

For release

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2018 Shared Value Awards put a spotlight on businesses who are being part of the solution to social and environmental problems

Increasing pressure from consumers, employees, and shareholders to look beyond profit and show leadership in addressing social and environmental issues sees an increase in the uptake of shared value and its evolution as a key strategy for business success and sustainability in the 21st Century.

The 2018 Shared Value Awards, announced in Melbourne at 7.00pm on Thursday 18 October, have recognised organisations from tourism and fast-moving-consumer-goods, to insurance, finance, and consulting, for effective application of shared value to address social problems that intersect with their business to create scalable, profitable solutions.

Recognised for championing shared value as key for business and society to flourish, the 2018 Shared Value Champion is Damien Mu, Chief Executive Officer at AIA Australia and New Zealand. Under Damien's leadership, and with his passionate commitment to shared value, AIA is making a positive difference, for people to live longer, healthier and better lives.

Flagship shared value initiatives that provide incentives for health and deliver on AIA's purpose, AIA Vitality and AIA Rehabilitation, are reducing the burden of disease and government spending on healthcare and social services, while increasing business sustainability.

Announced at the Shared Value Awards as Corporate Organisation leading through shared value, is Arup, world leader in engineering and construction.

Acutely aware of its responsibility in designing and positively influencing the built environment Arup's architectural, engineering, infrastructure, and planning projects address pressing challenges for society relating to cities, water, energy and transport. Arup plays a significant role in helping urban, rural, and peripheral environments and communities tackle these challenges.

Also recognised at the 2018 Shared Value Awards:

- Shared value organisation to watch: PricewaterhouseCoopers
- Shared value project by an organisation or collaboration: Carnival Australia's YuMi Tourism Project, delivered in partnership with The Difference Incubator and Department of Foreign Affairs and Trade

- Shared value project, highly commended: PricewaterhouseCoopers Indigenous Consulting
- Shared Value Trailblazer: Sasha Courville, Head of Innovation at National Australia Bank
- Civil organisation leading through shared value: Good Shepherd Microfinance with key partner, NAB
- Corporate organisation leading through shared value, highly commended: Lion

Dr Ken Henry AC, Chair NAB, 2017 Shared Value Champion, and member of the 2018 Shared Value Awards Selection Committee, said it is exciting to see many new examples of businesses adopting shared value and leaders like Damien Mu and Sasha Courville championing shared value as a strategy for achieving social impact and economic return.

“Success stories like those recognised through the annual Shared Value Awards are testament to the growth of the shared value community in Australasia, and highlight the desire for business to be part of the solution to the complex social and environmental problems of today”, he said.

Now in its third year, the Shared Value Awards is a firm fixture on the regional business calendar and provides a platform to promote and celebrate shared value in action.

The Shared Value Awards, presented annually by the Shared Value Project, recognise new or existing efforts to address complex social challenges impacting society while creating measurable economic benefits and enhancing competitiveness. They also recognise the adoption of shared value as a broader business strategy, and leaders who are championing this way of doing business.

Visit www.sharedvalue.org.au/awards for more information

#ENDS#

2018 Shared Value Awards Selection Committee

- Dr Ken Henry AC, Chairman, NAB and 2017 Shared Value Champion
- Romilly Madew, Chief Executive Officer, Green Building Council of Australia
- Sandra Martinez, CEO, Nestlé Oceania
- Ann Sherry AO, Chair, Carnival Australia
- Steven Spurr, CEO, Edelman Australia
- Peter Yates AM, Chair, Shared Value Project (Selection Committee Chair)

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