

## **Prime Minister's Awards For Excellence in Community Business Partnerships 2007**

### **Community and business partnerships are generating benefits to each partner while forging stronger communities**

The Awards have been held annually, raising awareness within the general community of the many businesses that are contributing to the social and economic well being of the communities in which they operate. The Awards also recognise joint contributions of business and community projects which address issues of concern to the community.

Awards have been offered in three categories – small, medium and large businesses in each state and territory plus a multi-state category. In addition, there are four Special Awards which are offered at the national level. These include:

- **Impact** on a Community Award - to honour a business with significant community involvement covering a suite of programs or projects with one or more partners.
- **Longevity** Award - to honour longevity in an outstanding partnership that has been operating for more than five years.
- **Media** Award - to honour consistent, positive and prominent reporting on community business partnerships and/or corporate social responsibility.
- **Contribution to Indigenous Communities** Award – to honour positive and prominent reporting on community business partnerships and/or corporate social responsibility.

From the state, territory and multi-state Award winners, the best practice partnerships are chosen from each business category to become national finalists.

## JUDGES - 2007

Representatives from business, community organisations and government judge the Prime Minister's Awards. Past winners are also represented on the judging panel.

### **Ms Peta Winzar—Group Manager, Communities**

*Department of Families, Community Services and Indigenous Affairs*

As the Manager of the Communities Group in the Department of Families, Community Services and Indigenous Affairs (FaCSIA), Peta's responsibilities included disaster recovery, pandemic influenza, community development strategies, and programs to encourage financial independence and self-reliance among low-income families.

Peta has previously held a number of senior positions within the portfolio, including responsibility for working-age income support payments, welfare to work programs, and the Australian Government's policy leadership role on disability issues. Her other significant policy and program responsibilities have included housing policy, youth and family assistance, labour market programs, and a range of cross-program issues such as homelessness, migrant services and rural assistance. In 2005 and 2006 Peta managed the Queensland State office of the department.

### **Dr Denis Bourke—Managing Director**

*Centre for Executive Development*

Denis has in excess of twenty years of business experience in both the public and private sector, and for much of that time he has held senior manager and executive positions. His special interest is in the design, management and facilitation of applied learning and development programs and the use of case studies and scenarios to assist senior managers and executives with their development needs. He is also a coach of Personal Branding DNA, a self awareness program for senior executives who are preparing, or who are being prepared, for more senior responsibilities.

Through his company, The Centre for Executive Development (CED), and as a result of his broad operational experience at senior manager and executive levels, Denis is well qualified to provide advice and assistance in all strategic and operational aspects of Human Resource management and development.

Denis is also an advisor to the Blackwood Annexe, a secondary school for young children at risk, and Canteen Australia, an organisation for young people living with cancer. In 1999, his work with the Blackwood Centre for Adolescent Development was recognised through an Australian Humanitarian Award, and in December 2003, CED was named national winner of the Small Business category of the Prime Minister's Awards for Excellence in Community Business Partnerships.

### **Mr Robert Reed—Senior Associate**

*Minter Ellison*

Robert Reed received a Bachelor of Arts degree in 1986 and a Bachelor of Law degree (with Honours) in 1988 both from the University of Queensland. In 1989 he commenced employment with the law firm Morris Fletcher & Cross (now Minter Ellison). He is on the Queensland Law Society Pro Bono & Access to Justice Committee, the CEO Challenge Board, the Brisbane Community Corporate Network

## The Judges

Committee, and the Queensland Representative on the Board of the National Pro Bono Resource Centre. He is Secretary/Treasurer on the Queensland Public Interest Law Clearing House Management Committee. In 1999 he was given full-time responsibility to formulate the Brisbane office's Community Benefits Program which was launched in December 2001 and which became the national Community Investment Program in 2003. Robert has continued to manage the Program in the Brisbane office and therefore coordinates all of the office's community work including pro bono legal assistance, donations and sponsorships, and staff volunteering.

### **Mr Colin Fruk—Communication Manager**

*Abused Child Trust*

Colin is the Communication Manager at the Abused Child Trust, Queensland's leading provider of services for child victims of abuse. In his work, he manages a complex set of organisational relationships with government, corporate and community stakeholders. His creativity and knack for corporate communication strategy have helped the charity double in size in just 18 months. After a brief stint in law, Colin saw the light and began his career in public relations. Although he romanticises the notion of PR practitioners being all-powerful spin doctors, he believes real success is a result of honesty, accountability and a genuine care for people.

### **Ms Wendy McCarthy AO—Executive Director**

*McCarthy Management*

Ms McCarthy began her career as a teacher and she remains passionate about the power of education. For 40 years she has been an educator and change agent in Australian public life.

Currently Wendy is Vice-Chair of Plan International; Director and Immediate Past Chair of Plan Australia; Chair of the Accreditation Advisory Board of the Advertising Federation of Australia; Chair of McGrath Estate Agents; Chair of NSW Sustainable Access Priority Taskforce; Chair of Sydney Community Foundation and Member of the NSW Health Care Advisory Council.

Wendy's corporate advisory practice specialises in providing mentors to major corporations and the public sector and assisting these organisations with issues around diversity, leadership and work life balance.

In 1989 Wendy was appointed an officer of the Order of Australia for outstanding contributions to community affairs, women's affairs and the Bicentennial celebrations. In 2003 she was awarded a Centenary of Federation medal for business leadership and in 2005 was nominated by the *Sydney Morning Herald* as one of Australia's Top 100 Public Intellectuals.

### **Mr Mark Anderson**

*Fairbridge Western Australian Inc.*

Mr Mark Anderson is the Chief Executive Officer of Fairbridge Western Australia Inc, a major youth charitable organisation in WA and the only charity in Australia that owns a whole heritage listed town. Mr Anderson has worked in the community sector of WA for over 25 years, ten of those years being in the Kimberly and Pilbara regions

## The Judges

of WA. He is a member of several State and National bodies involving youth, community and economic matters. He held the position of Chair for the State Youth Affairs Council of WA for three years, State Federation Council of PCYC, was on the Commonwealth Family and Community Services State Advisory Group and the Board of the Peel Development Commission until 2004. He currently is the Secretary to the Peel Area Consultative Committee, on the Lord Tavernors Peel Branch, and on the National Board of the Alcoa Research Centre for Stronger Communities at Curtin University. He previously held positions on the ABC National Advisory Council and the Lotteries Commission Board for the Gordon Reid Foundation.

Mr Anderson has a Bachelor of Social Science with a Major in Youth Work, is currently completing his Masters in Leadership and Management and is in the final stages of accreditation under the international Partnerships & Brokerage Accreditation Scheme run by the Overseas Development Institute and International Business Leaders Forum.

Mark's passion is the development of sustainable and inclusive communities for all people, particularly young people, and is committed to the establishment of effective partnerships between the community, corporate and government sectors to achieve this outcome.

### **Mr Leon Gettler**

*The Age Newspaper*

Leon Gettler is a senior business journalist at *The Age*, specialising in management issues. That covers huge territory, including strategy, globalisation, leadership, corporate governance, business ethics, entrepreneurship, innovation, executive education, IT and marketing and human resources. He also manages the blog site [www.soxfirst.com](http://www.soxfirst.com) which focuses on business ethics, Sarbanes-Oxley and business law, corporate governance, executive remuneration and corporate crime.

### **Ms Leann Wilson—Community Partnerships Co-ordinator**

*Red Cross Australia*

Ms Wilson is Chair of the National Rural Women's Coalition (NRWC). This project considers the health and well being of women living in rural, remote and regional Australia. The NRWC is part funded through a research project with the Rural Social Research Unit at Charles Sturt University. This research will deliver statistical results relating to quality of life issues faced by rural women. Leann is currently Community Partnerships co-ordinator for the Red Cross. She is from the small rural community of Barcaldine in Central Western Queensland. Leann has both Australian Aboriginal and South Sea Islander heritage. Leann's Aboriginal heritage is Bidjara and Kara-Kara, whose traditional lands are located in Central Queensland. Her South Sea links are to Vanuatu and a small Island called Malata in the Solomon Islands. Leann is an elder in her community and has responsibility to ensure that her Indigenous heritage survives and thrives, including taking care of a Sacred Site. Leann has presented at State, National and International conferences. Her current position is with Education Queensland as the Learning and Engagement Manager Central Queensland.

