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**LBG** AUSTRALIA & NEW  
ZEALAND 2013

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**BENCH-**

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**MARKING**

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**REPORT**

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**STOCKLAND**

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## 1. Introduction

Thank you for participating in the LBG Australia & New Zealand annual benchmarking, 2013. Your company report, together with the results of the 2013 LBG benchmark contains valuable information that can be used in a variety of ways.

### Within your company

For many companies, the knowledge about how much they are contributing in the community, and where the money is going, is extremely valuable. The LBG methodology allows a company to form a reliable and holistic view of its community investment.

### Communicating the results externally

Companies are increasingly under pressure to justify expenditure and these reports make it easier to inform customers, shareholders and the general public about your community contribution. LBG data is easily customisable for each target audience and the integrity is verified through the use of an internationally recognised framework, used by more than 300 of the world's leading companies.

This report details your corporate community investment contributions for 2013, benchmarked against companies from your sector and against the Australia & New Zealand member companies who have participated this year.

We would like to thank you for your dedication and participation throughout this benchmarking process and we look forward to working with you in 2014.

Kind regards,  
LBG Australia & New Zealand

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# Haystac



## 2. LBG Australia & New Zealand headline performance

Headline performance, LBG AU & NZ	2013	2012	2011
Total number of members	51	50	58
Number of members submitting a return	43(84%)	44 (88%)	48 (83%)
Total contributions reported	\$236,668,759	\$203,891,926	\$258,867,437
Average estimation of contributions captured	84%	82%	85%
Contributions per employee	\$420	\$354	\$392
Total contributions as a percentage of pre-tax profit*	0.59%	0.41%	0.60%
Total contributions as a percentage of revenue*	0.09%	0.07%	0.08%
Average % of employees volunteering in paid time	8.3%	7.5%	7.8%
Total leverage reported	\$107,225,366	\$117,181,561	\$113,882,852

\*in 2013 98% of reporting members provided their pre-tax profit and total revenue figures

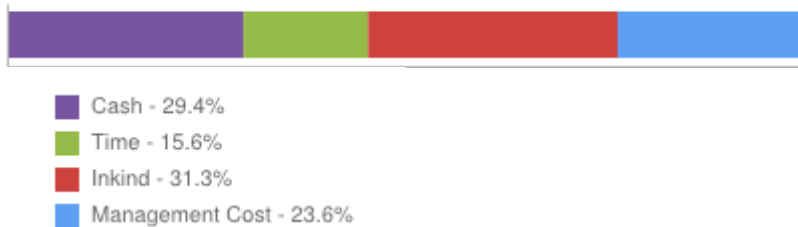
## 3. Stockland community contribution snapshot

2013 community contribution	2013 AUD\$	2012 AUD\$	Change
<b>Total community contribution</b>	<b>1,595,919</b>	<b>2,212,993</b>	<b>-617,074</b>
Total Revenue	1,728,200,000	2,029,700,000	-301,500,000
Pre tax profit or EBITDA	37,200,000	821,000,000	-783,800,000
Company FTE	1,262	1,420	-158
FTE dedicated to CCI	4	2	2
Estimated % of data captured	50%	90%	-40%
Cash	469,711	587,106	-117,395
Time	249,182	626,083	-376,901
In-kind	500,000	528,139	-28,139
Management Costs	377,026	471,666	-94,640
Charitable Donations	253,204	303,844	-50,640
Community Investment	965,689	1,434,433	-468,744
Commercial Initiative	0	3,050	-3,050
Leverage (facilitated third party contributions)	75,043	147,148	-72,105

