



Sustainability Report 2016–17

An update on our progress using the
power of business to do good

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Image: M Milstein



Changing things for the better

Mission Statement

To assist leaders in
business, science,
government and society
make sense of complex
issues, engage
influential stakeholders
and tell stories that
inspire positive change.



Changing things for the better starts with a conversation about sustainable development.

We believe business can lead this conversation. It's one of the reasons we're a proudly-certified B Corporation (BCorp) — a company that uses the power of business to solve social and environmental problems

In our role as consultants specialising in strategic communications we broker collaborations that solve problems, we develop strategies for sustainable production and we tell stories that report our clients' progress.

Now, it's our turn to 'walk the talk' on sustainability reporting.

In this, our first *Sustainability Report* we take stock of how we're progressing, using the BCorp priority areas of governance, community, environment, workers and community — as our guide for reporting.

In 2016 Currie became a participant in the United Nations Global Compact (UNGC), and a member of the associated Global Compact Australia Network. In doing so, we made a public statement of our support for the 10 principles of the Global Compact on human rights, labour, environment

and anti-corruption and our intent to implement those principles, and support for the UN Sustainable Development Goals (SDGs).

Currie remains fully-committed to the 10 UNGC principles (this report forms part of our *Communication on Progress* to the UNGC for 2017) and we plan to strengthen our commitment to them in 2017–18 and beyond.

For more than 25 years we've been connecting clients and their stakeholders in conversations about sustainability. Now, we're seeking to connect with you for a conversation about how we're tracking.

We look forward to hearing from you.

Susan McNair
Managing Director

Taking action on global goals



Being a responsible corporate citizen goes hand-in-hand with sustainable development.

Like many professional services firms, we're unpacking how our clients' activities link with the United Nations Sustainable Development Goals (#SDGs), a global framework for sustainable development.

During 2016–17, we worked with public and non-profit sector clients who are taking action on the UN SDGs. These clients specialize in food and agriculture, science and environment, and education and society.

Examples of our consulting work that supports progress towards the SDGs:

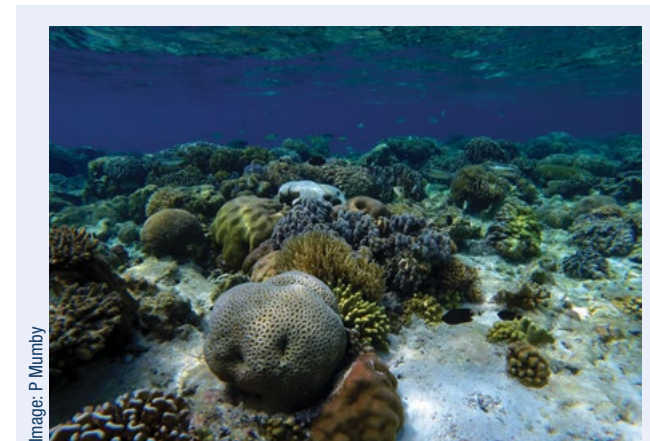


Image: P. Mumby



Capturing Coral Reef and Related Ecosystem Services

As an international partner in the World Bank's Capturing Coral Reef and Related Ecosystem Services (CCRES) project we donated 225 hours to communicating science to policymakers and planners for sustainably managing and protecting marine and coastal ecosystems in the Philippines and Indonesia.



Image: G Heard



Image: Adobe PhotoStock



Image: La Trobe University



Threatened Species Recovery Hub

As communications coordinator for the Australian Commonwealth Department of Environment's Threatened Species Recovery Hub we supported efforts by scientists, resource managers and the government to halt biodiversity loss and, by 2020, protect and prevent the extinction of threatened species.



Australian Dairy Industry Council and Red Meat Advisory Council Ltd

As communications advisor to the Dairy Industry Sustainability Framework and the Australian Beef Sustainability Framework we're supporting efforts by Australia's two biggest livestock industries to ensure sustainable food production systems, increase human nutrition, take action on climate, improve land and nutrient management and create rewarding livelihoods.



