

Community Investment Strategy

Workshop Outcomes Paper

20 October 2009

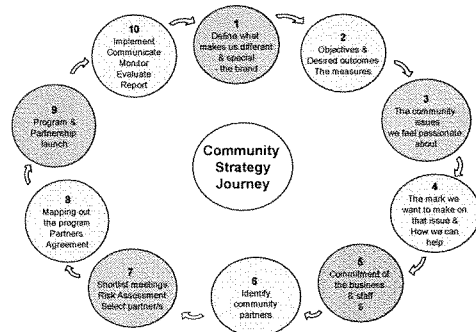
The aim of our workshop

- To gain a better understanding of how to get the best business returns on our community engagement/investment
- To define what Adroit stands for in the community – what we want to be known for
- Survey participants on the social issue/cause of most importance
- Agreement on the way forward – next steps

The activities we covered

- Steps to developing a strategic Community Investment Program
- Desired outcomes from a successful community program
- When we think Adroit we think? the brand.
- What issues/causes matter to you and link with Adroit
- How you'd like to be involved
- The 'musts and must nots' for Adroit's community program

10 Steps to developing a Community Investment Program



Defining what makes us special

- We offer protection & security from unexpected loss – peace of mind
- We help reduce risk & recover from adversity
- Our people are loyal, committed and caring
- We live our values: Trust, Integrity, Community, Visionary
- We listen, we deliver – and genuinely care for our customers
- Proud of our local origins, and never forget it
- Go the extra yard
- Physical presence in 8 communities
- We really care about community

Why community support - outcomes?

- ✓ Tangible demonstration of our DNA – our values in action – walk the talk. It's giving back to the communities that have helped us.
- ✓ Build proud, loyal and motivated workforce – retention of the best people
- ✓ Employer of choice proposition – help attract the best in the industry
- ✓ Client retention and growth - Proud, loyal and happy clients
- ✓ Build competitive advantage – brand differentiation in crowded market
- ✓ Build positive reputation and brand awareness
- ✓ Reflects our origins - local communities supported our business from day 1
- ✓ Better understand the environment & communities we operate in
- ✓ Helps our long term business sustainability
- ✓ Leaves a lasting legacy beyond our business

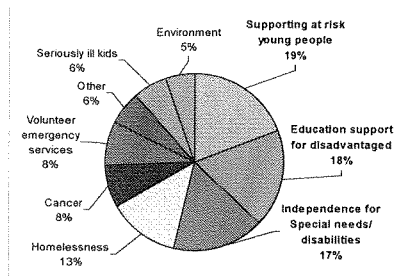
We were given a visual presentation with facts and figures about community needs, causes or social issues in Australia.

Following the presentation, participants were asked to vote on their top two issues of importance to them.

The issues/needs we covered

- Volunteer Emergency Services
- Education support for Disadvantaged kids
- Seriously ill children
- Environment & Climate change
- Indigenous disadvantage & life expectancy
- Homelessness
- Access to vital local health services
- Depression & Mental illness
- Suicide
- Poverty and breaking the cycle
- Maximising independence for Special needs/disabilities
- Cancer
- Chronic disease e.g. stroke, heart attack, MS, asthma
- Endangered Species
- Abused Animals
- At risk young people – disadvantage
- Domestic & family violence (women and children)
- Addiction – drug, alcohol, gambling
- Young people in nursing homes
- Refugee support
- Trauma and victims of crime
- Other

The causes & issues that received the majority of the votes



Analysing the results

The three issues that gained the most votes were:

- Supporting at risk or disadvantaged young people,
- Education support for disadvantaged young people
- Maximising independence for those with special needs/disabilities.

There was very little difference in votes between them. Homelessness gained the fourth most votes.

When we discussed why these issues were the most important, participants felt it was because they focused on children and youth and supporting families and caring. Many of the participants have children and the vote reflects this interest.