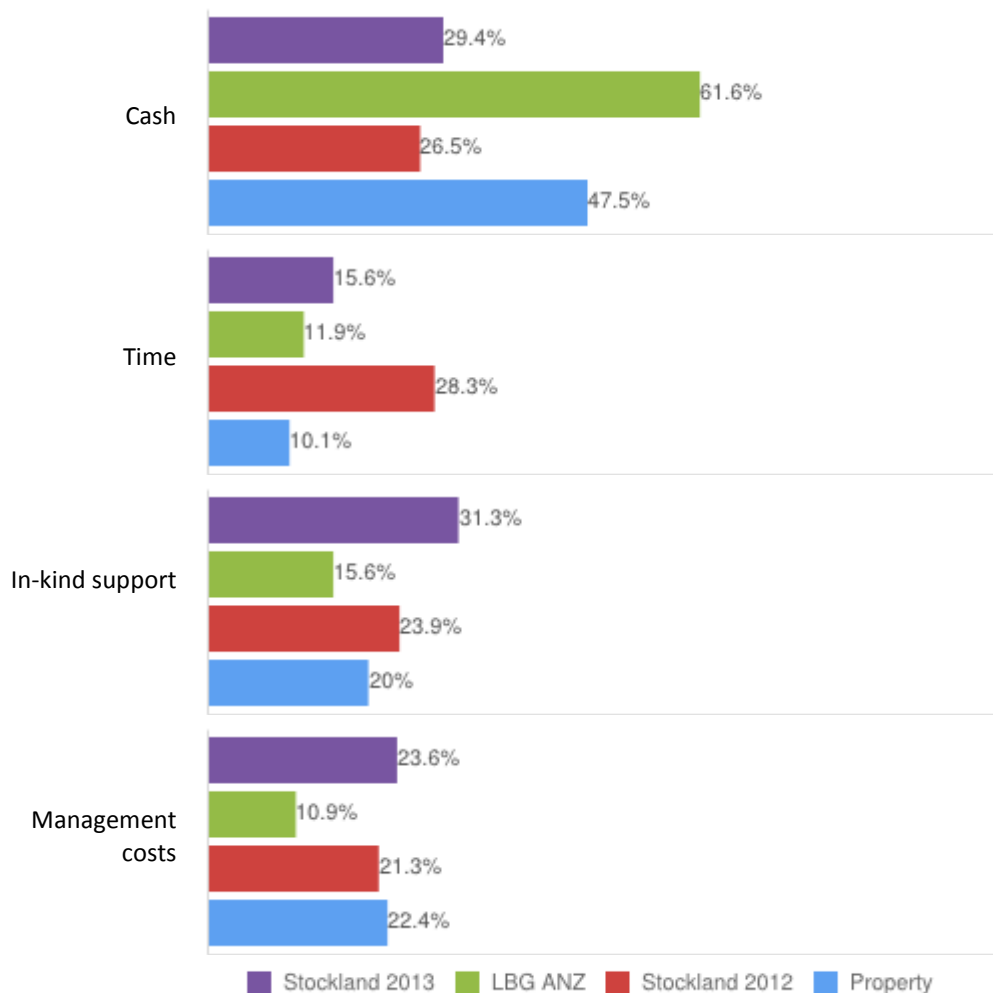


## 4. How Stockland contributed

### 4a. Contribution



### 4b. Benchmarked





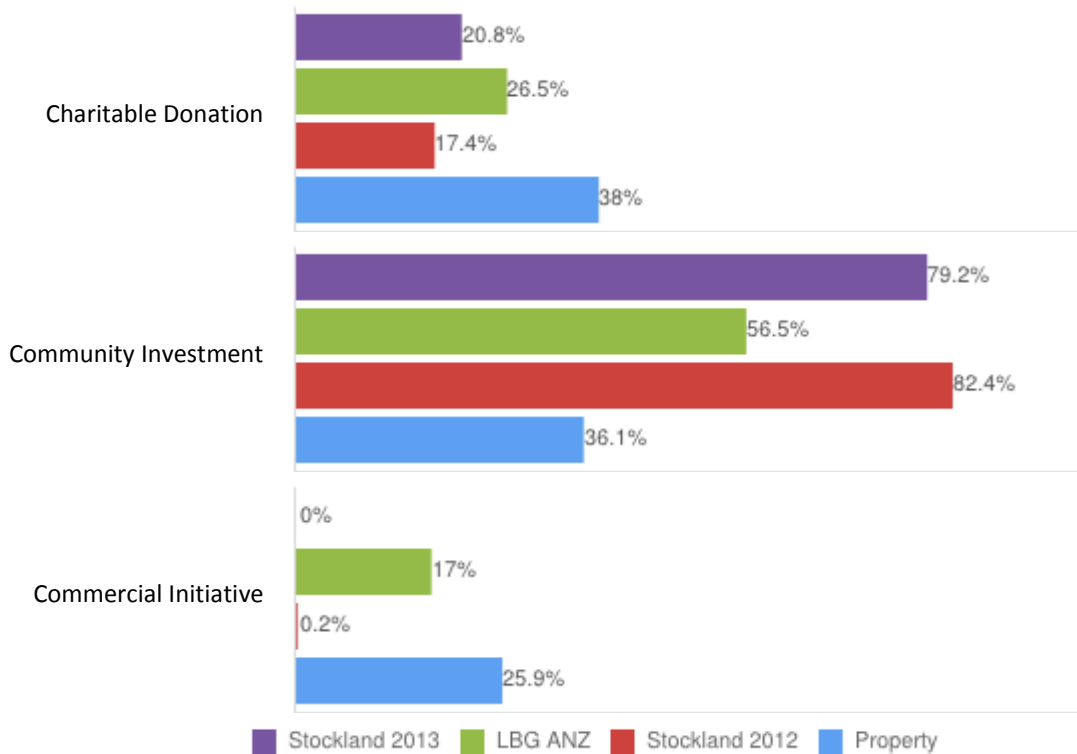
## 5. Why Stockland contributed

### 5a. Motivation



- Charitable Donation - 20.8%
- Community Investment - 79.2%
- Commercial Initiative - 0.0%

