



LBG Australia and New Zealand  
**ANNUAL BENCHMARKING  
COMPANY REPORT**  
2010



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## Stockland Company Report

Thank you for participating in the 2010 LBG Australia and New Zealand benchmarking exercise.

This report details your corporate community investment contributions for 2010, benchmarked against companies from your sector and against LBG Australia/New Zealand member companies who have participated in 2009 and 2010.

**2010:** 47 companies (listed on the back page)

**2009:** 42 companies

More information and analysis is available in the 2010 Annual Benchmarking Report, which you can access as a PDF download at [www.lbg-australia.com](http://www.lbg-australia.com)

We look forward to working with you in 2011.

**Jessica Pattison**  
**LBG Manager**  
**November 2010**



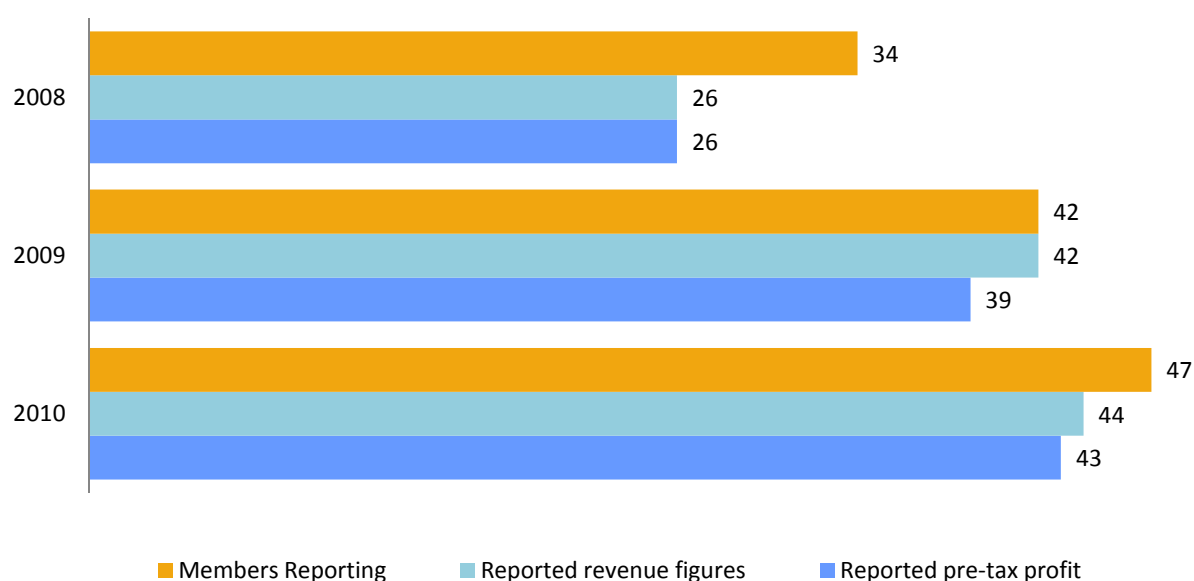
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## 2010 LBG Australia/New Zealand headline performance

Headline performance	2010	2009	2008
Total number of members	51	44	38
Number of members submitting a return	47 (92%)	42 (95%)	34 (89%)
Total contributions reported	\$254,424,657	\$295,261,008	\$158,507,778
Average estimate of contributions captured	82%	79%	80%
Contributions per employee	\$322	\$653	\$372
Total contributions as % of pre-tax profit	0.63%	0.77%	0.36%
Total contributions as % of revenue	0.10%	0.11%	0.08%
Average % of employees having paid time off to volunteer	5.8%	8.3%	8.0%
Average % of employees undertaking community activities	7.2%	32.4%	9.0%
Total leverage reported	\$50,474,740	\$95,167,775	\$85,854,196



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## Your 2010 community contributions data snapshot

Your 2010 LBG Community Contributions	AUD\$	%
<b>Total community contributions</b>	<b>2,451,395</b>	
Cash	566,866	23.1 %
Time	882,867	36.0 %
In-kind support	582,532	23.8 %
Management costs	419,130	17.1 %
		<b>%</b>
Charitable donations	200,122	9.9 %
Community investment	1,718,730	84.6 %
Commercial initiatives	113,414	5.6 %
Mandatory contributions	0	
Leverage (facilitated third party contributions)	135,439	

