



The LBG framework

- Inputs
- Outputs
- Impacts



\$845

Contribution per employee

Stockland 2014 Benchmark Report

0.06%
Contribution
as % of total revenue

Total
Contribution
\$1.2m

0.15%
Contribution
as % of pre-tax
profit



30%
Employees
volunteering

\$70,313
Funds Leveraged



220+
Companies in the
global network



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1. Introduction

Thank you for participating in the LBG Australia & New Zealand benchmarking for 2014. Your company report, together with the results of the 2014 LBG benchmark contains valuable information that can be used in a variety of ways.

The LBG methodology allows a company to form a reliable and holistic view of its community investment, from what is contributed, what happens and what changes as a result.

Companies are increasingly under pressure to justify expenditure and LBG data makes it easier to inform key stakeholders about your social investment. 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 220 of the world's leading companies. We have adapted the cover page to be a simple snapshot infographic for you to use when sharing your results.

This report details your corporate community investment contributions for 2014, benchmarked against companies from your sector and against the Australia & New Zealand member companies who have participated this year. Companies using LBG demonstrate leadership in corporate community investment.

We would like to thank you for your dedication and participation throughout this benchmarking process and we look forward to working with you in 2015.

Kind regards,
LBG Australia & New Zealand

Simon J. Robinson

LBG Director

T : +61 3 9693 2210

M: +61408 496 168

E: simon.robinson@haystac.com.au

Jessica Pattison

LBG Benchmarking Manager

T : +61 3 9693 6398

M: +61 408 232 749

E: jessica.pattison@haystac.com.au

Julie Donvin-Irons

LBG Advisor, New Zealand

T: +64 21 035 5668

E: julie.donvin-irons@stanley-east.co.nz

LBG Australia & New Zealand is managed on behalf of its members by:

HAYSTAC.



2. LBG Australia & New Zealand headline performance

Headline performance, LBG AU & NZ	2014 AUD\$	2013 AUD\$	2012 AUD\$
Total number of members	54	51	50
Number of members submitting a return	46(85%)	43(84%)	44 (88%)
Total contributions reported	\$188,307,486	\$236,668,759	\$203,891,926
Average estimation of contributions captured	84%	84%	82%
Contributions per employee	\$573	\$420	\$354
Total contributions as a percentage of pre-tax profit*	0.49%	0.59%	0.41%
Total contributions as a percentage of revenue*	0.1%	0.09%	0.07%
Average % of employees volunteering in paid time	12.8%	8.3%	7.5%
Total leverage reported	\$89,142,157	\$107,225,366	\$117,181,561

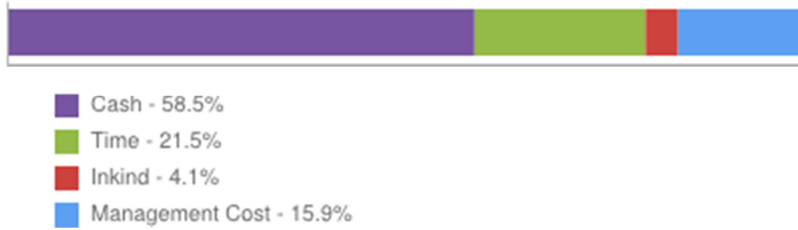
3. Stockland community contribution snapshot

2014 community contribution	2014 AUD\$	2013 AUD\$	Change
Total community contribution	1,185,144	1,595,919	-410,775
Total Revenue	1,939,000,000	1,728,200,000	210,800,000
Pre-tax profit (EBITDA)	768,000,000	37,200,000	730,800,000
Company FTE	1,402	1,262	140
FTE dedicated to CCI	1.5	4	-2.5
Estimated % of data captured	70%	50%	20%
Cash	693,337	469,711	223,626
Time	254,564	249,182	5,382
In-kind	48,567	500,000	-451,433
Management Costs	188,677	377,026	-188,349
Charitable Donations	311,722	253,204	-653,967
Community Investment	684,745	965,689	-280,944
Commercial Initiative	0	0	0
Leverage (facilitated third party contributions)	70,313	75,043	-4,730