## **AUSTRALIAN CAPITAL TERRITORY**

### **ACT Small Business Award**

#### **Admin Bandit with Canberra Preschool Society Inc**

This partnership began in 1999 and has resulted in the development and delivery of an easy to use software accounting package - the "Treasurer's Useful Box", designed for volunteer treasurers from preschool parent associations in the ACT. Following the implementation of the package in 2000, the two organisations have continued to work together providing support and training to volunteer treasurers, including the ability to download software items from the Canberra Preschool Society website. Admin Bandit's support extends the availability of assistance into the school holidays and after hours.

The additional benefits to Admin Bandit is that more people get to know about their product and the great benefit to the Canberra Pre-school society is that they find it easier to recruit volunteer Treasurers.

### **ACT Small Business Encouragement Award**

#### **CompuCraft Software Solutions Pty Ltd with Scout Association of Australia ACT Branch**

This partnership enables the Scouts and CompuCraft to harness modern communications to project their image to a wide audience while equipping individual members with technical skills. CompuCraft is providing valuable training as well as access to hi-tech facilities and equipment. The Scouts are able to harness the technical skills which enable them to promote community awareness of their aims and activities and in communicating with members and potential members about specific activities.

The actual program engages young people in the use of web-based applications and in turn provides CompuCraft with a 'bench-testing' service, as well as product/service exposure, both of which are of value to CompuCraft. The more effective communication of the Scouts' 'message' and image results in enhanced recruitment to the scout movement, which in turn provides a range of services to the community. The technical skills imparted to individual Scouts and scoutmasters will be a skill they can carry into the workforce.

There is a good fit between what the business partner is providing and what the community partner requires. CompuCraft are providing training and facilities which clearly have a high dollar value as well as a high skill enhancement value. The key achievements of the partnership amount to free training in web authoring and development skills, weekly youth programs to enhance networks and development, and the Scouts have provided valuable software testing and feedback.

## **ACT Medium Business Award**

### **Uniting Care Mirinjani Village with Stromlo High School (Community Project Class)**

This partnership is a unique program that involves relationship building between the high school students and the village residents who may be in various stages of dementia. The program was initially conducted for one hour per week over a period of 6-8 months and involves such activities as walking, caring for a dog, playing games and generally spending time together.

The aim of the partnership is to bridge the generation gap between students and the elderly and to gain a better understanding of each others' life stages. It encourages interaction between the students and the elderly and allows for the students to gain a better understanding of aging and aged care. The elderly residents are made to feel valued through sharing knowledge and life experience.

## **ACT Medium Business Encouragement Award**

### **GE Shaw and Carers ACT**

An initial fundraising event conducted by Carers ACT with funding by GE Shaw has grown over the past two years to become an ongoing partnership which is integrated into the operational functioning of both organisations. GE Shaw provides funding and tangible support to enable Carers ACT to operate in a more flexible and meaningful manner than was previously possible prior to this partnership.

GE Shaw contributes financially on a regular and as needed basis to provide for expenses such as venue costs, consumables, event expenses and other items. In addition to financial support, GE Shaw contributes management expertise, event coordination skills, staff time and assistance in raising funds.

The partnership assists Carers ACT to meet the costs and resources required to administer fundraising events, provides logistical support, as well as applying advocacy and education skills to the Carers in the program. These contributions are outside standard government funded activities.

As a result of this partnership there are obvious benefits to GE Shaw ranging from public relations opportunities to improving staff morale.

GE Shaw acts as a role model for other organisations to initiate and exercise corporate social responsibility in a tangible way. Overall this is a sustained partnership which is mutually beneficial, addresses a genuine need in the community and has potential for further engagement.

## **ACT Large Business Encouragement Award**

### **ActewAGL and Eden Monaro Cancer Support Group**

ActewAGL is a leading energy supplier providing electricity, gas, water, wastewater and internet services to the ACT and district. It has been associated with the ACT EM CSG since 1998. The ACT Eden Monaro Cancer Support Group began in 1986 with one woman operating from home and now supports over 500 families affected by cancer. It provides financial and emotional assistance to people undergoing cancer treatment, and their families.

As one of ACT Eden Monaro Cancer Support Groups' corporate sponsors, ActewAGL is regularly involved with fundraising activities for ACT EM CSG. As a consequence of this partnership there are obvious benefits to ActewAGL from public relations opportunities to improving staff morale. In 1999 ActewAGL was awarded the Cancer Support Groups' Memorial Trophy for its continued support in assisting families with cancer.

ActewAGL is a leading example to other organisations to exercise corporate social responsibility through community partnerships. The partnership assists in the reduction of dependency on government funding to provide financial and other support for cancer-impacted individuals and families. The partnership extends the ability of ACT Eden Monaro Cancer Support Group to provide tangible and real support for the growing number of individuals and families impacted by cancer.

Overall this is a long-term partnership which is mutually beneficial and supplements a genuine need in the community. The partners are committed to ongoing growth of the partnership to further support the community.

## NSW Small Business Award

### **Plunge Diving with National Parks Association of NSW**

“HarbourKeepers” is a program of the National Parks Association of NSW (NPA), creating ongoing opportunities for community groups to protect, restore and explore Sydney Harbour, its foreshores and islands. Activities include scientific research, clearing, cleaning and regeneration. Plunge Diving is recognised as “Primary Dive Supporter” with HarbourKeepers and ensures this volunteer effort is sustained. They provide dive equipment, technical advice, and support to the HarbourKeeper divers free of charge.

## NSW Small Business Encouragement Award

### **Ensemble Productions with Vision Australia**

Vision Australia and the Ensemble Theatre have been working in partnership since 2000 to provide free Audio Description services to blind or vision-impaired theatre patrons. (Audio Description equipment allows operators stationed off-stage to transmit “real-time” commentary – for example on actors’ gestures, expressions and movements around the stage, stage props, etc – to blind or vision-impaired patrons seated in the audience who wear appropriate receiving equipment.)

### **ToughLOVE with Demand Flow Intelligence**

ToughLOVE (TL) is a crisis intervention group that provides support for parents experiencing difficulties with adolescent behaviour. It is a voluntary organisation. Demand Flow Intelligence (DFI) provides business-to-business marketing execution services, primarily for complex technology providers. This program also provides a range of organisational support to TL. These include, free of charge access for TL to a web-based marketing tool enabling building of an electronic database of Agencies; execution of telemarketing campaigns promoting TL workshops and info evenings; conducting electronic surveys to measure awareness and satisfaction levels; event registration; training in Excel to collect, analyse and report on 1300 phone support enquiries as well as coaching in statistical analysis; coaching in professional marketing and provision of support staff; support for events for example: providing badges, handouts; and provision of vocational re-training to TL clients.

DFI benefits from being able to access short-term casual labour which has allowed parents to retrain and take up permanent employment later on. DFI also gains from business referrals through its connection with TL.

Increased awareness of the services offered through TL has resulted in a greater reach into the community. By helping families “get their lives back together” TL contributes to the reduction in adolescent behavior such as drug and alcohol abuse, less kids on the streets, less petty crime, adults able to return to full time work or becoming more effective in their work life and a return to ‘family values’.

## NSW Medium Business Award

### **Chess Engineering with Canterbury Bankstown Career Connections (CBCC)**

The partnership aims to bring the worlds of industry and education together by enabling young people to gain valuable work experience while helping to resolve skill shortages in the engineering sector.

