

GREAT *for the* STATE

BUSINESSNEWS

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EDITION 8

12-PAGE LIFTOUT

GENEROSITY AND GIVING

**Jenny Allen: From Youth
Focus to the museum** P3

Fundraising advice P8

**Business duo takes on
philanthropy** P10

Perron continues family tradition P6

Partners



Elizabeth Perron
Chair, Stan Perron Charitable Foundation
Photo Gabriel Oliveira

EDITION 8

Generosity and giving

Welcome to the eighth edition of Great for the State - a monthly *Business News* supplement focused on the people, organisations and attributes that make Western Australia a special place.

OUR PARTNERS – HELPING US SHAPE GREAT FOR THE STATE

Rob Slocombe

Group CEO

RAC

Photo: LILA PHOTO



As a membership organisation, RAC's purpose is driven by the need to make life better for our members and all Western Australians. This is what motivates our approach to improving road safety, increasing investment in transport and infrastructure, embracing the benefits of technology, and leading the way in making transport more sustainable and healthier for all.

With more than 90 per cent of road crashes the result of human error, a major focus for RAC is educating future drivers about being safer on our roads with the aim of preventing the devastating deaths and serious injuries that occur in WA every day. (See page 5) ■

James Arnott

Partner

Management Consulting

KPMG



One in five Australians are affected by mental illness, yet many don't seek help because of the stigma attached.

It's important we shed a more positive light on mental health – and it all starts with making a commitment.

Participation in the Ride for Youth, of which KPMG is a long-time supporter, is one way Western Australians can make a contribution. (See page 8) ■

Michelle Scott

Director

McCusker Centre
for Citizenship

The McCusker Centre for Citizenship at The University of Western Australia was established in 2015 to foster caring, connected and socially engaged citizens in actively contributing to the well-being of their communities.

The centre works with students completing degrees in a wide range of disciplines, not-for-profit and community organisations, government and business, to make a difference in our communities locally, nationally and globally.

Through our internship program, we are building the capacity of future generations to foster caring, connected and socially engaged citizens. So far, 850 students have undertaken an internship with the centre, contributing more than 91,000 hours in service to the community.

(See page 9) ■

Giles Everist
Chief financial officer,
Macmahon

It is incumbent upon business to support local communities where possible, with the return in value clearly evident.

At Macmahon, we are reaping the benefits of a highly engaged workforce keen to get involved in local activities that contribute to important not-for-profit organisations. It can be challenging to identify which organisations to support, but the simple approach for Macmahon has been to align our program with company values and to keep our people and their interests top of mind.

(See page 11) ■

Professor Peter Leedman

Director

Harry Perkins Institute of
Medical Research

Every year, Australian businesses give more than \$6.2 billion in donations, \$7.7 billion in community partnerships and a further \$3.6 billion in non-commercial sponsorships.

But the days of chequebook philanthropy are numbered. Corporate Australia is asking for outcomes for its investment, and is canvassing the workforce for buy-in. Corporate-giving is no longer a marketing exercise; it's about social responsibility and employee engagement.

In 2012, leading Western Australian integrated mining services contractor MACA Ltd became the title sponsor for the Ride to Conquer Cancer. MACA also backed the charity in 2019, when the event was taken over by the Perkins and renamed the MACA Cancer 200.

Driving MACA's partnership with Perkins is a united commitment to cancer research. MACA says the effort of raising funds for medical research is far outweighed by the benefits gained by the company and its staff knowing they are making a difference. (See page 12) ■

GREAT for the STATE

Future editions

Time and place

November 18

Cultural growth

December 16

BUSINESS

Jenny Allen says charities need to be professional and business-like.

\$21m

Raised by Ride for Youth since 2003

Museum foundation sets big targets

Helping to establish a \$35 million endowment fund for the WA Museum is the latest step in Jenny Allen's philanthropic journey.

Story by **Mark Beyer** Photos by **Gabriel Oliveira**

There is a clear theme running through Jenny Allen's 20-year career in Australia regarding governments' capacity to fund social initiatives.

Ms Allen's approach is informed by years spent in Asia; while living in luxury hotels that her husband managed, she set out to help street kids living in squalor. Through most of Asia, support from government was not an option.

After becoming chief executive of Perth charity Youth Focus in 2000, she found a very different situation.

"When I joined, they were pretty reliant on government," Ms Allen said.

"We needed to look further afield.

"The number of charities was enlarging every year and government, I don't believe,

can be expected to wholly support that industry."

Ms Allen said Youth Focus established a series of successful fundraising initiatives during her 15 years at the charity.

