

Partnerships That Work

A strategic approach to corporate-community engagement

A multi-award winning program of business-community partnerships



AUSTRALIA'S
CHALLENGE CEO

workplace partners against domestic violence

Become a catalyst for change through your role as a partner in the prevention of family, domestic and workplace violence.



Awards

- 2010 **Queensland Domestic and Family Violence Prevention Awards**
Winner- Queensland Rail & Australia's CEO Challenge (Government Category)
Highly Commended- Brisbane City Council and refuge partner (Government Category)
- 2009 **Queensland Domestic and Family Violence Prevention Awards**
Winner- GHD and refuge partners (Partnerships Category)
Highly Commended- Brisbane City Council & Australia's CEO Challenge (Government Category)
- 2005 **Prime Minister's Awards for Excellence in Community Business Partnerships**
Winner- State & Territory Business Award: Minter Ellison & Australia's CEO Challenge
National Finalist- Large Business: Minter Ellison & Australia's CEO Challenge
- 2002 **The Australian Crime and Violence Prevention Award**
Certificate of Merit
- The Queensland Domestic & Family Violence Prevention Awards**
Winner- Zonta Club Brisbane River & Australia's CEO Challenge

How to get involved

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A guide to successful partnering for business

Australia's CEO Challenge is a recognised charity which works with corporate Australia for a world free from domestic violence. A world where families are places of safety and care for all members - big and little.

We do this in two ways:

- We create partnerships between businesses and violence prevention services to give stability to women and children fleeing violent homes; and
- We educate CEO's and their people to recognise and respond to violence.

This booklet describes how our multi-award winning program of partnerships delivers meaningful and long lasting benefits both to the community and to the workplace.

Creating partnerships

Australia's CEO Challenge works with corporate Australia to address domestic and family violence—because people affected by or who use violence are the same people employed in our workplaces; they are our co-workers and employees.

Through our partnership program, businesses take an active role in providing support and resources to community-based prevention services such as refuges, shelters and programs for people who use violent and abusive behaviours.

This support makes a world of difference. It can provide shelter and stability to women and children forced to flee violent family situations. It can keep a family together by supporting perpetrator programs and relationship counseling. It can ensure that services which are stretched to capacity have more resources to meet the broad range of needs faced by people living with domestic and family violence.

In return, awareness is raised in the business about the impact of domestic and family violence. CEO's and their people become educated to recognise and respond to violence. A culture develops that values staff and their families, and that has zero tolerance for violence and abuse of any sort.





Why is domestic violence a workplace issue?

Whether we are aware of it or not, domestic and family violence affects people in all areas of our society- young and old, rich and poor, all races and cultures- people you know and care about. People you work with. There is increasing recognition in the community that responsibility for dealing with domestic and family violence belongs to us all. This includes employers and workplaces. Responsibility for dealing with domestic and family violence belongs to us all

Consider these facts:

- One in three women in Australia will experience domestic violence in their lifetime.
- Almost one in four Australian children will witness violence against their mother or stepmother.
- Every week in Australia, two family members, including children, are killed by loved ones.
- Two thirds of Australian women who report violence by a current partner are in paid employment.
- Domestic and family violence is estimated to cost Australia \$13.6 billion annually. The direct costs to employers is over \$484 million per annum.

* Reference to all statistics can be sourced at www.ceochallengeaustralia.org

Taking up the challenge is a powerful way to show your staff, customers, suppliers and other stakeholders that you value their wellbeing, and that of their families.

What is a partnership?

Each partnership is unique because each business has something different to offer and each community organisation has differing needs.

Our partnerships provide mutual benefits through:

- Raised awareness of the complex social issues facing families affected by domestic violence
- Increased safety through knowledge and skills development in relation to domestic violence and its impact on the workplace
- Increased resources to services which are traditionally not resourced to the extent that is required to adequately address the needs of their clients
- Opportunities for staff engagement through volunteering and other activities that benefit everyone involved.

How much does it cost?