Past and present students aged between 13 and 19 years, from 34 different schools within the Canterbury and Bankstown local government areas, undertake work experience within a general engineering workshop. Here, the students have the opportunity to experience employment in the engineering field while developing the skills they need to gain and maintain employment, including interpersonal skills; practical experience; job interview skills and cultural awareness.

Chess Engineering also benefits through its interaction with these students and their teachers and through its wider exposure to the general community.

*Chess Engineering with Canterbury Bankstown Career Connections are 2007 national finalists. A more extended description of the partnership is available in the national finalists section of this publication.*

### **NSW Medium Business Encouragement Award**

#### **Create Foundation with Atari Australia Pty Ltd**

This partnership aims to improve the long-term employment outcomes of young people who have a care background (long-term out-of-home care) through participation in a workplace learning project and communications campaign.

The project is intended to provide these young people with an introduction to the workplace environment and to the career pathways available within the sales and distribution industries.

Atari contributes training in administration, sales, marketing, warehousing and distribution. It also provides mentoring, staff volunteering, some funding, employment and personal support for the young people.

Create Foundation provides advice on relating to young people with a "care experience", person-hours, mentoring, access to its networks and skill sharing.

The partnership provides excellent opportunities for young people to benefit from their experiences in the workplace.

The goal is to help youths build new connections with a society from which they may feel they are irrevocably alienated.

### **NSW Large Business Award**

#### **ING Foundation with the Spastic Centre**

Since 1999, The Spastic Centre and ING have worked together to build futures for children with cerebral palsy and their families. This is a long-term partnership which has served both organisations. Commencing with the ING Centre for Conductive Education, a pioneering method of intervention for children with cerebral palsy, the partnership has broadened in scope and depth. It includes development and

## **STATE AND TERRITORY WINNERS New South Wales**

maintenance of facilities, fundraising initiatives, and financial planning advice for client families, sexuality education program for teenagers (Chattercamp), and the ING Recreation program. The latest initiative of the partnership is the “Youth Mentoring Program” which aims to build self-esteem and emotional resilience in young people through matching ING staff to teenagers with disabilities.

## QLD Small Business Award – Joint Winners

### **Surfers Paradise Management Ltd with Volunteering Gold Coast**

Surfers Paradise Management (SPM) was the official event coordinator for Gold Coast Schoolies Week in 2005 and 2006. It formed a partnership with Volunteering Gold Coast, assuming responsibility for helping the 50,000 young people visiting the Gold Coast to celebrate responsibly and safely while ensuring the safety of local residents and their property.

This partnership provides a local community volunteer service on the Gold Coast to recruit the 200-300 community volunteers needed to care for the Schoolies day and night. The Schoolies Support Team was subsequently formed.

Volunteering Gold Coast and Surfers Paradise Management worked together to conduct regular training and development sessions for Support Service Team volunteers, coordinated social 'team building' functions and ensured that communication channels were open to all Support Service Team volunteers during Gold Coast Schoolies Week.

Each partner brings particular elements to the exercise and benefits in ways which enhance the future performance of their respective roles.

*Surfers Paradise Management with Volunteering Gold Coast are 2007 national finalists. A more extended description of the partnership is available in the national finalists section of this publication.*

### **MAIN Cooperative Limited with Mackay High Schools Network**

The partnership involves four major engineering companies based in Mackay, and four high schools within the region. The companies, P and H MinePro, All Metal Solutions, Anderson Industries and G and S Engineering are all members of an engineering cluster in Mackay.

Each company has its own project and is engaged with one school for a term, during which time the students have the opportunity to learn the skills in their school environment to enable them to work on the project. Industry supplied plans, drawings and materials for the students to complete the project at school and at the same time completing their competencies of Certificate 1 in Engineering.

## QLD Medium Business Encouragement Award

### **Delfin GC Pty Ltd and partners with Varsity Lakes Community**

Varsity Lakes is a new community being developed in Southern Queensland to ensure the viability of the local community after the developer completes its tasks and leaves the area.

Delfin GC has provided the seed funding, has raised initial leadership of the community group, increased public profile (including a web portal) management, and

intellectual property rights. They have also provided subject matter governance expertise, physical facilities, marketing and networking opportunities.

The partnership generates positive long-term outcomes for the community by creating an actual sense of "community" within the development. Their local ownership of the neighbourhood will enhance and maintain the environment. The Community relationships with the business network will encourage commercial interest in the area, create job opportunities and provide long-term opportunities for the residents.

## QLD Large Business Award

### **Suncorp with the Queensland Institute of Medical Research**

Suncorp and the Queensland Institute of Medical Research are dedicated to developing relevant and meaningful "grass roots" activities and related partnerships to support the fight against skin cancer.

The skin cancer campaign is featured on all Suncorp advertising material and an informative website exists. Public education forums are held and mobile skin cancer checks take place around the state.

Running parallel to the awareness campaign is high level, ground breaking research into immunotherapy and other potential forms of melanoma treatment being performed at the QIMR.

The QIMR contributes its world-standard technical expertise and advice, its medical equipment within the world's largest skin cancer unit, staff time and involvement, and its connections within the global scientific community.

## QLD Large Business Award

### **Rio Tinto Aluminium Weipa with Western Cape College**

The partnership between Rio Tinto Aluminium Weipa (RTAW) and Western Cape College (WCC) aims to build the local community in this remote region of Queensland through employment, education, career advice and training.

Established in 2006, the partnership has provided a significant number of employment and training benefits to the region. Students now have a wide range of work-based opportunities including work experience, school-based traineeships and apprenticeships.

This relatively new partnership aims to provide effective school-to-work pathways and address the skills shortage in the area created by the mining boom, which has an increasing demand for skilled workers and more competition for labour. It is a synergistic relationship for both parties. The partnership enables Rio Tinto Aluminum to develop the skills it requires locally – encouraging local students to begin a career with the Company through a school-based traineeship, apprenticeship, Indigenous traineeship or entry level jobs.

## SA Small Business Encouragement Award – Joint Winners

### **Salisbury High School with the Construction Industry Training Board**

This unique industry government partnership 'Doorways2construction' between the Department of Education and Children's Services (DECS), Housing SA, the Construction Industry Training Board (CITB) and the Master Builders' Association (MBA) is a building and construction industry vocational program for young school students. Its primary aim is to help young people make decisions regarding building and construction as a career pathway.

For students, the partnership provides a clear transitional pathway to employment opportunities in the building and construction industry. For the industry, and their clients, there is access to a young and committed workforce, cost efficiencies and the industry attracting young people already committed to this career pathway. For Housing SA, the program provides positive publicity for public housing and cost effective housing.

### **Gemtree Vineyards Pty Ltd with Greening Australia, SA**

This partnership centres on the rehabilitation of a badly degraded 10 hectare site owned by Gemtree Vineyards.

Gemtree Vineyards make a financial contribution to Greening Australia based on wine sales and provides on-site support in the form of tools, equipment, portable toilets, barbecue facilities etc. All of the company's employees are actively participating in the management of the rehabilitation site, thus contributing their knowledge of local conditions and helping to develop the company's relationships with the community.

Greening Australia is contributing its environmental know-how, its volunteer management skills and its ability to attract support from a wide cross-section of the community, including the corporate sector.

By enlisting the environmental and technical expertise of Greening Australia SA, Gemtree Vineyards has attracted extensive community support - from a range of individual volunteers, service organisations and school groups - in the rehabilitation of a 10 hectare site located within their property. The partnership has enhanced the company's standing as an environmentally conscious corporation.

Greening Australia SA has, as a direct result of the partnership, boosted its delivery of vegetation services to the McLaren Vale region by 25 percent. The partnership has also helped to enhance Greening Australia's brand recognition and exposure, which in turn has enabled it to attract large numbers of new volunteers from around the state.

