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1 INTRODUCTION AND STATEMENT OF CONTINUED COMMITMENT

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 (GCNA). This Communication on Progress Report demonstrates our continued support for the Global Compact and its Ten Principles.

Since 2009, Gen.a has been a signatory to the United Nations Global Compact, a foundation member of the GCNA Steering Committee and a Board member. We are a small business committed to social development and compliance with the Ten Principles of the UN Global Compact.

Within Australia, our business plays a leadership role in helping to promote the value of the Global Compact to small businesses and within the creative industries sector.

As well as our specific achievements listed in this report, I would like to highlight our major initiative during the past 12 months – the development and publication of the globally recognised publication, Whitepaper Magazine. The first copy of the magazine was presented personally to The Secretary General of the United Nations in New York by fellow GCNA Board member, Matthew Tukaki.

I have pleasure in presenting to you our 2013 Communication on Progress.



David Faulks
Managing Director
25 July 2013

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 2012 / 2013, Gen.a has actively furthered its commitment to the Ten Principles through numerous activities, procedures and systems. Gen.a intends to continue and develop this commitment over the next 12 months.

In our 2013 / 2014 Business Plan goals, we made specific commitments to work with clients engaged in CSR and corporate citizenship activities, international development and community causes. As part of this, we developed the Whitepaper Magazine (see case study) to enhance our internal understanding of the notion of 'citizenship' and encourage a conversation between our Alliance members, business associates and clients. We have also worked with international clients and stakeholders including the International Trade Centre, Zanzibar's Ministry of Trade, Industry and Marketing and the Dhaka Chamber of Commerce & Industry (DCCCI) in Bangladesh. This involved the provision of reduced rate services and pro bono consultancy to enhance the social investment outcomes of the stakeholders with whom we were working. In Australia, we have also delivered pro bono consultancy support to the National Centre of Indigenous Excellence (NCIE), Children's Hospital in Westmead and Foodbank Australia, as well as the Global Compact Network Australia itself.

Case study:

Gen.a magazine – Whitepaper

In May 2013, Gen.a launched the first issue of our magazine, White Paper that exemplifies our significant commitment to the UNGC's Ten Principles. Born out of our belief in the power of creative thinking, great design and storytelling to inspire and activate change, White Paper was inspired by the passionate people we've met through our work who, like us, believe in creating positive impact for organisations, communities and the people within them.

Our first issue, dedicated to the theme of 'Citizenship', explores perspectives on business and brand within the context of corporate social responsibility. The issue featured interviews and articles from world-renowned business leaders including: Executive Director of the United Nations Global Compact, Georg Kell; Under Secretary-General for Humanitarian Affairs and Emergency Relief Coordinator, Baroness Valerie Amos; Global Head of Citizenship at KPMG International, Lord Hastings of Scarisbrick and former CEO of Fairtrade International, Rob Cameron.

Gen.a published the magazine from the ground-up including creative concept and design, naming, editorial direction and content development through to production. The magazine will also be published online at www.whitepapermagazine.com.

The total financial and value-in-kind investment by Generation Alliance in this venture was \$90,000.

2 EMBEDDING THE TEN PRINCIPLES IN OUR ORGANISATION

Gen.a is committed to embedding the principles of the UNGC in our everyday business. Below is a summary of our progress and development over the past 12 months working towards the 10 principles of the UN Global Compact.

Principle	Gen.a	Examples	Measurement of outcomes
HUMAN RIGHTS			
<ul style="list-style-type: none"> – Principle 1 - Businesses should support and respect the protection of internationally proclaimed human rights; and – Principle 2 - Businesses should make sure that they are not complicit in human rights abuses. 	<ul style="list-style-type: none"> – Supports the Universal Declaration of Human Rights – Acknowledges the Traditional Custodians and the present Aboriginal and Torres Strait Islander people who reside in this area. – Is committed to maintaining and supporting the health and safety of all employees, contractors and visitors. 	<ul style="list-style-type: none"> – Provided communications services (pro bono) to the National Centre of Indigenous Excellence (NCIE) in the development of a new brand and partnership strategy. – Worked with Foodbank Australia to provide connections to Western Sydney businesses and PR support. – Developed and updated internal company Code of Conduct, ensuring that individual employees are protected against Human Rights abuses. – Involvement in the Sydney Peace Forum held on the United Nations International Peace Day in 2012. 	<ul style="list-style-type: none"> – Code of Conduct developed to deal with abuses of human rights, no reports registered. – No investigations, legal cases, rulings, fines or other relevant events to report.
LABOUR			
<ul style="list-style-type: none"> – Principle 3 - Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining; – Principle 4 - Businesses should uphold the elimination of all forms of forced and compulsory labour; – Principle 5 Businesses should uphold the effective abolition of child labour; and – Principle 6 Businesses should uphold the elimination of discrimination in respect of employment and occupation. 	<ul style="list-style-type: none"> – Has systems in place to monitor and manage labour rights issues within the business. – Creates a safe and secure workplace for employees. – Supports the elimination of employment discrimination, child labour and forced labour. – Committed to ensuring comparable pay for comparable work. – Is committed to the development of principles to support employment conditions in the coming year. 	<ul style="list-style-type: none"> – Implementation of an internal Code of Conduct ensures that employees understand their rights, responsibilities, compensations and benefits. – Consultation session with employees about issues / suggestions to improve the business and support mechanisms. – Encouraged the implementation of corporate social responsibilities principles and provoked discussion around this through the Whitepaper Magazine project. – 10% of profits to low-bono and pro – bono work with clients who encourage businesses to work in ways which support the UNGC's 10 principles. 	<ul style="list-style-type: none"> – Significant support for gender equality in the workplace - 75% of fulltime employees are female. – Introduction of intern policy – ensuring a good representation of age groups within the business. – No investigations, legal cases, rulings, fines or other relevant events to report.