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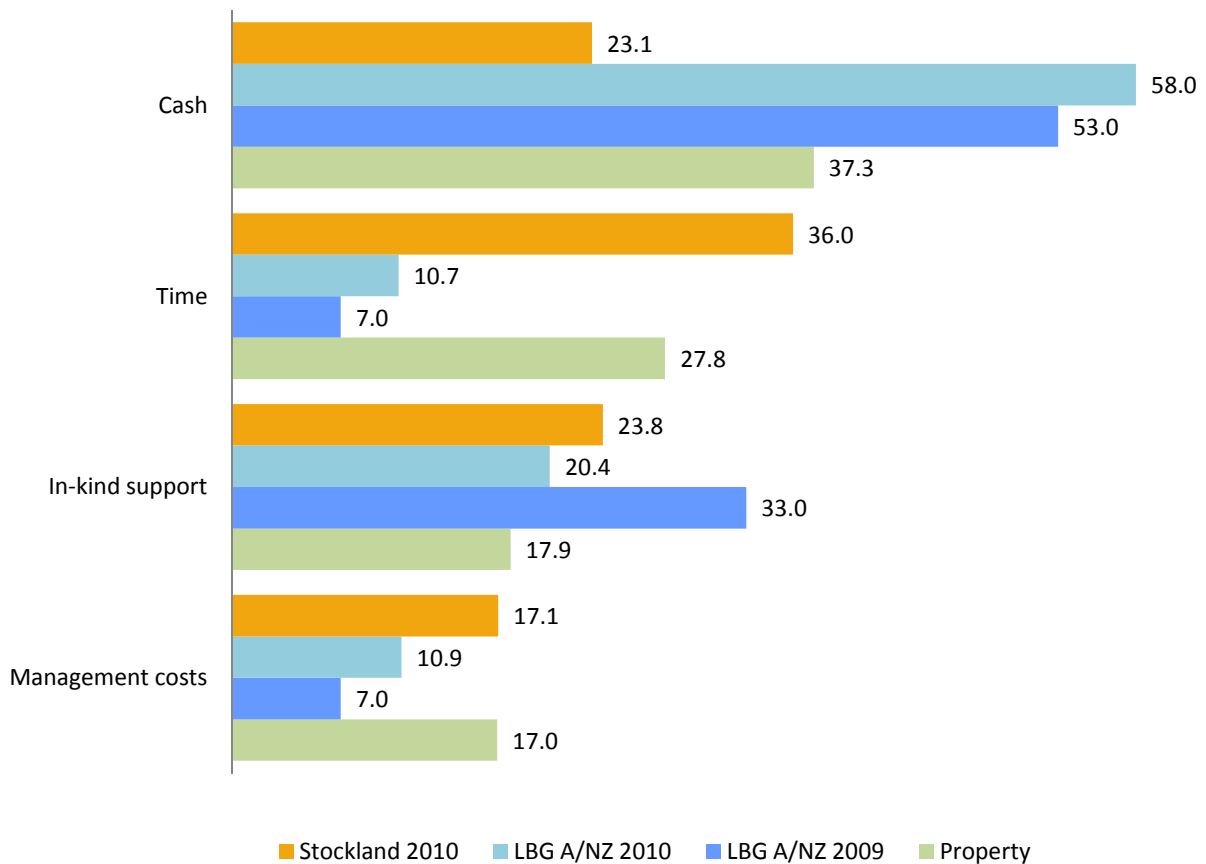


