

COLLABORATION FOR JOB CREATION

Westpac Foundation
2020 Impact Report

 Foundation



Su from Green Connect, a social and environmental enterprise that trains and employs former refugees and young people in the Illawarra region of NSW.

CONTENTS

Click to jump to:

About Westpac Foundation

Collaboration for Job Creation

Westpac Foundation Highlights

Investing for Job Creation

Stories of Social Enterprise

Helping Local Communities

2020 Community Grant Recipients

Changing It Up

Our Board

Connect With Us

In this document 2020 refers to our financial year, 1 October 2019 to 30 September 2020.



Attendees at the annual Changers Summit.

ABOUT WESTPAC FOUNDATION



Leanne volunteering with Foodbank SA, a 2020 Community Grant recipient.

Westpac Foundation provides funding and programs to support social enterprises and community organisations creating jobs and opportunities for those who need it most.

Our mission is to help social enterprises create 10,000 jobs by 2030.

Established in 1879, Westpac Foundation has been helping people in need for over 140 years.

OUR APPROACH



Investing for job creation

Funding and programs to help social enterprises looking to scale their business and create more jobs and training opportunities for people facing barriers to mainstream employment.

United Nations Sustainable Development Goals



8. Decent Work and Economic Growth
Creating employment opportunities for under-represented groups contributes to SDG 8.



Helping local communities

Support for small not-for-profits that are creating opportunities through education, training and employment in local communities around Australia.

United Nations Sustainable Development Goals



10. Reduced Inequalities
Our \$10,000 grants and programs for not-for-profits supporting local communities contributes to SDG 10.



Programs to drive impact

Connecting our community and social enterprise partners to a diverse range of capability building and pro bono support across Westpac Group and our partners.

United Nations Sustainable Development Goals



4. Quality Education
Sharing skills, knowledge and tools to help build the capacity of the organisations we support contributes to SDG 4.



Collaborating for change

Measuring our impact, sharing our learnings and building partnerships.

United Nations Sustainable Development Goals



17. Partnerships for the Goals
Collaborating to create change through our various partnerships contributes to SDG 17.



Sustainable Development Goals

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. On this page we map how some of Westpac Foundation's initiatives contribute to the UN Sustainable Development Goals (SDGs).

COLLABORATION FOR JOB CREATION

In a year marked by isolation and hardship, I've been heartened to see how the social sector has come together like never before - through industry voices, new partnerships, a wealth of pro bono resources and program offerings, and social enterprises forging new collaboratives.

At Westpac Foundation, collaboration is at the heart of our strategy. We aim to work side by side with our co-founders, pro bono partners, Westpac employee volunteers and community organisations to create impact together.

And this year - when bushfires and COVID-19 have left many of our community partners with an increase in need for their support services, unmatched by an increase in revenue - working together has never been more important.

Like many philanthropic organisations, we've been flexible in our funding, bringing forward a number of grant programs to meet the immediate challenges of our community partners. Together with collaborative funding partners, we've re-invested in our existing partners to help them sustain operations, and strengthened our focus on education, training and employment as a pathway out of disadvantage.


We introduced two new partnerships, with Social Impact Hub and the Foundation for Rural & Regional Renewal, to extend our reach across both the sector and geographically.

As well as financial grants, we also sought feedback on ways we could increase our non-financial support offering. As a result, we introduced new peer coaching support, provided free access for our community partners to Westpac's employee mental health and wellbeing support services, hosted webinars and engaged experts to help our partners address their challenges.

In what's been a tough year for the sector, we've been impressed by the resilience and commitment of our community partners to continue to provide jobs and opportunities for people who need them most.

Thank you to all our collaborators in 2020 - our social enterprise and community partners, collaborative funding and pro bono partners, Westpac employees and our donors. And a huge congratulations to all the individuals who have taken a step forward in their future through a new job, training or educational opportunity.

Together we're helping to create a more inclusive Australia.



