

**ADVANCING SHARED VALUE IN THE ASIA PACIFIC**  
SHARED VALUE PROJECT **IMPACT REPORT 2014-2019**

**5**  
**YEARS**

**SHARED  
VALUE  
PROJECT**





## FIVE YEARS OF ADVANCING SHARED VALUE IN AUSTRALIA AND THE ASIA PACIFIC

The Shared Value Project (SVP) is empowering businesses across Australia and the Asia Pacific to change the world. Our community of shared value leaders are working towards transforming their business strategies to tackle some of society's most pressing social issues profitably.

By cultivating a community of practice and delivering a comprehensive range of capacity-building education programs, SVP has been a catalyst for

the remarkable growth of shared value thinking in the Asia Pacific region.

With a focus on collaboration and knowledge exchange, SVP is helping its growing community of member companies make a difference in a range of areas while achieving measurable economic returns.

**Peter Yates AM**  
Chair, Shared Value Project

*“Shared Value Project has been important not only to the Australian business community but also to catalysing the remarkable growth, awareness, and practice of shared value thinking around the world.”*

**Professor Michael Porter**  
Harvard Business School

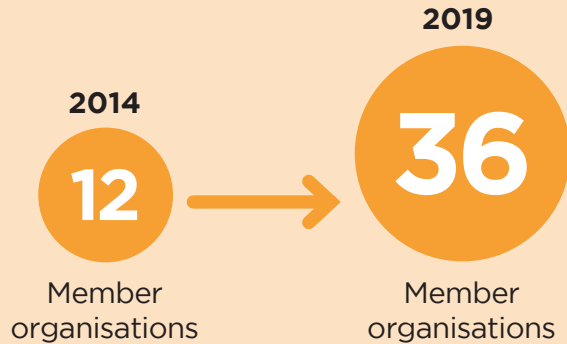


“Social conscience has become the most valuable business commodity of our era. In a world of increasing social instability, environmental uncertainty and public desire for change, a company’s long-term financial success now relies on its willingness to invest in the communities in which it operates; to innovate new solutions to shared problems.”

**Helen Steel**  
CEO, Shared Value Project

# SVP's powerful member base

Membership has tripled



## Industry sector diversification



# SVP members are leading employers and influencers in Australian business.

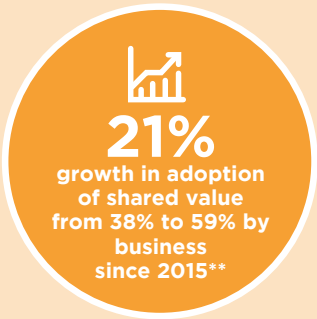
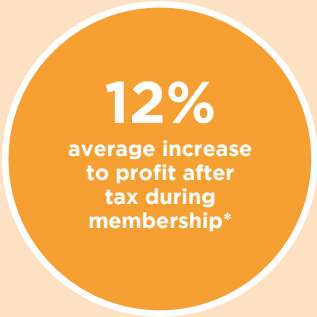
## Founding Members



## Members

- ACCSR\*
- Arup
- Australian Business Volunteers\*
- Australian Red Cross
- AVI
- Cardno
- CARE Australia
- Charter Hall
- DiUS
- Good Shepherd Microfinance
- Greening Australia
- H&H Group
- The Intrepid Foundation
- London Benchmarking Group\*
- Neami National
- NRMA
- Palladium\*
- People with Purpose
- Q Social Impact
- RedR Australia
- Republic of Everyone
- Scope Global\*
- Social Atlas\*
- Social Scaffolding
- Social Ventures Australia\*
- Suncorp Group\*
- Swinburne Engineering Practice Academy
- The Collaborative Advantage
- The Difference Incubator
- The GTP Group\*
- World Vision Australia
- Yarra Valley Water
- YMCA Victoria

\*SVP Alumni



\*Based on analysis of Founding Members  
\*\* 2019 State of Shared Value in Australia and New Zealand Report

# Creating value for business and society

## Issues being addressed include:



Social inclusion,  
physical and  
mental



Women's  
empowerment,  
domestic violence



Plastics and  
packaging,  
renewable energy



Resilient  
communities,  
climate change






Diversity and  
inclusion,  
modern slavery



Homelessness,  
affordable housing,  
financial inclusion

## Shared value in action

Program	Business Impact	Social Impact
 Bendigo and Adelaide Bank <b>Community Bank</b> ®	<b>\$37.7 billion</b> in total business at the end of FY18	<b>845,000</b> customers
 AIA Australia <b>AIA Vitality</b>	<b>30 per cent</b> reduction in lapsed policies	<b>168,000</b> customers
 NAB <b>NAB Assist</b>	<b>\$70 million</b> added to the bottom line	<b>90%</b> of impacted customers back on track!

