

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

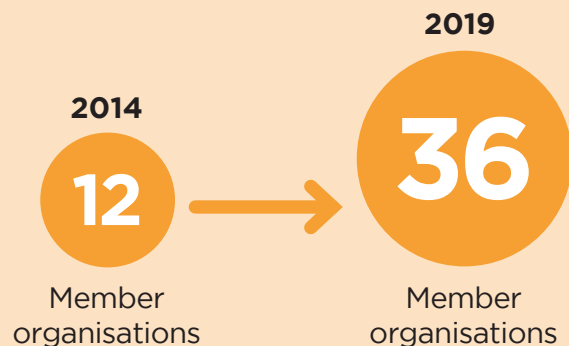


“Social conscience has become the most valuable business commodity of our era. In a world of increasing social instability, environmental uncertainty and public desire for change, a company’s long-term financial success now relies on its willingness to invest in the communities in which it operates;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

126,835

the combined
employee base of
SVP members.

12%

average increase
to profit after
tax during
membership*

21%

growth in adoption
of shared value
from 38% to 59% by
business
since 2015**

*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 Community Bank ®	\$37.7 billion in total business at the end of FY18	845,000 customers
 AIA Australia AIA Vitality	30 per cent reduction in lapsed policies	168,000 customers
 NAB NAB Assist	\$70 million added to the bottom line	90% of impacted customers back on track!

Shared value in the news

How social purpose can be good for profit

Australian Financial Review

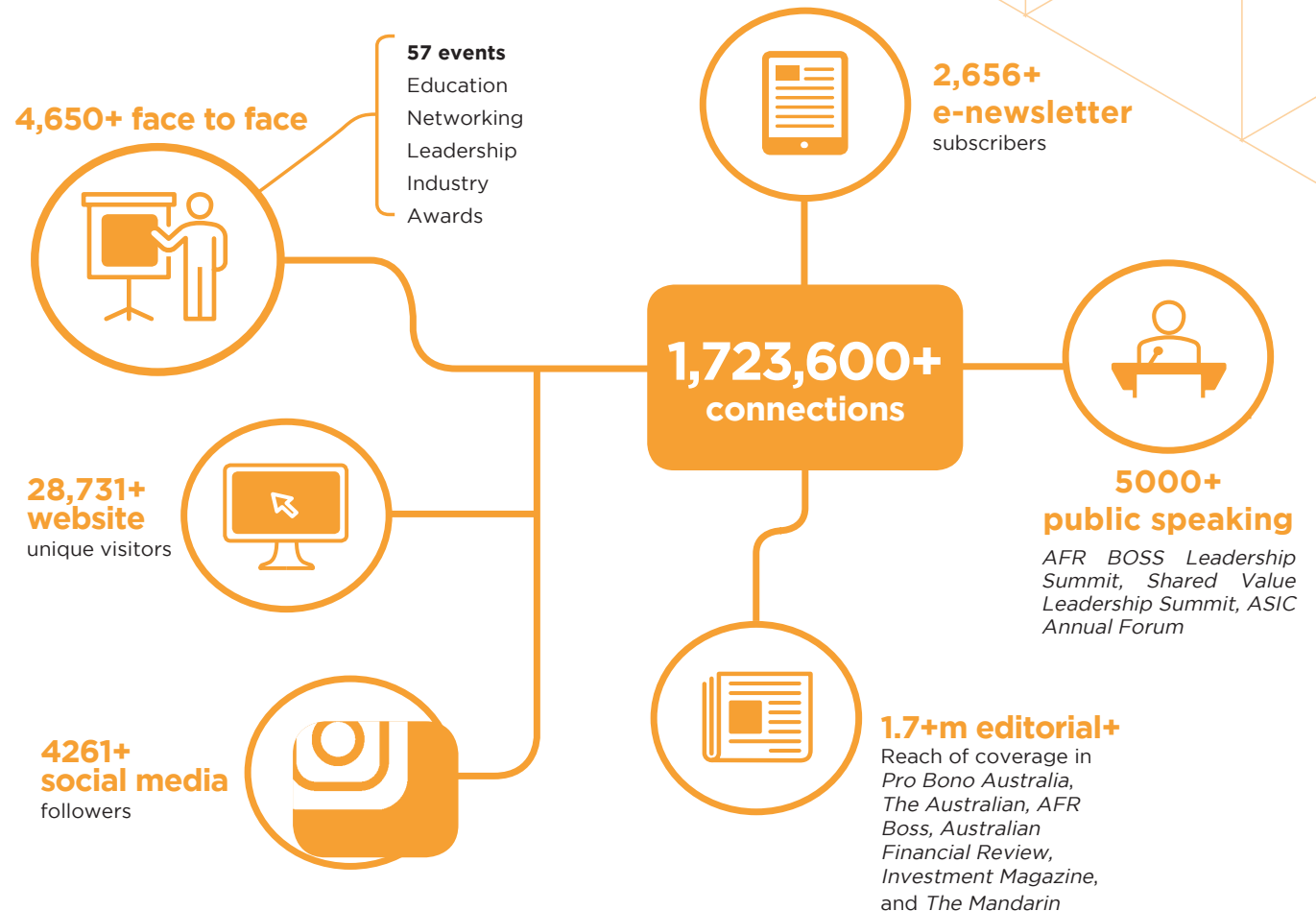
Australian Companies Recognised for Changing the World