## SA Large Business Award

### **BHP Billiton with Friends of Arid Recovery**

Arid Recovery is an ecosystem restoration conservation program in South Australia's far north. Now in its tenth year, the program is based around an 86km<sup>2</sup> reserve from which all cats, rabbits and foxes have been eradicated. This has created an area of complete protection allowing regeneration of native flora and fauna and the reintroduction of four locally extinct mammal species.

The program represents a unique four-way partnership between government, education, community and industry. Arid Recovery is overseen by a Steering Committee made up of representatives from each founding organisation. The inclusion of an industry partner, in particular the mining industry, in a conservation program is a significant achievement. Their aim is to demonstrate the value of partnerships and promote the establishment of similar partnerships for further environmental benefit around Australia. They also play a role in a public awareness campaign in educating the local and wider community about arid zone conservation. Arid Recovery is now well known nationally and internationally amongst conservation organisations and also with the mining industry.

BHP is the major provider of ongoing funding and capital; they also donated the reserve land and allow research to be conducted on surrounding pastoral land. Staff support and advice have also been provided including 20 BHP staff currently actively involved with various projects at the reserve. Communications equipment and direction through participation in a steering committee are also key contributions.

BHP has benefited by becoming better informed about the Australian native environment, resulting in environmentally safer work practices; increased staff morale through hands on training in environmental management; research and development; tax concessions with investment into research; increased national and international awareness and improved reputation.

The funding provided by BHP has clearly assisted the Friends of Arid Recovery to progress their mission. The partnership has also provided the benefits of "back of house" support, capital, a matched giving program from BHP as well as skills and knowledge in natural resource management. A key benefit has been the increased understanding of the work undertaken to raise awareness of the environmental need.

## TAS Medium Business Award

### **Forestry Tasmania (Mersey District) and partners with Wilmot Heritage Trails Group - Dooley's Trail Project**

The Dooley's Trail Project has set out to re-open the heritage trail along the Wilmot River. The track was first carved out in the mid-nineteenth century by the government surveyor, James Dooley, but had fallen into disrepair. The project has now created an ideal walking track through an area that is mostly State Forest. It is an undertaking which has involved the community and business sectors and has provided a source of pride and tourism.

The Wilmot Heritage Trails Group, the driving force behind the project, made major contributions in terms of man-power and project management as well as the technical expertise donated by group members. Forestry Tasmania is the major land manager involved in the project and contributes technical and administrative support together with some materials for trail and amenity construction.

MST Workplace Solutions assumed a major part of the administration of the project by handling the funding from state and federal grants. It also provided training, office space and IT support for training sessions. MST Workplace Solutions and Conservation Volunteers Australia have benefited from the training opportunities offered through three Greencorps projects employing young people in both land management and amenity development. The partnership has produced some excellent employment outcomes for participants. It promoted interaction and co-operation between disparate interest groups, which now have a greater understanding of one another's roles, responsibilities and constraints. Participants receive training in the fundamentals of forest management and some insight into breaking down the perceived barriers between the conservation movement and the forest industry.

## TAS Medium Business Encouragement Award

### **Stepping Stones Children's Services with St Brendan-Shaw College**

This partnership was formed with the aim of delivering training to students completing Certificate II in Children's Services as part of their VET in Schools program. It has since evolved from a simple assessment completion program to become one with a practical component including the possibility of employment at the end of training.

St Brendan-Shaw College contributes skill sharing, promotional activities, vocational guidance and support, mentoring and training in assessment to the partnership.

Stepping Stones staff provide skill-sharing and trading, promotional activities, personnel and industry knowledge.

The school's staff benefit through the enhancement of their skill set. They receive the support of external assessors when carrying out that role and are proud that their institution is an example of best practice to other institutions wishing to follow suit. The profile of the school as a whole has also risen as a direct result of this partnership.

The business partner benefits through the opportunity to train and then possibly employ students in the child care sector. This partnership is clearly one that has learned how to exploit its synergies to positive effect for both the community and the business sectors.

## VICTORIA

### VIC Small Business Award

#### **Amello, St Kilda Sea Baths with the St Kilda Youth Service**

The Hospitality Employment and Training (HEAT) program is a dynamic employment training program administered by St Kilda Youth Service, in collaboration with local business and community organisations (Amello Restaurant, Inner Eastern Local Learning and Employment Network (IELLEN), City of Port Phillip (CoPP), Williams Angliss Institute of TAFE (WAI) and Victoria Police.

The partnership provides vocational skills in the hospitality field at no cost for 16 to 20 year olds, many of whom are experiencing personal and/or family problems. They acquire a formal qualification (certificate) and work experience, and have post-program advice and referral/advocacy services made available to them. Benefits include improved self-esteem and optimism about the future.

### VIC Small Business Encouragement Award – Joint Winners

#### **Holmesglen International Training Services Pty Ltd (HITS) with Child with Family Care Network (now trading as Bestchance Child Family Care)**

The two partner organisations, which have collaborated successfully in the past, joined forces to build the Bestchance Children's Centre – a large, state-of-the art centre providing integrated early childhood services to over 250 children each week.

Holmesglen International Training Services' senior management assisted in raising funds for the project from other corporations in the area. HITS' involvement also brought forth contributions of time and services from other businesses (e.g. electrical, plumbing and locksmithing). They contribute considerable planning, project management and building supervision skills. The contribution of apprentices working for experience (not salaries) would not have been possible without HITS' involvement.

Bestchance benefited from having a partner with a proven record of success in the building industry. Bestchance management, staff and volunteers were thus able to maintain their focus on their core activities while the construction project proceeded. Thanks to HITS' links with a local TAFE, one wing of the new Children' Centre was built by young trade apprentices, with substantial (indeed, project-critical) budget savings.

The community has acquired a state-of-the-art children's centre accommodating a number of integrated and accessible specialist and mainstream services including childcare, kindergarten, supported playgroups, early childhood intervention for children with developmental delays, a home visiting service for socially isolated mothers and parenting programs. The Centre's emphasis on preventive support programs is expected to build "stronger children, stronger families and a stronger community". The community will also benefit from the substantial involvement of young apprentices.

### **Complete Shopfitters with Waverly Industries Ltd**

In February 2006, Waverly Industries Ltd, a “Supported Employment Business Service Provider” employing 192 people with intellectual disabilities and specialising in the packaging, assembly and manufacturing industries, commenced a business partnership with Complete Shopfitters, a large Melbourne firm providing design and installation of shop fittings for many large national retailers.

In the first year of operation of the partnership, Waverley Industries have been able to create eight full-time employment opportunities for people with intellectual disabilities in the Monash community. Their enhanced reputation (as a result of the partnership) has attracted new business from several large shop fitting enterprises and may enable them to create further job opportunities for people with intellectual disabilities.

Complete Shopfitters are receiving quality products, with no reports of faulty workmanship. Work has been delivered ahead of scheduled delivery dates. Waverley Industries, having assumed responsibility for ordering materials, allows Complete Shopfitters to focus entirely on the installation of finished products. This partnership exemplifies the ways in which mainstream commercial enterprises may harness the skills, reliability and work ethic of organisations employing people with disabilities.

### **VIC Medium Business Encouragement Award – Joint Winners**

#### **Dixon Appointments with the Victorian Volunteers Resource Centres’ Network (the Network)**

This partnership is targeted towards providing practical assistance to further the aims and values of volunteering across Victoria. This is done by drawing on the business skills and facilities of Dixon Appointments and the subject matter expertise within the Network.

Dixon Appointments contributes staff services, a venue for meetings, administrative support, training and skills sharing to the partnership. It also provides advice and support on staff recruitment, interview skills training and an increased profile via the web and other media. In addition, it enables wider networking opportunities for the volunteers within the professional business community.