## Your contributions

### 1A. How You Contribute (%)



### 1B. Benchmarked (%)

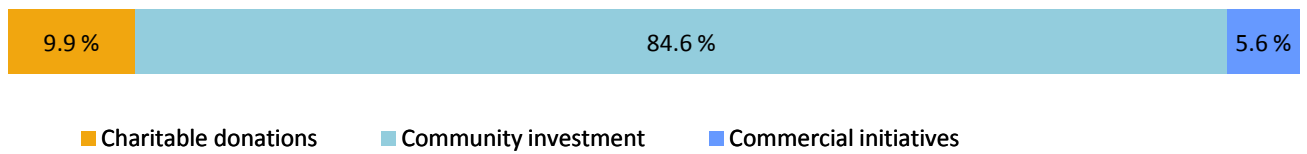


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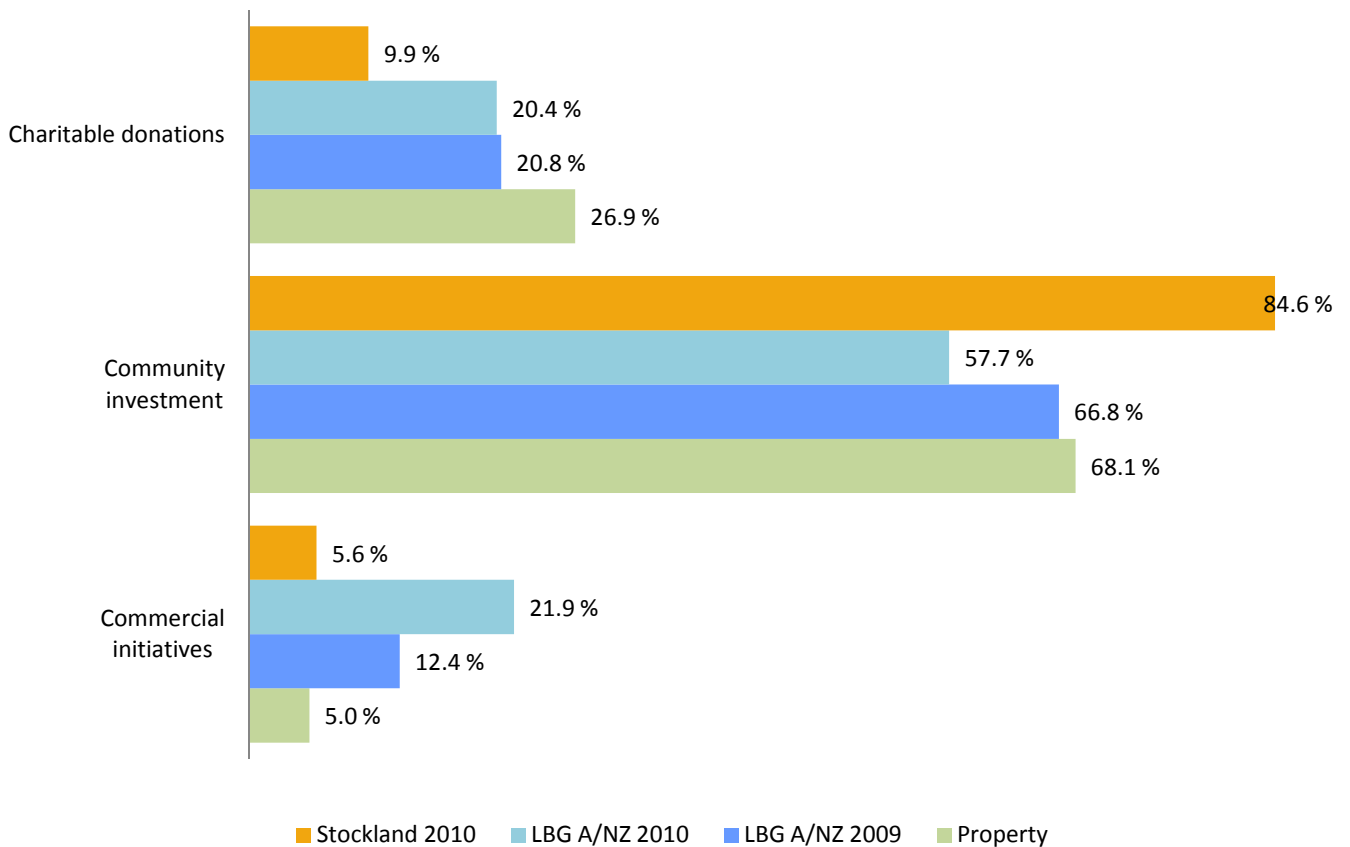


