

# Vicinity Centres CCI Insight Report

November 2019



# 2019 Insight Report: Your route to impact

Thank you for participating in the LBG benchmarking for 2019. Brought to you by Corporate Citizenship, this company report, together with the aggregated results from 2019 <http://www.lbg-online.net/review2019/> contains valuable information. The LBG methodology allows a company to form a reliable and holistic view of its community investment, from what is contributed, what happens and what changes as a result.

Over the past 20 years, over 300 companies around the world have engaged in the LBG network to apply, develop and enhance the framework. LBG is now widely regarded as the international standard for measuring corporate community investment. It acts as a;

- management tool,
- a private benchmark,
- and a network of professionals

This report is designed to provide you with valuable benchmarking insights and recommendations for program improvements. Corporate Citizenship will be happy to discuss the report in more detail and highlight the opportunities it demonstrates.

The infographic page of this report acts as a summary of your results for you to use when sharing your results internally as well as a source of pointers where you could evolve your current program. The LBG team are always on hand to discuss your report and the steps to impact in more detail.

This report details your contributions for 2019, benchmarked against companies from your sector and against the Australia & New Zealand member companies who have participated this year. Further comparisons can be made through the self-benchmarking feature of LBGOnline. You also have access to global LBG data to make further benchmarking comparisons from around the world. Ask Corporate Citizenship should you need help accessing this data.

Today businesses continue to evolve and diversify the ways they seek to create social and environmental impact through business activities. In response, the LBG framework is extending in 2020 to include two additional routes which member companies, can consider incorporating into their programs, measurement, reporting and communications on social impact: *Business Innovation and Social Procurement*. You can learn more by talking with your LBG team or from the latest annual review here [www.lbg-online.net/wp-content/uploads/2019/10/LBG-Annual-Review-2019.pdf](http://www.lbg-online.net/wp-content/uploads/2019/10/LBG-Annual-Review-2019.pdf)

We look forward to continuing the journey to build further value for your business and for the community for the next 20 years.

Best wishes,  
Corporate Citizenship

## LBG is evolving in 2020 – Business Investment for Social Impact

This expansion of the LBG Framework in 2020 to include Business Innovation and Procurement for Social Impact, adds to the globally recognised methodology used by hundreds of companies articulating their voluntary activities in the wider community.

These two new routes support companies aiming to create social impact, while also meeting their commercial objectives. The newly expanded Framework, in development over the past five years, has been tested by senior practitioners from close to 20 global companies operating across the US/EMEA & Australasia. Working with global third-party stakeholders, and following an intense series of roundtables based on themes including:

Choosing a project, Applying the criteria and Measurement & Reporting, a series of practical ‘How to’ guides has been created from this document, to allow members to apply the Framework and ensure commonality in approach, in turn providing rigour and confidence to communications.



For more information please contact your LBG team.

# Vicinity Centres - CCI Insight Report

## Where to from here?

Vicinity Centres has contributed \$1,260,215 made up of cash, volunteer time, in-kind goods or services and the management costs of running their programs. This investment in the community has resulted in the following outputs and impacts. (All \$ figures are in AUD)



Inputs What's Contributed?	
Cash	478,821
Time	38,129
In-kind	135,688
Management Costs	607,577

- Continue the strategic approach with Community investment increasing away from charitable donations
- Review mechanisms to collect all inputs including in-kind, time and management costs to ensure nothing is missed
- Remove duplicate or redundant geographies or company focus areas
- Contribution as a % of profit - aspire to 1%

Outputs What Happens?	
43,632	Total Beneficiaries
1,819	Supported Organisations
460	Employees involved
Funds Leveraged	\$418,377
Foregone Revenue	\$1,474,346

- Ensure community and business-related outputs are measured over time
- Leverage (contributions from third parties) can often be missed
- Capture your foregone revenue, remember the actual cost to business is an input and the difference between the cost and the value is foregone revenue

Impacts What Changes?	
0	positive change in behaviour/attitude
0	developed new skills or increased personal effectiveness
0	improved quality of life/wellbeing

- Consider program impacts (business and community) to achieve the full value of your investments
- Capture what is strategically aligned for your organisation
- Consider building the business case for CCI by capturing employee related data e.g. increasing or improving job related skills
- Consider building the capacity of key partners for effective impact data assessment

These high-level insights are provided to Vicinity Centres to highlight opportunities to communicate good news stories or to indicate areas where further work will assist in validating programs, gain greater employee and community engagement and further value. The LBG team is available to discuss these insights in more detail.

## ADDITIONAL INSIGHTS AND RESOURCES

Corporate Citizenship is pleased to refer LBG members to additional resources to gain further insights and information to build your community program.