The Network contributes volunteers, facilitates networking opportunities within the not-for-profit sector and furnishes referrals to the business partner for skills development and placement. Its individual members have links to the business partner on their web sites and the network as a whole is happy to have the business partner refer to the partnership in its business dealings. The business partner benefits in several ways. It is able to contribute to the community at large in a structured fashion while also raising its standing within the volunteer networks’ communities. The partnership has also benefited the staff at Dixon Appointments. They are able to take part in an activity that has value beyond the commercial while taking pride in the partnership’s achievements. In addition, staff morale has improved along with the attraction and retention of these valued personnel.

**Whitehorse Division of General Practice and HARP (Eastern Hospital Admission Risk Program)**

The Whitehorse Division of General Practice is a local network of GPs. This network has responded to the current shortage of allied health support for chronic illnesses, such as asthma and diabetes, by developing a sustainable business model to deliver quality care in a general practice setting. It has established 25 new health services within general practices: 15 Asthma and Respiratory clinics and 10 Diabetes clinics.

The Whitehorse Division of General Practice contributed the strategic planning skills necessary for setting up such programs, the expertise of its staff and the guidance of its reference groups and sub-committees toward the continued improvement of the programs.

It has also provided the use of its premises, staff, accounting and clinical resources, as well as expertise in marketing and risk management.

The Eastern HARP contributed funding for the development of the new programs. The business partner in this relationship is represented by the individual doctors in whose practices the clinics were developed. They brought to the relationship a willingness to embrace new ways of delivering health care despite the risk of failure that these changes might have brought about.

The community organisation believes that the prime benefit from the partnership is the potential reduction in hospital admissions related to these chronic diseases.

The program has created a peer support base for clinical nurse specialist educators in the areas of Asthma, Respiratory diseases and Diabetes. In addition, the individual doctors have benefited through assistance to develop or improve electronic patient records, disease registers and patient recall systems.

Overall, this is a partnership that works for better health outcomes for the community as a whole.

## VIC Large Business Award

**ANZ Bank with Brotherhood of St Laurence**

ANZ Bank has partnered with the Brotherhood of St Laurence to establish services for the financially disadvantaged. Initially they developed the Saver Plus program and more recently piloted a new program, the Progress Loans.

The Brotherhood had identified that people on low incomes were able to repay small loans but an interest-free program was unsustainable as it required fundraising for operational costs. It partnered again with ANZ to provide the Progress Loan which offers people on low incomes access to loans of between \$500 and \$3000 to pay for household goods, self-development, medical and car expenses.

ANZ contributes expertise in marketing strategies to assist with promoting the product, assessing credit-worthiness, maintaining the loan accounts and funding all loans until they are repaid, as well as covering costs e.g. marketing, training and loan officer salaries.

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The Brotherhood gains from an increased capacity by being able to replicate a model of finance in other locations that better meets the needs of its client group and thus an ability to reallocate funds.

This is a new extension to a sustainable, well thought-out partnership that has definable outcomes for disadvantaged people.

*ANZ with the Brotherhood of St Laurence are 2007 national finalists. A more extended description of the partnership is available in the national finalists section of this publication.*

### VIC Large Business Encouragement Award

#### **BP Australia with Kids Under Cover Inc**

Kids Under Cover (KUC) raises funds to build houses and demountable bungalows for homeless and at-risk young people throughout Victoria and provides scholarships to eligible youth. The team at BP was seeking ways to become more socially responsible as a corporate group and in researching charities was made aware of KUC. This is largely a staff initiative supported by BP.

KUC contributes to the partnership by providing opportunities for BP and its staff to be involved in projects that have a direct impact on the community. KUC offers a place for BP staff to attend events and meet other parties to extend their networks. This partnership was well planned to match needs of both parties. BP was proactively seeking an avenue to contribute and KUC gives them a solid vehicle of meeting this aspiration. Homelessness among the 12 to 24 age groups is growing alarmingly - KUC is keeping kids off the street in safe secure supported accommodation.

## WESTERN AUSTRALIA

### WA Medium Business Award

#### **Satterley Property Group (SPG) with Clarkson Community High School, West Coast TAFE and Swan TAFE**

This partnership is between the property manager in a new suburban development near Perth, with the local High School and two TAFEs. It aims to meet the local business demand for teenage youths in years 11 to 12 willing to take on full or part-time employment or apprenticeships, to deliver accredited pre-apprenticeship training in selected building and construction trades and to broker job placements with local builders and contractors.

Its overall aim is to address the local trade skill shortages by providing training and experience, as well as fostering the growth of the new suburb's economy and sense of community.

The partnership provides training and life direction to youth who may otherwise become disengaged from the local community. It gives them job opportunities and goals while enhancing the pool of labour available to employers in the building and construction trades. All partners have benefited from a raised profile resulting from publicity surrounding The Shed.

The Shed is a bold and unique training initiative designed to get a local community working together to ensure a brighter employment future for its youth and all those involved in the ongoing project. The Shed is a purpose-built 500m<sup>2</sup> training facility comprising three separate structures on a 6,500<sup>2</sup> block of Satterley Property Group land located within Brighton Estate, Butler, a new suburb at the northern extreme of the Perth metropolitan area.

The projects the students have completed have added to the beautification of the area, and the local building industry is now seen as a viable career option. This latter point is a key benefit as the community had been witnessing a steady flow of its youth out of the area to pursue work or further education.

### WA Large Business Award – JOINT WINNERS

#### **Rio Tinto WA Future Fund with Scitech**

Rio Tinto WA Future Fund partnered with Scitech four years ago to create the "Kids' Science State" for the purpose of increasing the scientific literacy of teachers, children and parents across WA.

It achieves this through a range of programs that improve science, technology, skills and values reaching across the State to rural and remote communities.

Both partners contribute to the success of this initiative financially and in other ways. Rio Tinto provides accommodation where it is available for the traveling exhibitions and road shows, access to expertise in areas such as geology and engineering, staff to provide logistical support and welcoming processes for regional programs and

## STATE AND TERRITORY WINNERS Western Australia

workshops are conducted for Scitech to improve skills such as business development.

Scitech makes its facilities available to Rio Tinto for corporate or staff functions, provides entry tickets to Rio Tinto for staff and their families to attend Scitech events, facilities and activities, and hosting other RioTinto Future Fund partners eg Smith Family.

This is a five year partnership which operates very cooperatively and equitably to facilitate an interest in and passion for science for young people who hopefully will choose this career path long term.

### **Woodside Energy with the Western Australian Museum**

Woodside Energy has partnered with the Western Australian Museum to develop “The Woodside Collection” to investigate and document the marine biodiversity of the Dampier Archipelago.

The objective of The Woodside Collection is to gather data on the diversity and abundance of the marine biota in the Dampier Archipelago and the nearby continental coastline with a view to making its findings available publicly.

Woodside contributes funding, staffing, technical and scientific expertise as well as practical operational support such as aerial photography. It allows sampling of and access to its lease holdings in the area as well as producing metadata and spatial datasets.

The Museum contributes staff from across its operations and utilises scientific trainee opportunities in all sectors of the project. It has provided the communications infrastructure for the end product and is making the findings available to a world-wide audience. Both partners benefit through an increased understanding of the Dampier Peninsula marine biota and networking opportunities within each other's fields of influence. Staff morale in both partner's organisations has been boosted tremendously. The Museum benefits from the funding made available to it and from the increased scientific reputation it is now accorded internationally. The community benefits from a much better understanding of the ecosystem of the Dampier Peninsula.

### **WA Large Business Encouragement Award**

#### **BHP Billiton Iron Ore with the Royal Life Saving Society of Australia**

BHP Billiton Iron Ore (BHP) has partnered with the Royal Life Saving Society of Australia (RLSSA) to create the “Remote Aboriginal Swimming Pools Project”.

This project focuses on providing recreational and educational swimming programs in remote Pilbara communities to encourage water safety. The Pilbara is an area where BHP Iron Ore operates.

The RLSSA was contracted by the state government to manage new swimming pools in three remote communities and deliver life saving programs funded by BHP.

