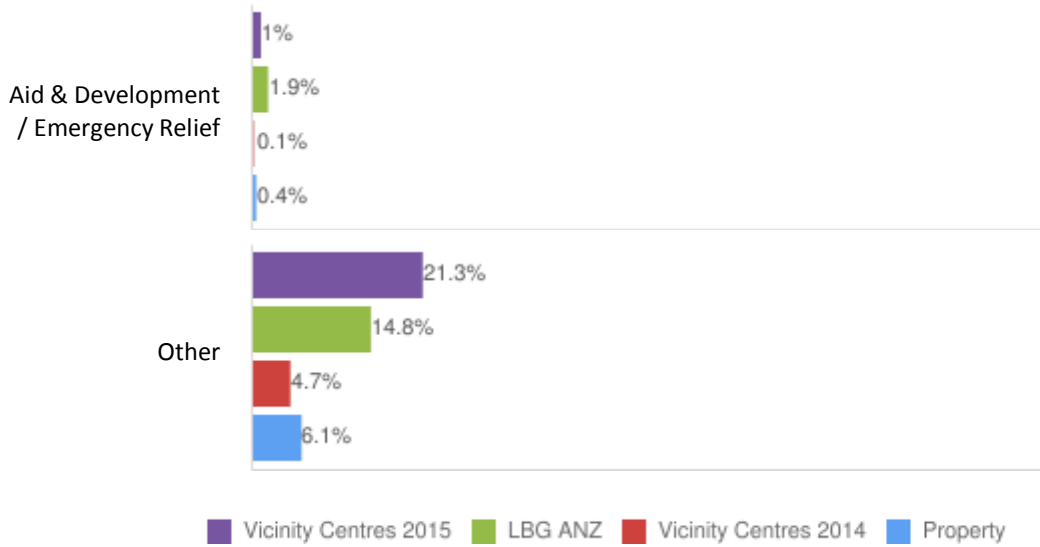
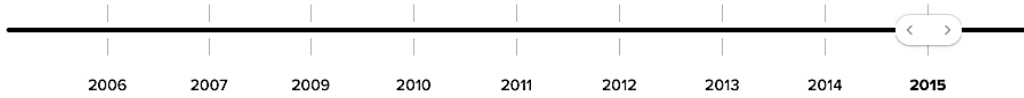


