

An aerial photograph of a city skyline at sunset. The sun is low on the horizon, casting a warm, golden glow over the city and the surrounding water. The sky is filled with large, dramatic clouds. In the foreground, several tall skyscrapers are visible, their windows reflecting the sunset light. The city extends to the water's edge, where a bridge and other structures are visible. The overall mood is serene and majestic.

GIVINGLARGE 2024 Report



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Giving Large Report 2024 Strive Philanthropy

Author
Jarrod Miles, Strive Philanthropy

For more information, please contact
connect@strivemail.com.au
strivephilanthropy.com.au

The GivingLarge Report summarises groundbreaking research into the considerable contributions currently being made to the community by some of Australia's top companies

Strive Philanthropy conducts this research annually, analysing the publicly available reports of Australia's largest companies to uncover their disclosed community investment figures, resulting in a unique dataset that highlights corporate Australia's efforts in this area

FINANCIAL REVIEW



Collaboration with Australian Financial Review Boss

Strive Philanthropy is pleased to partner with John McLeod from JB Were's Philanthropic services and the Australian Financial Review to produce an annual review of **Australia's Top Corporate Givers**. GivingLarge data is used as a leading source for the list and feature coverage. The methods used to develop the final AFR list differ to those used in our GivingLarge research and so result in a marginally different list of top companies. The varied methods used in the Boss feature coverage allow for the inclusion of privately disclosed data from several privately owned organisations operating in Australia. Both lists are published within this report and further detail given on page 61 & 62.

Foreword

Maree Sidey
Chief Executive Officer,
Philanthropy Australia

I am delighted to provide the foreword to this year's GivingLarge report about corporate philanthropy in Australia.

It is fantastic to read that the top 50 companies collectively invested more than \$1.5 billion into communities – a new benchmark for corporate giving. This figure represents substantial year on year growth of \$188 million – up an impressive 14%. This reflects the emphasis placed on social investment as a part of corporate strategy.

I'm particularly pleased to read that 22 companies increased their giving by more than 15%, demonstrating a strong commitment to scaling their efforts despite (or perhaps because of) the current economic environment.

The growth from the 2023 figure to the 2024 figure was underpinned by six companies - Santos, Telstra, NAB, Rio Tinto, Woolworths and Coles - who each increased their philanthropy by more than \$20 million when compared to 2023.

The leading companies in the report allocated significant portions of their financial resources to community initiatives, with contributions averaging more than 1.2% of pre-tax profit or 0.35% of earnings before interest, taxes, depreciation, and amortisation (EBITDA).

So, what did the support enable? The initiatives and causes supported by the companies covered important areas such as education, healthcare, environmental sustainability, and social and public welfare. In fact, more than 80% of nominated causes aligning to these categories. The philanthropy has contributed to strengthening local communities, fostering innovation, and supporting those most in need during an uncertain time.

The list of top corporate givers is no longer dominated by large publicly listed corporations. It has evolved to a diverse list of public and private companies, corporate foundations and successful social enterprises.

It is gratifying to see that there's a growing list of companies that are taking a new approach to business and philanthropy, with companies such as Canva, Atlassian, Humanitix and Who Gives A Crap giving large amounts to the community. I encourage you to follow their work and giving.

Congratulations to Strive Philanthropy on this important research work.

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Introduction

In the world of corporate philanthropy, 2024 has emerged as a milestone year for Australia's leading organizations, as record-breaking contributions continue to redefine the relationship between business and social impact. Against a backdrop of persistent economic challenges for both our communities and our businesses, the seventh edition of this annual research report provides a comprehensive examination of corporate giving in Australia, shining a light on the trends, benchmarks, and overall transformative potential of corporate giving.

Australia, like many nations worldwide, continues to navigate the far-reaching implications of inflation, rising interest rates, soaring energy prices, and an escalating cost of living. These economic pressures have amplified the needs of communities nationwide, driving increased demand for social support and placing a spotlight on the critical role of corporate contributions in addressing these challenges.

Despite these headwinds, 2024 has brought forward an uplifting milestone: corporate giving has surpassed \$1.5 billion, representing a 14% year-on-year growth and a record 1.2% of pre-tax profits invested into community initiatives. This commendable surge is not just a response to growing societal needs but also a reflection of businesses embracing their role as proactive contributors to community well-being. This year's report highlights the impactful data, reporting practices, and notable trends among Australia's leading 50 corporate givers.

The consistent growth in corporate giving, again reaching record highs in 2024, reflects a now enduring shift in how businesses are viewing their responsibility to society – each year building on the one before to create lasting impact



Introduction

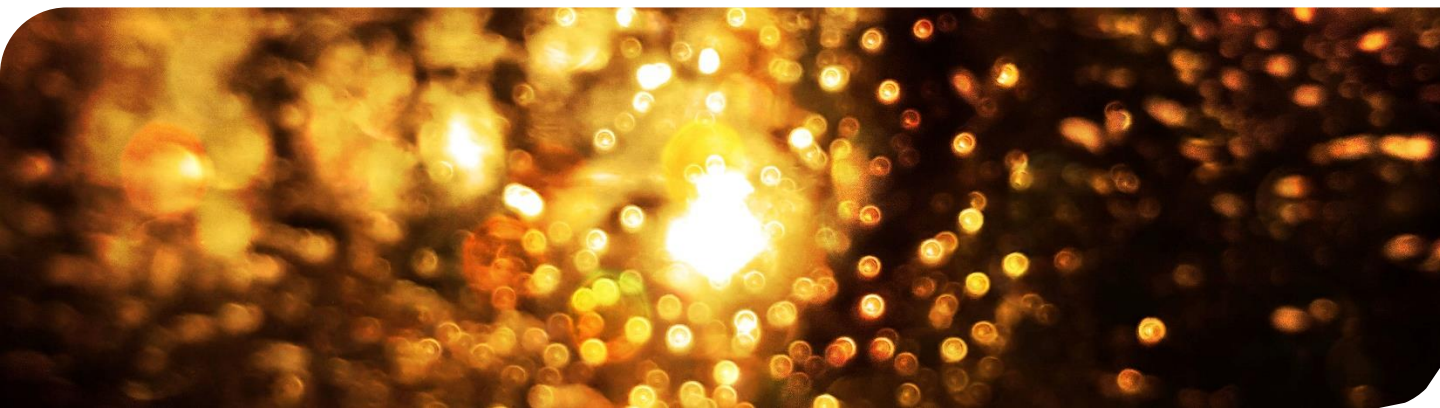
As this research enters its seventh year, it remains an essential annual record, offering insights that guide both corporate leaders and community organizations. The report has become a trusted benchmark for tracking the evolving dynamics of corporate philanthropy, capturing the successes and challenges businesses face as they navigate their social impact journeys. For community organizations, it serves as a valuable resource, helping identify potential partners who share their mission and values.