La Trobe University

As a communications advisor to La Trobe University (LTU) we developed a sustainability communications strategy and implementation plan, based on principles of social marketing and behaviour-change theory, to better engage and motivate 40,000 staff and students located across eight metro and regional campuses to act on environmental sustainability.

Measuring what truly matters

“Gross National Product (the total value of goods produced and services provided by a country)... measures everything in short, except that which makes life worthwhile.”

Robert F Kennedy

It's true. You can't manage what you don't measure, yet not everything that matters is easily measured.

Thankfully, the non-profit B Lab's B Impact Assessment can measure the ability of a business to not only generate returns, but also create value for its customers, employees, community, and the environment.

In August 2014, Currie was certified by B Lab as a B Corporation (BCorp) — one of the first 45 members in Australia and New Zealand — and formalised the way we define and measure progress with sustainability.

B Corp certification is to sustainable business what Fair Trade certification is to coffee. B Corps are certified to meet rigorous standards of social and environmental performance, accountability, and transparency. B Corps are required to complete an assessment for independent verification every two years.

In our very first year as a BCorp we achieved a BCorp score of 82 points (out of a possible 200). In 2016-17, our score rose to 95. As a result, Currie was recognised as one of the 2017 *Best for the World* companies by B Lab.

As one of *Best for the World*, we scored in the top 10% of all BCorps globally in the 2017 *Changemakers* list — a list which honours the improvement made by BCorps from one certification period to the next.

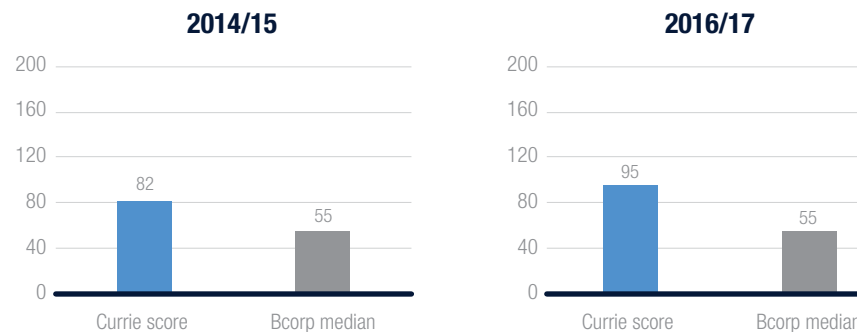


Figure 1a and 1b: Currie's B Corp score has increased by 13 points since 2014, earning us the title 'Changemaker'

CURRIE OVER TWO YEARS

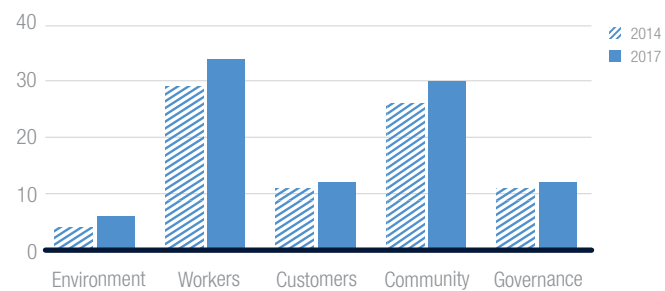


Figure 2: We measure our progress through tracking five priority areas: Governance, Environment, Customers, Workers and Community



Image: Dilett Antiquity (Flickr)



Image: M Paterson

Governance

ACCOUNTABILITY | TRANSPARENCY

Relevant SDGs



“Atticus Finch is the same in his house as he is on the public streets.”

Harper Lee, *To Kill a Mockingbird*



We believe to be a business that does good, you have to work with integrity. It's part of our values and culture, yet we also measure our accountability and transparency as indicators of prioritising governance.