## Why you contribute

### 2A. Why You Contribute (%)



### 2B. Benchmarked (%)

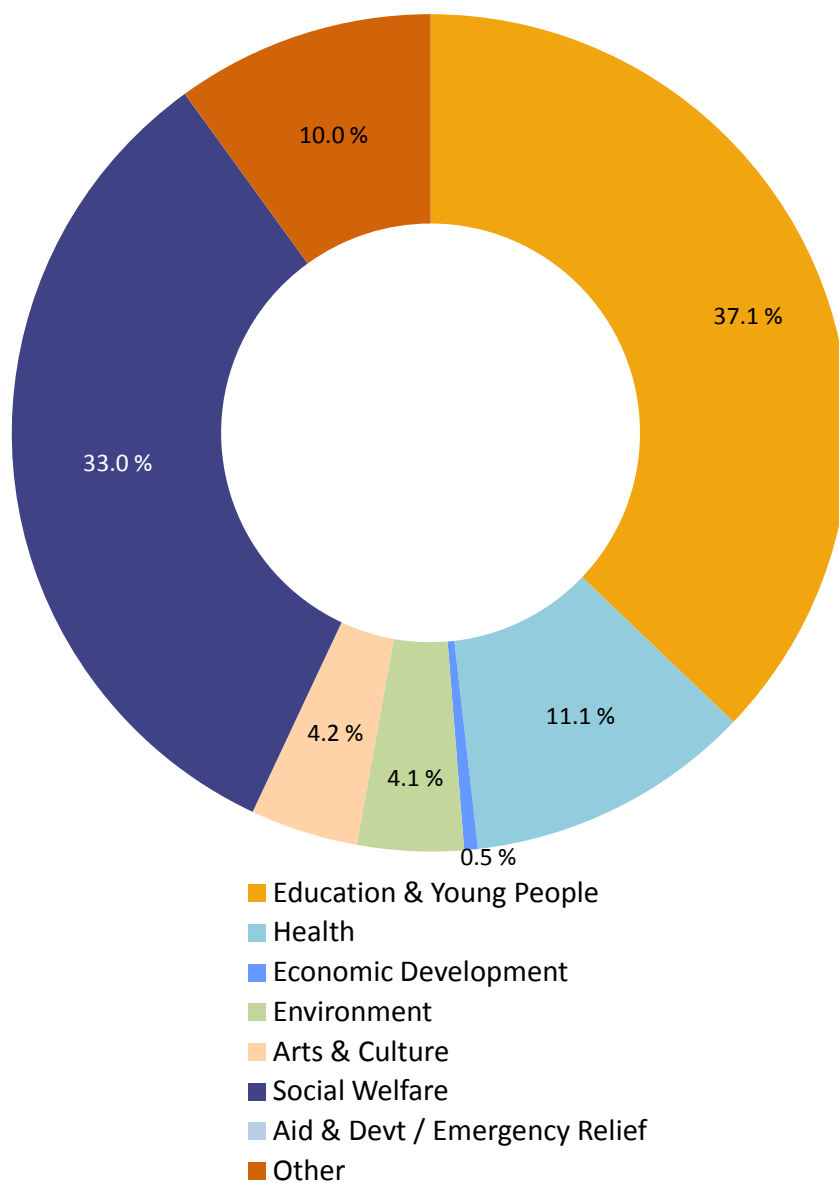


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## What you support

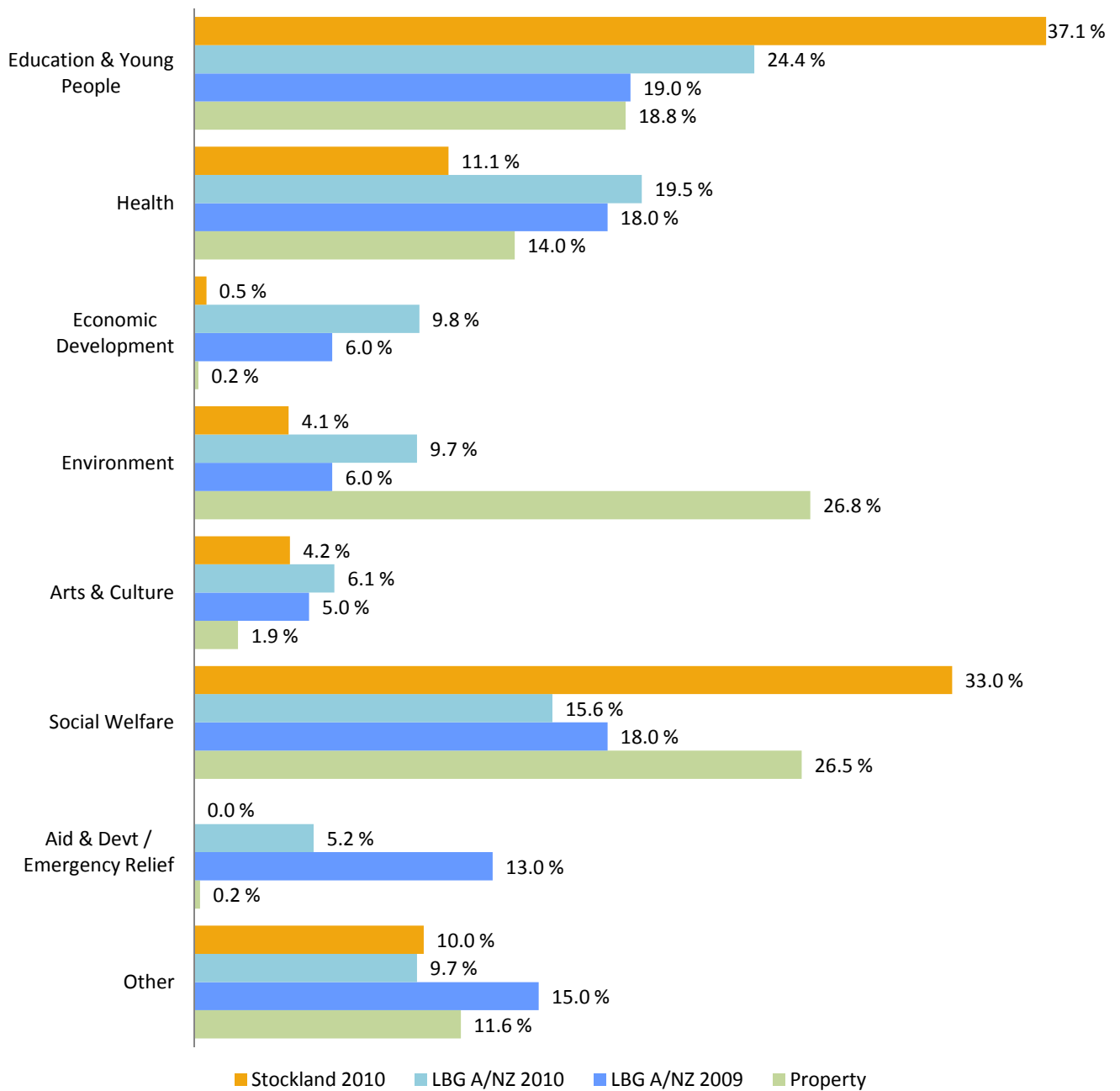
3A. Standard LBG categories (%)