The findings of 2024 bring both celebration and opportunity. The ongoing upward trajectory not only underscores a level of generosity of Australia's corporate sector but also highlights areas for further growth. Businesses that have significantly grown their giving set a commendable example for others to follow, while sectors and organizations yet to reach global targets represent untapped potential for creating meaningful change.

This year, we again pose some intriguing questions: Which companies stood out for their commitment to giving, and what drove their leadership? What sectors emerged as champions of philanthropy? Which causes attracted the greatest investment from corporate Australia? The answers will provide not only a snapshot of this year's giving but also insights into the broader evolution of corporate generosity and responsibility.

Through this report, we aim not just to celebrate the remarkable achievements of 2024 but to inspire further action. Together, let us continue to foster a culture where corporate giving thrives as a cornerstone of resilient and compassionate communities across Australia.

This report seeks not only to provide a snapshot of corporate giving today but also to inspire deeper discussions about how businesses can actively contribute to creating more resilient and caring communities.



Executive Summary

In a continuing display of dedication to societal well-being, Australia's corporate community has achieved a milestone in 2024, with record-breaking levels of giving from our Top 50 organizations. Amid ongoing economic pressures, including rising costs of living and inflation, Australia's largest firms have continued to prioritize their commitment to addressing community needs, delivering meaningful growth in corporate philanthropy.



Impressive Year on Year Growth: The Top 50 corporate givers achieved a notable 14% increase in their community investment compared to 2023, with many organizations significantly expanding their contributions.



\$1.5 Billion Milestone Year in Community Investment: The cumulative impact of these efforts has resulted in another record-breaking total, with Australia's top firms collectively contributing more than \$1.5 billion to community initiatives.

TOTAL CONTRIBUTION (2024)



\$1.50 Billion

Contributed to the Community in 2024 (top 50 companies)



1.2% of Pre-Tax Profits Invested: For the first time, pre-tax profit contributions surpassed 1.2%, demonstrating an enduring and increasing prioritisation of philanthropy into corporate strategy.



Continued Positive Trend: These findings reinforce the ongoing, year after year, upward trajectory in corporate giving, highlighting a consistent and robust commitment to community support.



Focus on Resilience and Well-Being: Beyond the numbers, the initiatives supported by these companies again addressed critical areas such as education, healthcare, environmental sustainability, and social and public welfare. These investments have contributed to strengthening local communities, fostering innovation, and supporting those most in need during times of uncertainty.

Executive Summary



Advancements in Reporting and Transparency: This year's findings highlight further improvements in corporate practices, particularly in the realm of data capture and disclosure. Companies are increasingly adopting robust reporting frameworks, enhancing the visibility and transparency of their philanthropic activities. These advancements not only clarify the tangible societal impacts of corporate giving but also foster a culture of accountability and trust across sectors.



Room for Growth and Opportunity: While the overall growth in corporate giving is commendable, the report also identifies clear opportunities for further improvement. Certain companies and sectors still trail behind their peers in terms of community contributions. These findings underscore the potential for businesses to close these gaps, using the successes of top-performing organizations as inspiration to elevate their own commitments and broaden their societal impact.



Looking Ahead to a Transformative Future: This executive summary offers a gateway to a deeper analysis of the 2024 corporate giving landscape in Australia. It encourages corporate stakeholders, policymakers, and community organizations to engage with the insights, recognize the achievements, and explore the potential for even greater collaboration. As we move forward, the goal is to sustain this positive momentum, building a corporate culture that places community investment at the heart of business strategies and helps create a more resilient and equitable Australia.