Susan Bannigan
CEO Westpac Foundation



2020 WESTPAC FOUNDATION HIGHLIGHTS

719

Jobs created by our social enterprise partners¹

1,245

Employment pathways created by our social enterprise partners²

3,596

Jobs created by our social enterprise partners since 2015¹

\$2.3M

Awarded by Westpac Foundation + \$914,100 in co-funding with partner organisations

106

Grants awarded in 2020



Leadership Development Opportunities

- **28** community and social enterprise partners took part in the Board Observership Program
- **21** community leaders commenced the Foundational Leader Program
- **24** community leaders participated in new Group Leadership Coaching program
- **266** Changemakers Summit attendees
- **98%** reported the Changemakers Summit provided meaningful networking opportunities



Access to Pro Bono Support

- Connected organisations to pro bono legal support from MinterEllison valued at **\$1,536,000**
- **429** Westpac Group employees volunteered their time and skills
- **6,878** hours of Westpac Group pro bono support
- **68** organisations supported with Westpac Group employees' time and skills
- **93%** of our community partners said the support helped them be more effective



Programs for Impact

- **\$788,000** in goods and services procured by Westpac Group from our community partners
- **41%** of our social enterprise partners supplied goods or services to Westpac Group
- Helped raise the profile of community partners through media coverage with a potential reach of **57 million** people and a total media value over **\$530,000**

[1] Jobs refers to the number of people from the social enterprise's disadvantaged target group that are employed on a full time, part time or casual/contract basis as well as those that transition to another job as a result of the social enterprise's support. Note: It is possible for a person to be counted twice for being employed at the social enterprise and then if they transition to another job as a result of the social enterprise's support. [2] Pathways refers to the number of people from the social enterprise's disadvantaged target group involved in unpaid work experience or a training program/qualification delivered by the social enterprise. Note: It is possible for a person to be counted twice if they have been involved in both unpaid work experience and a training program/qualification.

INVESTING FOR JOB CREATION

For over 14 years Westpac Foundation has been working with social enterprises creating job and training opportunities for people facing barriers to mainstream employment.

In an environment of rising unemployment and job insecurity, it will become increasingly important to support employment-focused social enterprises. This year our focus shifted from growth to supporting our social enterprise partners to maintain and stabilise operations to help them continue providing valuable jobs and training opportunities.

Meet our 2020 Social Enterprise Grant recipients. In 2020, together with our partner organisations, we awarded a combined \$2.2 million to six social enterprises.

APY Art Centre Collective (APYACC)

APYACC is a group of Indigenous-owned and governed enterprises in remote central Australia that work with a united vision and voice on strategic business initiatives and collaborative artistic projects, facilitating and marketing the work of 500+ Anangu Artists.

Westpac Foundation: \$300,000 over three years

Bama Services

Bama Services is a 100% Indigenous-owned civil construction, building and landscaping services contractor that provides much-needed employment and training opportunities for Indigenous Australians in Northern Queensland.

Total funding (including co-funding) committed over the next three years: \$764,100

- **Westpac Foundation: \$300,000**
- **Indigenous Land and Sea Corporation: \$325,000**
- **The Samuel And Eileen Gluyas Charitable Trust: \$76,500⁴**
- **Teen Spirit Charitable Foundation: \$50,000⁴**
- **Centenary Foundation - The Jean Goodhind Baker Memorial Trust: \$6,300⁴**
- **Centenary Foundation - The Margery Baker Memorial Trust: \$6,300⁴**

Muru Mittigar

Muru Mittigar is a Darug organisation based in Western Sydney that not only creates job opportunities for Indigenous Australians, but also seeks to create a better understanding of Aboriginal culture. The social enterprise provides quality contracting and consulting services to Government and business, in land management and education.

Westpac Foundation: \$50,000

Soft Landing (Community Resources)

Soft Landing is a national social enterprise that diverts end-of-life mattresses and ensemble bases from landfill, and recovers components to recycle. Soft Landing creates stable and meaningful jobs for people experiencing barriers to employment – 77% of its workforce. For every 35 mattresses recycled each day, a job is created for someone who really needs one.