For the B Impact Assessment we submit data on, for example, our mission statement, voting rights of directors, and transparency around financial information and environmental performance.

To ensure Currie's work has always met best practice we're an active member of several industry and professional associations and networks that promote excellence in sustainability and/or engagement:

- Rural Press Club of Victoria (corporate membership)
- Public Relations Global Network (corporate membership)

- Public Relations Institute of Australia (PRIA) (Mark Paterson — fellow)
- International Association of Business Communicators (corporate memberships)
- Official Communications Partner for the Banksia Foundation
- A member of the International Association of Public Participation
- One of Australia & New Zealand's founding B Corporations
- Founding member of PRIA Registered Consultancies Group of Victoria
- United Nations Global Compact and Global Compact Australia Network

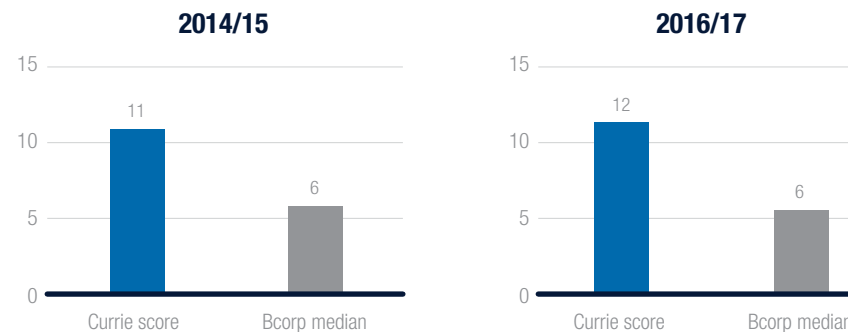


Figure 3: Currie's benchmark for Governance means tracking accountability and transparency

ANTI-CORRUPTION

Joining as a participant of the UNGC in 2016 we have continued to take action against corruption in all its forms, including extortion and bribery. Integrity is a part of Currie's core values. It guides our day-to-day practice. This value is embodied in our code of conduct which explicitly sets out our anti-corruption policy:

- Act and maintain a high standard of integrity and professionalism
- Avoid apparent conflicts of interest
- Business transactions may not be influenced by offering or accepting gifts
- Under no circumstances may employees offer or accept money

Through BCorp's impact assessment we track progress in anti-corruption. The last five years have seen Currie achieving success, with no complaints made.



Image: O Le Roux



Customers

PRODUCTS AND SERVICES THAT PROMOTE PUBLIC BENEFIT | SERVING THOSE IN NEED

Relevant SDGs



“As human beings, our greatness lies not so much in being able to remake the world — that is the myth of the atomic age — as in being able to remake ourselves.”

Mahatma Gandhi



We're lucky to work with customers who are fostering sustainable development.

Our clients lead conversations about finding new, game-changing ways to build vibrant economies, create liveable spaces, empower resilient communities and sustain nature's ecosystems.

We're proud to work with them.

Since 2007, Currie has monitored its impact on customers by surveying them on topics ranging from their perceptions of our responsiveness and reliability through to their level of satisfaction with the results we obtain.

We even ask them what the professional relationship with the Currie consultant was like. This helped us understand our impact on our clients and their work, and learn where we can improve.

We've also been tracking the share of Currie's revenue from not-for-profit and for-purpose customers over the past five years.

In 2017, we are again asking our clients for customer feedback. We are asking our clients about our approach to addressing their problems, completing projects on time and on budget, as well as whether our work was insightful, practical, original, and creative. We will report on the insights from these surveys in our next Sustainability Report.

