



CONTENTS

1. Introduction and statement of continued commitment
2. Embedding the Ten Principles into our organisation
 - 2.1 Human Rights
 - 2.2 Labour
 - 2.3 Environment
 - 2.4 Anti-Corruption
3. Supporting our community

Generation Alliance Pty Ltd (Gen.a) is proud to be a signatory to the United Nations Global Compact (UNGC) and a member of the Global Compact Network Australia (UNGCNA). This Communication on Progress Report demonstrates our continued support for the Global Compact and its Ten Principles.

As a signatory, we are connected to a local and global community with a shared commitment to corporate social responsibility and the responsible business practice guidelines outlined in the UNGC's Ten Principles across key areas including human rights, labour, environment and anti-corruption. These Principles are integral to the values, operating philosophy and day-to-day service delivery of our business.

We are a small business committed to positive social development linked to business success. Being part of the Global Compact helps us to deliver on our goals within the broader community while building a powerful network for change – for ourselves, our clients and the business community in which we operate.

Our commitment to the UNGC extends not only to our compliance with the Ten Principles in the way we do business, but also to the clients we choose to work with. We are also conscious of using the opportunities we have to extend our sphere of influence in educating the local and global business community about the importance of the MDGs.

Gen.a is a strategic brand, communications and design consultancy defined by strong creative ideas with ethical and sustainable principles. We believe in creating design and communication platforms that inspire and activate change that has a positive impact on organisations, communities and the people within them. To this end, our key focus is on using our talents and expertise to support our clients and their efforts to make the world a better place, through enabling their communication and storytelling.

The way we work is influenced by what we believe in, including a focus on ethical and sustainable business. We have a successful track record in delivering community and environmental development projects in Australia and the Pacific, and are particularly passionate about our support for the Aid for Trade agenda globally.

Working with clients including the Australian Department of Foreign Affairs & Trade; Pacific Islands Trade & Invest, the UN's World Intellectual Property Organization and International Trade Centre, the Government of Bangladesh and the Children's Hospital at Westmead we have sought to enhance the effectiveness of these organisations in supporting enterprises in developing countries.

On a day-to-day basis, we are also concerned with being good corporate and social citizens through our observance of the Ten Principles. Our Code of Conduct, which is signed and agreed to by all employees and suppliers, specifically cites the UNGC Principles as the basis of our ethical, environmental and general business practices.

We are proud to be a signatory to the UNGC and look forward to achieving our own commitments and continuing to support the UNGCNA and its members in the coming year.



David Faulks
Managing Director
26 July 2012

2 EMBEDDING THE TEN PRINCIPLES IN OUR ORGANISATION

This section details Gen.a's commitment to the UNGC's Ten Principles across areas including human rights, the environment, labour and anti-corruption. In 2011/12, Gen.a has actively furthered its commitment to the principles of the UNGC through various activities, procedures and systems. Gen.a intends to continue and maintain this commitment over the next 12 months.

In our 2011/2012 Business Plan goals, we made specific commitments to work with clients engaged in CSR/corporate citizenship activities, international development and community causes at a reduced rate. To this end in the past 12 months we have worked with clients including the UN's World Intellectual Property Organization and International Trade Centre, the Government of Bangladesh and the Children's Hospital at Westmead. We have also offered pro bono consultancy services to the National Centre of Indigenous Excellence and strategic partnership advice to the Salvation Army and UN Women.

Our commitment to spreading the word about the Ten Principles within our sphere of influence extends to the following initiatives:

- We actively promote the principles of the UNGC through our own marketing materials and regular events;
- We have begun a series of regular internal training sessions around the importance of communications in development such as the role of place branding; and
- We actively seek to work with community clients who work to support the Millennium Development Goals.

As part of our commitment to the UNGC, support for the Millennium Development Goals and belief in the development outcomes of the United Nations, Gen.a created a 'UN agency rate card' in 2011. This rate card was used when providing costings to UN Agency's including the World Intellectual Property Organization, UN Women and the United Nations Framework Convention on Climate Change.

In addition to attendance at GCNA Board Meetings our Managing Director, David Faulks, offered his support to the Network as a guest speaker at the UNGC Business Forum in Sydney on 10 February 2012. We also offered our design services to develop UNGCNA Logo Guidelines and in December 2011, we completed the Global Compact Annual Survey.