2006 2007 2009 2010 2011 2012 2013 2014 2015

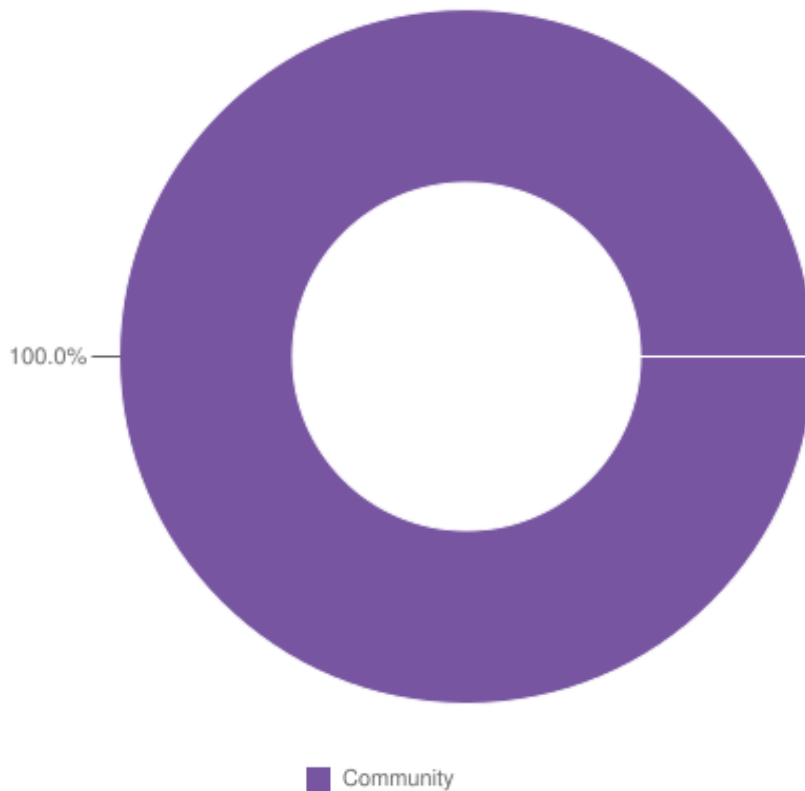
**6b. Benchmarked**







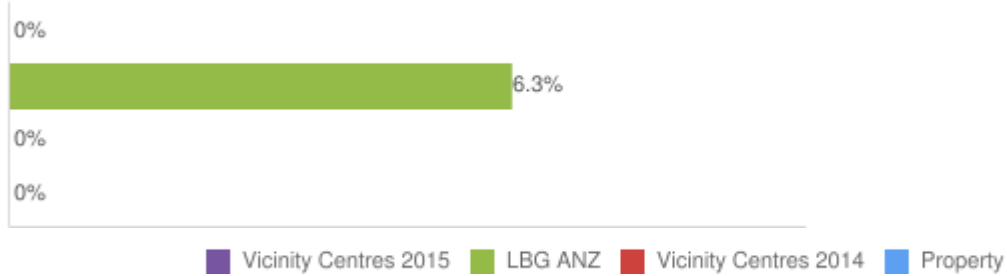
**6c. Vicinity Centres company specific subject focus areas**





2006 2007 2009 2010 2011 2012 2013 2014 2015

**6d. Indigenous contribution**

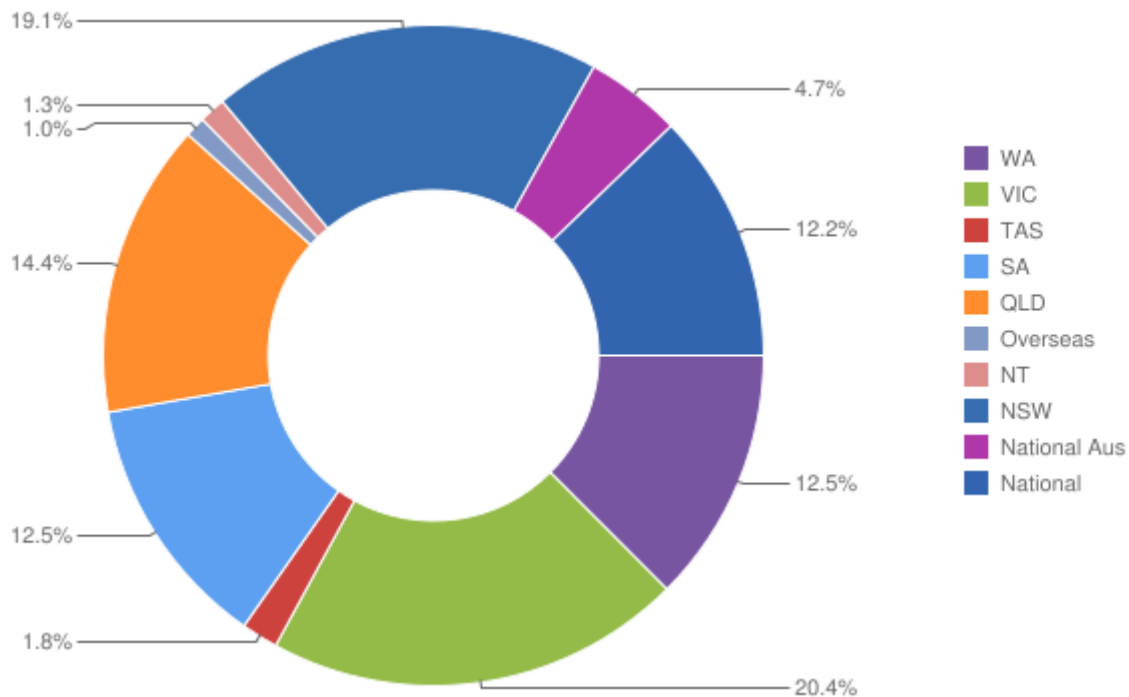


**Number of companies who reported an Indigenous contribution (Australia only)**

Property	LBG members
<b>1 of 4</b>	<b>27 of 49</b>

**7. Where Vicinity Centres contributed**

**7a. Geographic spread**

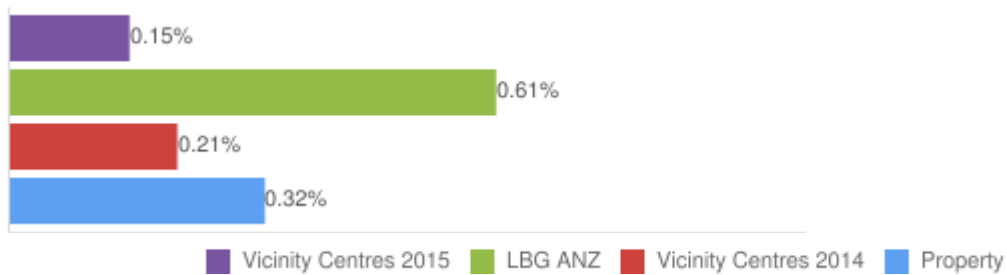




## 8. Analysing and comparing total contribution

The three indicators represented below enable members to make a comparison of their total contribution against their sector and the reporting membership as a whole.