Top 50 Companies

Top 50 companies who adequately reported their community contribution

\$1.5 Billion
Contributed to the Community in 2024

Mean Contribution



\$30.2M
Up 14% from 2023

Median Contribution

\$9.9M
Down 2% from 2023

% of Pre-Tax Profit 2024^



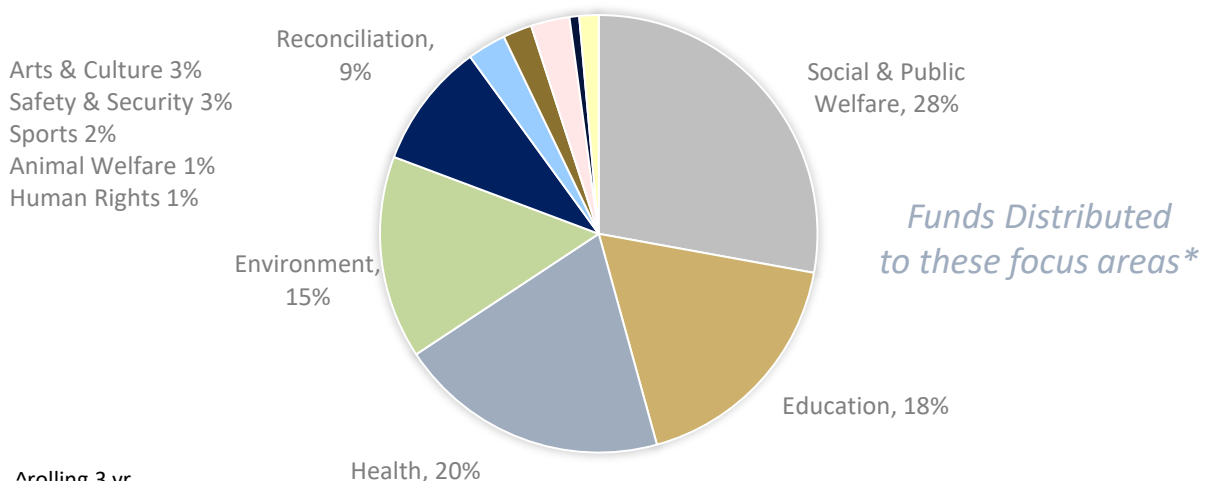
1.21%

Select companies where pre-tax profit was analysed

% of Earnings (EBITDA) 2024^

0.35%

Select companies where EBITDA was analysed



^rolling 3 yr,

*ACNC cause areas

Executive Summary

The GivingLarge total figure was derived from the publicly available reports of 50 top companies who clearly disclosed a community investment figure in 2024. Reported figures met the defined criteria stated in our methodology, aligning with global standards or clearly itemising out their contribution. Companies contributed a **mean \$30 Million** across the whole group at a record breaking **1.2%~ contribution of pre-tax profit^** and a **0.35%~ contribution of earnings (EBITDA*)^**.

Beneficiaries varied widely but funds primarily went towards causes related to education, health & well-being, social and public welfare and the environment.

The record-breaking totals seen in 2024 community contributions were driven primarily through companies in the **Finance, Materials and Consumer** sectors. The total from these sectors making up **75% of the overall GivingLarge 2024** figure with 7 out of the top 10 contributions coming from companies within these sectors.

The **Consumer, Energy & Finance** sector in particular **drove the growth** in our 2024 record total with these three sectors all growing more than 15% versus 2023 totals and adding more than \$120 million to our top 50 total.



Continued Growth in Giving



Executive Summary

In 2024, companies were again evaluated primarily on the percentage of profit or earnings directed towards community investment. Once again, **Coles Group emerged as a standout leader, contributing an impressive \$178 million, equivalent to 9.9% of its rolling three-year pre-tax profit.** Coles focused its giving on key areas such as food rescue, health, education, and disaster relief. Other notable leaders in percentage contributions included **Woolworths, Bendigo & Adelaide Bank, and Telstra.**

On the **total dollar contribution front, BHP maintained its dominant position**, leading the cohort with a substantial \$208 million investment, accounting for as much as 14% of the total GivingLarge figure. While BHP's contribution decreased by 6%, it still surpassed the next largest giver in Coles by more than \$30 million.

Several companies emerged as major drivers of growth in 2024. **Who Gives a Crap, Endeavour Group, and Qantas** achieved significant percentage increases in their giving, but it was dollar increases from companies like **Santos, Telstra, NAB and Rio Tinto, along with supermarket giants Coles and Woolworths** that delivered the most substantial impact. Together, these 6 organizations increased their collective contribution by more than \$160 million, playing a crucial role in the overall rise in giving in 2024. Looking further at growth we were pleased to see 20 of the top 50 companies boosted their investments by more than 15% further underpinning the significant year-on-year growth in community investment observed.

Beyond these increases, the report also highlights the **growing adoption of best practices in reporting.** Each year more and more companies are providing transparent community investment figures, obtaining third-party assurance, and itemizing their contributions in greater detail. This trend not only underscores the rising importance of corporate philanthropy but also reflects a commitment to accountability and clear disclosure among Australia's leading firms.

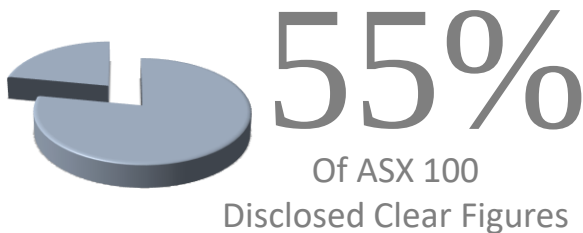


Scope & Methodology

Publicly Reported Community Contributions

ASX100

w/ Additional Analysis of Selected
Private Companies & Foundations



“ B4SI defines corporate community investment as businesses’ voluntary engagement with charitable organizations or activities that extend beyond their core business activities.^ ”

“ GRI defines community investment as voluntary donations plus investment of funds in the broader community where the target beneficiaries are external to the organization.^ ”

^GRI G4 implementation manual, B4SI framework

Overall Scope

The GivingLarge report summarises the findings of our research into the amount of corporate community investment in Australia. The primary results highlight our most generous givers by sector & review some key corporate giving parameters such as:

- Contribution as a percentage of Profit or Earnings (rolling average)
- Total community contribution (\$)
- Growth in giving versus previous year
- Report standardisation, assurance and itemisation
- Primary cause areas disclosed

Our analysis is conducted in over 150 corporations including a full analysis of the ASX100 and coverage on high revenue private companies operating in Australia. We continued to abide by our tight inclusion criteria, with eligible community contribution disclosures needing to either:

- Adhere to a global standard OR
- Provide third party assurance OR
- Clearly itemise their contribution.

The GivingLarge research and associated report adopted aligned elements of the Business for Societal Impact (B4SI) framework and the GRI standards^ on corporate community investment. Our analysis not only reviewed which companies adhere to these important standards but also sought alignment from those companies who did not formally disclose their adherence.

Scope & Methodology

The GivingLarge research and associated report adopted aligned elements of the B4SI framework and GRI standards on corporate community investment.