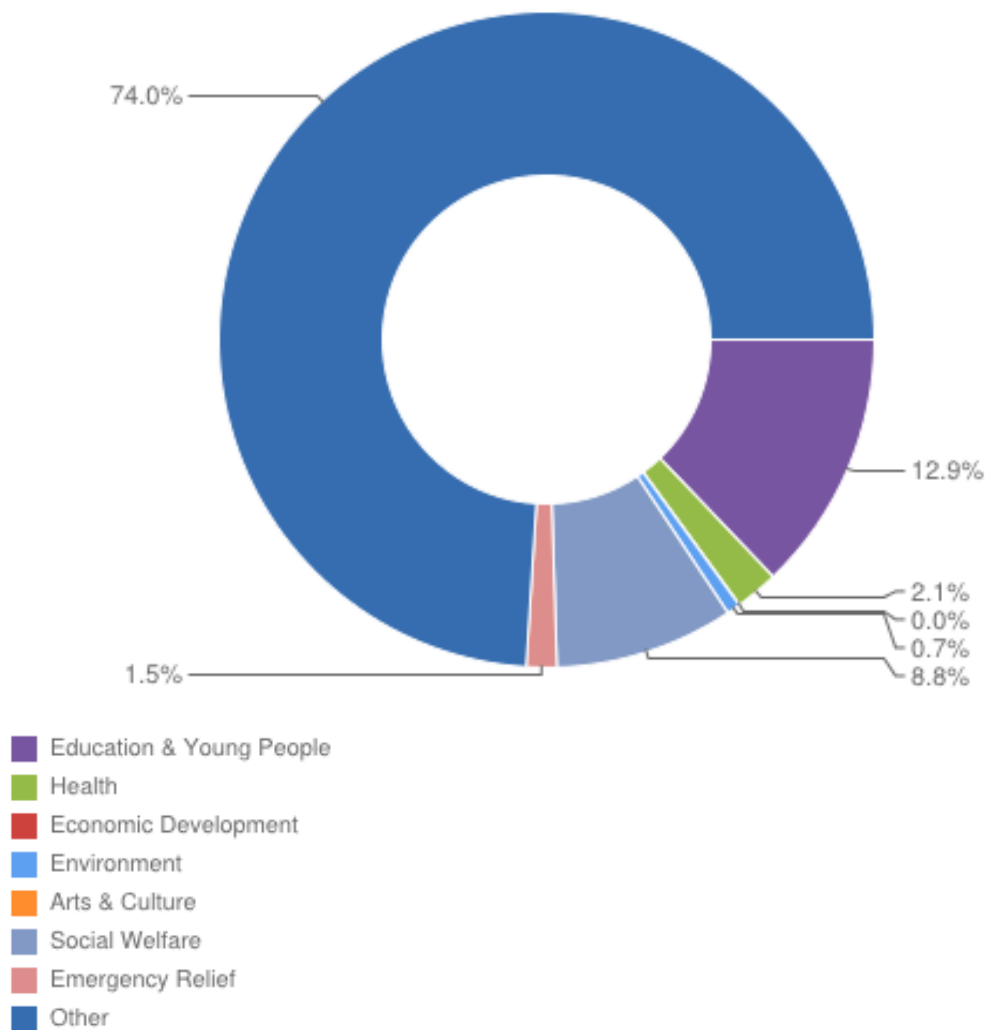
### 5b. Benchmarked





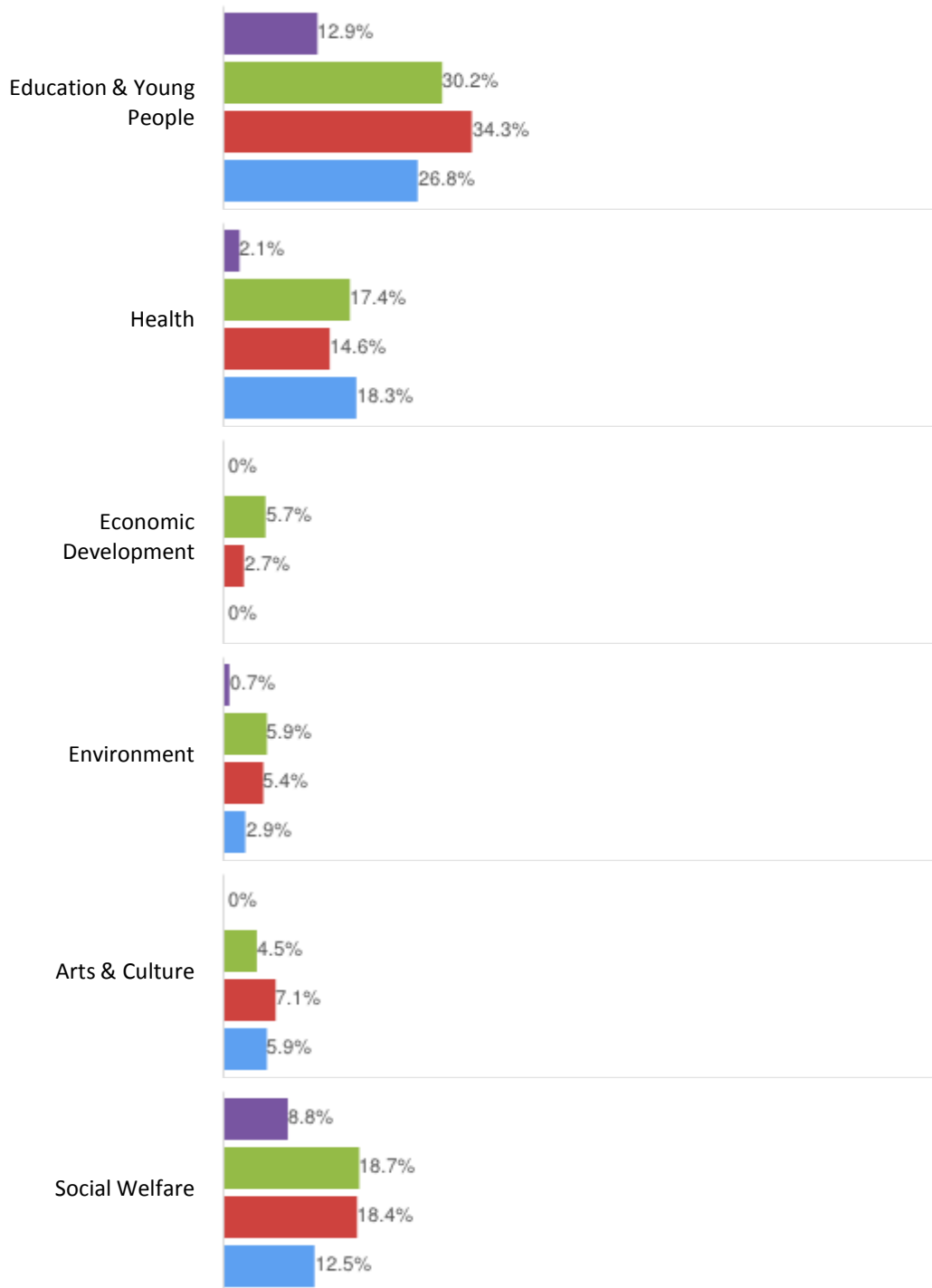
## 6. What Stockland supported

### 6a. LBG subject focus areas

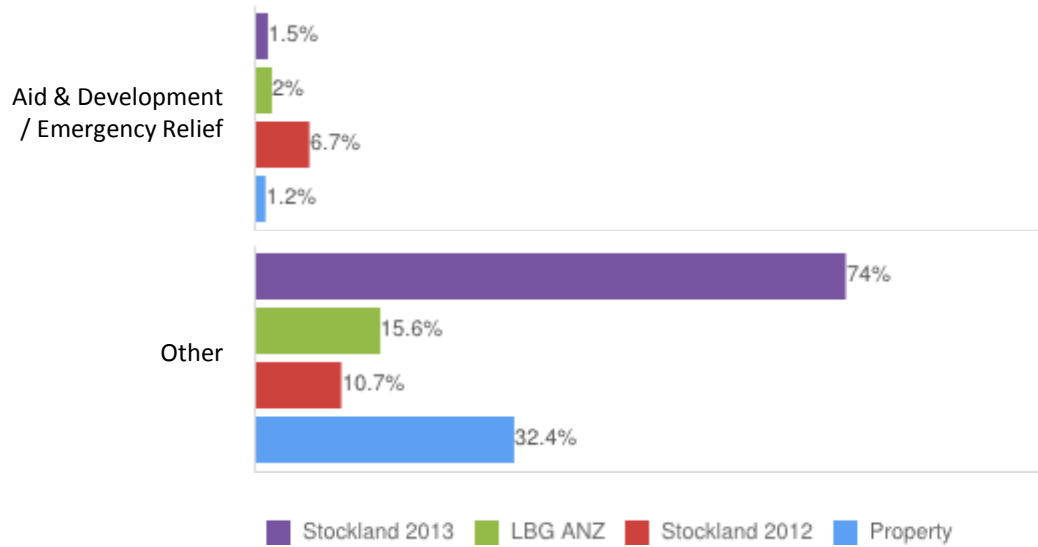