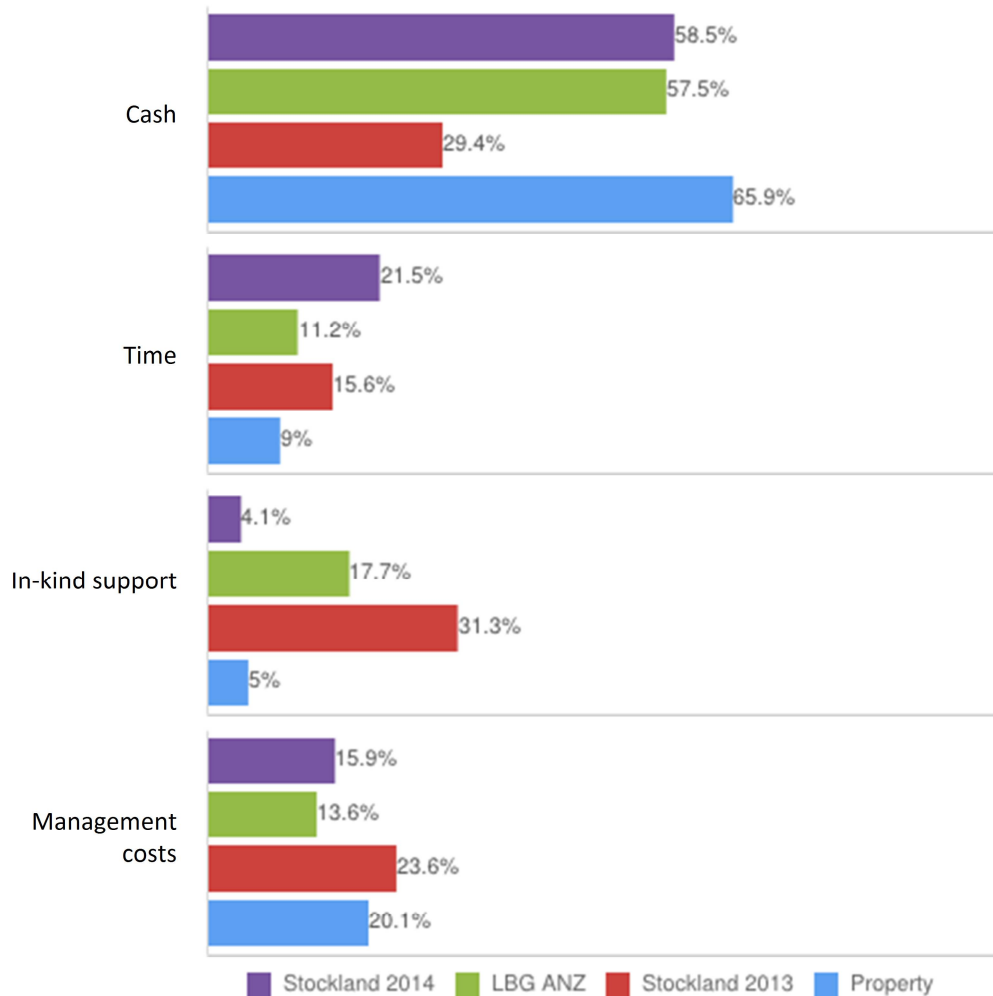


4. How Stockland contributed

4a. Contribution



4b. Benchmarked





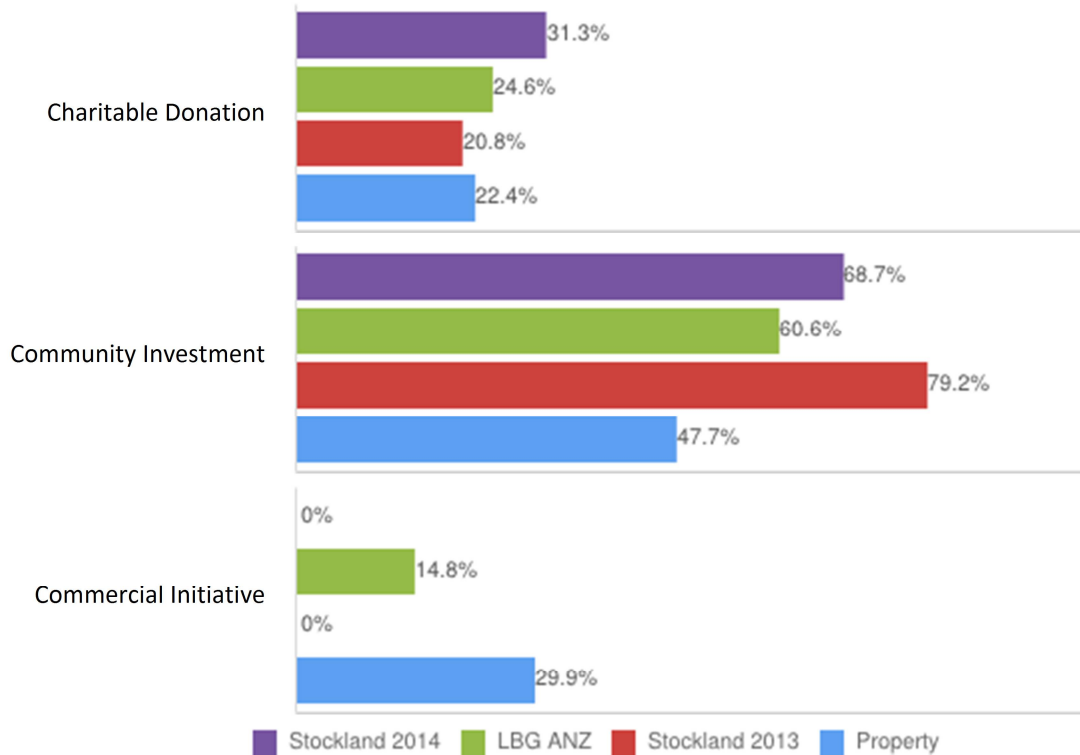
5. Why Stockland contributed

5a. Motivation



- Charitable Donation - 31.3%
- Community Investment - 68.7%
- Commercial Initiative - 0.0%