Total funding (including co-funding) committed over the next three years: \$750,000³

- **Westpac Foundation: \$300,000**
- **Vincent Fairfax Family Foundation: \$230,000**
- **Paul Ramsay Foundation: \$220,000**

Vanguard Laundry Services

Vanguard Laundry Services is a social enterprise commercial laundry based in Toowoomba, purpose-built to provide employment and career opportunities for people previously excluded from the workforce.

Westpac Foundation: \$300,000 over three years

Worldview Foundation

Worldview Foundation provides holistic programs and employment opportunities for Indigenous Australians overcoming disadvantage and who face barriers to employment.

Westpac Foundation: \$50,000

“The collaborative approach undertaken as part of the Social Enterprise Grant has brought different organisations to the funding discussion.”

Fiona Jose, CEO Cape York Partnership.

Bama Services is a social enterprise within the Cape York Partnership.

[3] This funding is committed to Community Resources, a national not-for-profit that runs some of the largest social enterprises in Australia, including Soft Landing.

[4] Perpetual Client Funds.



“These [collaborative funding] relationships are about so much more than money. It’s the difference between being supported to do something, versus doing something together. We are genuine partners in the outcomes we create.”

Jess Moore, CEO Community Resources.

Community Resources is a national not-for-profit that runs some of the largest social enterprises in Australia including Westpac Foundation social enterprise partners Soft Landing and Green Connect.

[Read more about our Community Resources funding collaboration in Pro Bono Australia](#)

HELPING SOCIAL ENTERPRISES CREATE 10,000 JOBS BY 2030

We're proud to invest in social enterprises that have a proven model for job creation for people facing barriers to mainstream employment. In 2020 our social enterprise partners created a total of **719 jobs and 1,245 employment pathways**.

Westpac Foundation currently supports the following social enterprises through our major grants program.



Supported since 2018



Supported since 2009



Supported since 2015



Supported since 2017



Supported since 2015



Supported since 2014



Supported since 2012



Supported since 2014



Supported since 2016



Supported since 2016



Supported since 2009



Supported since 2013



Supported since 2010



Supported since 2014



Supported since 2014



Supported since 2018



Supported since 2010



Taury from Espresso Train Café in Brisbane, one of Nundah Community Enterprises Cooperative's social enterprises.

STORIES OF SOCIAL ENTERPRISE

COVID-19 has had a profound impact on businesses across the world. This includes social enterprises who exist primarily to fulfil a social or environmental purpose. These enterprises had to swiftly pivot to find new revenue models and ways of working, while ensuring they provided appropriate care for the people they support.

Social Enterprise Case Study

MORE THAN A JOB

Green Connect creates jobs and employment pathways for young people and former refugees in work that helps the planet and the community – growing food and reducing waste.

Green Connect runs a permaculture farm, an op shop, zero-waste services and labour-hire services in the Illawarra region of NSW.

As well as job opportunities, Green Connect provides training and support for employees so they can use their experience as a springboard to sustainable and fulfilling jobs and careers.

When COVID-19 hit, it was this approach to providing wrap-around support that became particularly important to ensure job security for employees and smooth transitions to new ways of working.

“Green Connect creates jobs for both humanitarian migrants and disengaged young people who are particularly disadvantaged in the labour force and are at increasing risk of becoming long-term unemployed,” says Green Connect General Manager, Kylie Flament.

“54% of our employees speak English as a second language, and only 23% were eligible for JobKeeper payments. We have a responsibility to our employees to provide extra support.”

“When I come to work at Green Connect I’m part of a big family helping our community and our environment.”

Green Connect employee Kaw.



Social Enterprise Case Study

BRINGING IN THE DOUGH

The Bread & Butter Project is Australia's first social enterprise bakery, investing 100% of its profits into training and employment opportunities for refugees and asylum seekers. Normally operating as a wholesale bakery, the closures of cafes and restaurants due to COVID-19 resulted in a 60% loss in revenue overnight.

Westpac Foundation brought forward its scheduled funding to help the social enterprise keep its doors open and its team of bakers and trainees employed. The bakery was then able to focus on ramping up retail sales by expanding its distribution to Woolworths Metro stores and Harris Farm.

Chair of The Bread & Butter Project Cindy Carpenter says, "We've been very fortunate to retain all of our employees, which is a great credit to Westpac Foundation."