You have choices. Australia's CEO Challenge charges a once-off partnership establishment fee of \$1500. This includes setting up your partnership, unlimited support, and training and awareness sessions for your people. From there, the costs are completely up to you.

Some businesses choose to run collections of goods, provide in-kind contributions, volunteer their services, fundraise, make cash donations, or a mix of these.

Or you can partner directly with Australia's CEO Challenge and contribute to a range of violence prevention services. We're happy to tailor a partnership to meet your particular needs. Talk to us.

How much time is involved in being a partner?

The time you spend on your partnership is up to you. Initially a few short meetings will introduce the people involved and open the lines of communication. After the partnership is established, each business contributes to their partner in their own way throughout the year.

Many of our business partners seamlessly fit their partnership initiatives into activities such as morning and afternoon teas, corporate golf days, team building days and other events.

In our experience, once staff fully understand the power of the partnership they really take ownership. They enjoy organising and contributing to donation drives and fundraising activities to support their community partner throughout the year.

How long do the partnerships go for?

We generally sign partners for a two year period, with an option for renewal. Over 90% of our partners take this option -some partnerships have been running for 10 years. Many of our partners have won awards for their commitment and contribution.

"We're making a point that it takes business and community leaders to stand up and be counted, that we want to make a difference".

**Lance Hockridge,
CEO, Queensland Rail &
2009 CEO Challenge Race Winner**

A special thanks to all our partners

What support can I expect?

Australia's CEO Challenge supports your partnership to run smoothly. We are a phone call, email or a coffee away to answer any questions or concerns you may have. As part of the initial planning process we help establish goals and brainstorm partnership activities that are low effort and high impact. Our consultants are also available to help develop and implement HR policies, and provide workplace training and seminars.

What are the benefits to my organisation?

Our business-community partnership model is unique in Australia. Domestic and family violence is a tough issue, and people often aren't sure how to approach it. But almost everyone values the wellbeing of their partners, families and colleagues.

Your staff will value being part of an organisation that cares beyond the bottom line. Participation in volunteering, fundraising and other activities has been found to increase skills, commitment, loyalty and productivity. And along with this will come a subtle shift in corporate culture.

Goodwill toward your business will increase and your key stakeholders will reward you for your commitment to the wellbeing of families and community. Your reputation will grow, providing market differentiation and competitive advantage. By taking up a partnership your business will join a small but growing group of leading organisations who are prepared to take on this tough issue that affects so many families.

Who else is involved?

In the 10 years since its inception in 2000 Australia's CEO Challenge has auspiced 29 business-community partnerships. Many of Australia's leading firms are members, and most renew their commitment year after year as they observe the benefits to their refuge partner, their staff and their triple bottom line.

In real terms this means that together our business partners have supported nearly 10,000 women and children they will never meet, but whose lives have been touched by the generosity, care and kindness of our partner CEO's and their people.

"The staff really pull together when we have a fundraiser – it gives them a sense of us as caring about the community, people...women and kids.... in crisis who we will never know but who we can help so easily."

Jacki Eames,
Manager-People, GHD

MinterEllison
LAWYERS



CLAYTON UTZ





Partnership agreement

A business-community partnership is an incredibly rewarding experience for everyone involved. Once established, we have found that supporting the community partner becomes a straightforward and low effort part of office life, with staff actively looking for new ways to make a difference.

A formal partnership has stated objectives and commitments of financial, donated, pro bono or in-kind resources. The Sample Partnership Agreement insert outlines the role and responsibilities of each partner and Australia's CEO Challenge.

Here are a few suggestions on how to make the partnership work for your business:

- Nominate a project manager for the CEO Challenge partnership activities and plan a calendar of activities for the year.
- Set up a regular schedule of communication with your partner—email every month, call every six weeks, and meet quarterly.
- Invite your partner to speak at staff meetings, fundraising morning teas, and planning days.
- Be strategic in providing your partner with in-kind services, volunteering, professional expertise and/or corporate financial support.
- Take advantage of our training offers to educate your staff to recognise and respond to people affected by domestic violence.
- Provide your logo to Australia's CEO Challenge so your company can be profiled on our website and in other publications.
- Share your partnership activities so we can build a profile for use in awards and presentations - and that you can use in your annual report and other important communications.
- Ask your partner to provide articles to use in staff newsletters or on your intranet.