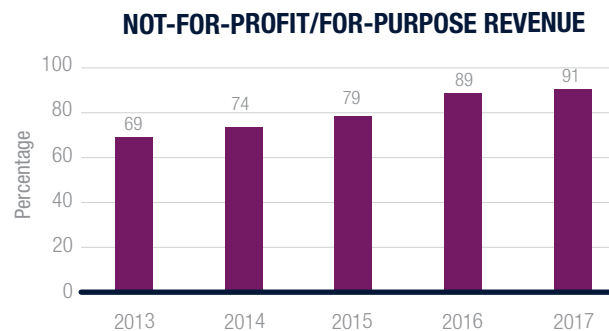


Figure 4: Currie has been tracking the percentage of our revenue from not-for-profit/for-purpose customers over the past five years



Image: S Cooke



Image: S Clayton



Image: M Milstein

Environment

ENVIRONMENTAL PRODUCTS AND SERVICES | ENVIRONMENTAL PRACTICES

Relevant SDGs



“The Earth does not belong to us: we belong to the Earth.”

Marlee Matlin

225
Hours donated to conservation science in developing countries

Environment is the one area where our progress is lower than the median score for BCorp companies, although our performance has improved since certification as a B Corp in 2014–15.

Currie measures its environmental impact through measuring the following indicators:

- Environmental Products and Services (e.g. Renewable energy, recycling)
- Environmental practices
 - Land, Office, Plant
 - Energy, Water, Materials
 - Emissions, Water, Waste
 - Suppliers and Transportation

For ‘Environment’ the B Impact Assessment requires us to submit data relating to, for example, recycling programs, environmental management systems, environmental policies and measuring environmental impact.

Carbon emissions generated by air travel contributed more than 85% of the 66 tonnes of CO₂ emitted by the company during 2016/17. All emissions from air travel are offset. CO₂ emissions from electricity usage have been halved in the past five years. A paper recycling program produces negligible emissions.

As a professional services firm, we have limited opportunity to measure our business’ environmental impact beyond our environmental practices, which are rather low-key (like the electricity we use to heat our kettle). We do think small decisions like this count, yet it isn’t comparable to the considerations of businesses involved in other industries with long value chains. We’ll continue to explore what our role might be in caring for the Earth so that its resources can be maintained for future generations.

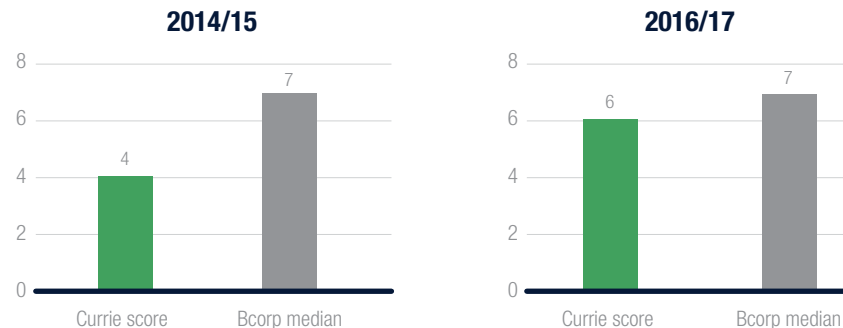


Figure 5a and 5b: Currie is improving its measurement of its environmental practices

ENVIRONMENT

As part of our commitment to the UN Global Compact principles, we have undertaken a number of initiatives to promote greater environmental responsibility inside and outside the business.

Policies

We implement an Environmental Policy Statement which helps guide sustainable decision-making and activities around:

- Waste
- Energy usage
- Water

Our policy directs our company to minimise its environmental footprint. It also challenges our business to be proactive advocates for the environment.

As a knowledge provider, our company understands its position in encouraging external stakeholders to adopt sustainability practices. We are invested in the future. To reflect this, our policy makes it a priority to encourage those outside the business to be environmentally responsible — including customers, suppliers and associates.

Carbon emissions

While we do not work in an energy-intensive industry, we look to minimise our emissions and play our part in sustainability energy usage.

Our office is supplied by 100% renewable energy sources, stemming from hydropower. This commitment to renewable energy significantly reduces our carbon emissions.