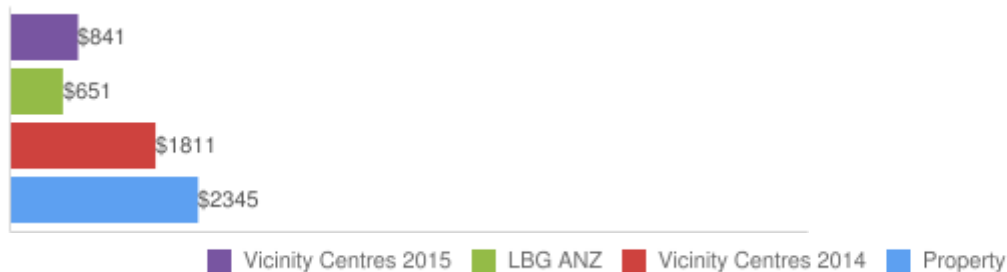
### 8a. Contribution as a percentage of pre-tax profit

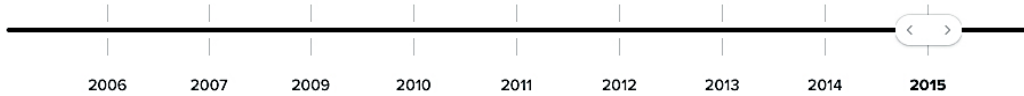


### 8b. Contribution as a percentage of total revenue



### 8c. Contribution per full time employee



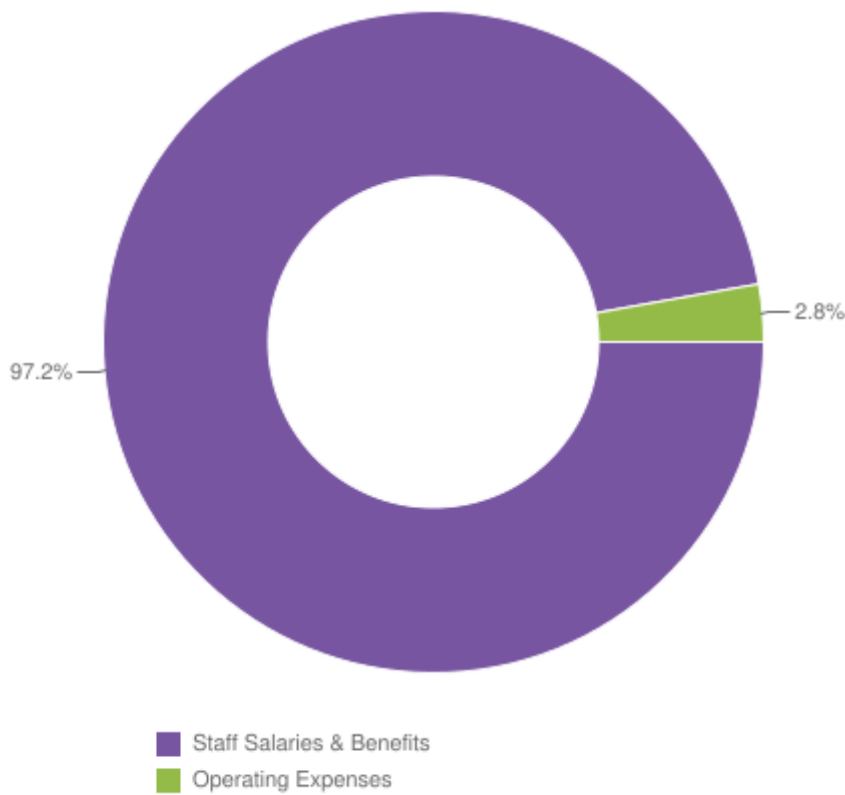


## 9. Vicinity Centres management costs

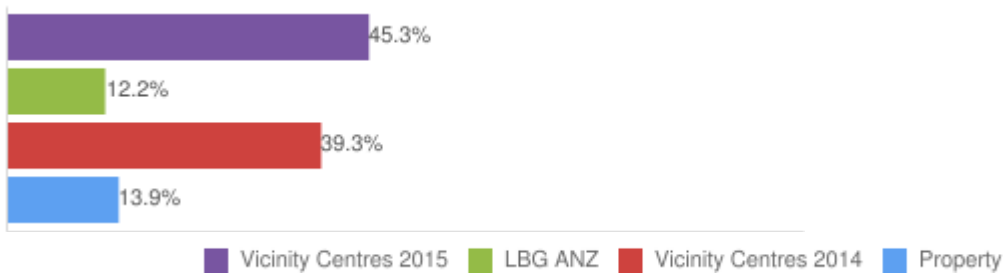
LBG Australia & New Zealand provides analysis of the management overheads associated with running a community investment program. Management cost categories include:

1. Staff salaries & benefits for corporate community investment staff
2. Operating expenses including overheads, research, evaluation and other CCI resources
3. Publicity and communications of community engagement including communications costs
4. Workplace giving programs costs

### 9a. Analysis of Vicinity Centres management costs



### 9b. Management costs as a percentage of total contribution



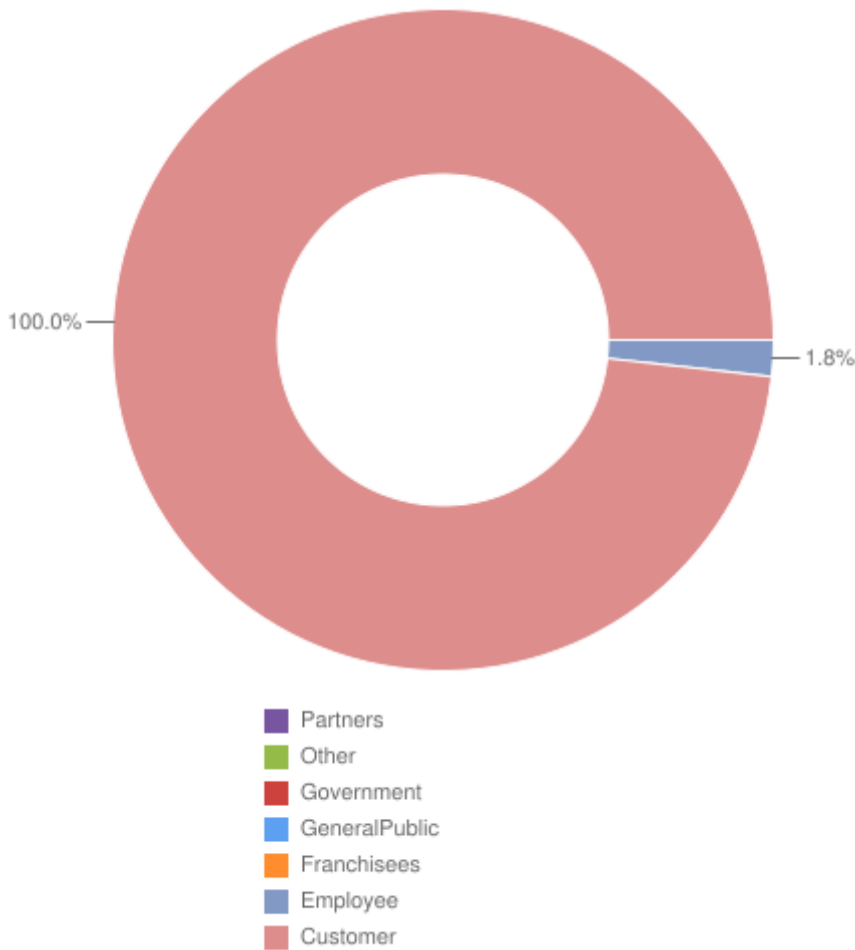
Number of staff dedicated to community investment	
Vicinity Centres	LBG member average
4.5	4



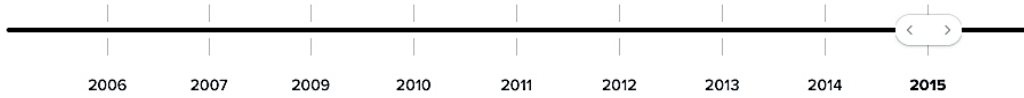
**10. Leverage - facilitated third party contributions**

Leverage is the capture of additional contributions raised by third parties as a direct result of a company’s community programs or initiatives. Leverage can be made up of cash, time or in-kind contributions.