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Activities include swimming lessons and carnivals, lifesaving training, lap swimming and other related events requested by the community.

With this project the RLSSA provides a varied contribution and BHP makes a financial contribution of \$90,000 over three years. RLSSA provides accredited managers for the facilities, develops and delivers the programs, makes the facilities available to the community for functions, provides mentoring and training to the community members and assesses/reviews programs annually. BHP staff can volunteer to assist and numerous staff members have attended these events. BHP also provides in-kind support and advice through its own indigenous personnel.

Benefits to the RLSSA include being recognised as the leading provider of aquatic facility management in remote areas and has become the preferred supplier for this service.

This project is one which assists BHP to meet its corporate responsibilities to communities and its internal policies including assisting Indigenous communities.

Excellent outcomes have been and continue to be achieved from this project which may not have been possible without BHP's financial support.

## NT Medium Business Encouragement Award

### **Imparja Television “Yamba’s Playtime” with Indigenous communities**

“Yamba’s Playtime” is a thirty minute children’s program which is recorded in Alice Springs and shown six days a week. Yamba is a mute, honey-ant costumed character whose show is cohosted by a female presenter.

“Yamba’s Playtime” has been on the air for the past 11 years and is transmitted by satellite to every remote Aboriginal Community in Australia. It encompasses an area of 4.5 million square kilometers and a projected audience of 420,000 people. Imparja is the only commercial television station in the world to be fully owned and operated by Aboriginal stakeholders.

“Yamba’s Playtime” promotes road safety, health and hygiene, literacy and numeracy, water conservation and preservation of the environment. It visits communities to promote these issues and footage taken during these events is later used on the program. The benefits to the business are twofold: the staff of the television show are utilising their skills in many ways to produce programs that are interesting, topical and relevant to its audience. They are very much aware of how influential this program can be and enjoy contributing to the wider indigenous community. In addition, the show has a commercial arm with a website and character-based ‘Yamba’ merchandise that can be purchased online.

Yamba’s Playtime is a venture that has maximised the potential of the medium. It teaches life skills to Indigenous youth within the context of their cultural environments.

## NT Large Business Award

### **The Arnhemland Progress Association (ALPA) with Galiwin’ku Council**

Arnhemland Progress Association is one of the largest financially independent Indigenous employers in Australia and the third largest retailer in the Northern Territory. As a not-for-profit organisation, successful retail operations support community activities including traditional ceremonies, educational needs and sporting events. Business management education is provided to member communities. ALPA has five member stores in Arnhemland and eight other communities managed as consultancy stores. ALPA’s mission is to conduct an efficient retail business emphasising customer service, nutrition, staff development, training and education.

The partners, namely the Indigenous councils and the communities, collaborate to identify health and nutrition needs, address the challenges faced in remote Indigenous communities, identify healthy Indigenous foods, form partnerships to drive the mission and allow for land agreements between stores and traditional land owners.

This partnership demonstrates self-determination and the benefits that can come from Indigenous communities ‘owning’ programs to meet their community needs.

## Multi-State Medium Business Award

### **Saatchi & Saatchi with UNIFEM Australia**

Saatchi & Saatchi with UNIFEM Australia are working towards providing a positive and effective campaign for the community, spreading the White Ribbon message (eliminating domestic violence) through exceptional media exposure. This has resulted in successfully engaging sectors of society that had previously been inactive regarding this cause.

The goal of the project is to challenge social attitudes by means of a pro bono integrated media campaign that showcases how generating ideas can transform the coverage of the issues and awaken members of the community to work towards the common goal of eliminating violence against women.

The business contributes staff, expertise, intellectual resources and access to high profile media materials. They have also been instrumental in engaging the community organisation in the brainstorming/concept work process. UNIFEM has not only committed financial resources to manage the manufacturing processes of the campaign, they have also developed a business strategy to enable the funding of future activities.

Varied and valuable contributions are made by each partner according to their resources and skill sets.

## Multi-state Large Business Award – Joint Winners

### **The ANZ's Financial Literacy Partnership incorporating the Brotherhood of St Laurence, The Smith Family, the Benevolent Society, Berry Street Victoria and the Department for Victorian Communities.**

Developed by the ANZ in response to research which found that six per cent of Australians are fully or partially excluded from appropriate, low cost, safe financial products and services, Saver Plus is a program designed to help families on lower incomes improve their levels of financial literacy, develop a savings habit and build assets for educational purposes.

The community partners actively collaborated with ANZ in producing the Saver Plus product and they actively advocate for the community. ANZ provide educational workshops to the community and community organisation representatives on using Saver Plus and general financial management. ANZ also facilitates the appointment of staff volunteers to assist the community organisations in a variety of ways.

The benefits to the community partners include improved employee morale, and community advantage and training of staff, which has built capacity to conduct further sessions with the community. The long-term benefit has been the reduction of demand for financial help in the community organisations.

### **Australian Business Community Network with Granville High and other Schools**

The Australian Business Community Network (ABCN) works with a network of schools within areas of high need specifically to improve opportunities for students

## STATE AND TERRITORY WINNERS Multi-State Awards

and schools through mentoring, partnering and support programs. As a result of the partnership, by April 2007 23 companies were working with 40 schools in disadvantaged areas in South West Sydney and Perth involving over 800 students, 100 teachers and over 400 company volunteers. The six core programs are: Partners in Learning; Growing Opportunities; SPARK, Reading and Literacy Support Pilot Program; InterAcT Arts Experience Program; Workplace Taster Program.

The contributions made by each partner are significant and include: over 4000 hours of staff time, funding, skills sharing, training and resource commitments; material design and business planning resources and tools.

There are clear benefits to each partner across the numerous partnership programs including shared training, increased understanding of needs and issues, and measurable improvements including parents noticing improvements in their child's goal setting, attitudes and behaviors. Additionally, business reported a change in attitude and perception, as well as increasing their skills.

Overall there are several positive long term outcomes, including increased job opportunities, increased appreciation of vocational values and increased school retention rates.

This is an excellent partnership that has a broad number of programs, approaches and goals which are all aimed at achieving higher school retention rates, increased literacy and ultimately higher employment rates.

### Multi-state Large Business Encouragement Award

#### **Vodafone Australian Foundation Pty Ltd with Barnados Australia and Mission Australia and Father Chris Riley's Youth off the Street**

This partnership aims to address the isolation that young homeless people experience by creating an open line of communication between young people and community services. The program entitled 'Young People Connected' (YPC) uses customised mobile telephone technology. The telephones offer freecall access for crisis support. Access to family or other support services is also improved, as well as a reduction in case worker organisation time, as the mobiles facilitate automated reminders for appointments, medications and social events.

In setting up this program the community organisations were consulted and were instrumental in its development. There are also volunteering opportunities in various forms for Vodafone staff.

The benefits to the community organisations and the youth they support have been significant and include improved service provision, increased contact with clients, additional funding and volunteer support. Thirteen services are now involved in the program, 165 youths have been assisted in the last two years as a direct result of this program and trust has been built with clients. In general it has made day-to-day tasks easier.

The ultimate outcome of the YPC program is a reduced level of crisis episodes for young people and improved efficiency and effectiveness of the community services involved. This program demonstrates how business and community organisations can come together to work towards the same goal and use their own skills to their full capacity.

**2007 NATIONAL WINNERS**

**Small Business – Joint Winners**

Surfers Paradise Management Ltd with Volunteering Gold Coast; and  
Plunge Diving with National Parks Association of New South Wales

**Medium Business**

Chess Engineering with Canterbury Bankstown Career Connections

**Large Business**

ANZ with the Brotherhood of St Laurence

**Special Award – Impact on a Community**

The Shell Company of Australia with The Telethon Institute for Child Health Research and The Centre for Community Child Health and The Smith Family, the Benevolent Society, Berry Street Victoria and the Department for Victorian Communities (Financial Literacy Partnership)

**Special Award – Indigenous**

BP Australia with Yirara College of the Finke River Mission Inc.