We offset 100% of our carbon emissions generated through energy, waste and travel. About 60% of our emissions are offset through carbon offset payments made to airlines. The remaining 40% is offset through an ongoing relationship with Greenfleet. During 2016–17, this relationship saw 98 native trees planted.

Waste

In 2016–17 we implemented an initiative to reduce waste in the office. All paper sourced is now 100% recycled, as part of this initiative. Clear recycling bin labeling and information tips were accessibly displayed to promote best recycling practice throughout the office. KeepCups were purchased for all staff to minimise waste from coffee cups.

Outside the business

Outside the business we actively promote and encourage environmentally sustainable practice through social media, blogs and pro-bono work with environmental-focused organisations including the Banksia Foundation and Greenfleet.



Image: Apple & Pear Australia Ltd.

Workers

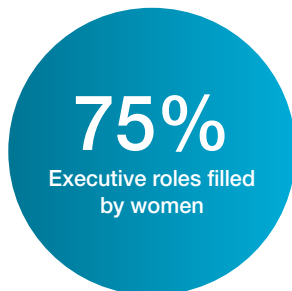
COMPENSATION, BENEFITS AND TRAINING | WORKER OWNERSHIP | WORK ENVIRONMENT

Relevant SDGs



“Coming together is a beginning; keeping together is progress; working together is success.”

Henry Ford



We are proud that, in respect to our employees, we are ahead of the pack. Yet, just because we are going well won't stop us from continuing to look to do things better. Currie tracks its impacts on workers through measuring the following indicators:

- Compensation, benefits and training
- Worker ownership
- Work environment

For 'Workers' the B Impact Assessment requires us to submit data relating to, for example, the type of contracts of the majority of employees, distribution of wealth within the workforce, superannuation, compensation and benefits.



Image: M Paterson

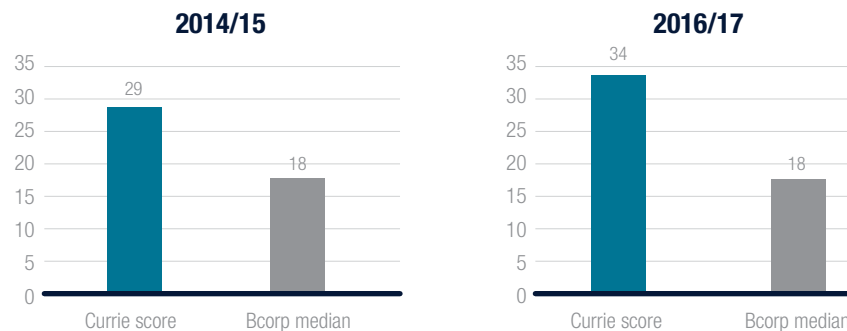


Figure 6a and 6b: Currie wishes to continually improve on how it impacts its workers

LABOUR

We value our workers as the backbone of our business. We aim to provide a safe, fair and welcoming workplace.

As part of our continued efforts we have taken action to:

- Develop a comprehensive set of HR policies that includes a code of conduct, grievance mechanisms, OH&S, and support policies
- Ensure a diverse workplace — 75% of our executives are women
- Pay employees above Award rates and higher than CPI increases in salaries each year
- Build a positive work environment for employees through our HR activities
- Support its staff's mental health through a relationship with Converge International

We strictly adhere to statutory labour requirements and plan to continue expanding our internal HR policies to reflect statutory prohibitions against child and forced labour.

In building a positive work environment we hold monthly one-on-one meetings between employees and the CEO — a platform to discuss any potential concerns. Currie implements a flexible-work policy which allows employees to maintain work-life balance in supporting families. We distribute bonuses to reward employee effort.

Reflecting on our position as an employer able to help eliminate socio-economic boundaries to employment, Currie has partnered with the Asylum Seekers Resource Centre Mentoring program to hire an intern.