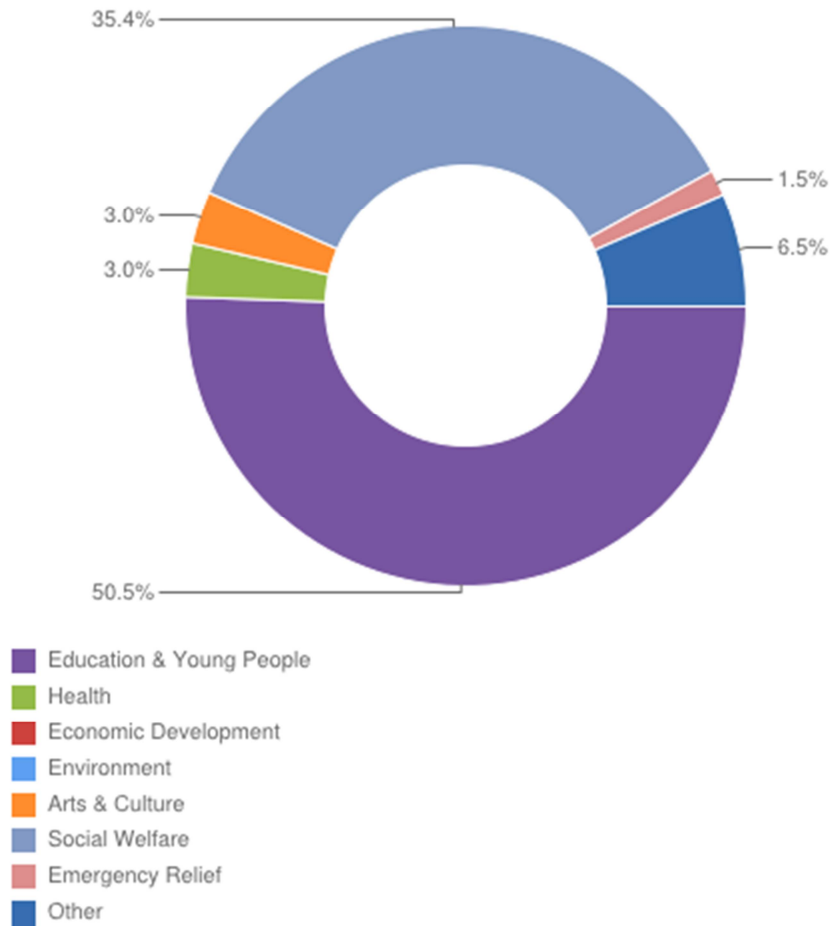
5b. Benchmarked





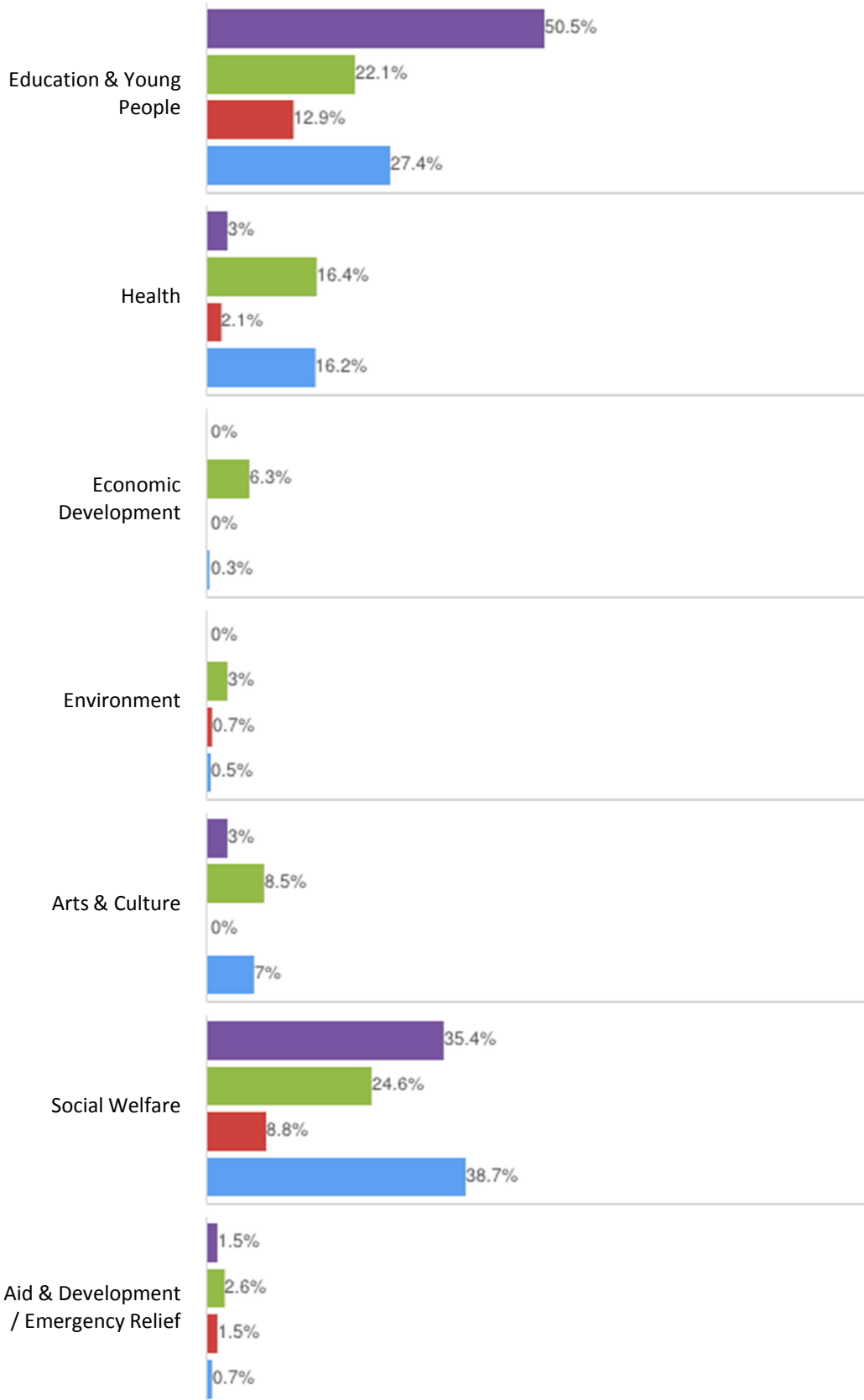
6. What Stockland supported

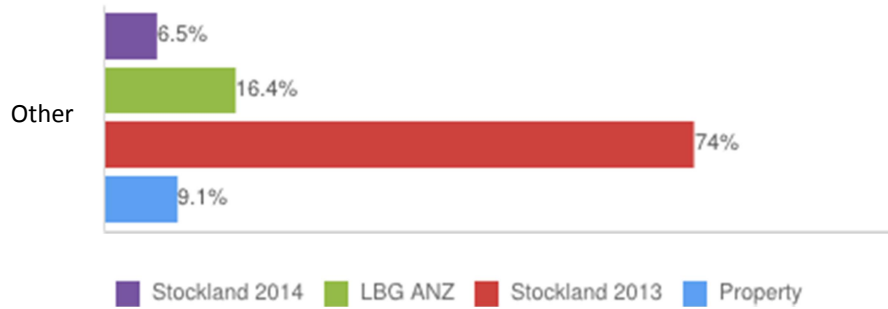