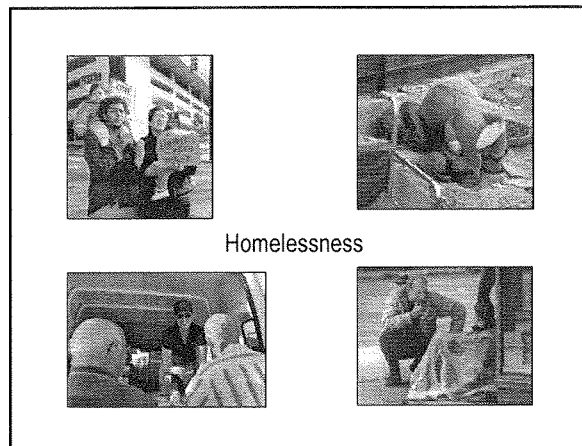
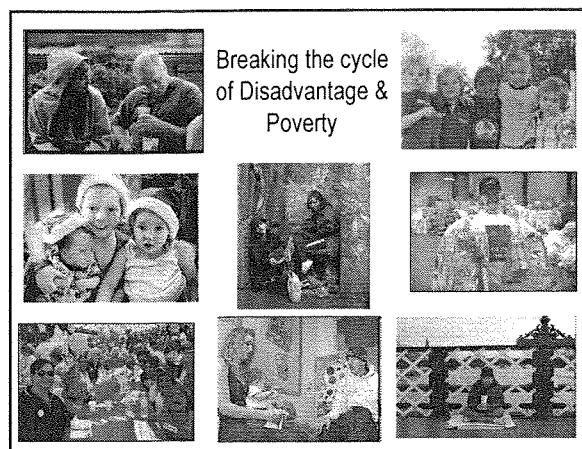
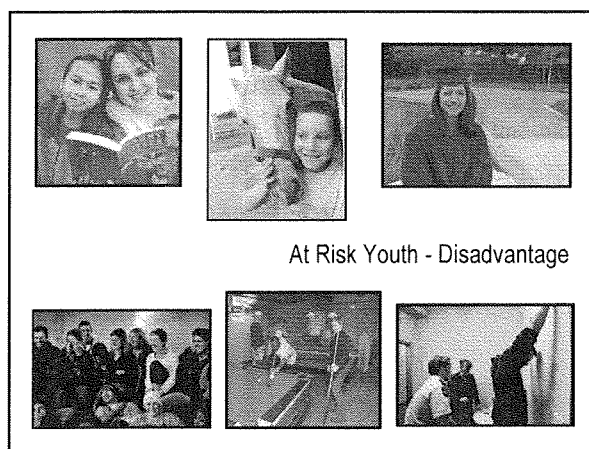
Recommendation

ADROIT in the Community helping reduce the risks faced by young people in need



Education support for disadvantaged students





How we'd like to help

- Workplace giving – salary
- Fundraising events
- Adroit day for the kids
- Hands on volunteer support
- Use of our boardroom
- % profit donation
- Use our business expertise – free advice
- Volunteering
- Raise awareness of charity through our networks
- Assist as board members on charities/community groups

Our list of 'musts' and 'must nots'

MUSTS

- Be local charities/groups that benefit
- Clearly address local needs in our theme
- Be able to demonstrate the difference we are making – the story.
- Be a credible, transparent organisation
- Show a real desire and appreciation to work with us
- Be keen to develop a strong relationship

MUST NOTS

- Not have high administration costs – e.g. support the charity not infrastructure

The future.. what it might look like

COMMUNITY SUPPORT

Our community support is focused on helping reduce the risks faced by young people in need, e.g. disadvantaged or special needs.



This is the cause identified by our employees as the most important to them. Just like our insurance business, we want to deliver peace of mind and protection from adversity when it matters most.



We help local, grass roots charities addressing this cause. We donate a percentage of annual profit, share our expertise, volunteer our time and fundraise.



We are proud of our local origins and never take for granted those who help us grow and prosper across Victoria.