### Annual Review for Australia and New Zealand 2019

Annually LBG combines the reported data from all reporting members from Australia and New Zealand together. This is provided alongside LBG data dating back to 2006. [www.lbg-online.net/review2019/](http://www.lbg-online.net/review2019/)

### Transformation: Towards Societal Impact

LBG produces a global review of LBG each year and *LBG: Transformation: Towards Societal Impact*, the global annual review for 2019, is available here <http://www.lbg-online.net/wp-content/uploads/2019/10/LBG-Annual-Review-2019.pdf>

### Business Investment for Social Impact

Describes the planned innovation to the LBG framework extending it during 2020 to include business innovation and social procurement. Speak to your LBG contact to learn more

## SDGs

Corporate Citizenship has available a range of webinars and research papers exploring the progress by business globally in responding to the UN's global sustainable development <https://corporate-citizenship.com/insight-type/sdgs/>

### Sustainable Sponsorship: Creating lasting commercial and social impact

Explores the value that can be obtained by business of sustainable sponsorship <https://corporate-citizenship.com/our-insights/sustainable-sponsorship/>

## Additional LBG Services

**LBG for Community** - by becoming an LBG certified community partner your partners will be better able to report data back to you. They will share the same principles of corporate community investment and speak the same language. Together you will be better placed to make the most of your investments

**LBG + Impact** – Tailored LBG social impact methodology workshop to link your company's strategic objectives to the community investment strategy, clarify the strategic intent of a key partnership and agree the impact measures that will be tracked over time

**LBG+ Data** – Hand over the analysis of data, records and documentation to us and we'll take care of your data entry reporting

**LBG + Your Story** – Tell your social impact story with this bespoke communications package that matches good content with the right channels to share how your program is making a difference.

Please ask the LBG team for more information regarding these additional services

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# 1. Analysing and comparing total contribution

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

## 1a. Contribution as a percentage of pre-tax profit



## 1b. Contribution as a percentage of total revenue



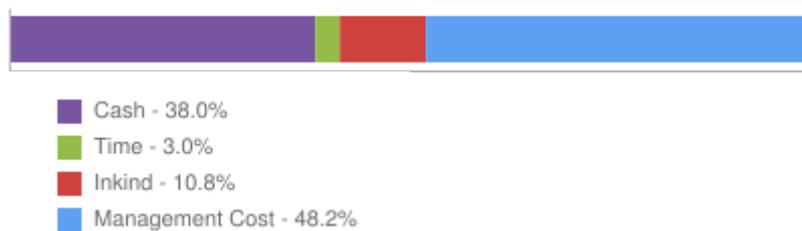
## 1c. Contribution per full time employee



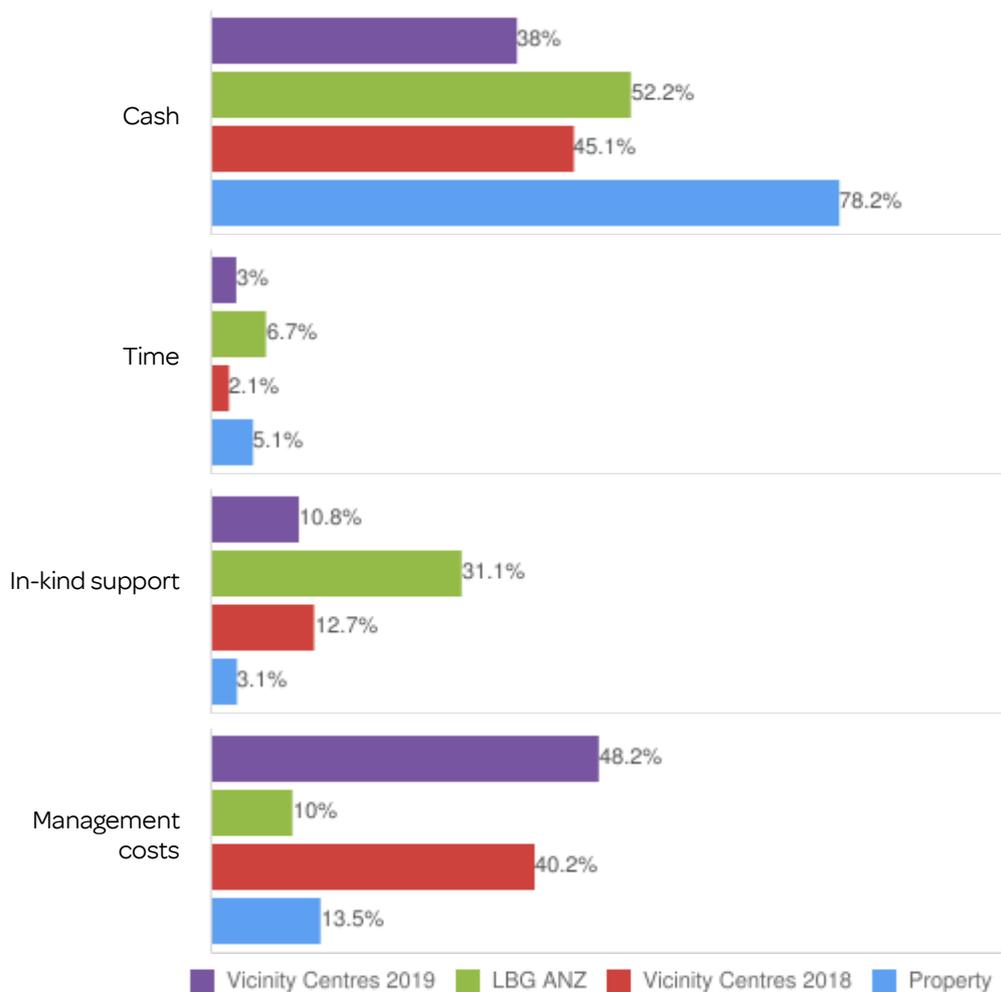
## 2. How Vicinity Centres contributed

Breakdown of cash, time, in-kind & management costs. This breakdown of figures can be used to Inform management decisions about the future direction of community activity, to further understand how your community activity compares with peers and/or 'best-in-class' companies and to communicate results to key audiences.