[Watch more about The Bread & Butter Project's pivot on Westpac Wire](#)



Safa from The Bread & Butter Project. Westpac Foundation has supported The Bread & Butter Project since 2014.

Social Enterprise Case Study

A RETURN TO PURPOSE

Social enterprise Green Collect is a resource recovery and waste minimisation business that cares for people and the planet. It provides jobs for people who have faced barriers to finding meaningful and durable employment.

COVID-19 restrictions meant their income streams were reduced very quickly, with many of their collection points and customers closed.

CEO Sally Quinn began to search for new revenue streams, including marketing their recovered office supplies to people who were now working from home.

But Green Collect had to face the reality of growing new business with no new investment and depleted resources.

“Moving straight from survival mode into growth is not a viable option for employment-based social enterprises,” says Sally.

“We needed to return to our purpose and look for opportunities that would enable us to keep operating while firstly prioritising the wellbeing and safety of our people.”

This approach allowed Green Collect to grow parts of their business, such as their new e-commerce platform, sustainably.

“Because keeping people employed is the greatest impact we can have,” says Sally.

[Learn more about Green Collect on SBS Small Business Secrets](#)



HELPING LOCAL COMMUNITIES

In 2020, we awarded \$1 million in Community Grants to local organisations creating education, training and employment opportunities across Australia.

With COVID-19 creating extra demand for services, decreased availability of in-person volunteers and cash-flow challenges for many of our community partners, we reinvested half our Community Grant funding in organisations with whom we have existing relationships. This enabled us to provide untied funding quickly at a time when organisations needed it.

Recognising the impact of bushfires, drought and COVID-19 on rural and regional communities, we awarded the remaining \$500,000 as Rural Community Grants in partnership with the Foundation for Rural & Regional Renewal.

STUDIO A

Studio A makes great art and creates professional pathways for artists with an intellectual disability. Artists like 2020 Archibald Prize finalist Emily Crockford, whose career has sky-rocketed in the past 12 months with Studio A's support.

Emily has a long exhibition history and is well known for her major public art commissions including a 39-metre mural for Westpac's Concord offices and the City of Sydney hoarding, pictured.

Westpac Foundation has supported Studio A since 2017 and in 2020 awarded the Sydney-based organisation a Community Grant for the 'Make Art' series - empowering Studio A to deliver Public Engagement Programs online and support their artists to share their creative process through instructional art making videos.

“At Studio A, my art has gone good good good good. Since coming to Studio A I feel like a gold star genius. I love meeting new artists through the program. Making art makes me feel like rainbow colours, like I am an adventurer.”

Emily Crockford, Studio A artist.



Emily Crockford with her Sydney Opera House City of Sydney hoarding. Photo courtesy of Katherine Griffiths.

EXPANDING OUR RURAL AND REGIONAL SUPPORT

A highlight in 2020 was a new partnership with the Foundation for Rural & Regional Renewal (FRRR) to increase targeted support of rural, regional and remote communities.

“Proportionally, there are higher rates of socioeconomic disadvantage in rural and remote Australia compared to capital cities and metropolitan areas. That’s exacerbated when there’s drought and fires. COVID-19 is making life even more challenging,” said FRRR CEO Natalie Egleton.

With FRRR’s expertise in grant-making in regional areas, we allocated half of our 2020 Community Grants to support organisations outside major cities that are creating opportunities through education, training and employment.

“The Westpac Foundation Rural Community Grants program is intended to help not-for-profits creating pathways to employment to respond to these challenges. When people are upskilled or have access to further education and training, they are more likely to have better health outcomes and be more connected socially, which goes a long way to developing vibrant, sustainable communities,” continued Natalie.

In addition, each Rural Community Grant recipient was connected with a Westpac employee Community Ambassador to act as their point of contact into Westpac to help them access pro bono and other non-financial support.