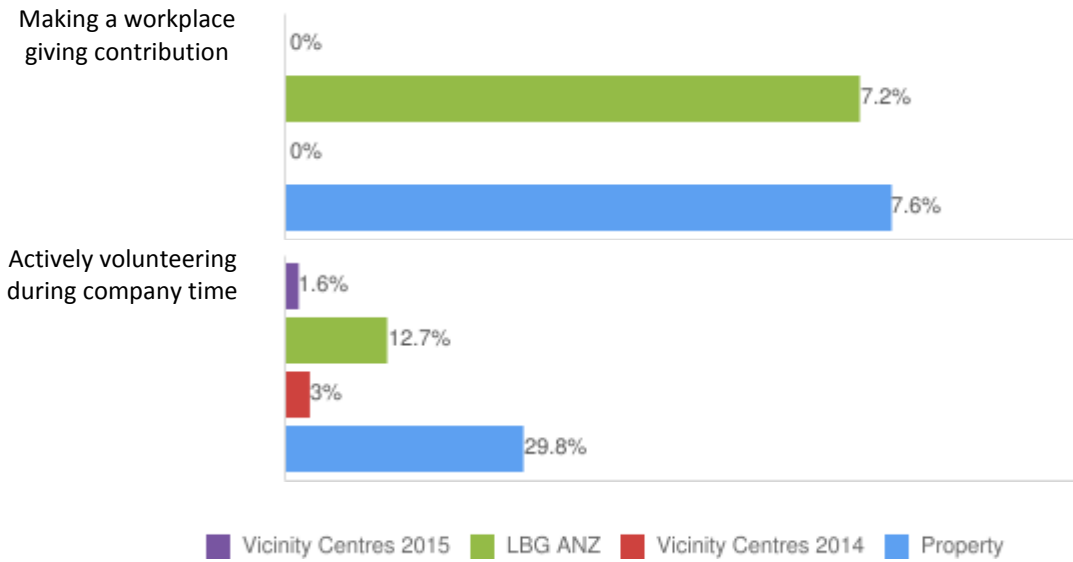
**10a. Vicinity Centres leverage analysis**

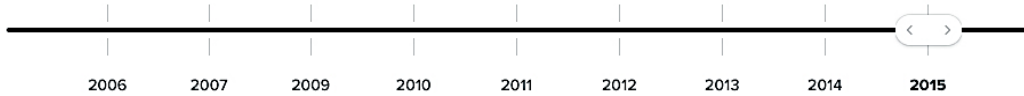


<p><b>Vicinity Centres Leverage total</b></p> <p><b>\$396,778</b></p>	<p><b>Value of leverage compared to Vicinity Centres's total contribution</b></p> <p><b>39.7%</b></p>
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**11. Vicinity Centres employee involvement**





## 12. Vicinity Centres's Impact

Increasing use of the LBG social impact methodology enables members to capture and report the outputs and impacts of their contributions, such as the number of people reached or supported and the benefit they experience as a result.

### How do people benefit?

Using the LBG impact map of three broad categories of change, members can identify the impact on beneficiaries as a result of their program

#### Total beneficiaries

**190**

- **0** positive change in behaviour/attitude
- **0** developed new skills or increased personal effectiveness
- **0** improved quality of life/wellbeing

### How do community partners benefit?

Support provided by companies can benefit community organisations in a number of ways – from long term capacity building to ad hoc financial support

#### Supported organisations

**0**

- **0** improved existing/delivered new services
- **0** reached/spent more time with clients
- **0** improved management processes
- **0** increased their profile
- **0** took on more staff or volunteers

### How do employees and the business benefit?

Companies increasingly strive to measure the value of CCI to the business and employees. The LBG model measures impact on employees across three key areas

#### Employees involved

**18**

- **0** improved job-related skills
- **0** experienced a personal impact
- **0** positive behaviour change



2006 2007 2009 2010 2011 2012 2013 2014 2015

### 13. LBG members 2015

Adelaide Football Club	North Melbourne Football Club
ANZ	Optus
Australia Post	Origin Energy
Australian Unity	Power Community Ltd
Carlton Football Club	Qantas
Challenger Institute of Technology	REA Group
Coles	Richmond Football Club
Cricket Australia	Scentre Group
CSL Limited	SingTel
Datacom	Stockland
David Jones	Suncorp
Dentsu Aegis Network	Swisse
Essendon Football Club	Sydney Airport Corporation
Foxtel	Tabcorp Holdings
GMHBA	Target
Goodstart*	Teachers Mutual Bank
Hawthorn Football Club	Toyota Australia
Holden	Toyota Financial Services
Jemena	Transpacific Industries Group
Medibank	Vicinity Centres
Mirvac Group	Wesfarmers CEF
Myer	Wesfarmers Corporate
National Australia Bank	Wesfarmers Resources
New Zealand Post Group	West Coast Eagles Football Club
New Zealand Rugby	Woodside Energy

*\*Members did not participate in 2015 benchmarking*