What's included?

- Cash
- Time
- In-kind contributions of product, property or services (incl. Pro Bono)
- Management costs: program costs, staff salaries, benefits/overhead and research & communications.

What's not included?

- Leverage*
- Foregone Revenue^
- Political Donations
- Commercial Sponsorships (e.g. professional sporting team).

Third Party Assurance

Independent assessment of an organization's reported community investment is imperative to ensure accurate and reliable claims about a company's generosity and community impact. An important part of our analysis is to identify which companies engage third party assurance on their disclosed community contributions. Third party assurers act to ensure that the preparation and presentation of a company's sustainability or annual report is in accordance with the agreed upon standard or company definition. Common assurers include large accounting firms and specialty firms like Corporate Citizenship (who operate B4SI), a global consultancy specialising in responsible and sustainable business.

Let's Talk Percentage

Companies differ in size and profit margins meaning that organisations with higher profits are able to contribute more total dollars to the community in which they operate. Converting dollar values into relative percentages of company profits is a useful way to enable robust comparisons and provides a meaningful review of company generosity.

In line with global methodology, percent profit used in our research is pre-tax profit and earnings are before interest, tax, depreciation & amortisation (EBITDA). In this report, where possible, a company's community contribution as a percentage of earnings or profit is published as a rolling 3- year average.

* Measure of additional resources contributed to community organization coming from sources other than the company.

^ The revenue foregone for community benefit on fees, products & services provided for free or discounted

Scope & Methodology

Comparing Apples with Apples

As different companies may report their results in different ways, it is important to ensure that the same items are being compared across companies. For example, mining companies will report income differently to banks based on industry specific factors. For our top corporations this means grouping companies by how they declare their profits or earnings before tax. Due to the volatility of profits in some sectors and lack of disclosure of earnings in others, our analysis is mixed. This table shows how each sector was grouped for the overall GivingLarge analysis.

Analysing companies by sector (ASX defined) also acts to ensure an aligned review of company contribution, eliminating cross-sector variables, reporting discrepancies and allowing companies to benchmark their industry peers. **It follows that due to these noted variables cross sector comparisons are less meaningful.**

Analysing companies by sector acts to ensure an aligned review of company contribution

Sector	Published as % of Profit (pre-tax)	Published as % of Earnings (EBITDA)
Finance	✓	
Materials		✓
Communications	✓	
Industrial		✓
Consumer	✓	
Health Care	✓	
Real Estate	✓	
Info. Tech.	✓	
Energy		✓
Utilities		✓



Scope & Methodology

Efforts to standardise reporting and seek assurance will further reduce these limitations and strengthen our ability to benchmark and improve performance

Limitations & Research Gaps

The limitations of this research are those characteristics of the design or methodology that may impact or influence the interpretation of the findings. For the most part these limitations represent an opportunity for improved disclosure and further research into this important area.

Prior Research: Although there is growing interest in corporate philanthropy in our society, very little data currently exists analysing corporate community investment in Australia. While our findings are significant and well founded, further consensus-based research examining the contribution of top companies and the broader business community is needed

Research Sample & Size: Our analysis was restricted to the ASX100, selected high revenue private companies and corporate aligned foundations. These companies are indeed unique and for the most part don't represent the broader Australian business community due to their significant size and levels of profitability. While our group of 150+ companies represent a significant sample size and contribution, further studies investigating a larger pool of businesses would be highly beneficial.

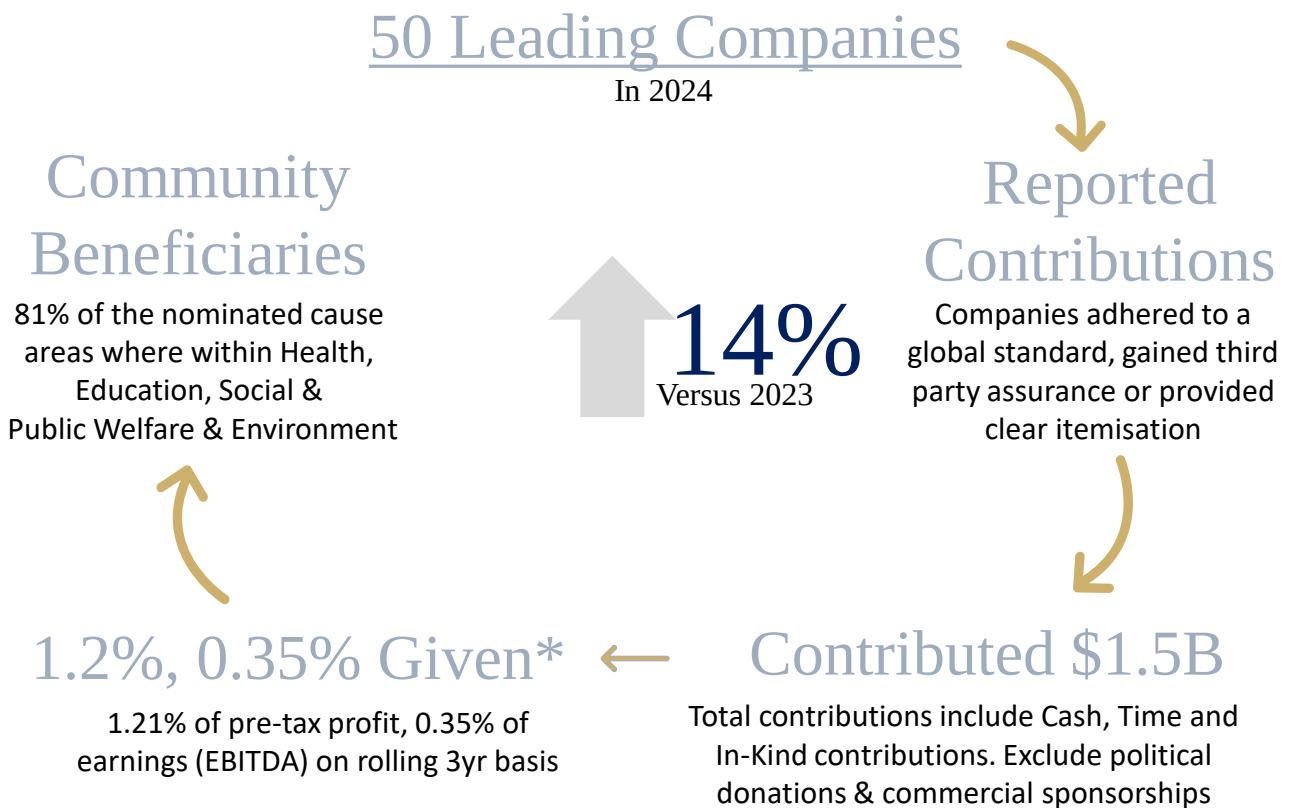
Collecting the data: Public reports may be missing important data, may provide inaccurate data or may be misinterpreted in our research. Our analysis of third-party assurance and verification of reporting standards alongside our communication with select companies helps to confirm company disclosures, however no other measures were taken to confirm the accuracy of the data. Future studies and efforts to standardise reporting and seek assurance will act to reduce these limitations and strengthen our ability to benchmark and improve performance.