2.1 HUMAN RIGHTS

- **Businesses should support and respect the protection of internationally proclaimed human rights; and**
- **Businesses should make sure that they are not complicit in human rights abuses.**

Gen.a is committed to supporting the human rights of refugees and indigenous people in Australia.

In August 2011, Gen.a invited clients, business associates and friends to our office in Redfern for an evening titled, 'Things That Matter'. After meeting local Aboriginal rights advocate, Mr. Shane Phillips, through our work with fellow UNGCNA member, KPMG, we invited Shane to lead a discussion on Indigenous issues. Through this opportunity we hoped to assist Shane increase awareness about local Indigenous issues and extend connections within our broader business network.

Also through an introduction made by KPMG, we have offered our services to the National Centre for Indigenous Excellence (NCIE) to assist with the development of communication materials and marketing ideas. NCIE works to create opportunities for Indigenous Australians by cultivating talent and encouraging individuals to showcase their abilities in sport, art, health, learning and innovation.

We have also been working with fellow UNGCNA board members on the development of communications and policy initiatives related to refugees and asylum seekers in Australia. In the next 12 months, Gen.a intends to support the rights of Indigenous people and refugees in Australia and throughout the world.

2.2 LABOUR

- **Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;**
- **Businesses should uphold the elimination of all forms of forced and compulsory labour;**
- **Businesses should uphold the effective abolition of child labour; and**
- **Businesses should uphold the elimination of discrimination in respect of employment and occupation.**

As a small business of 12 employees, Gen.a has effective systems in place through which we can monitor and manage labour rights issues within our day-to-day operations. While we are fortunate to not often be faced with labour rights issues, we actively and openly support the establishment of safe, fair and respectful workplace practices.

In the last 12 months, Gen.a has demonstrated its commitment to the elimination of discrimination in respect to employment, particularly in regards to gender equality, through numerous activities and initiatives.

In line with this commitment, we became an organization member of UN Women Australia. UN Women Australia is committed to empowering gender equality and provides a powerful voice for women at a global, regional and local level. Further to this, in February 2012 Gen.a's Managing Director, David Faulks, offered our services on a pro-bono basis to conduct a Communications Workshop with the new Executive Director of UN Women Australia, Ms. Julie McKay.

On 28 February 2012, David Faulks also participated in a Small Business Panel about 'Ethics in Export' hosted by NSW Trade & Invest. This event presented the opportunity to promote the UNGC principles to an audience of exporters and other businesses in Sydney.

2.3 ENVIRONMENT

- **Businesses should support a precautionary approach to environmental challenges;**
- **Businesses should undertake initiatives to promote greater environmental responsibility; and**
- **Businesses should encourage the development and diffusion of environmentally friendly technologies.**

Gen.a's commitment to the UNGC ensures that we abide by the environmental guidelines as outlined in the UNGC's Ten Principles.

As part of this commitment, we invited the Australian Representative to the UNGC and CEO of Sustain Group, Mr. Matthew Tukaki to lead a discussion on the carbon tax during our event 'Things That Matter' evening in August 2011. By doing this, Gen.a encouraged our clients, business associates and friends to think about alternate energy solutions and provoked a conversation about the environmental responsibility of local businesses.

In moving to our new office premises in Thurlow Street, Redfern, we discovered that the local municipal council does not provide recycling services for commercial addresses. Through our commitment to recycling we enlisted the support of other businesses within our building to implement a weekly recycling service.

Gen.a has a relatively small carbon footprint, but with a commitment to the environment we have undertaken the following measures to reduce the environmental impact of operations and services provided:

- The implementation of in-house office paper recycling systems;
- The implementation of office waste and recycling systems;
- A preference to work with Forest Stewardship Council (FSC) certified printers;
- We work with our printing and paper suppliers to use pre- and post- consumer recycled stock wherever possible;
- The purchasing of recycled paper products (including printing paper, paper towels, toilet paper);
- We have introduced the use of electronic filing systems to reduce the need for paper files;
- We have encouraged car pooling and walk/ride to work options by staff;
- The use of video conferencing and Skype technology for international and interstate client engagement wherever possible to reduce the requirement for travel; and
- When flying we opt to pay the carbon offset surcharge.