She credits early backing from the likes of Hawaiian and **Woodside Petroleum** as important in giving Youth Focus credibility.

Its most notable success has been the five-day **Hawaiian Ride for Youth**.

"That became part of that corporate world of giving and still is to this day," Ms Allen told *Business News*.

"I see that as a great form of philanthropy, by the community and businesses."

Continued on page 4

DEVELOPING

The New Museum is taking shape, with its opening scheduled for late next year.



She believes Youth Focus helped change the way Perth people see philanthropy.

"I believe we really started that wave," Ms Allen said.

"Maybe not the first (charity) ride but certainly one of the most successful from the very start."

She recalls the first Ride for Youth in 2003 attracted 24 riders and made about \$150,000 – much more than anticipated.

The 2019 event, with 171 riders, raised \$2.1 million.

It took the total fundraising amount to more than \$21 million since the ride's inception.

Only the newly renamed **MACA Cancer 200 – Ride for Research**, which typically attracts more than 1,000 riders, has bettered this level of fundraising success.

This event, held over two days, has raised more than \$29 million since its inception in 2012, with all proceeds going to the **Harry Perkins Institute of Medical Research**.

Ms Allen is positive about the number of philanthropists in Perth, paying particular credit to the late **Geoff Rasmussen**, who chaired Youth Focus for nine years.

"He was a quiet giver, he really didn't want the recognition," she said.

"There are a lot of people who give who don't want public recognition. You'd be surprised how many of these there are."

"The other change I've seen is the recognition that a not-for-profit charity needs to run like a business; you can't do it on the smell of an oily rag."

In tandem with this is a recognition that charities need to be able to invest in back-end systems so they can run professionally.

New role

That's one thing Ms Allen has been doing at her new job as chief executive of the **Foundation for the WA Museum**.

The foundation incurred significant one-off costs last financial year when it updated its accounting, IT, and CRM systems.

Little wonder, as the foundation is greatly expanding the scale of its fundraising activities.

It is one of several philanthropic foundations in Western Australia that support the activities of government entities.

Others include the Perth Children's Hospital Foundation, the Royal Perth Hospital Medical Research Foundation and the Art Gallery of WA Foundation.

Each of these foundations is charged with raising private money to support activities that government does not fund – in a sense, reversing the traditional funding model.

Established in 1995, the museum foundation was focused for many years on gaining sponsorships for special exhibitions. That activity continues.

In 2014, the foundation's board set itself the much more ambitious goal of establishing a \$35 million endowment fund to coincide with the opening of the New Museum building in 2020.

The aim of the endowment fund is to generate a consistent revenue stream to support the museum's education activities and research programs.

To assist its fundraising efforts, the foundation has gone through an exhaustive process to obtain Deductible Gift Recip-

A not-for-profit charity needs to run like a business; you can't do it on the smell of an oily rag

- Jenny Allen

ient 1 status from the Australian Taxation Office.

That was finalised in January this year with help from law firm **Jackson McDonald**.

"That's been a big change and a great asset for the foundation," Ms Allen said.

"It's not an easy journey to go down that path, but we've been successful."

"You go through a whole process. We went from being a trust to a company limited by guarantee."

The process included formalising its separation from government; to make this crystal clear, former government minister **Julie Bishop** resigned from the board.

Ms Allen said the benefits included a better working relationship with the **WA Museum**.

"We are more separate from the museum in our day-to-day operations, but we are closer in the goals we are trying to achieve," she said.

Ms Allen believes it has opened new opportunities and helped with fundraising.

"It's easier when you are talking to the public, to assure them their money is being used wisely and it is safe," she said.

"People want to be absolutely assured that their money will be used for the purpose they are giving."

"There is no opportunity for government to utilise the funds."

Goal-setting

The foundation, chaired by Nev Power, has built its endowment fund to \$8.54 million, as at June last year.

Asked about the prospect of reaching the \$35 million target by the end of 2020, Ms Allen remains hopeful.

"I think we will be up there," she said.

"I will certainly be giving it the best nudge we can as a team here, and certainly our board will be doing the same."

The foundation's big supporters include **Woodside Petroleum**, which has had a 20-year research and funding relationship with the museum.

Woodside was the first company to take up a naming rights opportunity for the eight galleries in the New Museum.

The Woodside Learning Studio will pro-



BIG SPACE
Hackett Hall will be home to the museum’s famous blue whale skeleton.

vide flexible spaces to facilitate learning and collaboration for up to 120 visitors at a time.

Tianqi Lithium has made a \$5 million commitment.

The Connections gallery, on the upper level of the New Museum building overlooking the city, will carry Tianqi’s name.