Measures of Community Investment: Our methodology aligns with global guidance around social investment, utilising frameworks such as those from Corporate Citizenship (B4SI) to define community investment. However, parameters such as percentage contribution of profit or earnings are not yet validated to ensure community impact. More work needs to be done to ensure that the parameters being measured truly correlate with the intended change and impact sought.

Subjective Analysis: This research involved an element of subjectivity, particularly for companies whose reporting was not clear. If uncertain, our researchers generally excluded these companies or sought to gain clarification, however it was inevitable that some amount of subjectivity remained. Clear disclosure aligned with global standards minimised this subjectivity and should be a focus for ongoing corporate efforts in this area.

Key Results

The GivingLarge research uncovered a noteworthy \$1.5 billion in community contributions from Australia's leading companies in 2024. This analysis encompasses over 150 companies, with the top 50 featured in this report. These prominent companies achieved their highest total contributions to date while satisfying our rigorous requirements for public reporting and community investment transparency. On average, companies invested \$30.2 million each, equating to 1.21% of pre-tax profit and 0.35% of earnings. **The 2024 contributions mark a remarkable 14% increase from 2023, injecting an additional \$171 million into community initiatives and continuing a trend of record breaking giving.** Among the leaders based on the percentage of pre-tax profit or earnings over a rolling three-year period were Coles, Woolworths, Bendigo & Adelaide Bank, Telstra, and CSL. While leaders for total dollar contribution this year were BHP, Coles, Woolworths, Rio Tinto, and NAB.



*Percentage contributions of profit (pre-tax) or earnings (EBITDA) calculated on a rolling 3-year basis

Average % Contribution

1.21%
of Pre-Tax Profit
(Rolling 3 yr)

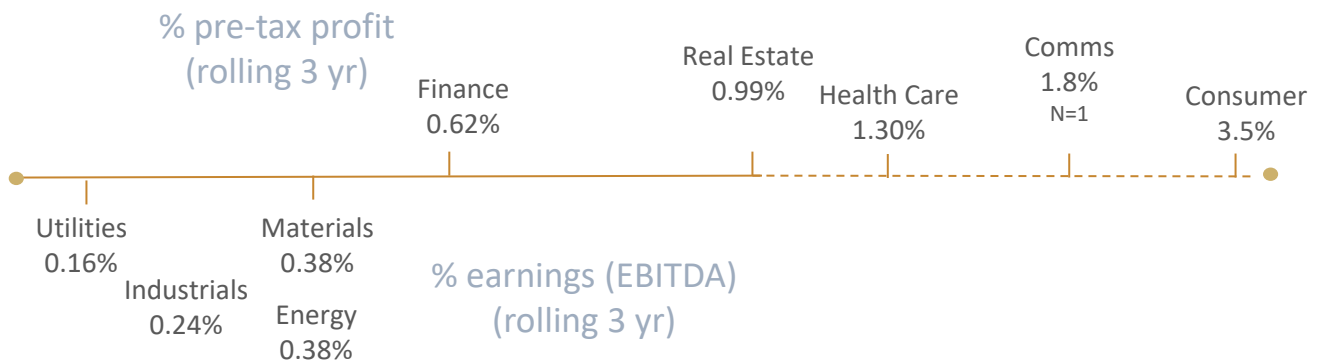
The leading percentage contributions in our overall analysis came from the Consumer, Health Care and Communications sectors with contributions over 1% from top companies. It was the Materials sector though that contributed the largest total figure at a significant \$396M, representing a considerable 26% of our total GivingLarge figure.

Of the total \$1.5B, 69% came from the top 10 companies and when reviewing sector contribution, 75% came from just three sectors (Materials, Finance and Consumer).

0.35%
of Earnings (EBITDA)
(Rolling 3 yr)

Calculations were based on how companies primarily published their Profit/Earnings

These trends are in keeping with previous reports and demonstrate that within our top corporations there are a small number of companies contributing the most to the community. Sectors with lower contributions (both percentage and total) included Utilities and Industrial sectors with average percent contributions below 0.3% of earnings.