2.4 ANTI-CORRUPTION

- **Businesses should work against corruption in all its forms, including extortion and bribery.**

Gen.a is committed to high standards of personal, ethical and professional conduct. All employees, consultants and suppliers engaged by Gen.a are required to sign an agreement, (Gen.a's Code of Conduct), to maintain a standard of professional behaviour that promotes ethical standards related to anti-corruption.

Our Code of Conduct, specifically states:

"It is expected that, in carrying out your role, you will:

- *Act in good faith and with honesty, integrity, transparency and impartiality;*
- *Act with diligence and responsiveness and treat other Generation Alliance members with fairness, respect and courtesy and without discrimination or harassment;*
- *Not act in a manner that inhibits another person in our team from fulfilling the requirements of their position;*
- *Respect the confidentiality of entrusted information;*
- *Be alert to issues of conflict of interest and take action to declare and avoid them;*
- *Use Generation Alliance resources properly and in accordance with occupational health and safety obligations;*
- *Report all fraud and corrupt conduct; and*
- *Ensure that any outside interests, personal beliefs and private commitments do not interfere with, or influence, your duties and responsibilities.*

You must also avoid conduct that:

- *Is improper, unethical or illegal;*
- *Is an abuse of power or otherwise amounts to misconduct;*
- *Causes, comprises or involves intimidation, harassment or verbal abuse;*
- *Causes, comprises or involves discrimination, disadvantage or adverse treatment; and*
- *Causes, comprises or involves prejudice in the provision of a service to our clients.*

Ethical Standards

Generation Alliance is a signatory to the United Nations Global Compact (UNGC), which means we must abide by the core values in the areas of human rights, labour standards, the environment and anti-corruption as outlined in the UNGC's Ten Principles... "

In our 2011/12 Business Plan, Gen.a made a commitment to support development and community causes within our local community. Through this commitment we aim to donate 10% of profits derived from our professional services annually to pro bono and 'low bono' clients. In 2011-2012, this has included:

United Nations Global Compact Network Australia (UNGCNA)

Gen.a is one of two small businesses in Australia holding a position on the Board of the UNGCNA. On this Board, and as the Chair of the Communications Sub-Committee, our Managing Director, David Faulks has a specific role in representing small-medium enterprises (SMEs) and further educating other businesses about the importance of the Millennium Development Goals (MDGs) in providing a framework for the global business community to support social and environmental development. David Faulks has also been a guest speaker at UNGCNA events.

In addition to our commitment to attend UNGCNA board meetings and events, in the past year we have donated our time and expertise to the Australian Network through the provision of strategic communication and design services including the design of the new UNGCNA website (<http://www.unglobalcompact.org.au>), guidelines for UNGCNA logo use, stationery and strategic input in the area of communications through our position on the Communication Sub-Committee.

National Centre for Indigenous Excellence (NCIE)

On the introduction of fellow UNGCNA Board Member, we have met with the CEO and Marketing Manager of the National Centre of Indigenous Excellence (NCIE) to discuss their brand marketing and partnership opportunities. With the offer of pro-bono support standing, we are currently in discussions with NCIE related to their 2012/13 Business Plan.

UN Women Australia

In 2011 Gen.a became an organization member of UN Women Australia as demonstration of our support for gender equity and empowerment of women. Further to this, in February 2012 Gen.a's Managing Director, David Faulks, offered our services on a pro-bono basis to conduct a Communications Workshop with the new Executive Director of UN Women Australia, Ms. Julie McKay.

Children's Hospital at Westmead

Gen.a is currently working with the Communications and Fundraising team at the Children's Hospital at Westmead on the development of their new website. Gen.a and our Alliance partner, Shaking Paper, agreed to deliver the scope of work described in this proposal on a 'low-bono' basis, offering a substantial discount (of between \$30,000-\$40,000) on our standard consultancy fees.

Donations

In addition to our pro bono and low bono support for the above-mentioned organisations, Gen.a has also supported numerous charities and attended events for charitable organisations.

In the last 12 months, Gen.a staff have organised two clothes swap events with proceeds going to charity. During these events, team members brought in unwanted items of clothing and exchanged them for someone else's items and gave a donation to charity as payment for the clothing. The leftover items were donated to the local Salvation Army charity clothing bins. As a result of the event, Gen.a raised money for both UN Women Australia, UNICEF and the Leukemia Foundation's National Research Program.