BUSH TO BEACH

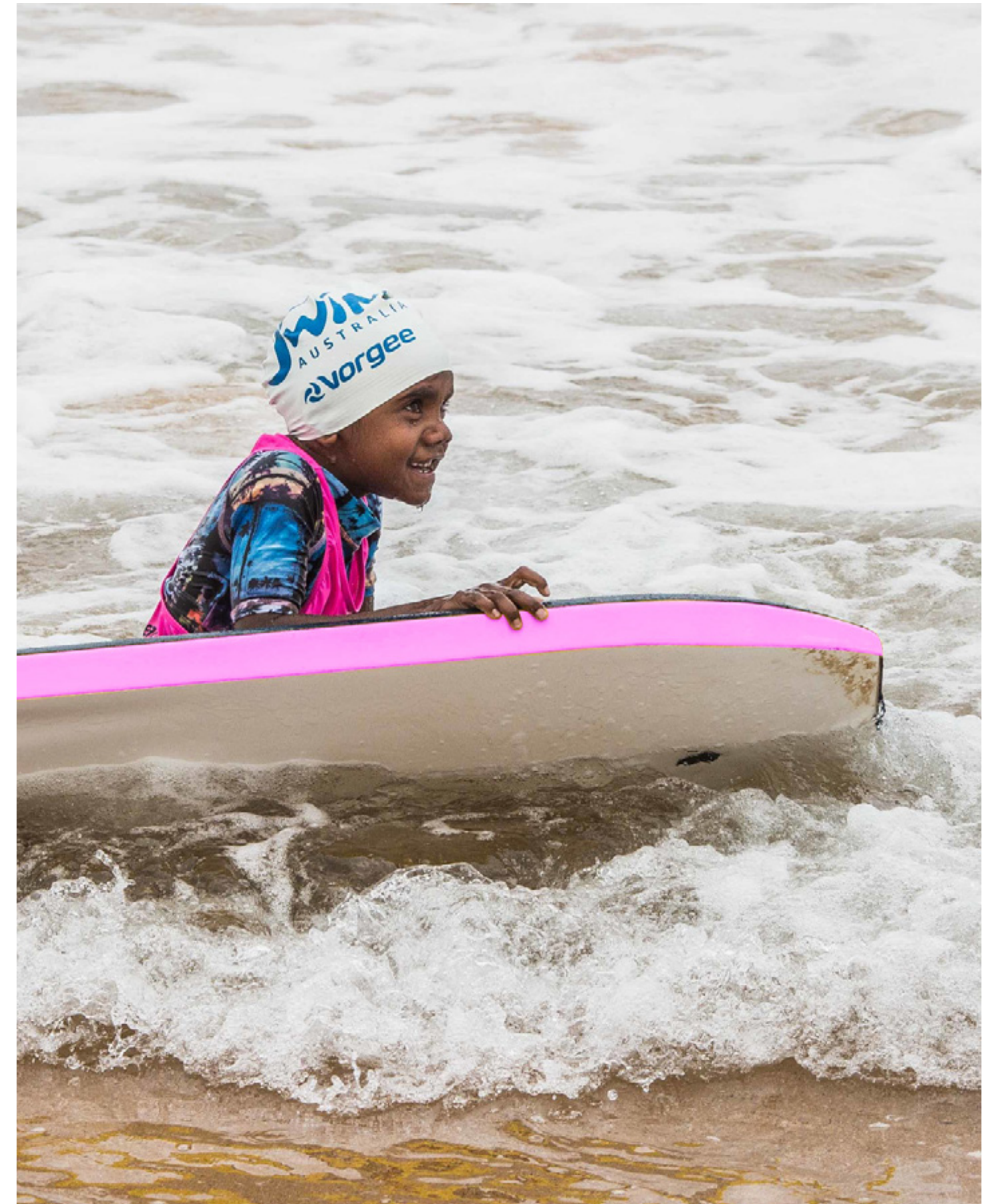
2020 Rural Community Grant recipient Bush to Beach is dedicated to inspiring hope, confidence, self-esteem and promoting education for children living in the outback.

Each year Bush to Beach brings up to 50 young people (aged 7-15 years), plus carers, from Brewarrina and surrounding communities in far north western NSW to Sydney’s Northern Beaches for a three-day camp. The program is offered as a reward for students who have demonstrated good school attendance and behaviour.