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## 3B. Benchmarked (%)





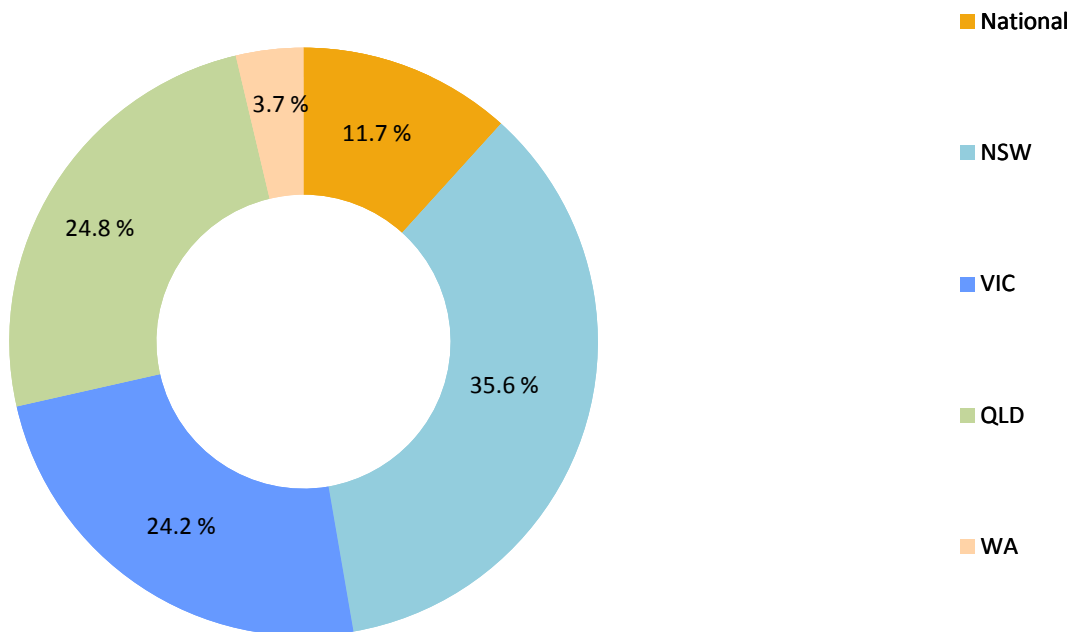


3C. What you support: Company-specific categories

*Undefined by Stockland*

## Where you contribute

4A. Geographic spread (%)