## 6b. Benchmarked

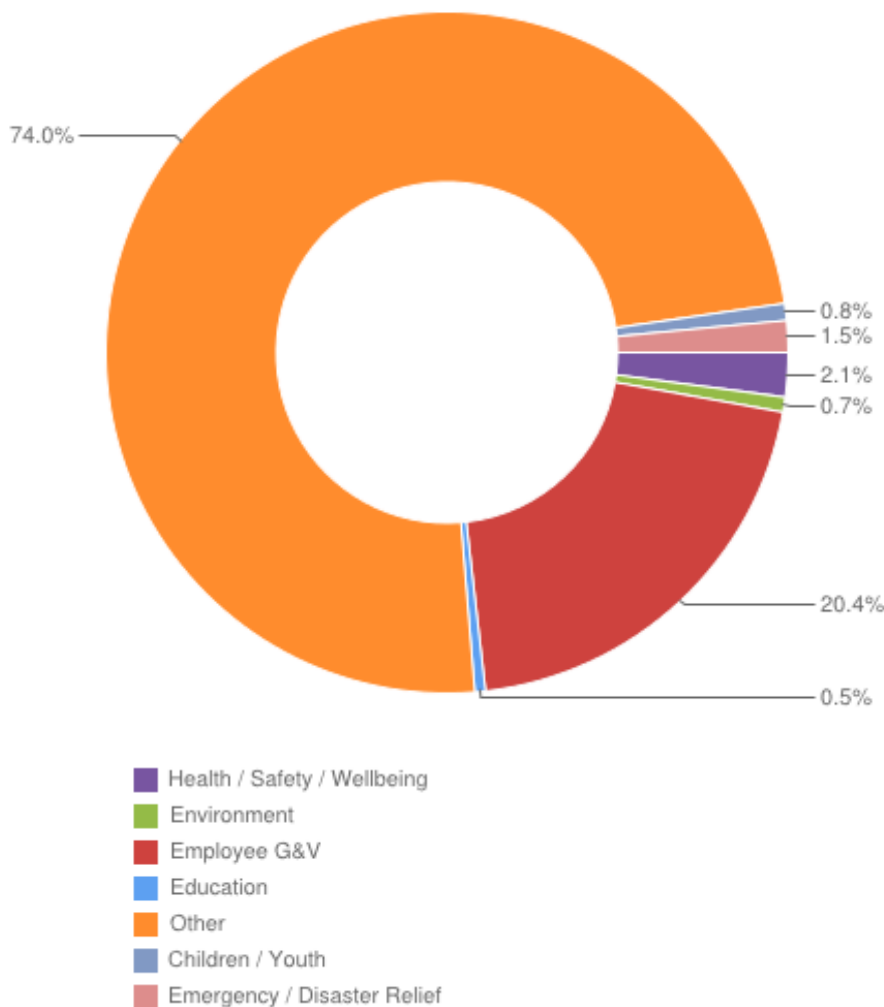








## 6c. Stockland company specific subject focus areas



## 6d. Indigenous contribution



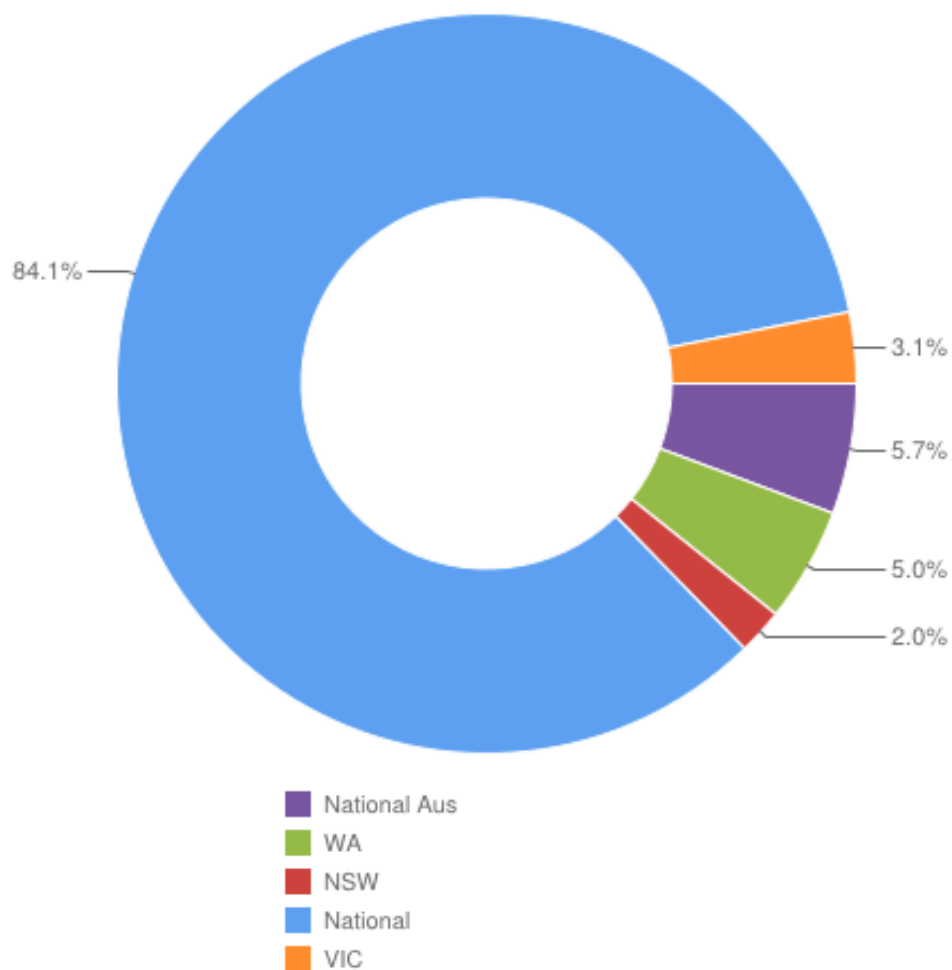