As well as supporting the WA Museum’s ongoing work, Tianqi’s funding will be used for several exhibitions of Chinese culture over a 10-year period.

The **Stan Perron Charitable Trust** has also been a big supporter, donating \$1 million.

In return for this support, the New Museum will feature the Stan Perron WA Treasures in its historic Hackett Hall.

The museum’s famous blue whale skeleton will be hung from the ceiling of Hackett Hall.

Andrew and Nicola Forrest’s **Minderoo Foundation** has bankrolled the foundation’s annual Minderoo Grant, which was launched last year.

The grants go to WA Museum scientists and curators to undertake projects that are considered beyond the remit of government funding.

For prospective backers, Ms Allen paints an exciting vision for the future of the New Museum.

“I don’t think Perth people yet have an absolute appreciation for what they are going to get.

“It’s fabulous.” ■

SPONSORED CONTENT

Preventing unnecessary road trauma starts with educating our future drivers

Our partnership with the RAC Rescue Helicopters^[1], which have now flown more than 7,000 life-saving missions, is a key part of RAC’s commitment to supporting road safety in WA. RAC Rescue serves a critical role within our State’s emergency response network. However, while the ability to quickly respond to serious incidents is paramount, equally important is educating our future drivers so they avoid these traumatic circumstances in the first place.

One of our most important initiatives is our long-running Community Education Program. As far back as 1928, RAC has been taking action to help equip young drivers with the knowledge and skills to stay safe as they travel. Today we provide road safety lessons to nearly 50,000 primary and high school students every year, in all corners of the State. This includes via RAC bstreetsmart, a free road safety re-enactment held

at RAC Arena which earlier this year saw 9,000 students attend.

Part of RAC’s Community Education Program also includes our partnership, of more than 10 years, with The Paraplegic Benefit Fund (PBF). PBF delivers powerful and influential road safety presentations to students in years 10 to 12 across Perth and Regional WA.

Symon Still has been with PBF since 2004 and is currently their Injury Prevention Manager. More than 25 years ago, Symon sustained a life-changing spinal cord injury after being hit by a distracted driver while he was cycling. He now lives with partial tetraplegia.

“PBF presenters deliver personal stories about their own traumatic spinal cord injuries, highlighting to their young audience just how common these injuries occur due to young West Australians making bad choices behind the wheel,” Mr Still said.

“One of the best moments for PBF presenters is when we come across students in the community who heard our presentations, sometimes more than 10 years prior. When they tell you they still remember the story and that it makes them drive more consciously so they do not crash, is the best feedback possible.”

RAC is proud of the work we do in the community to make our roads and the people who use them safer. But it is only through partnerships with equally passionate organisations that we are able to reach the tens of thousands of people we do. Through our joint efforts, we hope to influence the actions of future generations of drivers and, in doing so, to prevent thousands from being killed or suffering life-changing injuries.

Rob Slocombe
Group CEO, RAC



RAC bstreetsmart held on 4 April 2019 at RAC Arena

[1] The RAC Rescue Helicopters are sponsored by RAC, funded by the State Government and managed by the Department of Fire and Emergency Services (DFES)

We've always been involved in charitable organisations, so it's sort of in our blood to continue doing that - Elizabeth Perron

Perron foundation set up for long-term future

RESEARCH Elizabeth Perron says the foundation is setting up a research advisory committee to help evaluate medical research applications.

Elizabeth Perron has been given the daunting task of continuing her late father’s philanthropic legacy. She spoke to *Business News* about how she is tackling this task.

Story by **Mark Beyer** Photo by **Gabriel Oliveira**

The late Stan Perron was renowned for many years as one of Western Australia’s most active and generous philanthropists.

He established the Stan Perron Charitable Foundation in 1978, well before philanthropy was fashionable, and quietly supported hundreds of charities, arts groups and medical researchers.

His passing last year has only added to awareness of the trust, which gets an increasing number of requests every year.

“It’s changed substantially over the past couple of years,” chair Elizabeth Perron says.

“Well over 100, or 150, 200. Lately it’s crazy.”

Ms Perron said the foundation gave to just over 100 organisations, with the number and dollar amount increasing.

It distributed \$14.5 million in the year to June 2019, making it WA’s third largest philanthropic foundation (see table).

That’s up from \$12.8 million in the previous year and about \$4 million in earlier years.

The foundation has potential to give a lot more, after Mr Perron said the greater majority of Perron Group’s assets and future earnings should benefit the foundation.

With group net assets of \$4 billion and a net profit last year of nearly \$300 million, the upside is enormous.

Understandably, Ms Perron shies away from predicting future distributions.

