

Stakeholder Engagement

FY19

Why this is important to Stockland

We develop and maintain strong relationships with a broad range of stakeholders in order to acknowledge and respond to their perceptions, needs and concerns. Across our diverse business, we engage with stakeholders on important life decisions, whether it is deciding where to lease space for their business, buying a first home, or deciding where to live in retirement. We practice open, honest, two-way communication and recognise the mutual benefits for both our business and our stakeholders that result from genuine engagement.

Our approach to stakeholder engagement encourages regular dialogue with:

- Securityholders and the investment community through our Investor Relations team
- Media through our Stakeholder Relations team
- Governments and agencies at all levels through both our Government Relations team and our project and asset teams
- Employees through various internal communication mechanisms
- Customers and community partners through our Commercial Property and Communities businesses.



This Deep Dive is a component of our FY19 sustainability reporting suite, which is publicly available on our [website](#). Our sustainability reporting is third-party assured and drafted in accordance with the GRI Standards.¹ This Deep Dive is to be read in conjunction with our published approach to stakeholder engagement, available as part of our sustainability reporting suite at [Our Management Approach to Stakeholder Engagement](#).

This document details our priorities, progress and achievements in relation to our engagement with the investment community, media and government stakeholders. Please note that annual performance reporting related to other stakeholder groups are provided in separate documents:

- [Employee Engagement, Development, Diversity and Inclusion Deep Dive](#)
- [Customer Engagement and Experience Deep Dive](#)
- [Community Deep Dive](#)
- [Supply Chain Deep Dive](#)

Our key achievements

- Reviewed and implemented state-based stakeholder engagement plans reflecting our best practice stakeholder engagement approach across the business.
- Reviewed and implemented new data-driven system for tracking and reporting on projects with active stakeholder engagement.
- Partnered with government to profile our state investments and community initiatives, in particular our investment in rooftop solar installations at our Retail Town Centres across Queensland, New South Wales and Victoria.

¹ The GRI Standards are global standards for sustainability reporting published by the Global Reporting Initiative (<https://www.globalreporting.org/standards/>)

In this document you will find:

FY19 priorities and progress	2	FY19 performance and case studies	2
--	-------------------	---	-------------------



FY19 priorities and progress

FY19 PRIORITIES	STATUS	FY19 PROGRESS
Deliver stakeholder engagement workshops for employees in Queensland and Victoria with external government and industry stakeholders.	In progress	Workshop preparation nearing completion, delivery date delayed to second half of calendar year following broader review of program.
Review our Government Relations Policy and stakeholder engagement framework to maintain alignment with best practice.	Complete	Stakeholder engagement framework reviewed to incorporate greater focus on engagement with Aboriginal and Torres Strait Islander communities
Maintain stakeholder engagement plans for all active development projects.	In progress	All active development projects have a stakeholder engagement plan either in development or in place.

Future priorities

- Deliver stakeholder engagement workshops for employees in Queensland and Victoria with external government and industry stakeholders
- Review stakeholder engagement learning and development modules and investigate capacity to improve with additional online capacity
- Maintain stakeholder engagement plans for all active development projects.

FY19 performance and case studies

Our focus in FY19 was to enhance the capabilities of project teams to plan and deliver engagement activities that include stakeholders interested in our projects. Over the past year we have:

- Continued to focus on improving coordination between the different layers of stakeholder engagement strategies across the business and looked at how the information from these strategies are collected and monitoring.
- Partnered with government to profile our state investments and community initiatives, in particular our investment in rooftop solar installations at our retail town centres across Queensland, New South Wales and Victoria.

Government and industry relations

We engage with government to better understand current and forthcoming policies with a particular focus on land use planning, housing affordability, and integration of land use planning with transport and key infrastructure investment. We believe that Australia’s growing population requires a combination of brownfield and greenfield development, with appropriate infrastructure investment and land-use planning regulation by the public sector. We continue to communicate this message to government while establishing our reputation as a creator of communities and a provider of affordable, sustainable, and liveable places.

We engage with industry groups to contribute to a unified voice for the property industry and to collaborate in addressing issues facing the industry and lifting the benchmark for industry sustainability.



CASE STUDY

Partnership to focus on ageing and dignity

In 2019 Stockland was pleased to partner with the Committee of Sydney and not-for-profit organisation, Baptistcare to produce the 'Dignity and Choice' report which highlighted the challenges in creating an inclusive future for Sydney's ageing population. As one of Australia's largest retirement living operators, Stockland understands the scale of the challenge in planning for the housing needs of Sydney's ageing population.