The upcoming sector overviews (page 20 onwards) provide detailed summaries and key findings of the sector's performance, noting the top performers in both total contribution and most comprehensive reporting. **Importantly, it is these sector overviews that are the most meaningful (as opposed to cross sector) for any company comparisons, based on reduction of variables that may arise across different industries.**

2024 Insights



69% of total funds came from the top 10 companies

Leading Companies by % Contribution



Coles

Woolworths

Bendigo & Adelaide Bank

Telstra

CSL



Roll 3yr % contributions of profit or earnings

Our top companies in both total contributions and percentage contribution were in keeping with previous year's results

Largest Total Contributions in 2023

\$ 208M

BHP

\$ 178M

COLES

\$ 143M

WOOLIES

\$ 126M

RIO TINTO

\$ 86M

NAB

Sector Leaders by % Contribution

Sector	Company
Finance	BENDIGO & ADEL. BANK
Materials	SOUTH 32
Communications	TELSTRA
Industrial	BRAMBLES
Consumer	COLES
Health Care	CSL
Technology n=1	ATLASSIAN
Real Estate	GPT GROUP
Energy	SANTOS
Utilities	AGL ENERGY

A substantial 20 of our top 50 companies increased their community investment by more than 15%



GIVINGLARGE

Sector Overviews

-Sector Overview-

Finance

13 leading finance companies contributed a record total of \$374 million to the community

#	Company	% Pre-Tax Profit*	Community Investment	Assured	Standard	Versus Prev. Yr.	Cause Areas
1	Bendigo & Adelaide	4.21%	\$41,200,000	Yes	B4SI GRI	+25%	Arts & diversity, community infrastructure, education, environment & health.
2	IAG	1.03%	\$9,777,451	Yes	B4SI GRI	-2%	Disaster & community resilience
3	Suncorp	0.71%	\$10,397,308	Yes	GRI B4SI	+15%	Financial, social & natural hazard resilience, emergency relief, road safety, education
4	Macquarie	0.63%	\$47,189,715	No	GRI	+26%	Breaking barriers to employment, ED&I, community sport
5	Westpac	0.61%	\$56,971,272	Yes	B4SI GRI	-12%	Social enterprise, financial inclusion, education, children & young, emergency & crisis relief
6	NAB	0.58%	\$86,000,000	Yes	GRI B4SI	+55%	Disaster recovery, climate, first nations economic advancement
7	QBE	0.55%	\$12,446,940	Yes	GRI B4SI	+47%	affordable housing, sport
8	Medibank	0.48%	\$3,300,000	Yes	B4SI	+10%	Reduced inequality, sustainable cities and communities
9	CBA	0.38%	\$55,000,000	Yes	GRI	+3%	Health & well-being, loneliness, medical research, environment
10	ANZ	0.30%	\$28,106,397	Yes	GRI B4SI	-13%	Social and financial wellbeing, health, indigenous support, education,
11	Future Gen Companies	NA	\$11,300,000	No	No	+7%	Financial wellbeing, housing and environmental sustainability
12	Hearts & Minds	NA	\$10,087,699	No	No	-1%	Youth mental health, children & youth at risk
13	Perpetual	NA	\$2,510,000	Yes	B4SI	+16%	Medical research
							Health, Education, Reconciliation

*3yr percentage of pre-tax profit

-Sector Overview-

Finance

With the largest number of companies in our top 50, the finance sector contributed a notable 25% of our overall GivingLarge total

In 2024, the finance sector continued its upward trend in community investment, with significant contributions from leading financial institutions resulting in increases to both percentage giving and total dollar contribution. The 2024 growth showcasing the sector's ongoing commitment to social responsibility and community welfare.

The sector demonstrated consistent growth in community investment over the last four years, reaching a collective \$374 million in 2024 — a landmark achievement. **This trend reflects a positive trajectory driven by steady profits and a stable post-COVID economic environment.** However, it is useful to note a decline in the percentage of pre-tax profit dedicated to community contributions compared to the COVID relief years, where contributions soared.



Biggest Movers

NAB, QBE, Bendigo & Adelaide Bank, Macquarie



Primary Causes

Social Welfare, Health, Education, Environment



Reporting

69% GRI, 69% B4SI

While the big four banks typically dominate the headlines, in 2024, **Bendigo & Adelaide Bank takes centre stage contributing a remarkable 4.21%** of its pre-tax profit to community investment, amounting to \$41.2 million. This impressive total reflects a 25% increase from the previous year, underscoring the bank's strong commitment to supporting community initiatives in areas such as arts and diversity, community infrastructure, education, environment, and health.

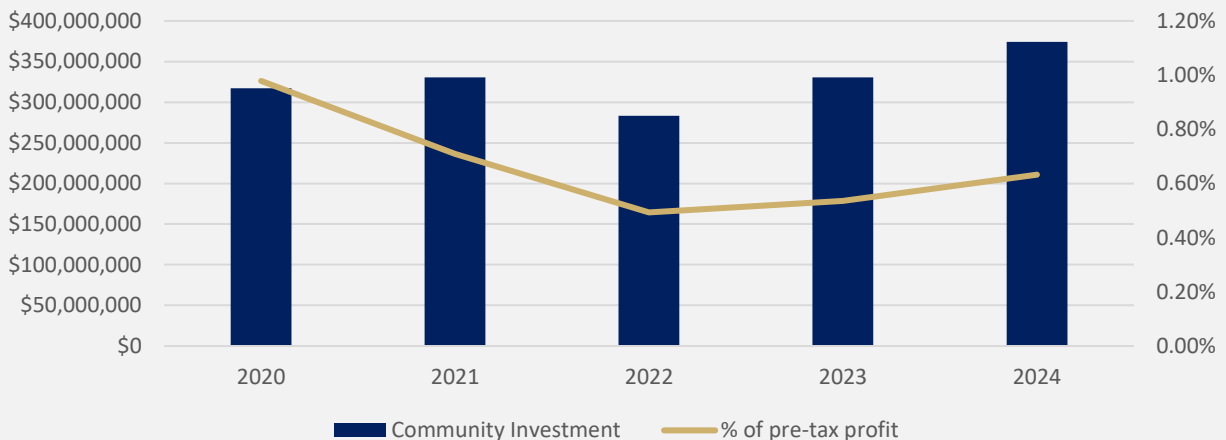
IAG followed with 1.03% of pre-tax profit, translating to \$9.77 million, though seeing a slight decrease in giving compared to last year. **Suncorp and Macquarie** reported pre-tax profits of 0.71% and 0.63%, respectively, highlighting a 15% and 26% increase from the previous year. Suncorp focused on financial, social & natural hazard resilience, while Macquarie directed funds toward breaking barriers to employment, ED&I, and community sports.