## Number of companies who reported an Indigenous contribution (Australia only)

Property	LBG members
0	22



## 7. Where Stockland contributed

### 7a. Geographic spread

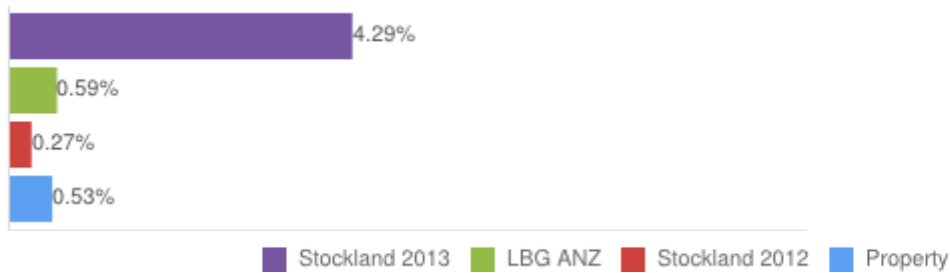




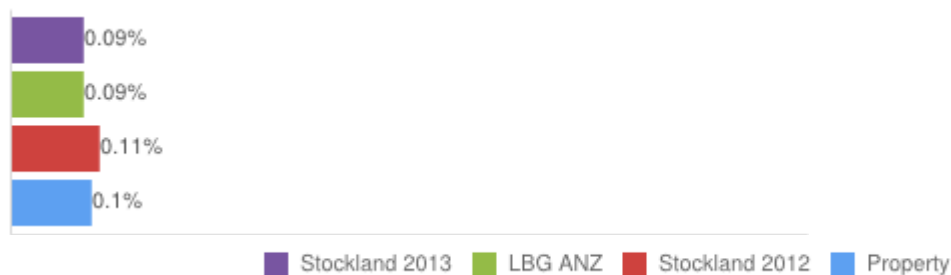
## 8. Analysing and comparing total contribution

The three indicators represented below enable members to make a comparison of their total contribution against their sector and the reporting membership as whole.

