



Shared Value Projects

NAME OF CLIENT ORGANISATION	YEAR	ROLE AND FOCUS OF PROJECT
<p><u>AgForce Queensland Farmers</u> A unifying voice for Queensland's broadacre producers since 1999, AgForce is the peak body representing Queensland beef, sheep and wool, and grain producers. Their purpose is to advance sustainable agriculture.</p>	<p>2017 - 2019</p>	<p>Purpose Design and Purpose-led Strategy that focused on sustainable stakeholder synergies and an iterative framework to continue to create shared value into the future. Provided ongoing Leadership Development training to build their capacity and boost their impact. Major project achievements include:</p> <ul style="list-style-type: none"> • Reframing AgForce as a premium partner for complementary businesses – providing access to markets for companies, and reducing costs of farming essentials to members • Using the organisational purpose to focus policy platforms and take bold positions – as the purpose was created in conjunction with over 600 members it gives clarity and confidence to their lobbying activities and speeds up decision-making • Boosted community engagement via technology platforms – AgForce doubled their members on Facebook alone in the months following the launch of their strategy and use it to educate and inform all stakeholders, not just their members, about rural issues.
<p><u>Everledger</u> Everledger is a global technology enterprise that addresses real-world challenges through breakthrough solutions. Their purpose is to improve the world through trust.</p>	<p>2017 - 2018</p>	<p>Purpose Design and Purpose-led Strategy that focused on sustainable stakeholder synergies and an iterative framework to continue to create shared value into the future. Values and Culture workshop that facilitated positive employee outcomes, increased productivity, and boosted employer brand. Major project achievements include:</p> <ul style="list-style-type: none"> • Co-designed a purpose that clarified and focused their efforts

		<ul style="list-style-type: none"> • Received Series A funding • Expanded provenance tracking initiatives – increased the number of communities that benefit from reducing illegal and exploitative trade • Grown their international team from 20 to more than 80
<p><u>CS Energy</u> CS Energy is a major provider of energy to Australian households and business. Their purpose is delivering energy today and powering your tomorrow.</p>	2017 - Present	<p>Purpose Design and Purpose-led Strategy that focused on sustainable stakeholder synergies and an iterative framework to continue to create shared value into the future. Developed an Innovation Framework in line with their purpose and strategy that increased the speed and success of pursuing opportunities. Provided ongoing Leadership Development training to build their capacity and boost their impact.</p> <p>Major project achievements include:</p> <ul style="list-style-type: none"> • Co-designed a purpose that clarified and focused their efforts through a time of major disruption – their mandate changed from simply producing and distributing power to enabling the nascent renewable sector • Co-designed a purpose-led strategy that clarified and focused their efforts through a time of major disruption – innovative products, partnerships, and distribution networks were designed to maintain their revenue resilience in an environment of increased competition and falling revenues • Value-creation became the preeminent consideration for all employees – armed with a purpose and a strategy to fulfil it, the employees were empowered to become more productive in line with the larger organisation’s goals
<p><u>Glencore - Oaky Creek Coal Environment and Community Team</u> Part of one of the world’s largest globally diversified natural resource companies, Glencore, Oaky Creek Coal’s Environment and Community Team is specifically tasked with ensuring compliance and building</p>	2018 - Present	<p>Purpose Design and Purpose-led Strategy that focused on sustainable stakeholder synergies and an iterative framework to continue to create shared value into the future. Ongoing Leadership Development and Coaching is building their capacity and boosting their impact.</p> <p>Major project initiatives include:</p> <ul style="list-style-type: none"> • Tailings repurposing – realising economic and environmental value through processing of waste

<p>environmental and community value. Their purpose is to progress responsible mining.</p>		<ul style="list-style-type: none"> • Environmental rehabilitation – boosting the broader organisation’s rehabilitation targets that otherwise would not have been met • Pathways Program – enabling underserved groups to access education, training, and eventual placements that strengthen the community and their relationship with it.
<p><u>IntelliDesign</u> IntelliDesign is an original design manufacturer that partners with a cohort of companies to create game changing electronic products for industry. They deploy their innovations globally to medical, transportation, defence, and industrial environments. Their purpose is to create game-changing products together.</p>	<p>2018 - Present</p>	<p>Purpose Design and Purpose-led Strategy that focused on sustainable stakeholder synergies and an iterative framework to continue to create shared value into the future. Facilitated the execution of the purpose and strategy including a communications plan and ongoing executive support.</p> <p>Major project achievements include:</p> <ul style="list-style-type: none"> • Defining the framework through which opportunities are filtered to reduce decision latency and ill-fitting projects • Increasing their revenue resilience through rationalising the opportunity to establish a complementary but contentious manufacturing arm.
<p><u>Sporting Wheelies</u> The Sporting Wheelies and Disabled Association is the peak body for sport, recreation and fitness for people with a physical disability or vision impairment in Queensland. Their purpose is to make active goals accessible.</p>	<p>2018</p>	<p>Purpose Design and Purpose-led Strategy that focused on sustainable stakeholder synergies and an iterative framework to continue to create shared value into the future.</p> <p>Major project achievements include:</p> <ul style="list-style-type: none"> • Major revenue channel pivot – the co-designed purpose and strategy represents a major turning point in Sporting Wheelies history, from a charity primarily seeking donations to a social enterprise that remains sustainable through multiple channels including trade • Reframing Sporting Wheelies as a premium partner for complementary businesses – providing access to markets for companies and boosting their community reputation at the same time as reducing costs of essential equipment to members • Aligning their strategy with the newly rolled out NDIS to facilitate easy service provision for government and their members

<p><u>National Farmers' Federation</u> The National Farmers' Federation (NFF) is the peak national body representing farmers and agriculture across Australia. Their purpose is to lead Australian agriculture.</p>	2018 - Present	Purpose Design and Purpose-led Strategy that focused on sustainable stakeholder synergies and an iterative framework to continue to create shared value into the future. Major project initiatives include: <ul style="list-style-type: none"> • Using the organisational purpose to focus policy platforms and operational spending, minimising waste and maximising impact • Boosting community engagement and empowerment via technology platforms that educate and inform all stakeholders, not just their members, about rural issues.
<p><u>Over the Wire</u> Over the Wire (ASX:OTW) is a Telecommunications and IT solution provider, specialising in converged voice and data networks, data centres, and hosted infrastructure solutions for corporate clients. Their purpose is to simplify technology to empower business.</p>	2019	Purpose Design and Purpose-led Strategy that focused on sustainable stakeholder synergies and an iterative framework to continue to create shared value into the future. Major project initiatives include: <ul style="list-style-type: none"> • Unifying the cultures of newly acquired businesses, reducing internal friction • Empowering employees to make entrepreneurial and customer-focused decisions, increasing customer and business value simultaneously • Enabling the continued growth of this challenger brand to force increased competition in the marketplace that ultimately increases customer value for the industry as a whole