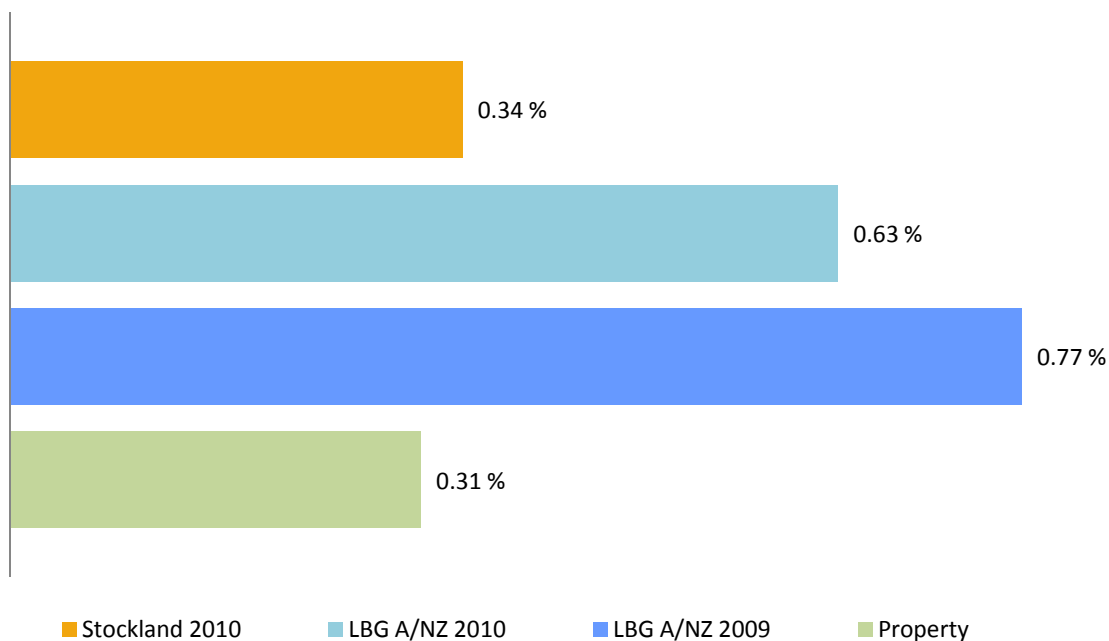


## Analysing and comparing your total contributions

Three indicators are provided for members to make comparisons against their sector and the membership as a whole. These include contribution per employee, represented by a dollar value, contributions as a percentage of pre-tax profits and contributions as a percentage of total revenue. The FTE number of employees in each company determines whether contributions per employee would be a relevant comparison. Companies with large operations will generally have a smaller amount per employee whilst companies with smaller operations will typically represent a larger figure per staff member. For this reason, pre-tax profit and revenue figures may be more applicable indicators for companies to use as a comparison against other benchmarked data.

- As a percentage of pre-tax profit
- As a percentage of total revenues
- Per FTE employee

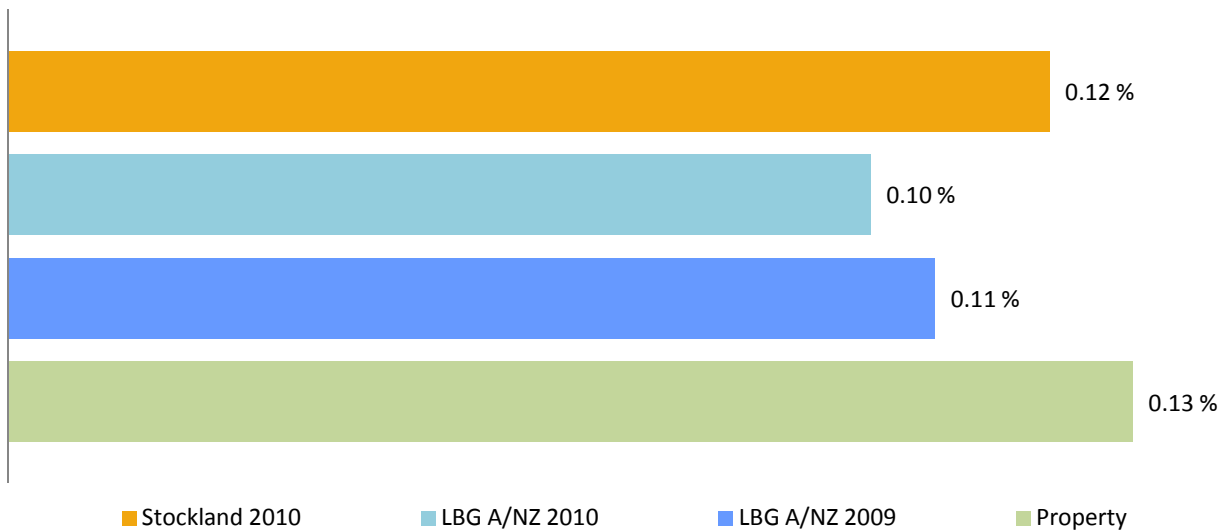
### 5A. Contributions as a percentage of pre-tax profit