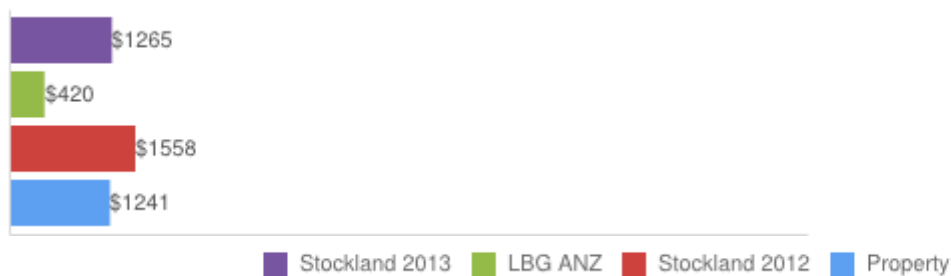
### 8a. Contribution as a percentage of pre-tax profit



### 8b. Contribution as a percentage of total revenue



### 8c. Contribution per full time employee





## 9. Stockland management costs

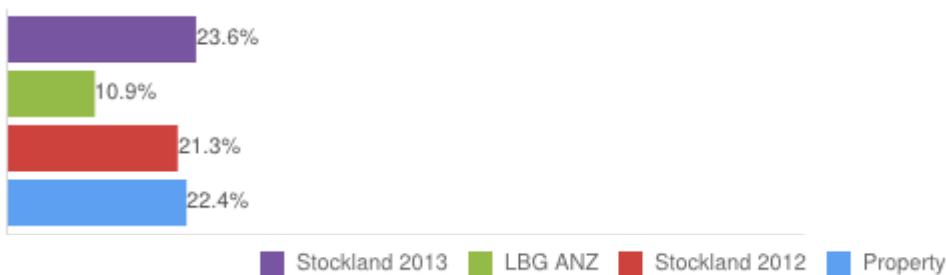
LBG Australia & New Zealand provides analysis of the management overheads associated with running a community investment program. Management cost categories include:

1. Staff salaries & benefits for corporate community investment 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

### 9a. Analysis of Stockland management costs



### 9b. Management costs as a percentage of total contribution



### Number of staff dedicated to community investment

**Stockland**

**5**

**LBG member average**

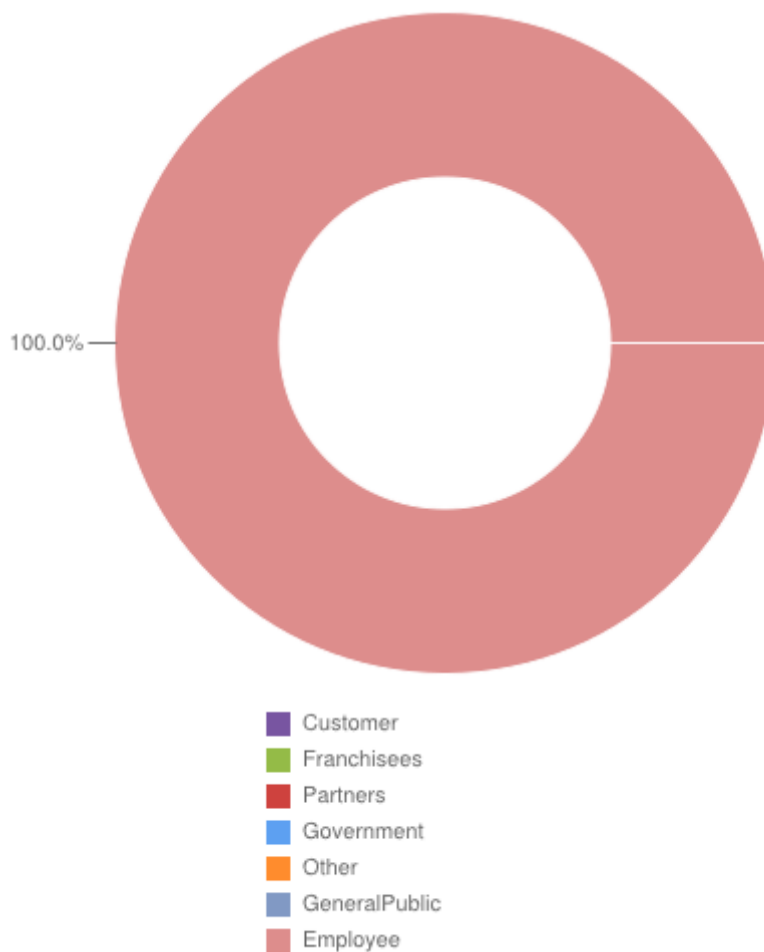
**5**



**10. Leverage - facilitated third party contributions**

Leverage is the capture of additional contributions raised by third parties as a direct result of a company's community programs or initiatives. Leverage can be made up of cash, time or in-kind contributions.

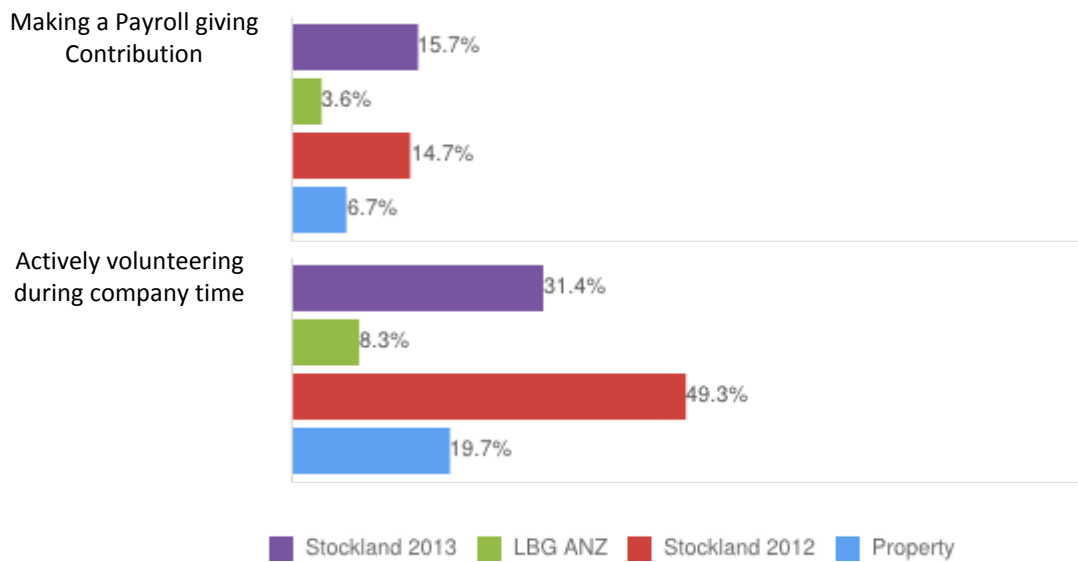
**10a. Stockland leverage analysis**



<p><b>Stockland Leverage total</b></p> <p><b>\$75,043</b></p>	<p><b>Value of leverage compared to Stockland's total contribution</b></p> <p><b>4.7%</b></p>
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## 11. Stockland employee involvement





## 12. LBG members 2013

Australia Post	National Australia Bank Ltd
Aegis Media Australia	New Zealand Post Group
ANZ	Optus
Atlas Iron*	Origin Energy
Australian Unity	Qantas
Bank of New Zealand	REA Group*
Carlton & United Breweries*	Richmond Football Club*
Carlton Football Club	Stockland
Challenger Institute of Technology*	Suncorp
Coles	Tabcorp Holdings Ltd
CSL Limited	Target
Datacom	Teachers Mutual Bank
Energex	Toyota Australia
Essendon Football Club	Transdev
Federation Centres	Wesfarmers CEF
Fonterra Co-operative Group Limited	Wesfarmers Corporate
Holden	Wesfarmers Industrial & Safety
iiNet*	Wesfarmers Insurance
Iluka Resources	Wesfarmers Resources
Incitec Pivot Limited	West Coast Eagles Football Club
Kmart	Western Power
Leighton Contractors*	Westfield (Australia)*
Medibank	Westfield (New Zealand)*
Mirvac Group	Woodside Energy Ltd
Mondelēz International	Woolworths Limited
Myer	

*\*Members did not participate in 2013 benchmarking*