“It’s hard to pre-empt how much money will be given; there is certainly money to give,” Ms Perron told *Business News*.

“It will depend on the requests we get, and they vary every year.

“Our main focus is to ensure it’s within the guidelines and principles dad set out, and the impact it will have; that’s more of our focus.”

To help manage the increasing number of requests, the foundation has established a public website that includes funding guidelines and an automated application process.

Trustee Ross Robertson said the published guidelines helped potential applicants work out if it was worth proceeding.

“If you go through the application it’s a filtering process,” he said.

Ms Perron said the foundation was trying to migrate all applications to the new system.

“A lot of people still write letters or make a phone call and assume it will continue; now we try to direct them to the website so they have a clear idea of what we are after,” she said.

Ms Perron said the website and application form were designed to be simple enough for smaller applicants.

“You don’t want someone to be scared away by the application process,” she said.

“That was probably the hardest part, creating that form, working out exactly what criteria we apply to assess them.”

Ms Perron emphasised the current structure was part of her late father’s legacy.

“He spent his whole life planning for when he wasn’t here,” she said.

“He set out some very clear guidelines and principles for the trustees of the foundation.

“My job now as chair is to ensure they are implemented according to his guidelines.”

Local focus

The published funding guidelines specify that the foundation focus first and foremost on causes in WA.

Its target areas include health and medical research related to children, iconic cultural and arts organisations, and activities that foster ethical behaviour in the business community.

Ms Perron said the foundation was setting up a research advisory committee to help the trustees evaluate medical research applications.

It prefers programs that aim to solve the cause of a problem rather than treat the symptoms.

It also favours applications that encourage people, especially the young, to engage in community service.

This reflected Mr Perron’s own approach; he was renowned for volunteering at his local Rotary club’s Sunday morning swap meet.

The foundation’s donations can be of any size.

“It can be literally a few hundred dollars and that can have just as much impact,” Ms Perron said.

At the other end of the spectrum, the foundation’s largest commitment was \$10 million over 10 years for the **Perron Institute for Neurological and Translational Science**.

This built on more than 30 years of support for the Institute, which until 2017 was known as the Western Australian Neuroscience Research Institute.

Another large beneficiary was **Parkerville Children and Youth Care**, which received \$5 million to assist with construction of a new facility in Midland.

Other groups to have gained

\$14.5m

Distributed by Stan Perron Charitable Foundation, year to June 2019

support include the **Foundation for the WA Museum, Youth Focus** and the **Telethon Kid’s Institute**.

All successful applicants will need to show evidence that funds provided have been wisely and effectively used.

“What’s the impact? That’s the most important thing to ask,” Ms Perron said.

In assessing applications, the foundation has found that many organisations don’t know about others doing the same thing in WA.

“Often we will say we already support similar organisations; a lot of people don’t collaborate in WA, which is a shame,” Ms Perron said.

The Stan Perron Charitable Foundation also prefers applicants who have other sources of funding.

It may provide cornerstone funding to help groups raise more money.

“We never seek any accolades, ever, but if someone asks to we use our name to get further funding ... absolutely,” Ms Perron said.

Her aim is to have a long-term sustainable foundation that will be run by future generations over many decades.

“We’ve always been involved in charitable organisations, so it’s sort of in our blood to continue doing that,” Ms Perron said.

“We understand dad’s passion and where he came from but it’s even more pertinent for future trustees who didn’t know him.

“Hopefully if it’s my children or my brother’s children, they will have that passion like we do and it will be passed on through the generations, but they will always have the guiding principles.” ■

WA’s Largest Philanthropic Foundations

Foundation	Funds distributed*	Total assets
Minderoo Foundation	\$60.3m	\$639.7m
Channel 7 Telethon Trust	\$34.0m	\$46.2m
Stan Perron Charitable Foundation	\$14.5m	\$19.2m
McCusker Charitable Foundation	\$5.0m	\$98.0m
Perth Children’s Hospital Foundation	\$4.8m	\$39.3m

* Most recent financial year

Source: BNiQ

To see details of WA’s 60 largest foundations, go to:
www.businessnews.com.au/List/philanthropic_foundations



SUCCESS Kingsley Aikins says US universities are particularly strategic in how they raise funds.

Aikins brings gift for generating giving

Fundraising is a mechanical process and 90 per cent of the work is research, according to an international expert visiting Perth.

Story by Mark Beyer

Kingsley Aikins says philanthropy is part of his DNA.

An Irishman who has spent many years in Australia and the US helping run The Ireland Funds, an international fundraising network tapping into the Irish diaspora, Mr Aikins says his work has provided exposure to groups that are very successful at fundraising.