### 2a. Contribution



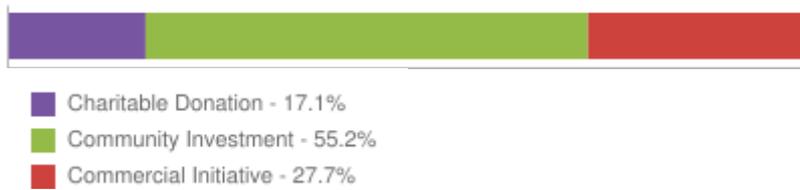
### 2b. Benchmarked



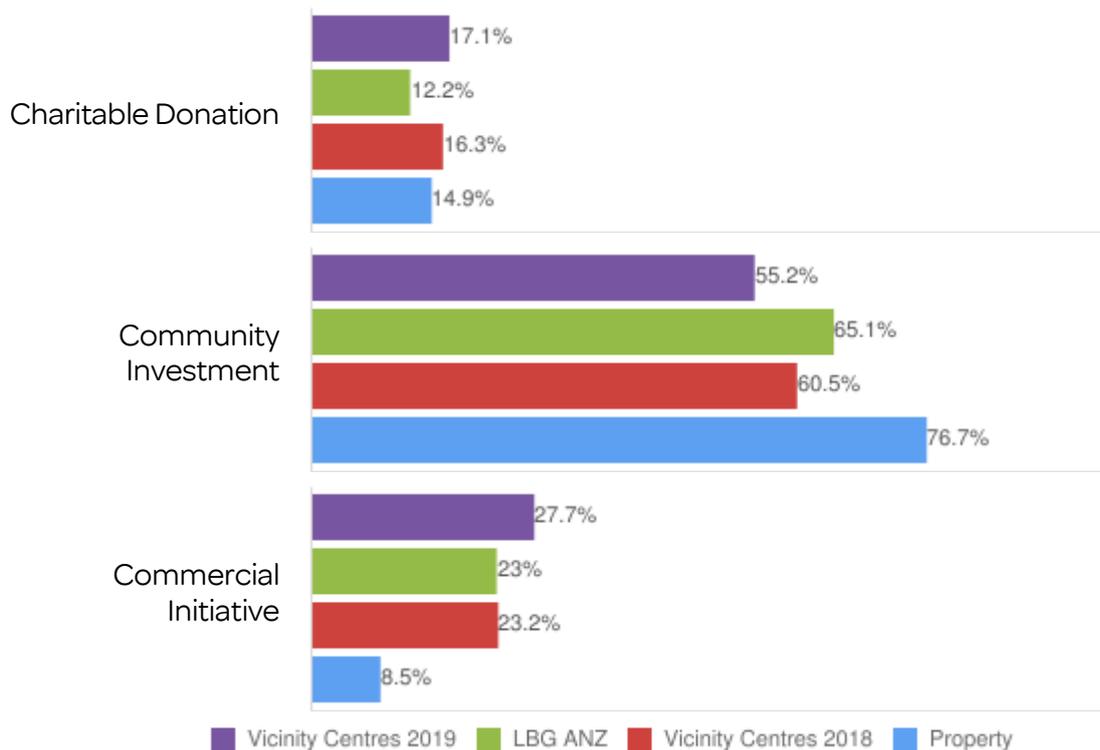
### 3. Why Vicinity Centres contributed

Motivations matter. They are what drives a company’s CCI. The LBG Framework enables community activities to be classified according to three categories of motivation. This analysis provides an indication of the strategic nature of the community programme, shows the degree to which it is aligned with wider business goals and helps companies understand the extent to which they are driving their contributions OR are being driven by external demands and circumstances.