Former participant and current Bush to Beach Board Director Christopher ‘Burra’ McHughes says his Bush to Beach experience exposed him to totally new experiences. “The program is so important to the community here. It’s giving kids a reason to stay in school and providing opportunities they otherwise wouldn’t have had,” said Burra.

The Rural Community Grant will help fund the Bush to Beach program in 2021.

“Kids in the outback don’t have the same opportunities as kids in the city. I wanted them to see what else is out there, enjoy new environments and meet new people,” said Jack Cannons AM, Founder and Chairman Bush to Beach.



Bush to Beach participant enjoying the waves on Sydney's Northern Beaches.
Bush to Beach is a 2020 Rural Community Grant recipient.

2020 COMMUNITY GRANT RECIPIENTS

NSW & ACT

Community Grants

CareerSeekers
Catalysr
Community Resources
Dress for Success
Fighting Chance
Mates on the Move
Milk Crate Theatre
SCARF Incorporated
St Francis Social Services
StreetWork
Studio A
Sydney Story Factory
The Freedom Hub
The Helmsman Project
The Social Outfit
Women's & Girls' Emergency Centre
Worldview Foundation

Rural Community Grants

Boys To The Bush
Bush to Beach
Bowraville Innovative Social
Enterprises Precinct
Bucketts Way Neighbourhood Group
First Peoples Disability Network
Making Tracks Far West NSW
National Indigenous Culinary Institute
One Vision Productions
Regional Opportunities Australia
Stewart House

The Dunn & Lewis Youth Development
Fund
The Shift Project Byron
Wagga Women's Health Centre
Western Plains Regional Development
Women's Centre for Health and
Wellbeing (Albury-Wodonga)

VIC

Community Grants

Ability Works Australia
Cottage By The Sea Queenscliff
FareShare Australia
Free to Feed
Fruit2Work
Go Girls Foundation
Good Cycles
Green Collect
Happy Brain Education
Indigenous Employment Partners
Kinfolk Enterprise
LifeChanger Foundation
Little Dreamers Australia
SheWorks
SisterWorks
STREAT
The Reach Foundation
Western Bulldogs Community
Foundation
Western Chances

Rural Community Grants

Black Duck Foods
Castlemaine State Festival
Christie Centre
Corryong Neighbourhood House -
Upper Murray Community Bakery
Down Syndrome Association of
Victoria
Eat Up Australia
Food Next Door Co-op
Ganbina
Health Futures Australia
Kaiela Arts
Karrkad-Kandji Trust
Kindred Spirits Foundation
Zoe Support Australia

SA

Community Grants

Catherine House
GOGO Foundation
MarionLIFE Community Services

Rural Community Grants

Foodbank South Australia
Iwantja Arts and Crafts
Nature Foundation SA
Youth Opportunities Association
(SA)

QLD

Community Grants

Happy Paws Happy Hearts
Hotel Housekeeping
Nundah Community Enterprises
Cooperative
Stepping Stone Clubhouse
WorkRestart Social Enterprises

Rural Community Grants

Base Services
Cape York Girl Academy
Community Spirit Foundation
Creative Regions
MultiSkill Centre
TRACTION for Young People

WA

Community Grants

BikeDr
Camera Story
Green World Revolution
Southern Aboriginal Corporation
Working Spirit

Rural Community Grants

ABC Foundation
Big hART
Enterprise Partnerships WA
Girls from Oz
Woolkabunning Kiaka Aboriginal
Corporation

TAS

Rural Community Grants

Disabled Surfers Association of
Australia
North and North West Tasmania Sexual
Assault Support Services (Laurel
House)
Rural Alive & Well
Second Echo Ensemble

NT

Community Grants

Enterprise Learning Project Magpie
Goose

Rural Community Grants

Djilpin Arts
Gong-Dal Aboriginal Corporation
Wanta Aboriginal Corporation

CHANGING IT UP

We connect our social enterprise and community partners to a diverse range of pro bono and capacity building support from Westpac Group and our partners.

We focus on areas where our community partners need support and where we can add the most value based on Westpac's skills and networks such as leadership development, governance and strategy, financial education, and access to pro bono networks.