He says the best of the lot are private school and universities in the US, many of which have built up large endowment funds.

"They realise they need to raise private funding and their alumni is a likely source," Mr Aikins told *Business News*.

"That's a model the US has per-

fect, particularly the universities."

Mr Aikins said the intergenerational transfer of wealth currently under way in many countries was the driver of an explosion of philanthropy.

This was because baby boomers had only three options – they could give their money to their children, or to the government via taxes, or they could give it away.

"The bad news about philanthropy, certainly in the US, is that giving at the middle and lower level is declining but at the top level it's exploding in size," he said.

Mr Aikins, who now runs his own consultancy, travels extensively to advise schools, charities, and other not for profits on how they

can take advantage of this trend.

"Fundraising is a mechanical process," he said, adding there were four key steps.

The first step was research, to identify people with the capacity to give and a propensity to do so.

"Fundraising is 90 per cent research," Mr Aikins said.

This includes building up databases of potential donors, rating them and screening them.

The second step was cultivation.

"You have to bring them on a journey," he said.

"You need a great case, it has to be powerfully articulated and you need a constituency who cares.

"It takes time and energy and shoe leather."

SPONSORED CONTENT

A special jersey and commitment to mental health

Every morning, in almost every Perth suburb, you will find a group of dedicated cyclists plying their trade. While conversations may vary from weather to watts or coffee to cranks, there is always somebody in the peloton wearing a special jersey. It is not a jersey that makes them go faster, it is a jersey that tells a story - one of the selfless contribution to the welfare of others. It is a jersey of commitment, time, effort and fundraising around an issue that many have had a personal experience with.

The Australian Bureau of Statistics (ABS) National Health Survey (2017-18), estimates that 4.8 million Australians experience mental health issues. Moreover, KPMG and Mental Health Australia 2018 report Investing to Save suggests the cost of workplace mental ill-health in Australia was \$12.8 billion in 2015-16. Depression, anxiety and substance abuse are the most common forms of mental illness, with Australian youth (18-24 years old) most at risk.

Over the last ten years, KPMG has been an active participant of Ride for Youth. For 4.5 days, riders from KPMG and other corporates cycle more than 3000 km's from Albany or Jurien Bay to Perth to raise funds and awareness for Youth Focus. They visit country towns and high schools along the way, discussing the issues around youth suicide, depression, anxiety and self-harm, as well as the support services that Youth Focus provide. Over the past 18 years, the ride has raised a whopping \$22million to help remove the stigma surrounding mental health and build more resilient communities. Matt Kelly, KPMG Deals Partner and ten year Ride for Youth veteran says,

"for me the ride provides a pathway to look after my own mental health and make a contribution to the most at risk parts of our community."

In addition to the commitment to Ride for Youth, KPMG also endeavours to provide mental health support for its staff and their families. KPMG has partnered with the Heart On My Sleeve movement – a program which provides coaching and learning experiences to its employees on how to facilitate and have real conversations about mental health. In partnering with HOMMS, KPMG is enhancing its existing Mental Health Peer Support network (accredited mental health first aiders), and providing leaders with the theoretical knowledge and skills necessary to have and host real conversations about mental wellbeing. "It is all about looking after our people and ensuring that we are able to provide a safe and engaging workplace," says Ray Slayford, KPMG Government Sector Partner and Ride for Youth participant.

Every day, at least six Australians die from suicide and a further thirty people will attempt to take their own life. We all need to be asking ourselves - "what special jersey do we want to wear and how can we make an active and selfless contribution to help others"?

Should you wish to get more information on mental health or make a donation to Ride for Youth or Heart on my Sleeve, please visit www.rideforyouth.com.au or <https://heartonmysleeve.org>.

James Arnott
Partner, Management Consulting, KPMG



Mr Aikins said a successful fundraising campaign also required leadership and optimism.

"People want to be inspired and they want to give to something that is going to make a really fundamental difference."

The third step was solicitation, he said.

"You actually have to ask for the sale."

The fourth step was stewardship – looking after the people who had pledged support.

"Stewardship is the notion that every gift is a down payment on the next one, and the first gift is not the biggest you will get," Mr Aikins said.

"Many people do that badly, they take the money and run."

Structured support

Stockbroking and funds management company **Euroz**, which has been on its own philanthropy journey, is behind Mr Aikins' visit to Perth for an event at the UWA Club this week.

Executive chairman Andrew Mackenzie said the group established its own private ancillary fund about 13 years ago, giving its staff a structured and tax-effective way to support various charities.

The **Euroz Charitable Foun-**

dation has donated a total of \$1.6 million since inception while building its total equity to \$2.5 million at June 2018.