6a. LBG subject focus areas



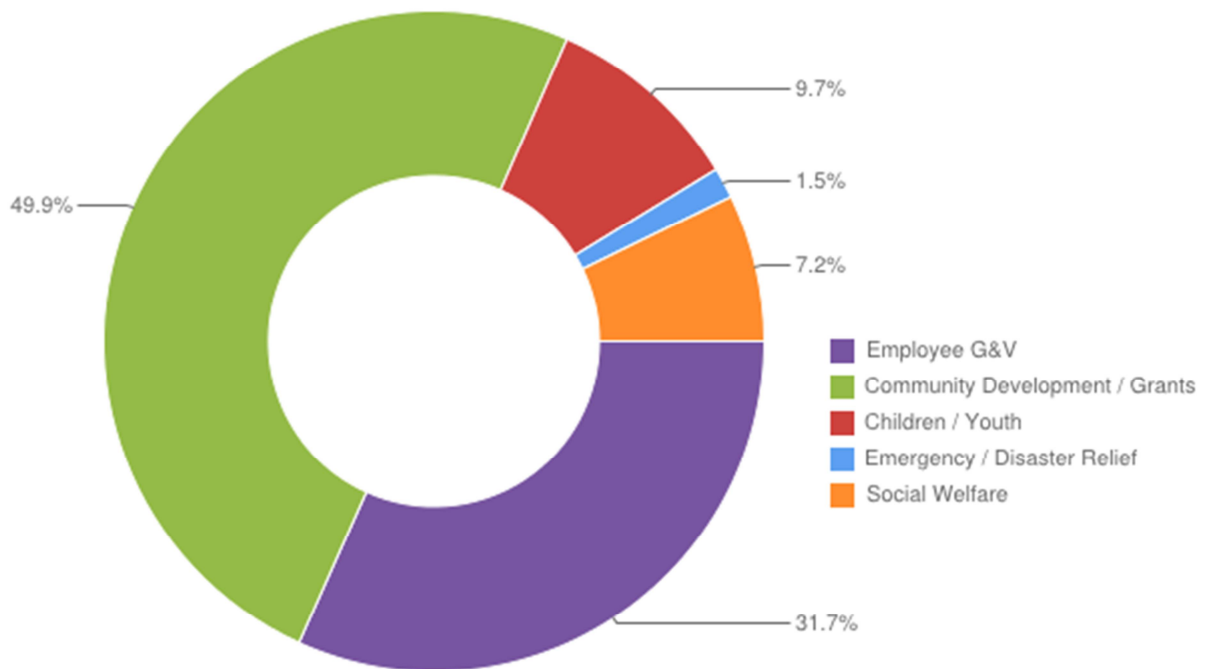


6b. Benchmarked

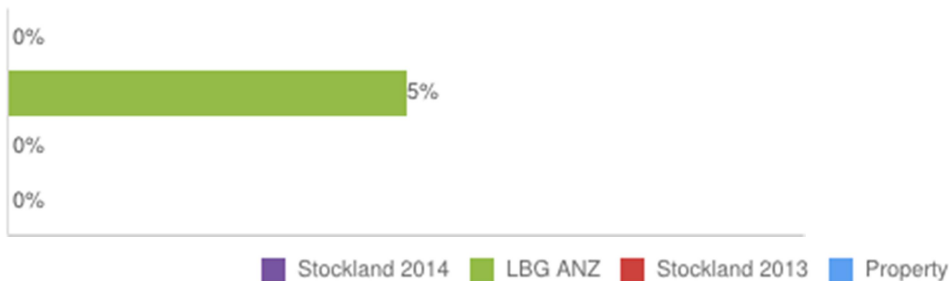




6c. Stockland company specific subject focus areas