In 2020, we increased our non-financial support to help our community partners access resources to address their immediate challenges and set themselves up for recovery and future growth.

Programs included:

- New partnership with Social Impact Hub to provide **400** hours of tailored pro bono support to **50** social enterprises across Australia, and **six** webinars with **377** participants
- New Group Leadership Coaching program to help social leaders grow networks and seek support from like-minded peers
- Engaging third party experts to offer community partners specialised operational and financial support
- Helping grow the Westpac Pro Bono Employee Action Group to **500** members
- Revamping the Financial Wellbeing Champs program in partnership with the Davidson Institute to train employees to deliver financial literacy training
- Expanding our Board Observership Program to a further **28** organisations
- Connecting each of our Community Grant recipients to a Westpac employee Community Ambassador



Group Leadership Coaching facilitator Mary Freer, left, with Loretta Bolotin.

“The Group Leadership Coaching has made me realise that we’re all facing pretty much the same issues, perhaps not right at the same time but in general. There’s a lot more we can learn from each other.”

Loretta Bolotin, CEO Free to Feed, a 2020 Community Grant recipient.



Westpac employee Community Ambassador Lauren Hill with 2020 Rural Community Grant recipient Eat Up, an organisation that feeds hungry school kids so they can focus on learning.

MORE THAN A SILENT OBSERVER

In 2019, Westpac Commercial Credit Manager Lucinda Makrakis was selected to participate in the Board Observership Program with Melbourne-based social enterprise Good Cycles.

But the relationship didn't end there.

Lucinda is among the 62% of Board Observership Program participants who have transitioned to become a Board Director or remained engaged with their respective organisation following the program.

And during COVID-19, Lucinda stepped in as Good Cycles Interim Chair to help sustain business operations and ensure the organisation can continue facilitating job opportunities for young people experiencing disadvantage.

Social enterprises rely on good governance for their sustainability says Lucinda.

"It provides a framework and helps set expectations. Strong governance also gives the board assuredness to make rapid decisions, like when dealing with the impact of an unexpected global pandemic.

"The program provides organisations with an opportunity to have someone sit at the table with the skills they may need, while also offering a new perspective."

For Good Cycles CEO Jaison Hoernel, Lucinda was there at the right time.

"Lucinda's been able to spend the time and work to help the organisation during what's been a really critical period, just to have those conversations and be there for me as CEO and to communicate strongly to the board," said Jaison.

"Another advantage is that it's evergreen," he said. "Instead of discussions about short term issues, the conversations are ongoing. With Lucinda we've got a really strong connection to Westpac and she's there supporting us all the time".

In 2020, 28 community and social enterprise partners participated in the Board Observership Program.



Despite her many skills, Sangeeta had trouble securing steady work after migrating from India, especially when COVID-19 hit. Good Cycles helped Sangeeta to maintain a stable income, make local connections and identify opportunities to develop her career.

WESTPAC FOUNDATION BOARD



Jim Tate, Chair



**Distinguished Professor
Jo Barraket, Director**



Keith Rovers, Director



Jane Watts, Director

In 2020 we welcomed our new Chair, Jim Tate and said farewell to our Chair of 11 years, Jon Nicholson. Thank you, Jon, for your contribution and the lasting positive difference you have made on Westpac Foundation.

We'd also like to recognise and thank our outgoing Directors, Lyn Cobley and Kate Aitken, for their support and guidance.