-Sector Overview-

Finance

The finance sector maintained a trajectory of increased community investment over the past four years, bolstered by stable profits following a return to pre-COVID levels

Finance Contributions Over Time



Westpac continued strong investment at 0.61%, contributing \$56.97 million towards social enterprise, financial inclusion, education, and crisis relief. Despite a 12% drop from their previous year, the commitment remains strong. **NAB showed the highest growth in the sector with a 55% growth in investment, a large \$30.4 million increase from 2023**, a substantial increase to their focus areas such as disaster recovery, climate initiatives, and economic advancement for First Nations.

As usual our **big 4 banks were a big part of the large total** in this sector with their combined investment of \$226M representing 60% of the finance total and 15% of our Top 50 total

Surpassing its larger peers, Bendigo & Adelaide Bank earmarked an impressive 4.21% of pre-tax profit for community causes outdoing its much larger rivals in percentage contribution.

Sector Summary



\$374M

Total Contribution



0.63%

Of Pre-Tax Profit



\$28.8M

Mean Contribution

-Sector Overview-

Finance

A continued prioritisation of transparency was observed for this sector with high rates of adoption of global standards such as GRI and B4SI.

Standardisation and assurance of community investments have fortunately become apparent trends in this group of companies, with leading firms adhering to frameworks like GRI and B4SI. The adoption of these standards underscores a growing emphasis on accountability and transparency in reporting.

Notably, the inclusion of **Future Generation Companies and Hearts & Minds Investment** in the Top 50 signifies a broadening recognition of socially-minded investment funds in this space. Their innovative model allows them to channel funds into areas like youth mental health and medical research.

Continued efforts to lift giving beyond 1% in this group of companies would be greatly valued and could drive an additional \$184M to the community.

Overall sector contributions were diverse, spanning crucial areas such as disaster relief, community resilience, financial and social well-being, education, housing, climate change, and more. These efforts underpin the finance sector's role in supporting key community areas that boost resilience and overall welfare.

The consistent profits of our finance sector companies suggest an ongoing stable environment for these leaders and an important opportunity to continue to prioritise community investment and the growing trajectory that we are seeing

Other Companies of Interest

Company	Contribution as a % of pre-tax profit	Total Contribution
Bank of Queensland	0.48%	\$2,500,000
NIB	1.65%	\$1,431,134

These companies published a figure but did not meet the GivingLarge Top50 inclusion requirements.

-Sector Overview-

Real Estate

Real estate leaders continue levels of community investment, maintain strong reporting standards, and achieve notable growth despite economic challenges in 2024

Rank	Company	% Pre-Tax Profit*	Community Investment	Assured	Standard	Vs Prev Yr	Cause Areas
1	GPT Group	1.30%	\$6,359,962	Yes	GRI	-10%	Child wellbeing, youth homelessness and mental health.
2	Charter Hall	0.78%	\$3,721,063	Yes	GRI	+7%	Employment and education, communities impacted by hardship.
3	Stockland	0.64%	\$3,156,335	Yes	B4SI GRI	-56%	Housing, accessibility, circularity, decarbonisation & biodiversity
4	Goodman Group	0.54%	\$13,500,000	No	GRI	+25%	Essential needs, social & mental wellbeing, education & employment, disaster relief.
5	Vicinity Centres	0.37%	\$3,241,962	Yes	B4SI GRI	+36%	Youth employment, Youth disengagement, mental health
6	Mirvac	NA^	\$13,042,264	Yes	GRI	-6%	Social & public welfare, environment, reconciliation, human rights

*3 year rolling percentage of profit, ^NA due to recent losses

Despite a challenging economic climate, the real estate sector remained steadfast in its dedication to social impact, strategically integrating philanthropic initiatives with business objectives despite 2024 income losses across many of these companies. **GPT Group** led the sector in 2024 with the highest percentage of pre-tax profit allocated to community investment at 1.30%. Following GPT Group were companies like **Charter Hall and Stockland**, contributing 0.78% and 0.64% respectively. **Vicinity Centres & Goodman Group** recorded the largest growth, increasing their contribution by 36% and 25% respectively over the previous year.

Sector Summary

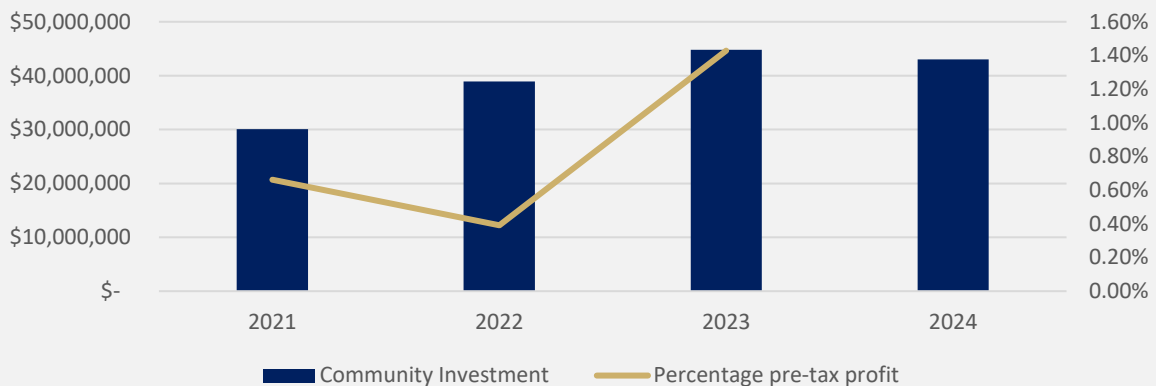
\$	\$43M		0.99%		\$7.1M
	Total Contribution		Of Pre-Tax Profit		Mean Contribution