6d. Indigenous contribution



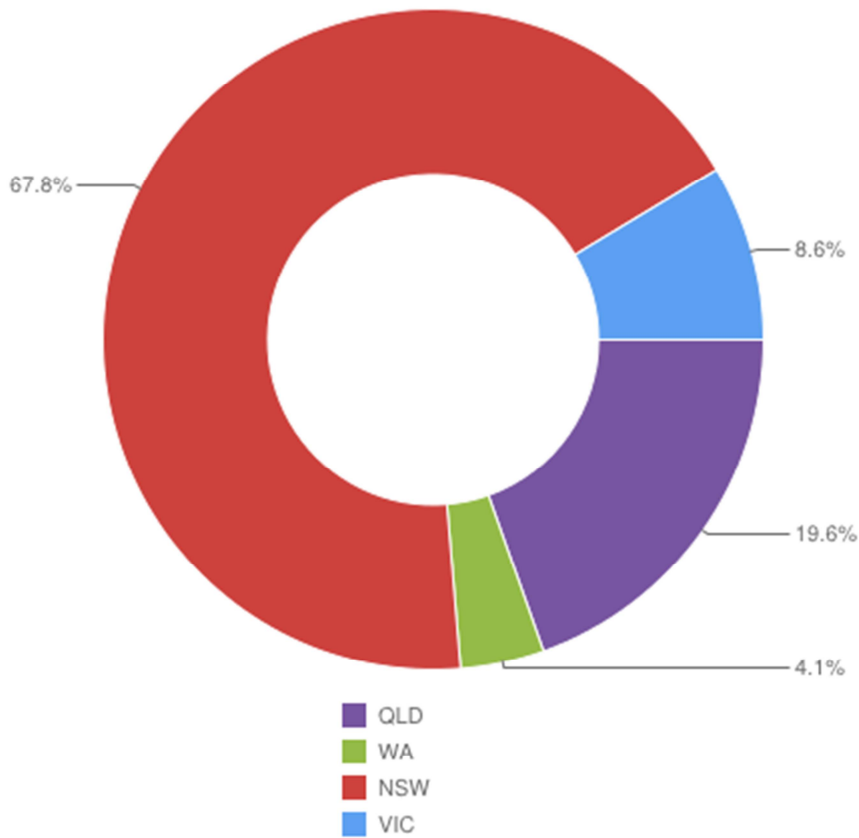
Number of companies who reported an Indigenous contribution (Australia only)