Mr Mackenzie said he was constantly learning new things about the philanthropic sector as he met new people and new organisations.

That was one reason Euroz decided to organise annual events for people in the sector.

"We're trying to be a clearing house to share some of this information and accelerate it," Mr Mackenzie told *Business News*.

Chris Webster, who heads Euroz subsidiary **Entrust Wealth Management**, said networking was one of the benefits.

"From our breakfast last year, we had about 250 people, we found there is a community out there that crave interaction with like-minded people," Mr Webster said.

Mr Mackenzie said the charitable foundation had delivered surprisingly good spin-offs for the Euroz business.

"We didn't start it to promote the business; it took us a couple of years before we even mentioned it to anyone," he said.

"But we quickly realised it was good for business.

"We had like-minded clients,

whether they were small retail clients or CEOs of companies we dealt with, who had similar thoughts.

"It's been a good talking point with really important clients and it has been a common connection that has led to lots of business for us."

Mr Mackenzie said there are two broad challenges facing charities and other not for profits such as private schools – one is fund raising and the second is 'fund keeping' or managing their surplus funds.

That's where Euroz sees a commercial opportunity.

"What we're trying to promote here with Kingsley and others, is to encourage these groups to build serious pools of capital that over the long term can do a lot of good," he said.

"Looking after that money really professionally with solid, market-based returns is what the Entrust and Euroz businesses are leading towards, so there has been that common interest there as well."

He sees the Euroz Charitable Foundation as a case study.

"We just want to grow the capital of the foundation so that each year we can give away more and more."

The foundation donated



RAISING Euroz supports the Big Walk for Perth Children's Hospital Foundation.

\$168,000 last financial year, ranking it number 40 on the BNiQ database of philanthropic foundations.

Its initiatives have included 'commission for a cause', where 100 per cent of the brokerage generated on a day was donated to charity.

Mr Mackenzie said Euroz normally generated up to \$40,000 in brokerage per day but the strong support from clients for this initiative meant it generated \$195,000 earlier this year.

The proceeds were donated to three charities: Homeless Healthcare, Teach for Australia and Perth Children's Hospital Foundation.

The Euroz foundation has also supported the Big Walk for the Perth Children's Hospital Foundation, taking over the naming rights from John Hughes last year.

Other beneficiaries include Youth Focus, WA School of Mines scholarships, the Fathering Project and the WA Symphony Orchestra's Crescendo program based in Kwinana.

"We get applications nearly every day," Mr Mackenzie said.

"We like to have a connection to staff members or clients; it doesn't have to be but there is usually a personal connection." ■

SPONSORED CONTENT

Helping students become caring, connected and socially engaged



THE UNIVERSITY OF
WESTERN
AUSTRALIA



The McCusker Centre for Citizenship (the Centre) at The University of Western Australia is unique. It was established in 2015 to foster caring, connected and socially engaged citizens in actively contributing to the wellbeing of their communities.

The Centre was established with a generous endowment from the McCusker

Charitable Foundation, with the purpose of providing structured practical learning opportunities for undergraduate and postgraduate students to develop a greater capacity for civic responsibility.

Over the past three years, the McCusker Centre for Citizenship at UWA has embedded itself in the Western Australian community. The Centre is collaborating

with students completing degrees in a wide range of disciplines, not-for-profit and community organisations, government and business, to make a difference in our communities locally, nationally and globally.

Our extensive partnerships with more than 250 organisations enables us to collaborate with the community to provide students with experiences which create greater understanding of important social challenges, while developing their skills and their ability to make a practical contribution.

Our students contribute to a wide range of social benefits in the community including:

- working with organisations in regional and remote communities to deliver youth services;
- securing philanthropic funds and grants for services to the homeless;
- developing practical resources to assist vulnerable families coming into contact with the legal system;
- creating innovative ways to communicate with men who need mental health services; and
- researching and measuring the effectiveness of services in the community.

The number of students wanting to undertake the internship continues to grow. This is consistent with what research is telling us: that young people are looking for social purpose in their education and career paths.

Already, 850 students have undertaken an internship with the Centre contributing more than 91,000 hours in service to the community. An impressive 93 per cent report that they learned more about being an active citizen through their internship.

Many students continue to volunteer with the organisation with which they interned, and some have been offered ongoing employment. Their experiences have been overwhelmingly positive for all concerned: 95 per cent of our students said they would recommend the internship to other students, and 96 per cent of our partners would recommend the program to other organisations.