Smart Service Queensland story...

Smart Service Queensland has recently completed a teddy bear drive—their office was overtaken by soft, cuddly toys destined for their partner refuge. Refuge staff said they now have enough soft toys to put one in each Christmas stocking this year.

There are so many that when kids come into the refuge with their mums, they now have a choice of a new, cuddly best friend to call their own.

4 Easy steps to kick start your partnership

1 Getting started

We will have an initial meeting to talk about your organisation; its structure, people and services; your business and strategic goals; and any concerns such as amount of time you can invest and the types of activities you would like to participate in.

2 Matchmaking

After our initial meeting, we find a community service partner to suit your business needs. We'll set up a meeting for you to get to know each other and understand each other's business—and to find out how best to make a meaningful contribution to the success of each partner.

3 Signing up

Based on our discussions, a formal Partnership Agreement will be drawn up. It's not legally binding, and is usually for a two year period with an option for renewal. A signing ceremony will be held, and the partnership formalized. A sample Partnership Agreement is included in this booklet.

4 Making your partnership work

The Agreement will include the specific needs your partner has and what you have agreed to contribute to in your discussions. We recommend you undertake a couple of activities and fundraisers each year—the Sample Partner Calendar on the next page gives you some ideas.

Sample wish list



Domestic violence prevention services have humble needs. Here is a sample wish list of the sorts of things they have requested from their business partners:

Assistance with client needs including:

- A regular kitchenware drive for saucepans, baking dishes, casserole dishes, toasters and jugs to replace those lost or broken in the six units.
- Donation of \$30 Woolworths vouchers to cover basic needs such as underwear and toiletries for women and children entering the shelter.

Improvements to the facility including:

- A secure outdoor storage area suitable for prams and outdoor toys.
- A stable foundation for a donated cubby house.
- DVDs and CDs suitable for women and children.
- New toys for toy library, and kid's birthdays.
- Shade sail over children's play area.

GHD's story..

GHD's Sunshine Coast office came to the rescue when their refuge partner was threatened with a court injunction by a neighbouring motel, who complained about the 'noisy' women and kids.

GHD, being masters in monitoring and mitigating noise emissions on projects, performed an assessment and found several cheap steps to reduce the 'noise'. Value? Around \$10,000. Thanks GHD!

Clayton Utz's story...

Twenty boxes of children's books were donated from the Brisbane Writer's Festival, through the sponsorship of Clayton Utz. There are young adult novels from well known Australian writers such as John Marsden and Morris Gleitzman, Enid Blyton stories, Little Golden Books and many, many more.

The comfort and escape that a story can give to a distressed child or an exhausted mother is significant - a shelf of books is a very special addition to a shelter. These boxes will be distributed to refuges across South East Queensland.

Sample partner calendar

Back to school collection bin - backpacks, lunch boxes, suitable foods, etc.	Most of our business partners choose to do two activities plus a fundraiser each year.	International Woman's Day morning tea, gold coin donation, with a refuge partner speaker.
January		March
Easter eggs and children's books drive.	Domestic Violence Prevention Month (QLD) - attend the candle light vigil. Collection: Mothers' Day gifts.	Winter woolies, PJs and flannelette sheets drive.
April	May	June
Backyard Blitz - staff volunteering activity.	Room Refit - stock a laundry, kitchen, bathroom or bedroom.	Lunchbox Session - signs of abuse and healthy relationships.
July	August	September
Summer toys and swim wear.	White Ribbon Campaign - blokes barbecue fundraiser.	Christmas 'Wishing' Tree - platter for staff.
October	November	December

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