#### 3a. Motivation



#### 3b. Benchmarked

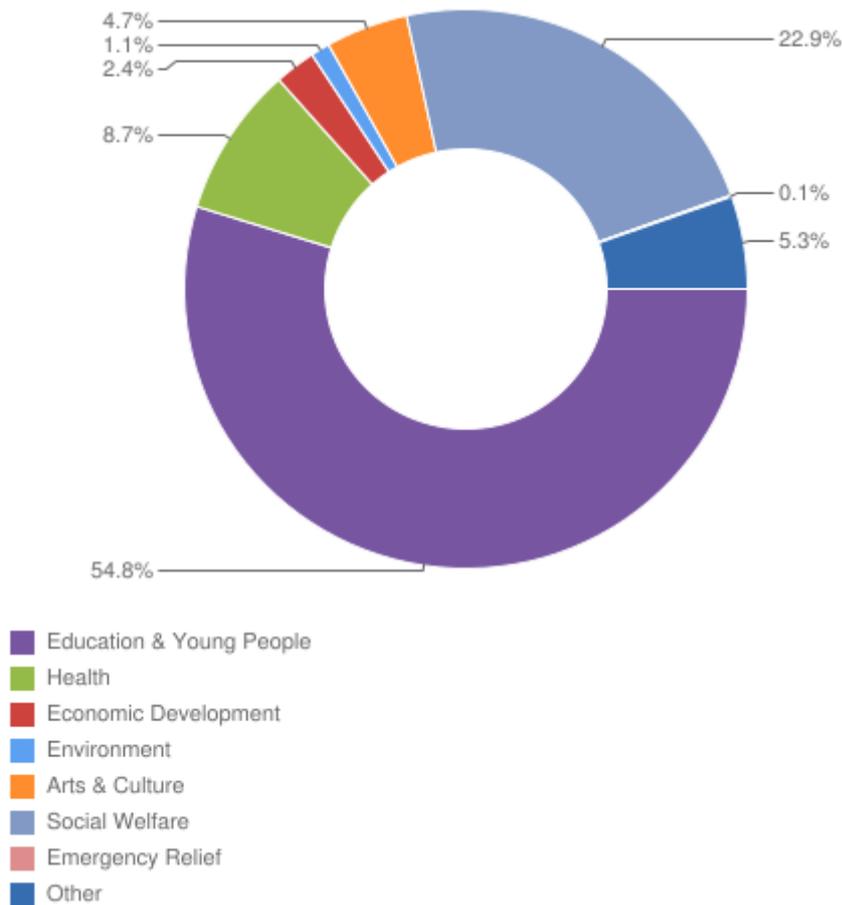


## 4. What Vicinity Centres supported

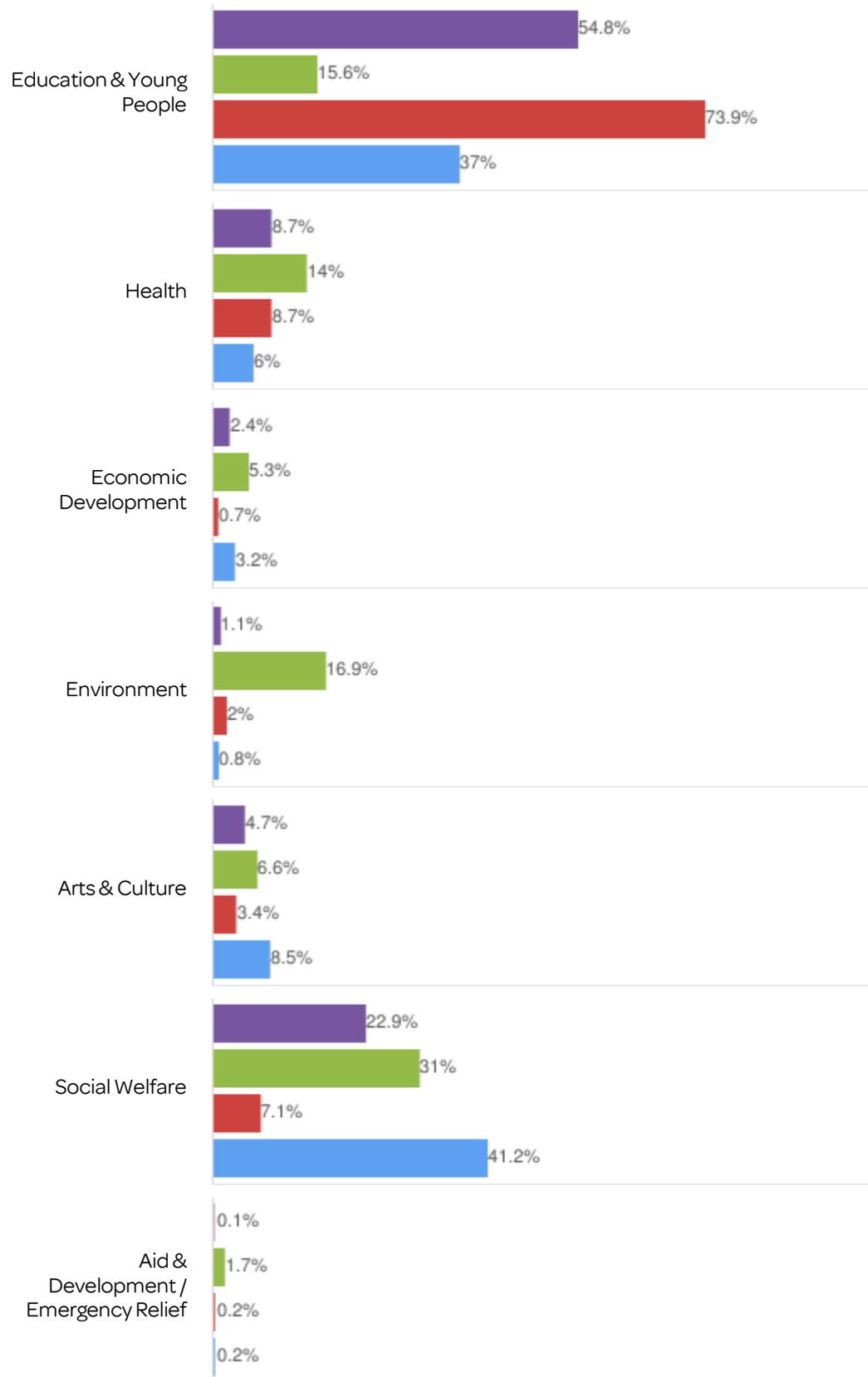
The LBG model enables businesses to build up a picture of the issues that their community contributions tackle. These are broken up in to 'LBG Subject Focus Areas' and Vicinity Centres company specific focus areas.