Currie offers staff access to an employee assistance program — Converge International — for assistance with mental health and wellbeing. Converge expertise is made available in response to critical incidents such as deaths, disasters, traumatic change or confronting behavior. In 2016–17 this program saw use in one-on-one sessions and in a critical response to traumatic events in employee's personal lives.

A safe workplace is a positive one. We have continued to implement our OH&S policy staff are protected from foreseeable danger. We have had no OH&S incidents during 2016–17.



Image: M Paterson

Community

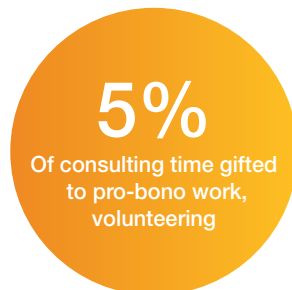
COMMUNITY PRACTICES

Relevant SDGs



“Service to others is the rent you pay for your room here on Earth.”

Muhammad Ali



Currie ‘pays its rent’ by doing pro-bono and volunteer work.

In 2016-17, 5% of our consulting time was gifted to social, environmental and non-profit partners, supporting asylum seekers and for-purpose enterprises in Australia and coastal communities in developing countries.

Our partnerships with the Asylum Seeker Resource Centre and B Corporation (Australia & New Zealand) support efforts to empower and promote the social, economic and political inclusion of all, and promote sustained, inclusive and sustainable economic growth and decent work for all.

We also give time and resources to community organisations, such as Save the Children and the Royal Children’s Hospital, and work pro-bono on sustainability communications with the Banksia Foundation.

Currie tracks its impacts on its community through measuring the following indicators:

- Suppliers and Distributors
- Local
- Diversity
- Job Creation
- Civic Engagement and Giving

For ‘Community’, the B Impact Assessment requires us to submit data relating to employees from low-income communities, training on inclusion and diversity issues, charitable giving and volunteer work.

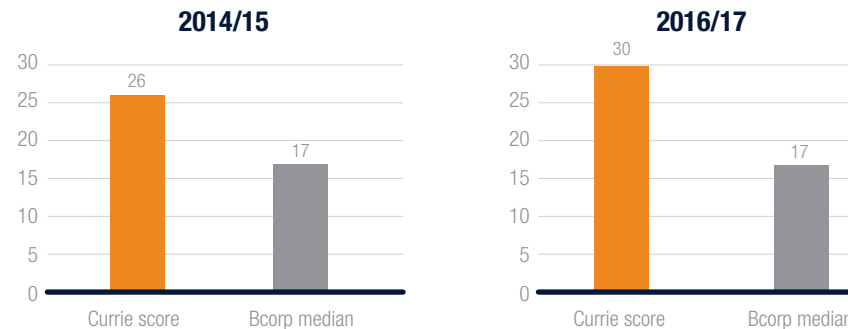


Figure 7a and 7b: Giving back to the community is important to Currie

HUMAN RIGHTS

We support and respect the protection of internationally proclaimed human rights and, as a result, we have:

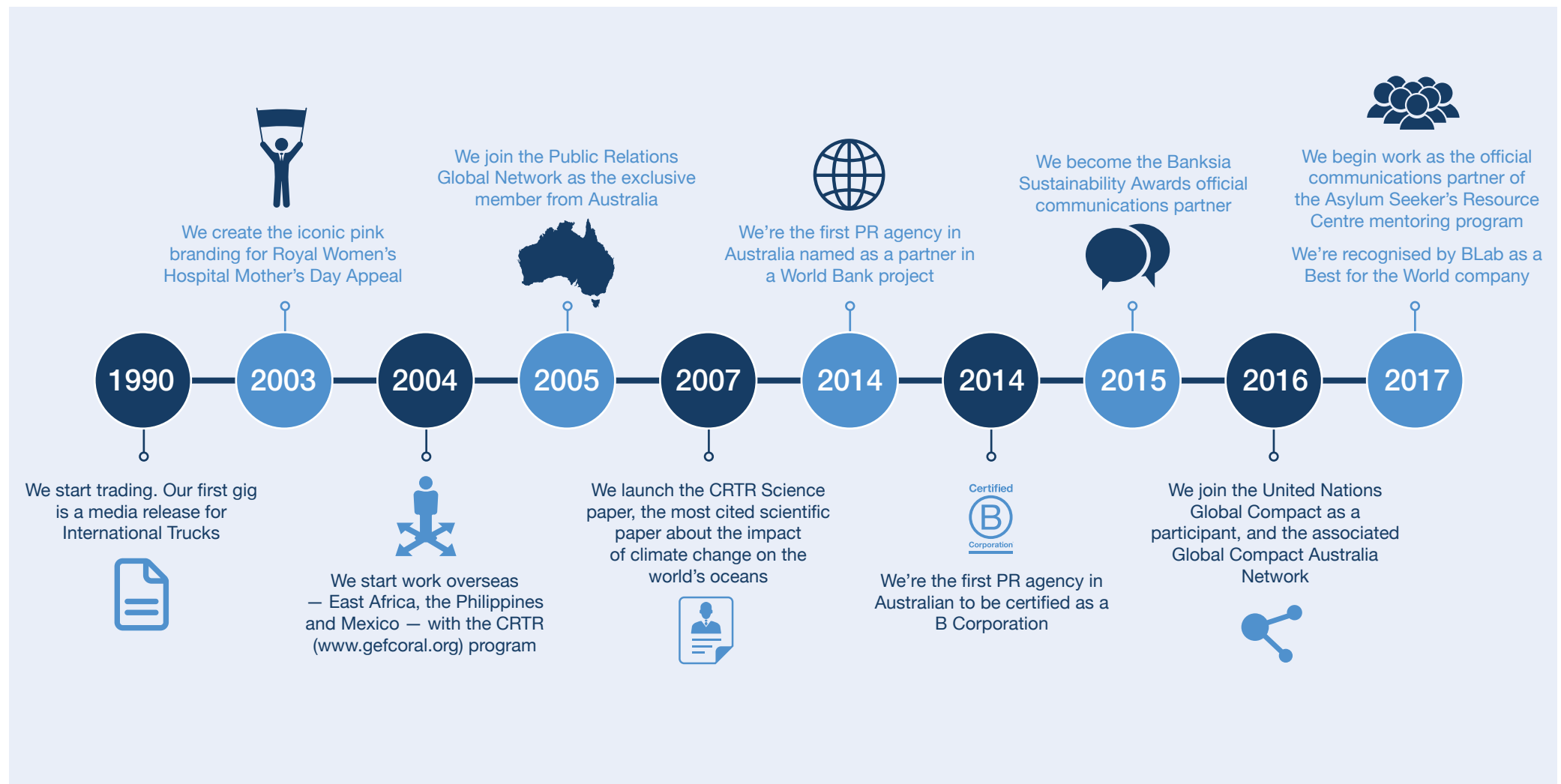
- Put aside 5% of our work to social, environmental and non-profit partners
- Assisted the ASRC and staff initiatives in providing support to refugees
- Supported farmer health through donations to the National Centre for Farmer Health
- Promoted the education of our staff by spending 3% of our fee turnover on staff training
- Advocated the importance of human rights, including the SDGs through social media and blogs
- Developed a code of conduct that explicitly promotes human rights in the workplace

To continue building on our progress, we plan to develop an initiative assessing our relationships with suppliers, customers and associates and their human rights practices.



Image: M Paterson

Our journey of change







Currie Communications
Level 9, 190 Queen Street
Melbourne 3000
Phone +61 3 9670 6599
www.curriecommunications.com.au

Join the conversation

-  @bluechillie
-  Currie Communications
-  Currie Communications