## Shared value in the news

## How social purpose can be good for profit

*Australian Financial Review*

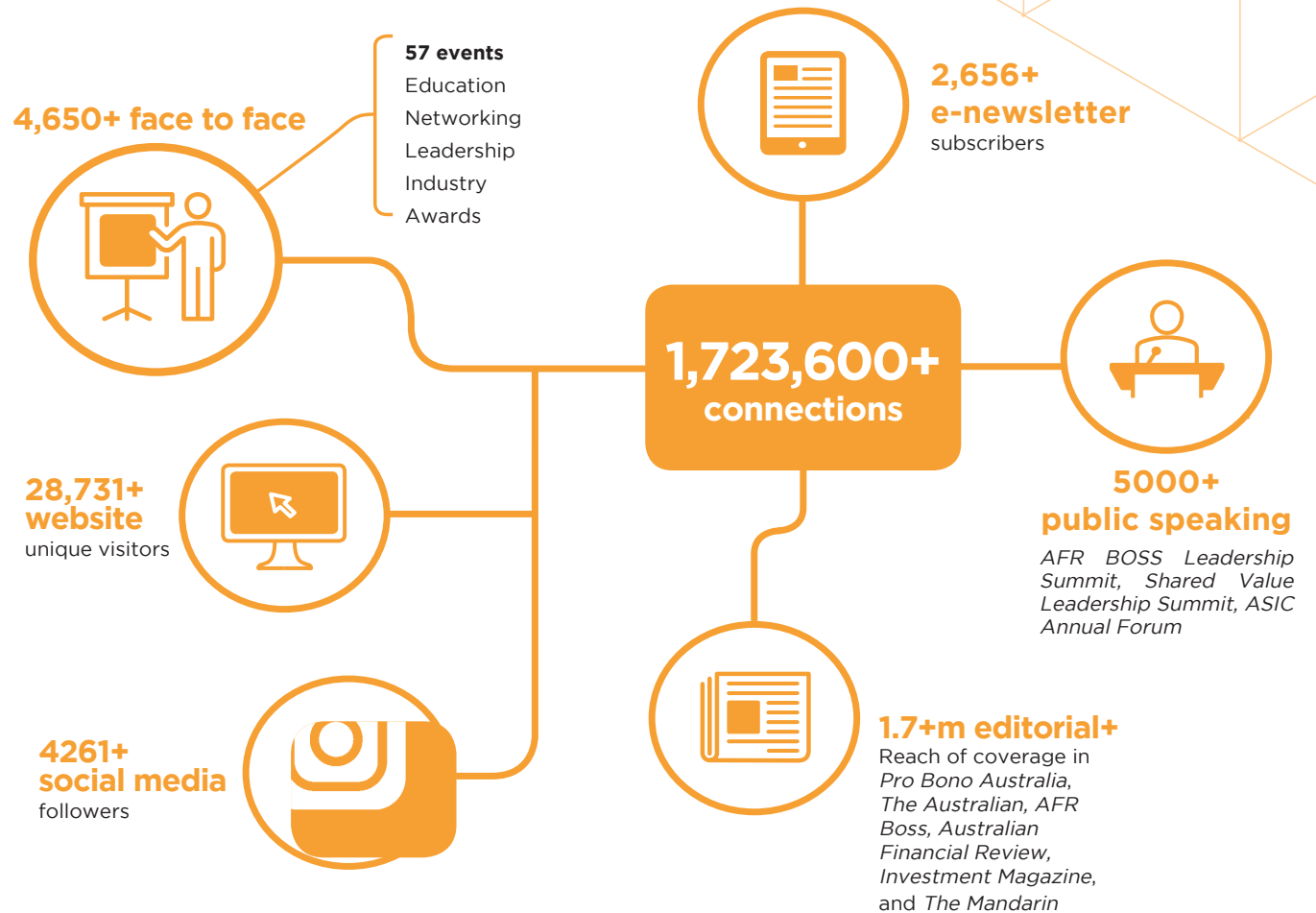
## Australian Companies Recognised for Changing the World