**Special Award – Longevity**

BHP Billiton with CSIRO Education and the Australia Science Teacher's Association

Note: No Media Award was given in 2007

### Small Business – Joint Winners

#### Surfers Paradise Management Ltd with Volunteering Gold Coast

Surfers Paradise Management (SPM) was the official event coordinator for Gold Coast Schoolies Week in 2005 and 2006. It formed a partnership with Volunteering Gold Coast, assuming responsibility for helping the 50,000 young people visiting the Gold Coast to celebrate responsibly and safely while ensuring the safety of locals and their property.

Surfers Paradise Management provided event management expertise and orientation courses in such areas as the logistics involved in training, feeding and rostering a large group of volunteers. It also approached key local businesses on behalf of Volunteering Gold Coast to request donations for Schoolies Support Team volunteers, and co-ordinated the delivery of these donations. Surfers Paradise Management staff gave time on a volunteer basis (after hours) to assist Volunteering Gold Coast with such matters as processing application forms, taking identification photographs and escorting Schoolies Support Team members to media interviews for which they provided interview technique coaching.

Surfers Paradise Management had a formal supplier contract with Volunteering Gold Coast and remunerated the organisation for its skills and services. This additional funding has been put back into improving Volunteering Gold Coast's systems and processes for the greater benefit of the community.

Volunteering Gold Coast was able to provide access to its database of 2,000 active volunteers in the Gold Coast community. It has a voluntary staff of 15 who performed various roles including reception services, transport services, general office administration, public relations and financial management as well as guidance, encouragement and leadership to the 300 volunteers who assisted during the 2006 Schoolies Week.

Over a three-month period the partnership brought together specific professional competencies and the resources of an extended volunteer movement to provide effective support and protection services to a highly at-risk group (ie some 50,000 relatively unsupervised school-leavers with access to alcohol) and to the community in which the Schoolies Week celebrations took place.

Each party to the partnership thus brought particular elements to the exercise and benefited in ways which will enhance the future performance of their respective roles. In the short term, ie the duration of Schoolies Week, the partnership achieves important benefits for the community including keeping young and at-risk visitors safe and helping to protect local residents and their property from the effects of antisocial behaviour.

In the longer term, the community benefits from the development of volunteer skills (which may in some cases lead to employment opportunities) and from the reinforcement of cooperative links between SPM and community support organisations which provide services during Schoolies Week.

### Plunge Diving with National Parks Association of NSW

“HarbourKeepers” is a program of the National Parks Association of NSW (NPA), offering ongoing ways for the community to protect, restore and explore Sydney Harbour, its foreshores and islands. Activities include scientific research, clearing, cleaning and regeneration. Plunge Diving is recognised as “Primary Dive Supporter” with HarbourKeepers and ensures this volunteer effort is sustained.

Plunge Diving provide dive gear free of charge on a frequent and regular basis for carrying out underwater activities. It also provides technical advice, special discounts for volunteers, access to staff time and venues as well as promoting HarbourKeepers in its promotional channels.

In return, HarbourKeepers provides diverse and extensive promotion of the partnership and the support provided by Plunge Diving (eg its website, e-newsletter, journal and media events).

One of the key benefits of the partnership has been the engagement of volunteers who do not need to incur expense hiring or buying diving equipment to undertake underwater activities for HarbourKeepers. It has also resulted in an increase in the number of activities which can be conducted eg fish surveys. Additional benefits include raised awareness through cross promotion and improved environmental outcomes overall.

Plunge Diving gains from HarbourKeepers extensive networks and media exposure through NPA’s media profile and publicity which generates clientele for Plunge Diving. Plunge Diving also benefits from its association with HarbourKeepers in enhanced reputation and is increasingly seen as an environmentally responsible organisation.

Although a relatively new partnership there are obvious synergies enjoyed by both parties. More broadly, the harbour is improved aesthetically and environmentally through the following examples:

- Data collection and scientific research contributions
- Clean ups and removal of harmful rubbish
- 70 volunteer divers have received a PADI Specialty Diver Certification to conduct independent fish surveys
- Over 110 fish surveys have been completed to identify trends in fish populations and contribute to marine decision making
- Increased community awareness through equipment loan for media opportunities and appearances
- Facilitated provision of equipment for a new TAFE course for HarbourKeeper volunteers

Barriers to volunteer divers participating in conservation and environmental activities are reduced through this association and anything which can increase the involvement of volunteers in this age is to be applauded. Through its integrated association with HarbourKeepers, Plunge Diving is making a real contribution to the protection and enhancement of our iconic Sydney Harbour and more broadly, marine conservation through enabling research.

### Medium Business Award

#### **Chess Engineering with Canterbury Bankstown Career Connections (CBCC)**

This partnership aims to bring the worlds of industry and education together by enabling young people to gain valuable work experience while helping to resolve skill shortages in the engineering sector. Past and present students, aged between 13 and 19 years, from 34 different schools within the Canterbury and Bankstown local government areas undertake work experience within a general engineering workshop. Here, the students have the opportunity to experience employment in the engineering field while developing the skills they need to gain and maintain employment. Skills learned range from: interpersonal skills, practical experience, job interview skills and cultural awareness. Chess Engineering also benefits through its interaction with these students and their teachers and through its wider exposure to the general community.

Chess Engineering brings its skills and resources to the partnership. It provides staff who deliver practical training and act as mentors to the students with whom they interact. They provide the students with valuable advice and information about this career sector and put together tours and information sessions for the teachers and parents of the participants. This business provides, at no charge, the use of a workshop and other facilities together with products, materials and equipment used in the training projects. It actively encourages its staff to become involved in the partnership's activities.

The CBCC promotes the involvement of the students in these programs and they represent the partnership to the wider community and to other business organisations. It ensures that all the administrative and organisational aspects of the partnership are met, including legal and school departmental requirements. They also provide insurance and transport where necessary.

The Business partner benefits through an enhanced community reputation, increased social awareness within all levels of the company, development of teaching, supervisory and mentoring skills by staff, and boosted staff morale. They take an active part in nurturing the skills and interests of those youngsters who will later be needed to meet their industry's staffing requirements.

The Community partner benefits from an enhanced recognition of their function in the community; more job opportunities for their clients; meaningful, satisfying work and increased morale for staff; and higher staff retention as a result. They also benefit from a greater exposure to industry groups, developing networking opportunities which increase the avenues open to their clientele – students looking for work on completion of their education.

This partnership truly is mutually beneficial.

It demonstrates the possibilities inherent in this type of partnering arrangement. The Community is enriched and its members are given the chance to reach their full potential at the same time as the Business is able to give its staff members a chance to develop all of their skills in a meaningful fashion.

### Large Business Award

#### **ANZ with Brotherhood of St Laurence**

This partnership has established services for the financially disadvantaged. Initially they developed the Saver Plus program and more recently piloted a new program, the Progress Loans.

The Brotherhood had identified that people on low incomes were able to repay small loans but an interest-free program was unsustainable as it required fundraising for operational costs. It partnered again with ANZ to provide the Progress Loan which offers people on low incomes access to loans of between \$500 and \$3000 to pay for household goods, self-development, medical and car expenses.

ANZ contributes expertise in marketing strategies to assist with promoting the product, assessing credit-worthiness, maintaining the loan accounts and funding all loans until they are repaid, as well as covering costs eg, marketing, training and loan officer salaries.

The Brotherhood contributes an intimate knowledge of the market including money management issues in low-income families. They bring an existing level of trust with the recipients of the loans and regularly assess the impact the loans have in the lives of those borrowing under the program. They contribute social research in this regard.