*The LBG Subject Focus Areas are broadly aligned to the main charitable purposes identified by national and international bodies such as the Australian and UK charities commissions and the US Internal Revenue Service.*

### 4a. LBG subject focus areas

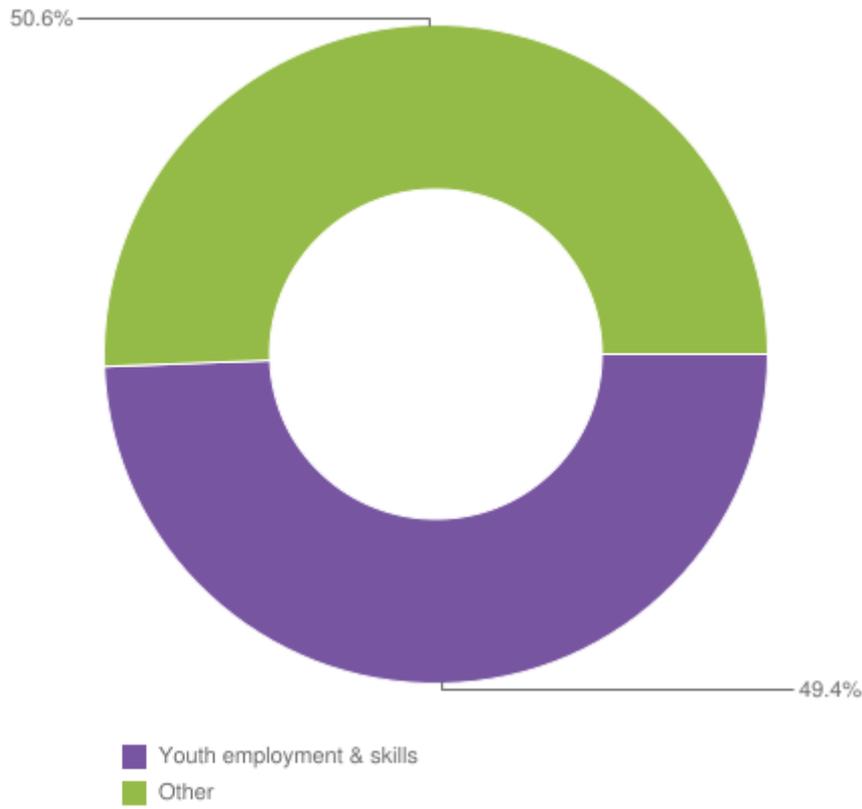


4b. Benchmarked

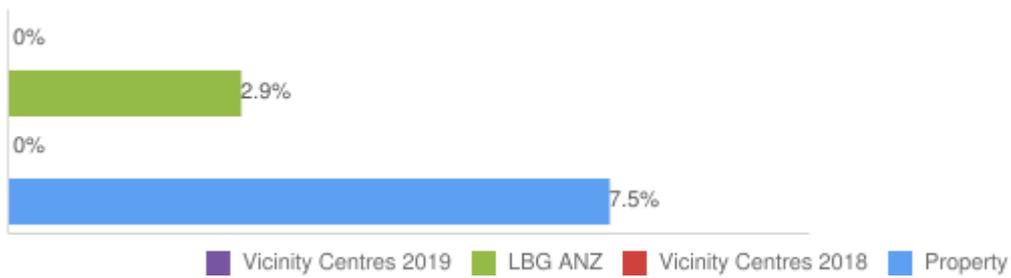




#### 4c. Vicinity Centres company specific subject focus areas



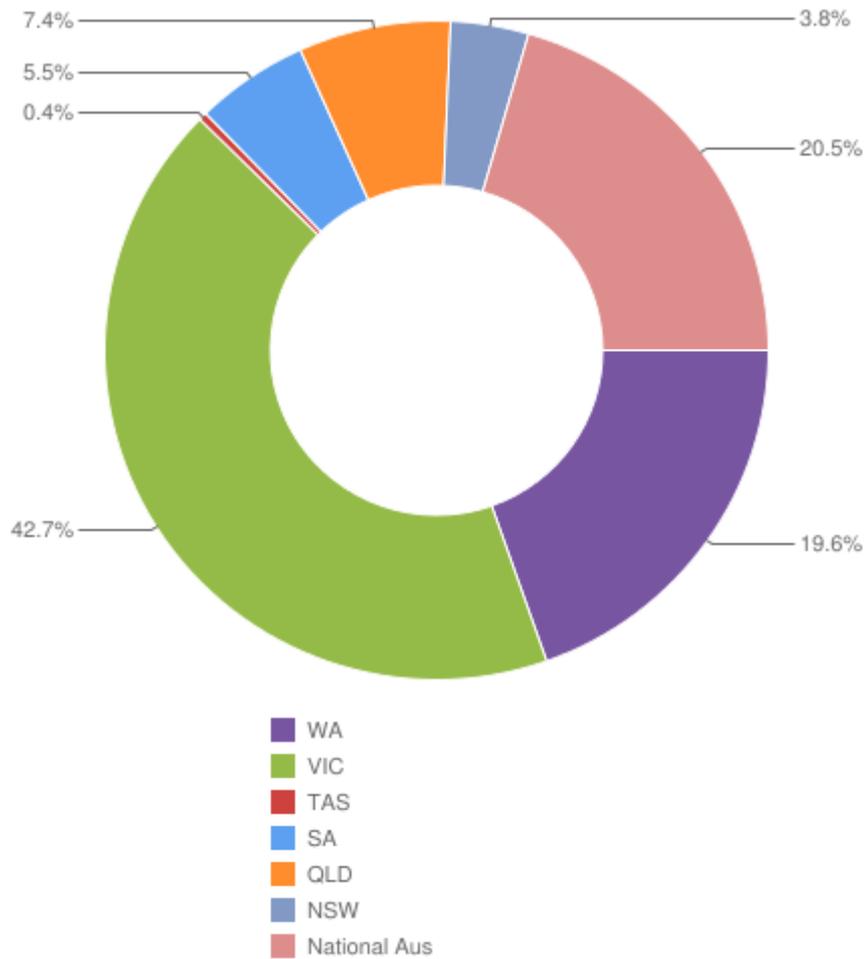
#### 4d. Indigenous contribution



## 5. Where Vicinity Centres contributed

By collecting data from around its operations a business is able to build up