Property	LBG members
0 of 4	19 of 46



7. Where Stockland contributed

7a. Geographic spread

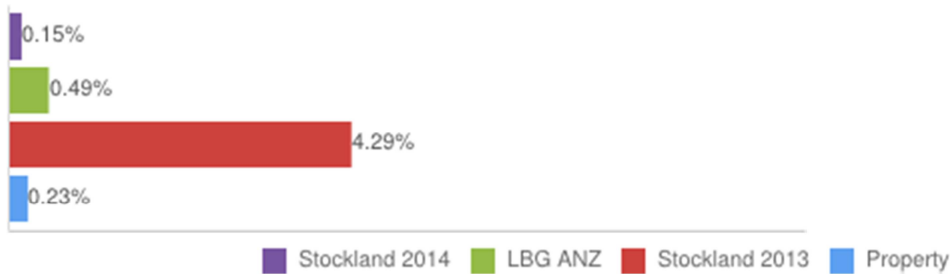




8. Analysing and comparing total contribution

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

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



8b. Contribution as a percentage of total revenue



8c. Contribution per full time employee



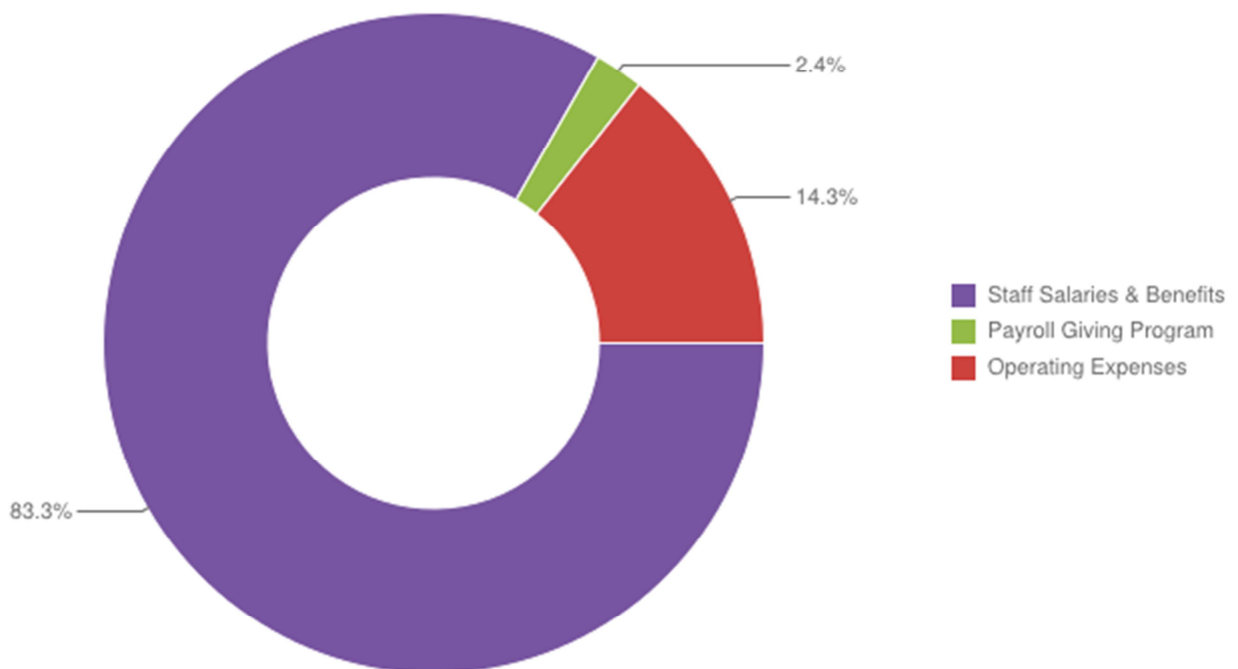


9. Stockland management costs

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
1.5

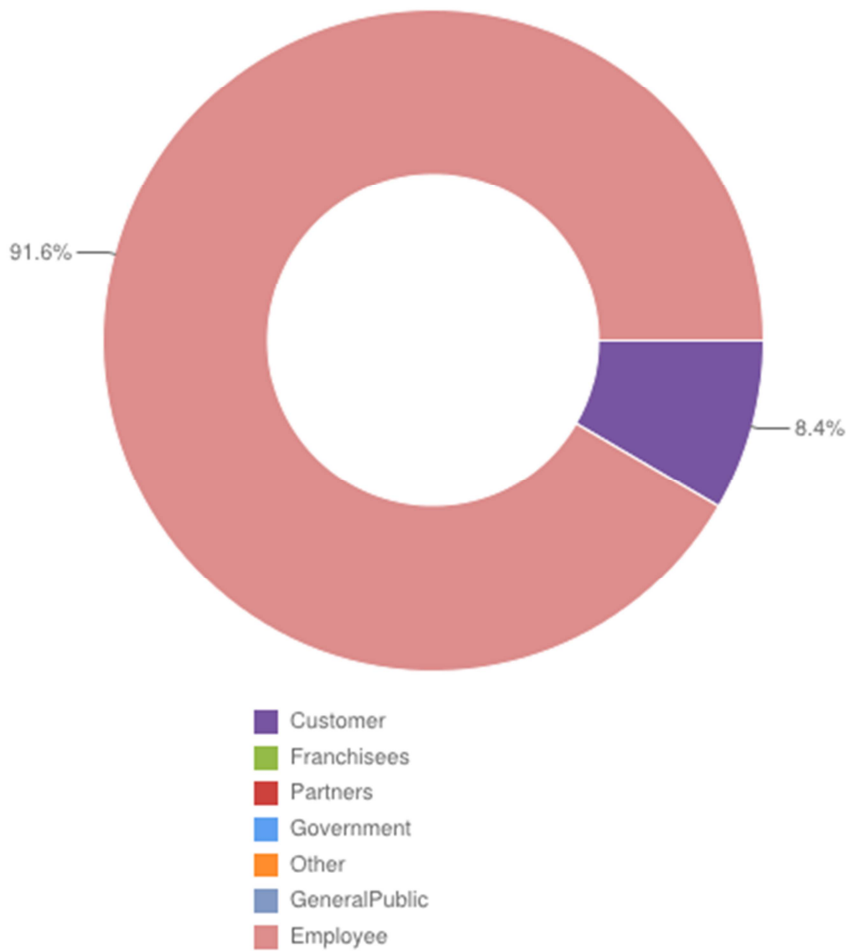
LBG member average
4.2



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.