Michelle Scott

Director

McCusker Centre for Citizenship

GOALS
Graham Dowland (left) and Jonathan Stewart work closely together in business and in their philanthropic pursuits

From shale gas to phil

If you want philanthropy to become the norm, then you have to be prepared to stand up and say you are doing these things

- Jonathan Stewart

Business colleagues
Jonathan Stewart
and Graham Dowland
have found two very
different ways to make
a philanthropic impact.

anthropy

Story by Mark Beyer Photo by Gabriel Oliveira

The sale of Perth company Aurora Oil & Gas for \$1.8 billion in 2014 delivered a big windfall for its founding directors.

For chairman Jonathan Stewart, it was an opportunity to step up his family's philanthropic activity.

The result was the establishment of the **Jon & Caro Stewart Family Foundation**, which has become a substantial supporter of multiple arts groups and charities in Western Australia.

And Mr Stewart has chosen to go public with his philanthropic activity for one reason – to encourage others.

"If you want philanthropy to become the norm, then you have to be prepared to stand up and say you are doing these things," Mr Stewart told *Business News*.

"So we are prepared to have our name put on things.

"In fact, I'd say we go slightly further than that; we are prepared to say early that we are involved, in the hope it will encourage others to get involved."

In keeping with its name, the foundation is a family affair; Mr Stewart's wife and four children are all on the board, while his colleague Graham Dowland is a director.

The two men still work together, as chairman and finance director respectively of Australis Oil & Gas.

Mr Stewart has a non-executive role, which means he is able to spend time (more than he originally anticipated) assessing arts and charity groups that are seeking financial support.

"The key aspect of due diligence is the people," he said.

"Who's doing the work, what's their background, are they well organised, what's their plan?"

Mr Dowland's family has also established a philanthropic trust and additionally he is chairman of the **BrightSpark Foundation**, a long-running organisation that supports medical research in WA.

Continued on page 12

\$5m
BrightSpark
capital

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Charitable giving increases employee engagement

The distinctive benefits from corporate giving are clear for companies and employees alike and Macmahon is investing in initiatives that add tangible value not only to our employees, but also to families and the communities in which we operate.

Macmahon's safety culture includes a focus on keeping our people mentally and physically healthy. As a part of this we support a number of charities that encourage physical activity, resulting in benefits to the health and wellbeing of our team.

We encourage fundraising efforts to support our chosen charities and are repeatedly overwhelmed by the enthusiasm of our people to get involved. Increasing our investment in corporate giving is bringing our people closer together, resulting in an increase in staff morale which naturally has positive effects on their mental wellbeing.

Our team is proud of who they work for and our commitment to charitable causes such as The Perkins Institute for Medical Research, with which, we have raised more than \$350,000 in the past three years.

"The strong relationship the Perkins has nurtured with Macmahon over the past few years is one based on collaboration and growth," said Professor Peter Leedman, Director of the Perkins. "Macmahon has transformed its culture to be one based

on wellbeing and support of local community initiatives. This aligns beautifully with our own aims at the Perkins. I ride with Macmahon's staff as part of our annual ride and I know that this company is committed to not just talking the talk – they're also riding the ride. And we are so grateful for their support of WA cancer research."

As a business operating in remote mining communities, it's also important to us to support local groups. We see great benefit in sponsoring grassroots sporting clubs to ensure future generations experience the close-knit team culture that local sporting teams create.

It is evident that corporate charitable giving increases employee engagement and overall employee satisfaction. In a market that demands a higher value proposition to attract and retain quality employees, Macmahon is committed to further developing our corporate giving program to align with our company values.

Giles Everist, Macmahon
Chief Financial Officer



From shale gas to philanthropy

Continued from page 11

He also holds a full-time executive role at Australis Oil & Gas and readily admits he doesn't have the time to conduct due diligence on charities or medical researchers.

One solution to this problem is to follow the lead of the Stewarts' foundation.

The other solution, which he has applied at BrightSpark, is more fundamental.

A recurring issue in the charity sector, especially in the field of medical research, is the overlap between multiple entities pursuing the same goals in an uncoordinated manner.

While BrightSpark is a substantial entity, with about \$5 million of capital, its board decided it was not sensible to continue operating independently.

In 2015, it entered a strategic alliance with a similar but larger entity – the **Raine Medical Research Foundation**.

"The whole reason was efficiency," Mr Dowland said.

"I said: 'This is crazy. We're do-

ing exactly what the Raine Foundation does, but they do it better.'"

Mr Dowland said the decision to align with the Raine Foundation followed an extensive review.

"We did a review of all the research foundations in WA. They are all very good but the only one that was truly independent is the Raine Foundation," he said.

"Even though UWA looks after their money, they are independent in how they allocate their own distributions."