a picture of the degree to which it invests in the different communities and locations in which it operates. This is particularly useful to assess the extent to which a company’s investment in the community reflects its geographic structure, i.e. is it investing in the areas in which it does business?

5a. Geographic spend

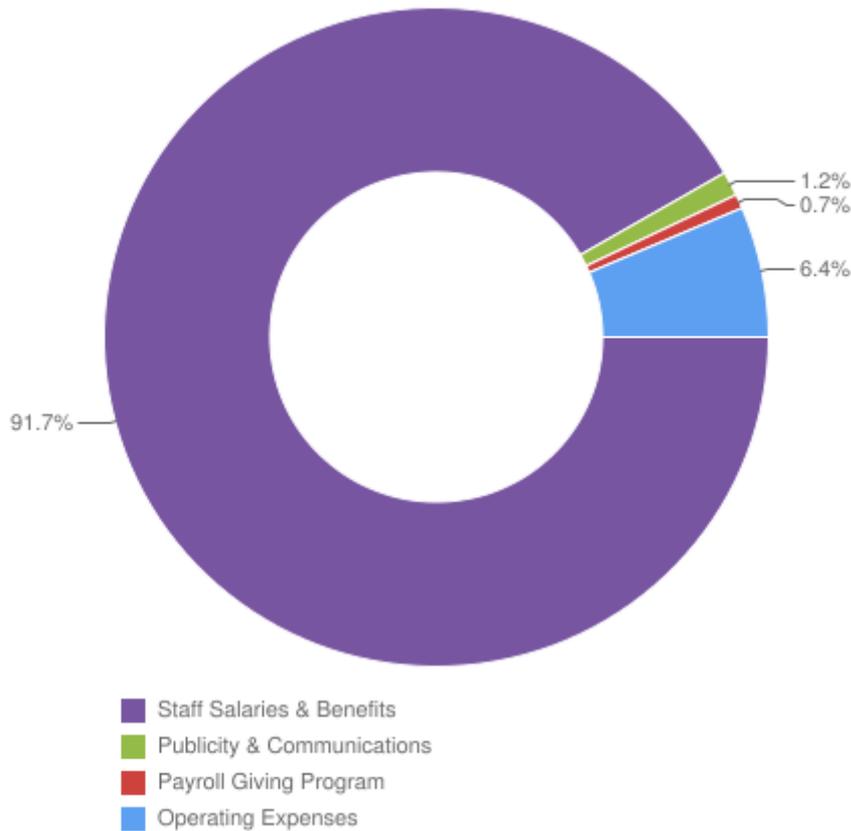


## 6. Vicinity Centres management costs

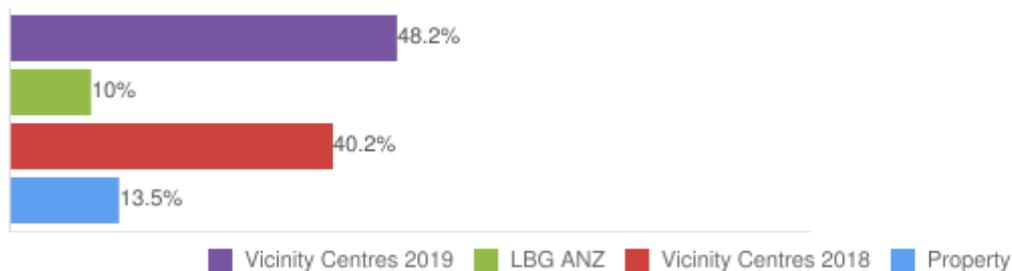
LBG Australia & New Zealand provides analysis of the management overheads associated with running a community investment program. Management cost categories include:

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

### 6a. Analysis of Vicinity Centres management costs



### 6b. Management costs as a percentage of total contribution



### Number of staff dedicated to community investment

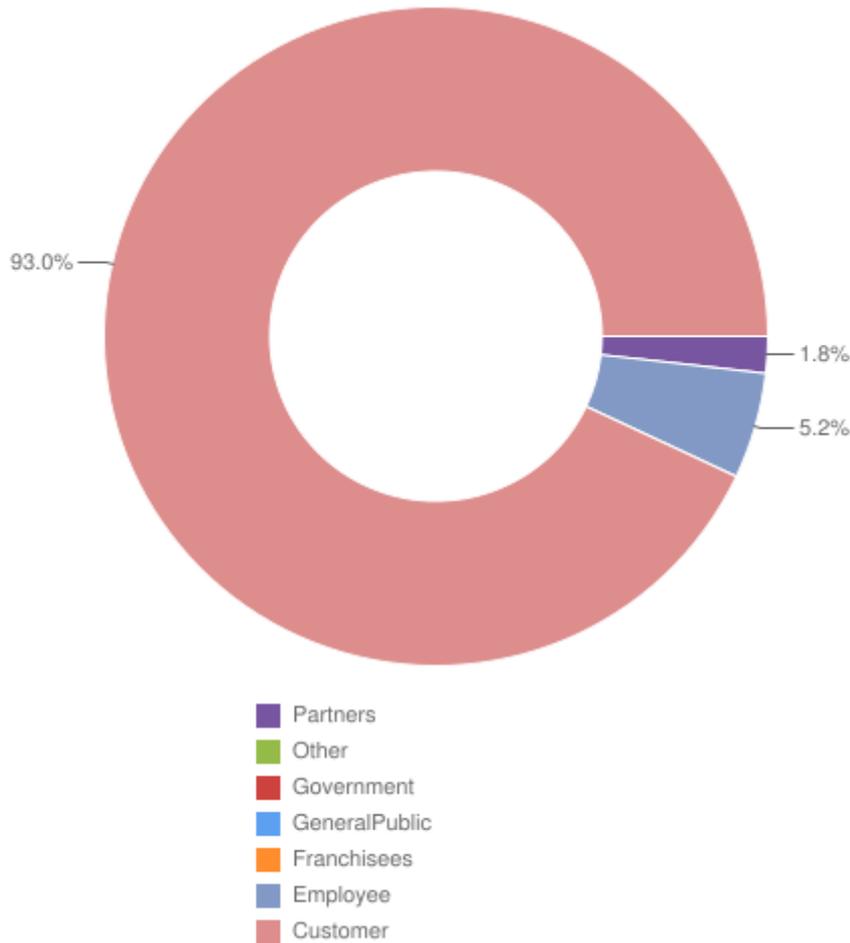
Vicinity Centres  
2

LBG member average  
4.5

## 7. Leverage - facilitated third party contributions

Leverage is the capture of additional resources contributed to a community organization or activity that come from sources other than the company. Although these are in essence an additional input to the supported organization, they are reported on the output side of the Framework as they result from the company's own contribution, encouragement or support. Leverage can be made up of cash, time or in-kind contributions.

### 7a. Vicinity Centres leverage analysis



Vicinity Centre's Leverage total

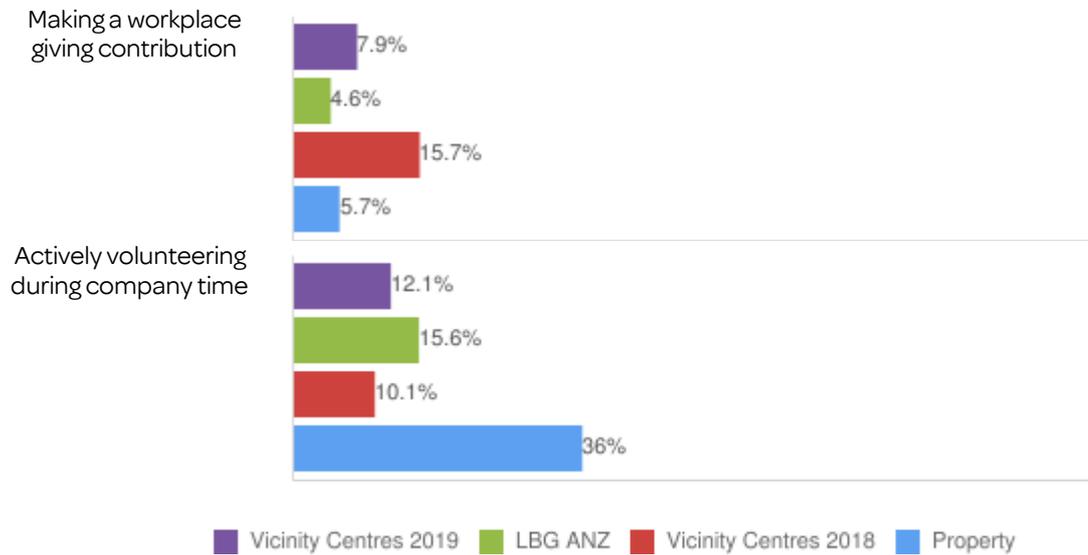
\$418,377

Value of leverage compared to Vicinity Centre's total contribution

33%

## 8. Vicinity Centres employee involvement

Employee involvement in a company's CCI program is an effective engagement mechanism. Employees who feel the company they work for is socially responsible, and that the company values align with their personal values, are proven to be more engaged and have higher levels of job satisfaction.