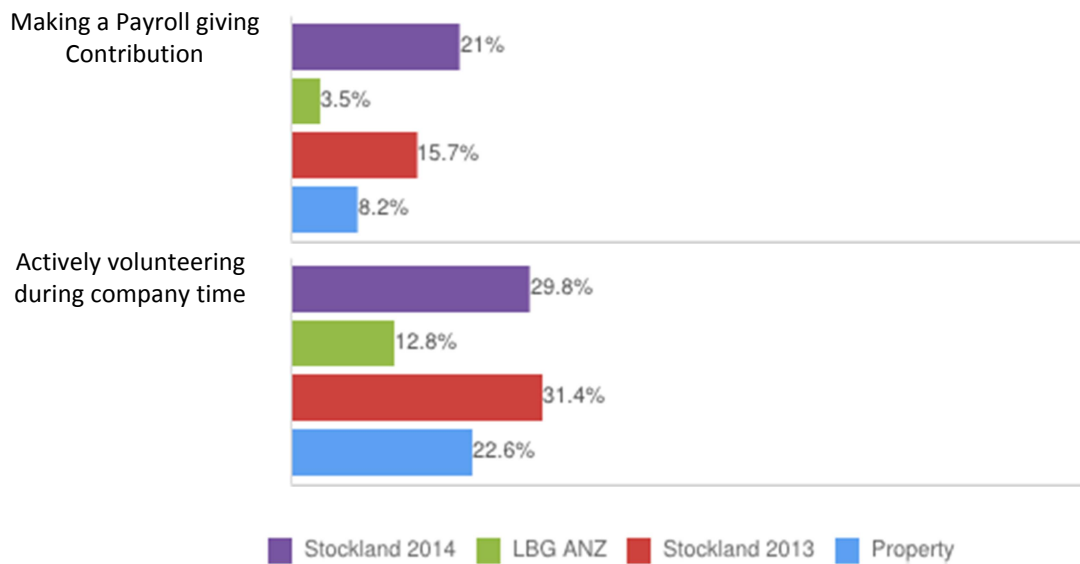
10a. Stockland leverage analysis



<p>Stockland Leverage total</p> <p>\$70,313</p>	<p>Value of leverage compared to Stockland's total contribution</p> <p>5.9%</p>
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11. Stockland employee involvement





12. Stockland Impacts

This is the first year LBG is reporting a summary of your company's reported impacts, captured within LBGOnline. We will continue to work with you in 2015 to increase the collection of this data. To support you going forward, LBG will be offering support in applying the LBG social impact methodology, and making changes to improve the usability and relevance of the outputs & impacts section of LBGOnline.

How do people benefit?

Total where impact measured

0

- 0 experienced a positive change in behaviour
- 0 Increased their quality of life
- 0 gained new skills

How do community partners benefit?

Total where impact measured

0

- 0 were able to provide new services
- 0 spent more time with clients
- 0 increased their profile
- 0 employed more staff
- 0 improved management systems
- 0 provided more training
- 0 were able to lobby for legislative change
- 0 made cash savings

How do employee volunteers benefit?

Total where impact measured

0

- 0 improved their personal effectiveness
- 0 improved their job related skills
- 0 experienced a positive change in behaviour



13. LBG members 2014

Adelaide Football Club	Optus
ANZ	Origin Energy
Atlas Iron	Power Community Ltd*
Australia Post	Qantas
Australian Unity	REA Group*
Carlton Football Club	Richmond Football Club
Challenger Institute of Technology	SingTel*
Coles	Stockland
Cricket Australia*	Suncorp
CSL Limited	Swisse
Datacom	Sydney Airport Corporation
David Jones	Tabcorp Holdings
Dentsu Aegis Network	Target
Energex	Teachers Mutual Bank
Essendon Football Club	Toyota Australia
Federation Centres	Toyota Financial Services
Hawthorn Football Club	Transpacific Industries Group*
Holden	Wesfarmers CEF
Iluka Resources	Wesfarmers Corporate
Kmart	Wesfarmers Resources
Leighton Contractors*	West Coast Eagles Football Club
Medibank	Western Power
Mirvac Group	Westfield (Australia)
Mondelēz International	Westfield (New Zealand)*
Myer	Woodside Energy
National Australia Bank	
New Zealand Post Group	
New Zealand Rugby*	
North Melbourne Football Club	

**Members did not participate in 2014 benchmarking*



Verification Statement from LBG Australia & New Zealand – 2014

The LBG model helps businesses improve the measurement, management and reporting of their corporate community investment programs. It covers the full range of contributions (cash, time and in-kind donations) made to community causes.

As managers of LBG Australia & New Zealand, we can confirm that we have worked with Stockland to verify its understanding and application of the LBG model with regard to the wide range of community programs supported.

Our aim has been to ensure that the evaluation principles have been correctly and consistently applied and we are satisfied that this has been achieved. It is important to note that our work has not extended to an independent audit of the data.

We can confirm that Stockland has invested the following amounts in the community in this 2014 reporting year as defined by LBG methodology.

Cash	\$	693,337
Time	\$	254,564
In-kind	\$	48,566
Management costs	\$	188,677
TOTAL	\$	<u>1,185,144</u>



Verified by Jessica Pattison
On behalf of LBG Australia & New Zealand
September 2014