*Pro Bono Australia*

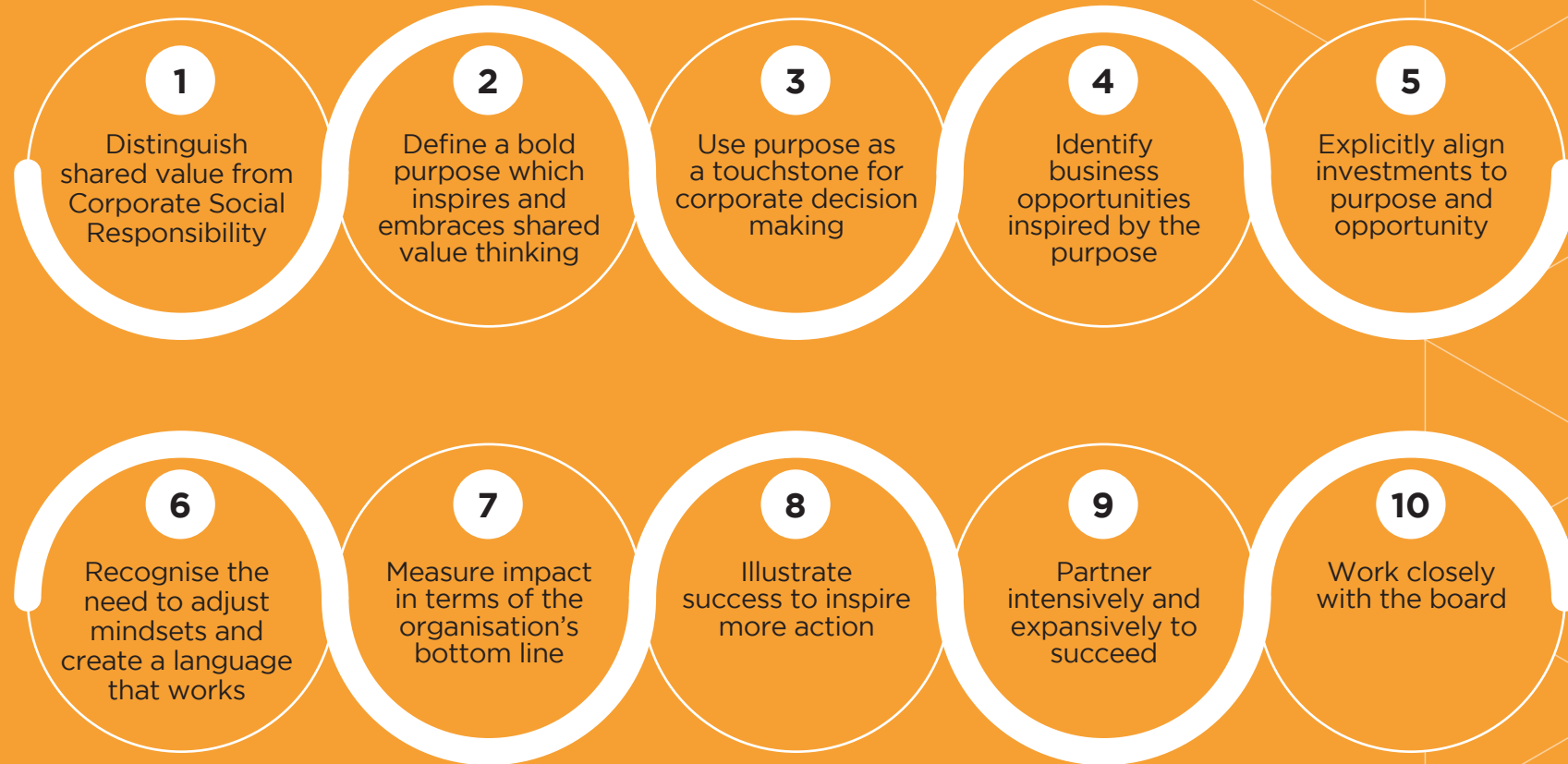
## Shared value - how business is stepping up

*The Guardian*

## Amplifying the shared value conversation



# Key learnings and advice for companies embarking on their shared value journey



Source: 2019 State of Shared Value in Australia and New Zealand Report, A. T. Kearney



# SVP – the journey so far

## Australia the ‘shared value nation’



- Kramer and Porter article ‘Creating Shared Value’ published by Harvard Business Review

2011

## SVP engages government in the shared value movement



- Inaugural SVP Forum
- Inaugural ‘State of Shared Value Report’
- First delegation to US Leadership Summit

2015

## Expanding the regional conversation



- First shared value government forum with Department of Foreign Affairs and Trade
- SVP founding members IAG and Bendigo and Adelaide Bank in top 50 of ‘The Fortune Change the World List’

2017

## World’s first-ever shared value awards program



- Establishment of global shared value steering committee
- ‘2019 State of Shared Value in Australia and NZ Report’
- SVP’s first issues-based research project commissioned into mental health

2019

2014

- **Establishment of Shared Value Project**
- First regional partner of the Shared Value Initiative

2016

- SVP Founding Member NAB in top 50 of ‘The Fortune Change the World List’
- Inaugural Shared Value Awards
- SVP’s first event in Auckland, NZ



2018

- Inaugural Shared Value Summit Asia Pacific
- Establishment of SVP Hong Kong
- Launch of the Shared Value Podcast





# SHARED VALUE PROJECT

**Explore the business  
opportunity of shared value**

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**Follow us on:**  
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to join the conversation

**[sharedvalue.org.au](http://sharedvalue.org.au)**

**Helping business solve social issues profitably**