Pro Bono Australia

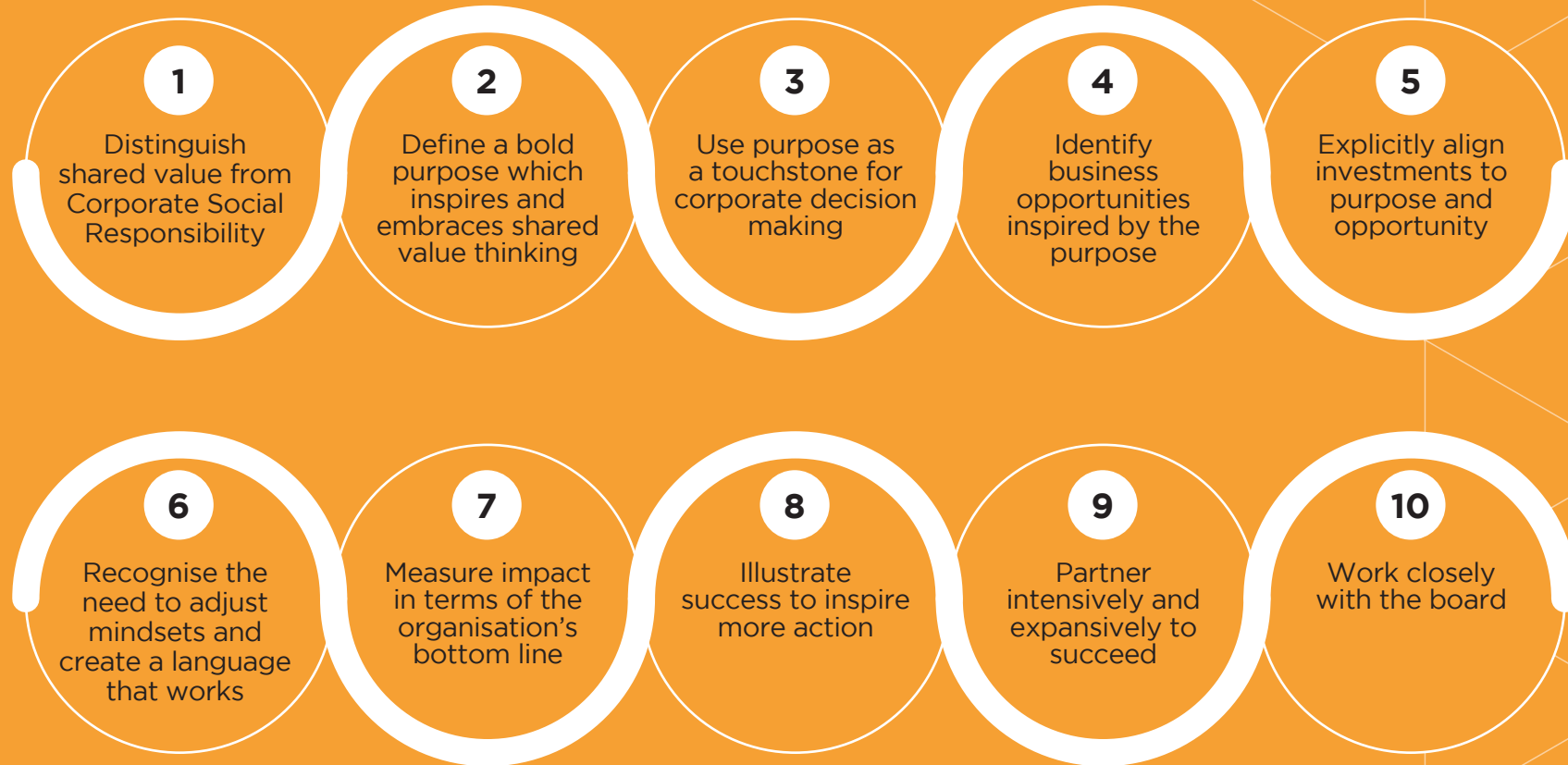
Shared value - how business is stepping up

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'



SVP engages government in the shared value movement



Expanding the regional conversation



World's first-ever shared value awards program



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

2011

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

2015

- 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

- 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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sharedvalue.org.au