The Raine Foundation was formally established in 1957 after Perth widow Mary Raine bequeathed her property empire to **The University of Western Australia**.

Her property assets included the Wentworth Hotel in central Perth, site of the Raine Square retail development.

The foundation has contributed more than \$50 million to major research projects since inception, supported two centres of excellence and provided more than 500 fellowships and scholarships.

The foundation distributed more than \$880,000 in the year to December 2018.

After all its distributions over the past 60 years, the foundation still has total assets of \$40.9 million.

On that measure, it is the sixth largest philanthropic foundation in WA, according to the BNiQ database, and a good illustration of the long-term benefits that can flow from well-managed bequests.

Mr Dowland said the alliance had proved beneficial in two ways – BrightSpark's capital is invested alongside Raine's capital, and BrightSpark can tap into Raine's expertise on research projects.

"Their network of peer reviewers around the world, we couldn't find anybody else that did it as well," he said.

"We've just lined up our own distributions with theirs. It's very efficient and robust.

"They charge us next to nothing because they are achieving their goal of increasing the amount of money available for medical research.

"It's worked very well."

The alignment has extended to Mr Stewart's family foundation; its funding for medical research goes through BrightSpark, which in turn goes through Raine.

"How am I meant to work out which piece of medical research is most valid?" Mr Stewart said.

Outside of medical research, the Stewart family foundation aims to give about six substantial grants per year; its funding is usually multi-year so recipients can plan with certainty, and is made in partnership with others so it has more impact.

Mr Stewart is particularly attracted to programs that help organisations become more sustainable.

An example comes from **The Fathering Project**.

The Jon & Caro Stewart Family Foundation, in tandem with two other foundations, funded a research program designed to obtain empirical evidence to prove the effectiveness of the Fathering Project.

Armed with those results, they headed to Canberra.

"They have now got funding from the federal government, which has allowed them to go national," Mr Stewart said.

He said the due diligence process had its own rewards.

"I find the interaction with the people very rewarding. It's quite extraordinary what you see, how hard people work."

Mr Stewart provides mentoring and guidance to grant recipients but has drawn the line at going on boards.

The beneficiaries of his family foundation have included **Hope for Children** (a school in Ethiopia) and **Teach for Australia**, which seeks to attract talented university graduates into teaching.

In the arts sector, the foundation has funded Broome-based publisher **Mugabala Books**, **Sculptures by the Sea** and the Lester portrait prize.

Other recipients include **Anglicare's Foyer Oxford**. ■

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RIDING FOR RESEARCH

MACA's Culture of Giving

Securing the naming rights each year to Australia's largest charity bike ride would tick the corporate social responsibility box for most businesses. Your company name gets to be linked with a worthwhile charity, it's good for the brand and for reputation – duty done.

But for mining services contractor, MACA Pty Ltd securing the naming rights to the MACA Cancer 200 two-day ride event held in October is only the beginning of the organisation's commitment. 2018 was a watershed year for this event and its beneficiary, the Harry Perkins Institute of Medical Research. The Perkins decided to take the event in-house. This meant a change of name, an assemblage of team and, most importantly, the continuation of MACA's support as title sponsor. MACA did not disappoint.

Funds raised from the Ride support WA cancer research at the Perkins. With 50,000 men and women likely to die from cancer this year, the MACA Board and Executive know that only medical research will improve that figure.

In seven years, MACA has raised over \$7.2 million for the Ride. More than 1500 riders have ridden under the MACA banner. MACA's contribution has directly funded groundbreaking research in melanoma, liver cancer and other hard-to-treat cancers.

MACA has lost several staff to cancer and has offered support to staff going through treatment and to families who've suffered loss.

MACA once flew a young employee to Perth, a cancer survivor working on a mine site in Brazil, to participate in the Ride that he'd raised funds for. MACA says that supporting cancer research has made them a better business and better people.

Participate, give back to the community, fundraise to help a good cause; those are the edicts staff at MACA operate under. And not just staff. Suppliers, contractors and business partners are also encouraged to support the MACA Cancer 200. Whether it's supplying raffle prizes, donating to fundraising events or getting on their bikes to ride, the MACA message is clear; if you do business with us, you support the Ride.

By instilling a culture of giving in their workplace and corporate relationships, the company has changed the way they do business. And it has helped them prosper. They know staff want a sense of purpose in addition to work. The Ride has helped staff become more engaged. Business partners and customers want to be aligned to a company with good values, one that is involved in the community.

MACA now uses their support for cancer research as part of their business brand not for branding opportunities nor to be seen as socially responsible but because, as MD Geoff Baker says, "it's the right thing to do."