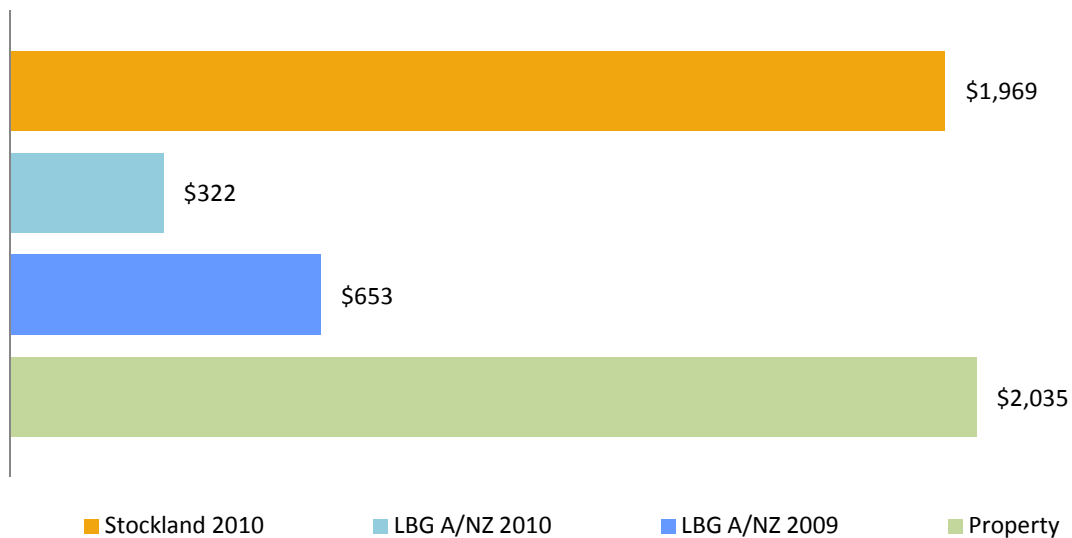
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## 5B. Contributions as a percentage of total revenue



## 5C. Contributions per FTE employee





## Your community investment management costs

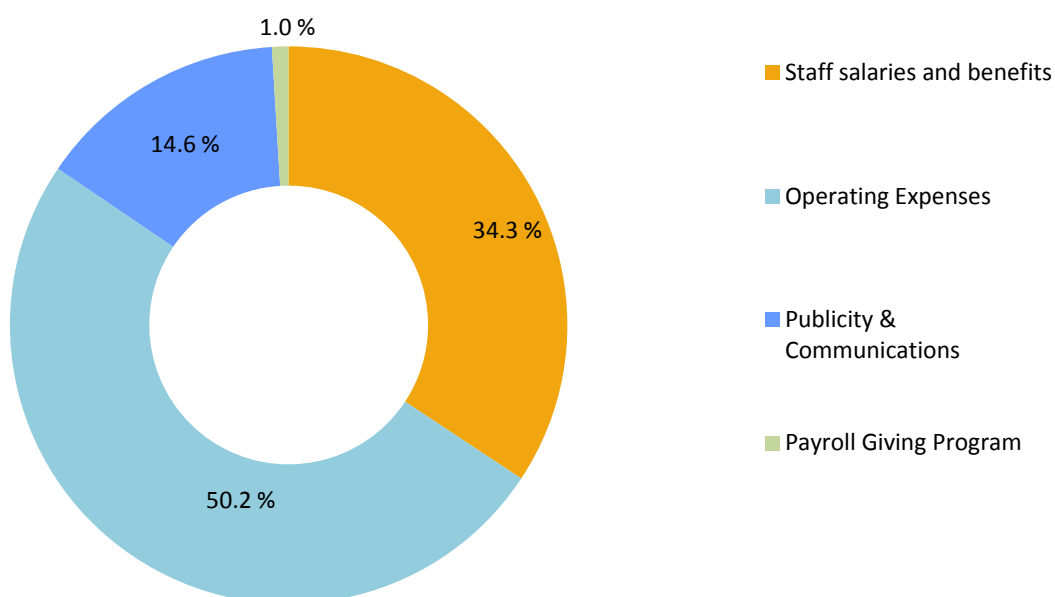
### Management costs

LBG provides analysis of the management overheads associated with running community investment programs. The analysis identifies staff and other costs incurred to the company for the management and communication of the program. Management approaches vary considerably across the membership, from 'light touch' to 'hands-on' (for instance an actively managed employee engagement program will require 'above average' resourcing). Management cost data has been displayed to depict the breakdown of management costs to demonstrate the comparison of categories.