ANZ benefits are broad and include developing a sustainable model for micro-finance, employee engagement through community involvement (an area surveyed as important to ANZ staff), being able to address a lack of access to safe and fair affordable credit, improved brand awareness and improving attitudes and systems in assessing credit-worthiness.

The Brotherhood gains from an increased capacity of being able to replicate a model of finance in other locations, better meeting the needs of its client group and thus an ability to reallocate funds, which they would have used for interest-free loans, through more effective automated systems.

Specific examples of outcomes for the targeted community are detailed in the nomination and include being able to access funds to buy a car to transport a disabled child to treatment sessions and repairing a car to assist with gaining employment. These people previously had limited access to interest free loans and often had to borrow from less reputable loan companies that charged high interest. The people are now able to repay loans, restore their pride and establish a credit rating. People are also increasing their financial literacy.

The pilot program assisted 140 people, the majority of whom were female, who borrowed \$1500. Repayment performance is exceeding ANZ's mainstream loan products. Consideration for rolling out the program and extending its reach is underway.

This is a new extension to a sustainable, well thought-out partnership that has definable outcomes for disadvantaged people.

### Special Award - Impact on a Community

#### **The Shell Company of Australia with The Telethon Institute for Child Health Research and The Centre for Community Child Health and The Smith Family, the Benevolent Society, Berry Street Victoria and the Department for Victorian Communities (Financial Literacy Partnership)**

Shell has strategically evolved its social investment program from a range of philanthropic and sponsorship activities to a select number of strong community business partnerships at national level, supplemented by local community investment around its key facilities. Its key areas of focus are care for the environment, education and health.

Two of Shell's newest and ongoing national partnerships both focus on early childhood development (ECD) and these include:

- The "Australian Early Development Index (AEDI): *Building Better Communities for Children*" project, in partnership with the Telethon Institute for Child Health Research; and
- "Let's Read" in partnership with The Smith Family and the Centre for Community Child Health.

In the programs, Shell Australia provides: funding; profile; expertise in administration, event management and partnership management; promotional items and marketing; matched payroll giving, supported employee volunteering in the programs, and networking opportunities.

The Community partners provide: infrastructure; staff; operational funds and programming, training, event promotion, monitoring of performance, strategic planning and academic credibility, networking opportunities, logistics and high quality resources for parents.

Both partners receive positive benefits from the partnership. For the business this includes recognition as a business involved in the community, opportunities for employees to work with community organisations and be supported to do so. For the various community organisations, in addition to the substantial funding received, they are given opportunity. The early childhood development projects benefit all the partners.

The Business partner benefits from an enhanced corporate reputation. It is provided with an instrument through which to engage with government, and it provides an opportunity to give employees positive experiences and a sense of pride in their company. It contributes to the education and formative experiences of the company employees of the future.

The Community partners benefit from funding, profile, wider business and government networks, and the ability to leverage the reputation of the program for funding and input from other major corporations.

The project funding is long term and there is a long term commitment from both parties to work together to achieve the outcomes. The nature of the projects target early intervention and prevention based on clear evidence based research ensuring a long term outcome.

## National Winners

There is strong evidence that the partnerships target a wide range of investments focusing on the environment, education and health so as to maximise a broad impact on the community.

They appear to regularly assess whether they are making an impact and note as an example the discontinuation of a program where they assessed that other avenues were available to fund the program.

Positive business results include: community recognition as a socially responsible business; positive media opportunities and opportunities for employees to be involved in the partnerships.

The projects described provide long-term and lasting benefits through improving the learning and teaching experiences of children in their early years when they are most receptive to education. They encourage a whole-of-family participation in the children's schooling and community awareness of health issues and initiatives with population sensitive planning incorporated, eg better support and peer led breast feeding program for teenage mothers. These early experiences and positive inputs will help to form the citizens of the future and inform their contribution to society in the long-term.

The partnership has shown an impressive array of positive benefits to the community through an investment philosophy which certainly has led to a great impact on these sectors of community activity.

The company is helping to form the community in which it operates, where its employees live and where its future employees will be drawn from. Its activities help to provide a stable environment for current operations and to encourage future growth.

### Special Award – Contribution to Indigenous Communities

#### **BP Australia with Yirara College of the Finke River Mission Inc**

To address the crippling impact that petrol sniffing has had on Indigenous communities in Central Australia, BP Australia began by undertaking research, by visiting, consulting and forging relationships with affected communities and by leveraging the extensive government and community interventions undertaken to date. BP developed a three pronged approach with local partners, including:

- A **deterrent** to sniffing, which resulted in *Opal* being developed – a new fuel that would not result in a ‘high’ when sniffed.
- **Diversions** activities to redirect the energies of remote youth, including life skill camps, which were linked to a return to school initiative.
- This return to school initiative formed the basis of a long term **development** pathway.

For the past four years, BP has contributed employee time, resources and technical skills. Employees have undertaken tasks such as community engagement, product development, refining, supply and marketing with 20 individuals continuing to have direct involvement with *Opal* across these functions today.

BP committed to undertake extensive stakeholder consultation that captured the different layers of Government, community, non-Government, media and local communities. This contribution was made to ensure the best possible outcome could be achieved.

As a result of the need for internal collaboration across a variety of business units to develop *Opal*, BP has become more cohesive as a business, which has long-term benefits for employee moral and business timeliness. The BP Kwinana refinery and technical experts gained considerable pride knowing that their invention will ultimately save lives.

BP has been able to form new commercial relationships with Australian based companies, and due to the fact that petrol sniffing has also challenged 19 other countries across the world, BP has been able to propose *Opal* as a potential solution to assist these countries.

After four years of the partnership, reports now indicate up to a 95% decrease in petrol sniffing, and the proportion of ‘at risk’ students accessing education growing by 25%. BP has gone a long way to addressing the issue of petrol sniffing in Central Australia.

The project has also provided an extensive network between Government, business and the community that will serve to address other social issues going forward.

It is evidence that technical know-how with a social conscience can result in positive outcomes.

### Special Award – Longevity

#### **BHP Billiton with CSIRO Education**

The partnership's main product is the BHP Billiton Science Awards - the premier national school student science research and science teacher awards – that are designed to foster the development of science in schools, encourage excellence and participation in the study and application of science and to reward excellence in teaching and learning.

It is clear that the partners engage creatively and have constructed a healthy relationship that continues to grow. The business has collaborated by providing annual funding, assisting in the promotions of the Awards, providing employees to participate in the judging of the Awards, providing project management advice and allowing the use of in-house materials and expertise.

The community organisation facilitates the promotion of the national competition and coordinates the provision of entries from the state/territory programs. They also manage the judging and other programs and events and are able to provide constructive feedback and encouragement to students and teachers. In addition, they secure media coverage to acknowledge and celebrate the finalists and winners and provide access to high profile members of the scientific community to be keynote speakers at the presentations. The clear benefits to each partner and the academic community are impressive.

The business informs bright young scientists about career opportunities available within BHP Billiton. It enjoys the positioning as a corporate leader and strengthens the company's business links with CSIRO. It also broadens the business management awareness of current educational issues and gives them the opportunity to interact with professionals from the education sector. Their track record of community participation is bolstered and thus attracts third-party recognition and respect for their partnership approach.

The community organisation is able to provide students with access to science and also build relationships with the Australian Science Teachers Association (ASTA) across Australia. The ASTA through its state/territory associations organises the competitions that provide the bulk of the entries to the national competition. The vast majority of staff time used to run these competitions is voluntary. The cross-promotion of CSIRO and other programs is facilitated in the process, in turn heightening credibility and enhancing its reputation amongst education leaders thus strengthening CSIRO's relevance to the community. The partnership has demonstrated the CSIRO's role in fostering emerging scientific talent.

Positive outcomes have been generated for the past 27 years with the participation of over 20,000 students to date, punctuated by significant achievements such as the development of the annual Excellence Awards. They have also raised the profile of science in the community while highlighting career opportunities for young people and showcasing scientific work.