Principle	Gen.a	Examples	Measurement of outcomes
ENVIRONMENT – Principle 7 - Businesses should support a precautionary approach to environmental challenges; – Principle 8 Businesses should undertake initiatives to promote greater environmental responsibility; and – Principle 9 Businesses should encourage the development and diffusion of environmentally friendly technologies.	– Is committed to reducing the impact of its operations and services on the environment. – Is committed to the ongoing measurement and monitoring of environmental initiatives and protocol within the business. – Aims to continue to reduce its impact on the environment in the coming year.	– Purchasing of recycled paper products (including paper towels, printing paper, toilet paper etc.) – Recycling and proper disposal of printer cartridges, excess electrical equipment and e-waste. – A preference to work with Forest Stewardship Council (FSC) certified printers wherever possible. – Development of car-pooling programs and walk to work incentives for employees. – Election to pay the carbon-offset surcharge (i.e. when travelling). – Support to the Indigenous Chamber of Commerce – Carbon Farming Initiative – Conducted a strategy workshop with Sustain Group (through UNGC introduction). – Attendance at the 'In conversation series' with Baroness Valerie Amos, UN Under-Secretary, UN Under-Secretary-General for Humanitarian Affairs and Emergency Relief Coordinator. – 14 Feb 2013 – Matthew Tukaki briefed the Gen.a team on Sustainable Development Goals (for WhitePaper magazine)	– Quarterly reports on recycling of cartridges and office products, from Close the Loop. This year Gen.a saved over 21kg from landfill through this program. – Internal awareness of environmental issues tested through weekly WIP sessions for all staff. – No investigations, legal cases, rulings, fines or other relevant events to report.
ANTI-CORRUPTION – Principle 10 – Businesses should work against all forms of corruption, including extortion and bribery.	– Is committed to high standards of personal, ethical and professional conduct. – Supports the UN Convention Against Corruption. – Will continue to develop its support against corruption in the next year.	– Attendance at the Anti-Corruption Leadership Group event held at Allens. – Code of Conduct enforced for all employees, suppliers and contractors to maintain ethical and professional standards within the business.	– No reports of corruption, extortion or bribery within the business through internal issues management mechanism. – No investigations, legal cases, rulings, fines or other relevant events to report.

In 2012 / 13 Gen.a continued its commitment to social development and community support locally and internationally. The following examples demonstrate Gen.a's belief in the Ten Principles and the impact of this within our local community over the past 12 months.

United Nations Global Compact Network Australia (GCNA)

Gen.a holds a position on the Board of the UNGCNA. On this Board, and as 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 and partners about the importance of the Millennium Development Goals. In the past 12 months, David has attended numerous functions, meetings and appeared as a guest speaker at UNGCNA events.

In addition to our commitment to attend meetings and contribute to the development of the UNGC's Ten Principles, we have also donated significant communications and design services including the development and design of Global Compact Network Australia 2012 Activity Report.

National Centre for Indigenous Excellence (NCIE)

On the introduction of fellow UNGCNA Board Member, we have completed a phase of work for the National Centre of Indigenous Excellence, in Redfern. The National Centre of Indigenous Excellence (NCIE) is in the business of creating life-changing experiences for Australia's Aboriginal and Torres Strait Islander peoples. By providing a platform for the creation and delivery of world-leading programs in arts and culture, learning and innovation, health and wellness, sport and recreation NCIE inspiring and empowering young Indigenous Australians to realise their full potential and contribute to their communities. NCIE is also a leader and advocate for positive change and shared prosperity, not just for their own community, but for all Australians.

In October 2012, Gen.a was engaged by NCIE to lead the development of a 'Brand Blueprint' and partnership strategy to support the organisation's aspirations to achieve financial independence and autonomy in order to positively influence public policy. Working closely with NCIE's CEO, senior leadership team and key stakeholder groups including Indigenous organisations, NCIE's Pathway partners, corporate and community partners Gen.a delivered:

- A new brand strategy as a platform to inform future business, partnership and communications strategies;
- Recommendations to inform the development of NCIE's partnership strategy; and
- A brief to inform the development of a licensing model that leverages NCIE's own IP and relationships.

As part of our commitment to the development and sustainability of Indigenous communities in Australia and the overall UNGC's Ten Principles, Gen.a provided pro bono support of \$27,500 to the development of this project with NCIE. In addition, we have offered ongoing mentoring services to key staff at NCIE.

Children's Hospital at Westmead

In 2012 / 13, Gen.a completed a low bono phase of work to assist the Children's Hospital at Westmead (CHW) with fundraising activities, raising the profile of the hospital and events such as Bandaged Bear Day. As a public hospital, CHW receives significant funding from the NSW Government but it is the financial support of the community that allows the CHW to provide the extra services to sick children and their families for which the Hospital is so well known and respected.

Gen.a developed a well considered creative and digital solution to raise the profile of CHW, its events and ultimately attract more donors and raise more money for the Westmead community. In developing the website, Gen.a worked closely with the CHW fundraising team and our Alliance partner and digital expert, Shaking Paper. The final solution was one which will hopefully, in the future, enable the Children's Hospital to continue the important work it does around research and development.