THANK YOU

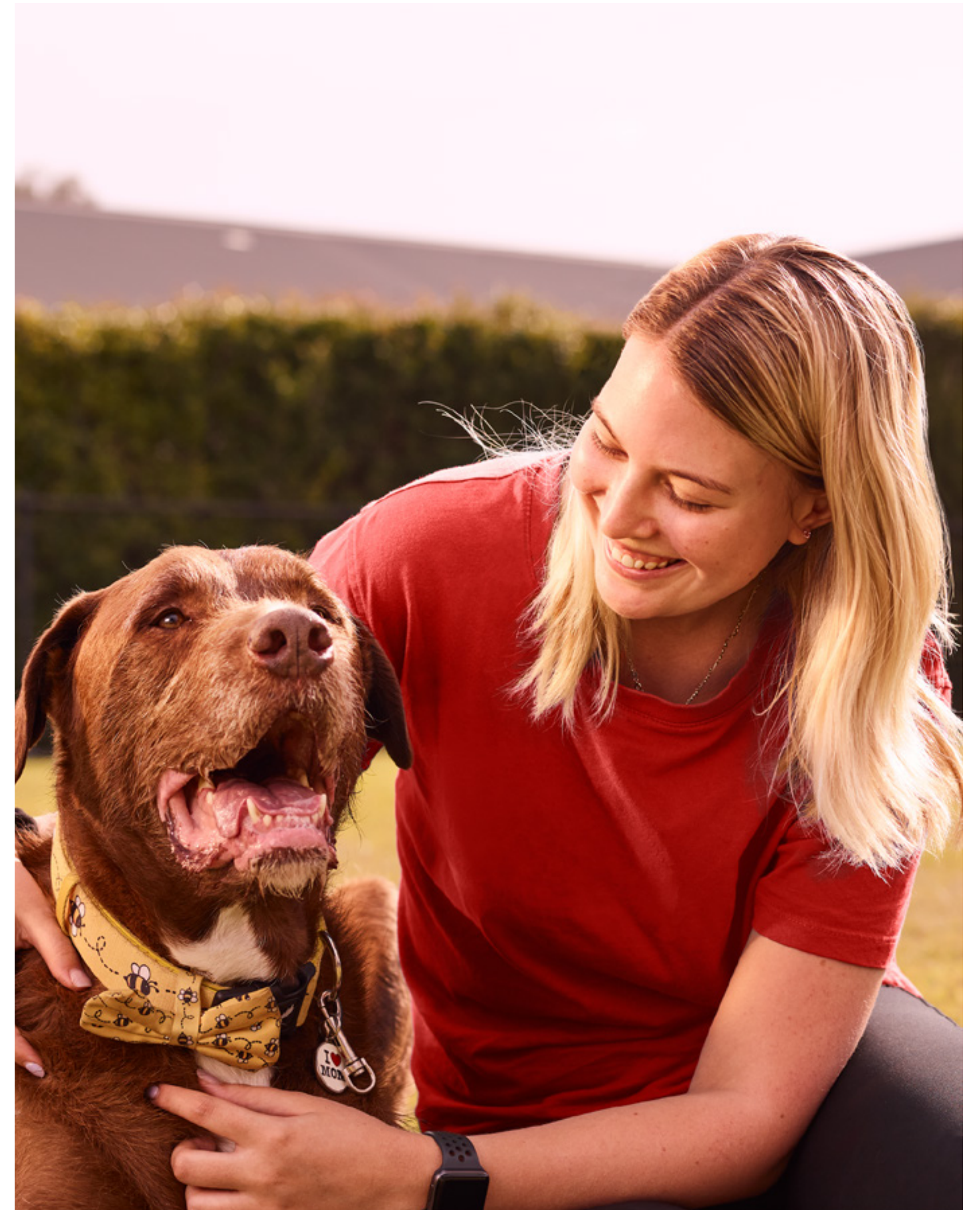
Throughout 2020, people from across Westpac Group and the wider community have supported Westpac Foundation to help create a more inclusive Australia. We thank you.

Support us

With your contribution we can continue to help create jobs and opportunities for those who need it most. 100% of donations go straight to Westpac Foundation's grant programs and all donations over \$2 are tax deductible.

Westpac shareholders are able to donate a portion of their dividend to Westpac Foundation through the **Dividend Donation Plan**.

Westpac Group employees have many opportunities to support Westpac Foundation through volunteering, donation matching, payroll giving or becoming part of our Changemakers program.



Ches with Cooper at Happy Paws Happy Hearts, a 2020 Community Grant recipient that helps create positive change for people and rescue animals.



Helen, Brendon and Karyn are Australian military veterans who have transitioned to mainstream employment with the help of Working Spirit, a 2020 Community Grant recipient.

 Foundation

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