## 9. LBG Australia & New Zealand headline performance

Headline performance, LBG AU & NZ	2019 AUD\$	2018 AUD\$	2017 AUD\$
Total contributions reported	\$307,500,394	\$279,746,608	\$225,11,065
Contributions per employee	\$1,105	\$1,063	\$892
Total contributions as a percentage of pre-tax profit	0.79%	0.72%	0.61%
Total contributions as a percentage of revenue	0.18%	0.18%	0.14%
Average % of employees volunteering in paid time	15.6%	15.3%	13.6%
Total leverage reported	\$71,520,329	\$77,303,352	\$81,625,811

## 10. Vicinity Centres community contribution snapshot

2019 community contribution	2019 AUD\$	2018 AUD\$
<b>Total community contribution</b>	<b>1,260,215</b>	<b>2,173,712.46</b>
Total Revenue	1,286,500,000	1,335,300,000
Pre tax profit or EBITDA	346,100,000	1,218,700,000
Company FTE	1,009	1,175
FTE dedicated to CCI	2	2
Estimated % of data captured	100	100
Cash	478,821	979,649
Time	38,129	45,804
In-kind	135,688	274,983
Management Costs	607,577	873,276
Charitable Donations	111,353	211,367
Community Investment	360,561	786,938
Commercial Initiative	180,724	302,131
Leverage (facilitated third party contributions)	418,377	378,575

## 11. The LBG Network

The LBG network represents companies from across many sectors and geographies. This is reflected in the composition of Steering Group members, who advise and counsel on developments and direction. Their involvement enshrines the view of the practitioner in the delivery of LBG's objectives.

### Consumer Goods

AkzoNobel Decorative Paints UK  
Bacardi  
Bettys & Taylors of Harrogate  
Coca-Cola Amatil  
Coca-Cola European Partners  
Diageo  
H&H Group  
Japan Tobacco  
JT International SA  
JTI UK (Gallaher)  
Philip Morris International  
Management SA  
RB

### Engineering & Manufacturing

BAE Systems  
Hitachi Group in Europe  
Jaguar Land Rover  
RHI Magnesita  
Rolls-Royce Plc  
Siemens  
Stora Enso Oyj

### Financial Services

ANZ  
Aviva AXA  
Bank of Ireland  
Barclays  
BUPA  
BUPA Australia  
Credit Suisse  
CYBG Plc  
Deutsche Bank  
First Abu Dhabi Bank  
Generali  
HSBC  
Intesa Sanpaolo  
Investec  
Lloyds Banking Group  
Maybank  
National Australia Bank  
Nationwide  
Provident Financial  
Prudential  
RBS  
RSA

Santander UK  
Schroders  
Standard Chartered  
Standard Life  
Aberdeen  
St James's Place  
Suncorp  
UBS  
UniCredit  
Verity Credit Union  
Zurich

### Legal & Insurance

Freshfields Bruckhaus Deringer  
GMHBA  
Linklaters  
Medibank

### Media

Australian Turf Club  
Liberty Global Europe  
Pearson  
RELX Group

### Pharmaceuticals

AbbVie  
AstraZeneca

### Professional Services

Accenture  
Experian  
KPMG  
PwC

### Property, Construction, Housing & Facilities

BAM Construct UK  
Berkeley Group  
British Land  
Dexus  
Hammerson  
Howard de Walden Management  
Intu Properties Plc  
JLL  
Mirvac Pty Plc  
Payce  
Shaftesbury  
Sinyi Realty Inc

Stockland  
Tideway  
Unite Students  
Vicinity Centres  
Willmott Dixon

### Retail

ASDA  
Boots  
Coles  
Jeronimo Martins  
Kingfisher  
Marks & Spencer  
Myer  
The Co-operative Group  
The Southern Co-operative  
Woolworths Group

### Sports

Carlton Football Club  
Hawthorn Football Club

### Technology

ARM  
BT  
Deutsche Telekom AG  
Nokia  
Optus  
Sage  
Singtel  
STMicroelectronics

### Travel & Hospitality

Australian Pacific  
Airports Corporation  
Australian Rail Track Corporation  
Brisbane Airport Corporation  
FirstGroup  
Gatwick Airport  
Go Ahead  
Heathrow Airport Ltd  
London City Airport  
Keolis Downer (Yarra Trams)\*  
Sydney Airport Corporation Ltd  
Tabcorp Holding Ltd

### Utilities & Services

AGL  
Anglian Water  
Australia Post  
Beach Energy  
Centrica  
Deutsche Post DHL Group  
DP World  
EDP  
Galp Energia  
Jemena  
National Grid  
New Zealand Post Group\*  
Northern Power Grid  
Port of Milford Haven  
SGN  
Southern water  
Thames Water  
United Utilities  
Woodside Energy Ltd

*\*Members did not participate in 2019 benchmarking*

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