In partnering with Baptistcare and the Committee of Sydney, Stockland not only contributed financially but also hosted a working group to best determine challenges to be answered within the document. Stockland General Manager of Retirement Living and Legal Operations, Kirrily Lord also produced a detailed foreword to the report outlining why the work was of vital importance.

The report profiles Australia's ageing population and identifies key challenges that need to be overcome in order to ensure our cities remain inclusive and accessible for seniors.

Dignity & Choice considered the challenges of an ageing population in a range of different areas including:

- Meeting the housing needs of an ageing population
- Transport to keep us socially connected and healthy
- Planning principles for inclusive public spaces
- Healthy and active ageing
- Fostering social connection and good mental health
- Tackling the dementia challenge

The report also included Ipsos polling on how well Sydneysiders felt their community was catering to the seniors.

The report was launched amongst an audience of industry and government representatives and included a keynote address from the Hon. John Sidoti MP, NSW Minister for Sport, Multiculturalism, Seniors and Veterans. The launch served as a platform to facilitate further discussions around challenges faced by seniors and for key stakeholder to connect and continue to find solves these issues.

The report was covered extensively in Sydney media, with a predominately positive overall media sentiment and coverage including an exclusive one-hour episode on ABC Radio's Focus program with Cassie McCullagh. The report also featured in the Daily Telegraph, focusing on both the polling commissioned to support the research and on some of our key recommendations. Other online news outlets including Government News and Community Care Review highlighted the report's recommendations on dementia.

Ultimately, this collaborative effort from Baptistcare, Committee of Sydney and Stockland has produced a report that will continue to facilitate further discussion in the Sydney community.

Over 12,000 residents call a Stockland retirement village their home. The ability to participate in activities, share experiences in a community environment and still maintain their independence is of vital importance to Stockland. Producing reports like the 'Dignity and Choice' report allows us as a business to remain on top of the retirement living market, identify challenges and help to continue to provide high quality, community living for our residents.

Media relations

Throughout FY19, we have maintained a strong focus on protecting and enhancing the Stockland brand and reputation through effective engagement with print, online and broadcast media. Our Media Relations team has worked closely with all areas of the business to address any issues as they have arisen and managed consistent communications across all relevant social media platforms.

Investor relations

In FY19, our investor engagement focused on maintaining clear and transparent reporting through regular financial reports, operational updates and lodgement of market sensitive information with the Australian Securities Exchange (ASX). With a view to broadening our investor base and diversifying our sources of capital, we have also engaged with brokers and investors throughout the year at sales desk briefings, conferences, roadshows, group meetings and asset tours. We participated in nine conferences and roadshows in Australia, Asia, Europe, and North America and met with over 220 investment groups, of which approximately 70% represented prospective investors.

Stockland's stakeholder engagement program enhances our profile in the global market and provides brokers and securityholders with direct access to management. 48 asset tours were conducted to educate and deepen investor understanding of our assets and our operations. An investor day, held in Melbourne in June, provided an update on the key focus areas and strategic priorities for Stockland as well as including tours of medium density and logistics assets and a



masterplan community. The assets we visited reinforced our strategic priorities to increase the portfolio weighting of logistics, grow our medium density business and increase capital partnering initiatives across all asset classes in the business.

In FY19 we continued to encourage our securityholders to receive their communications (reports, distribution notices and announcements) electronically enabling securityholders to receive timely and secure communication. Approximately nine per cent of those investors who were contacted opted to receive their investor communications electronically allowing Stockland to reallocate the savings in printing and mailout costs into more accessible digital communications for securityholders. Our quarterly updates, annual general meeting, and investor day were all webcast live on the internet to allow timely communication and accessibility to all stakeholders.

ESG engagement

We continue to engage investors on our environmental, social and governance (ESG) performance, primarily through participation in investor ESG research and surveys. In FY18, we achieved recognition of our ESG performance through:

- CDP Climate Change – only Australian property company to be recognised on the 2018 CDP Climate A List for leadership in climate action.
- Dow Jones Sustainability Index – inclusion on the World Dow Jones Sustainability Index for the twelfth consecutive year, and recognised as the most sustainable real estate group in the world for the fifth time.
- Global Real Estate Sustainability Benchmark – 2018 Global Leader for Listed Diversified Office/Retail respondents.

We acknowledge growing interest from investors on how listed entities are identifying, assessing, managing, and disclosing risks and opportunities arising from climate change. We have responded to this interest by being an early adopter of the investor-led Task Force on Climate-related Financial Disclosures (Task Force). Our approach to managing climate-related risks and opportunities, disclosed according to Task Force recommendations, is in our [FY19 Annual Report](#) and supported by sustainability reporting available on our [website](#).



To access the complete list of documents in Stockland's Sustainability Deep Dive Series, [click here](#).