Management cost categories include:

1. Staff Salaries & Benefits for CCI Staff
2. Operating Expenses including overheads, research, evaluation and other CCI resources
3. Publicity and Communications of community engagement including communications costs
4. Payroll Giving Programs Costs

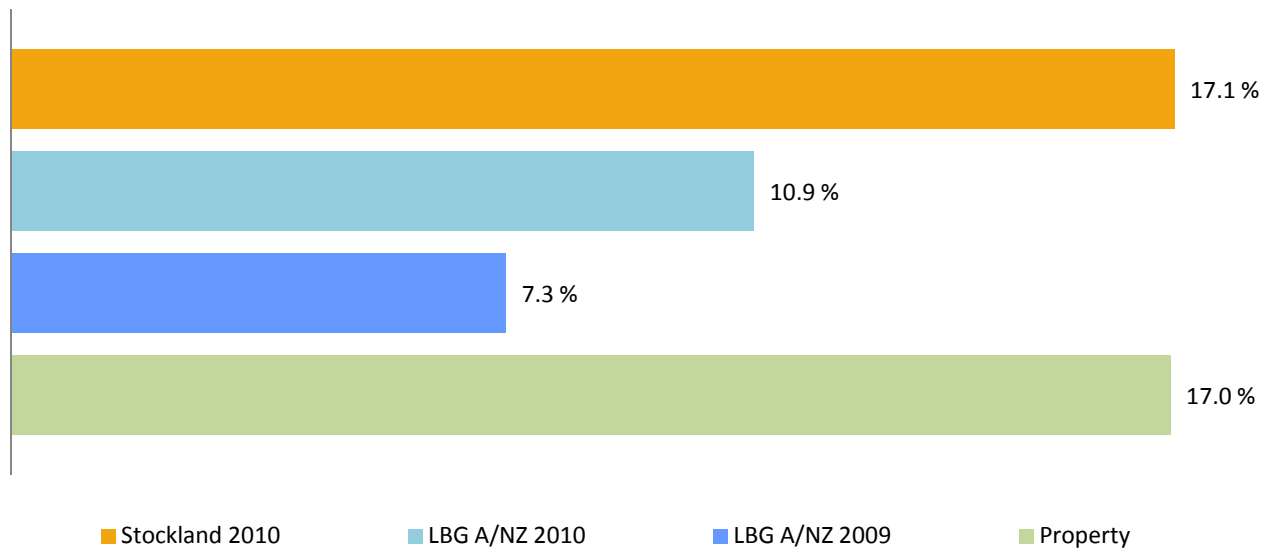
### 6A. Analysis of management costs (%)



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## 6B. Management costs (as a percentage of total contributions)



Number of Stockland Community  
Investment personnel (FTE's)

**1.00**

LBG A/NZ 2010 average

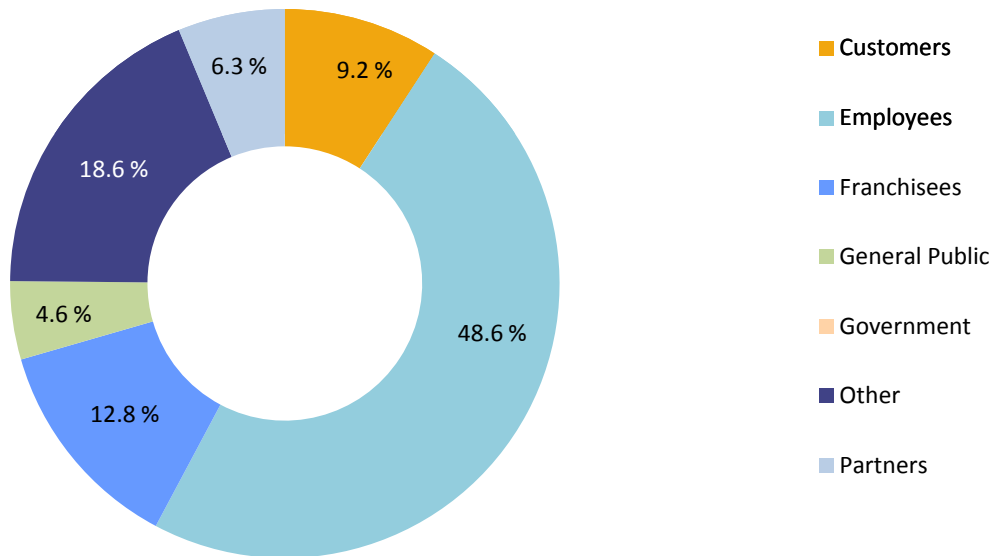
**3.95**



## Leverage - facilitated third party contributions

Leverage is the additional contributions raised by other parties or obtained for the beneficiary organisation as a direct result or initiative of your company's activity. It can include cash, time, and in kind contributions. Leverage categories were introduced in 2009, so that companies can better understand how their involvement impacts additional funds raised.

### 7A. Leverage analysis (%)



Stockland Leverage total

**\$135,439**

Leverage as a percentage of  
 your total contributions

**5.52%**

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## A summary of your employee engagement

### 8A. Employee involvement (%)