-Sector Overview-

Real Estate

Real estate sector drives community impact with major investments in environment, social welfare, reconciliation, education, and mental health

Real Estate Sector Contributions Over Time



*2024 percentage profit figures not available due to total losses in this sector



Reporting

100% GRI,
33% B4SI



Biggest Movers

Vicinity Centres,
Goodman Group



Primary Causes

Social Welfare,
Health

All participating companies upheld their commitment to transparency, aligning with either B4SI or GRI standards, demonstrating a pleasing sector-wide alignment to standardization. Companies like Stockland and Vicinity Centres showing best practice reporting & aligning to both standards.

Notably, community investment priorities focused on child wellbeing, youth homelessness, mental health, and other pressing social issues. Contributing towards such impactful causes outlined a sectoral commitment to social progress and support for communities in need.

Other Companies of Interest

Company	% of pre-tax profit	Total Contribution
Scentre Group	0.35%	\$2,162,000

These companies published a figure but did not meet the GivingLarge inclusion requirements.

-Sector Overview-

Communications

In 2024 Telstra increased their total community investment by a whopping 59%. A significant increase of almost \$24M versus 2023.

Rank	Company	% Pre-Tax Profit [^]	Community Investment	Assured	Standard	Vs Prev Yr	Cause Areas
1	Telstra	1.83%	\$64,500,000	No	GRI	+59%	Digital inclusion, environment, disadvantage community disaster relief
2	Seek	NA*	\$2,566,979	Yes	B4SI GRI	+13%	Health, homeless, animal/human rights, environment

[^]Percentages are rolling 3 year *NA due to losses in 2024

Telstra a clear leader in this sector for several years is **now joined by Seek** who also reported their investment clearly & aligning with GRI & B4SI standards. Telstra remarkably grew their community investment in 2024 (+59%) up \$23.9M to a record total of \$64.5M. Contributions continued to go towards digital inclusion, environment, disadvantaged and disaster relief.

Optus also reported a verified figure in 2024, but the disclosed figure included categories such as leverage and foregone revenue (exclusion in our methodology). With this uncertainty, Optus was excluded from our Top 50 analysis and instead is detailed in our “Other companies of Interest” section on the next page.

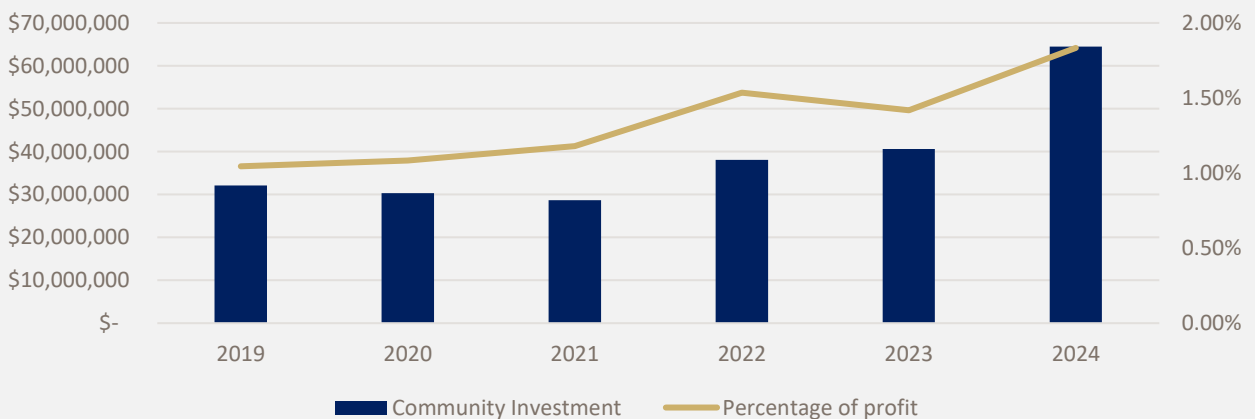


-Sector Overview-

Communications

Telstra is showing consistent growth in total community investment and percentage giving of profit

Telstra contributions over time



Other Companies of Interest

Company	% of pre-tax profit	Total Contribution
Optus [^]	NA	\$31,300,000~
REA Group	0.28%*	\$1,900,000~
Spark NZ	NA	\$1,941,721

These companies published a figure but did not meet the GivingLarge inclusion requirements.

[^]Optus disclosed a community investment in 2024 but noted an inclusion of foregone revenue, leaving uncertainty.

~Included non-direct community investment (foregone revenue). *Rolling 2 year

-Sector Overview-

Materials

The materials sector plays a vital role in community contributions, accounting for 26% of the top 50 givers total.

Rank	Company	% Pre-Tax Earnings*	Community Investment	Assured	Standard	Versus Prev Yr	Cause Areas
1	South32	0.92%	\$35,997,559	Yes	GRI	-12%	Education, health, social wellbeing, economic participation, natural resources
2	Mineral Resources	0.56%	\$8,000,000	Yes	GRI	+7%	Health, education, social and public welfare
3	BHP	0.48%	\$208,511,287	Yes	GRI	-6%	Decarbonisation, environment, indigenous, supply chain, safe equitable workforce
4	Orica	0.41%	\$4,000,000	No	GRI	-2%	Education, environment, health, wellbeing and social welfare.
5	Northern Star	0.34%	\$6,120,000	No	GRI	-7%	Community & inclusion, health, environment, indigenous, education
6	Rio Tinto	0.25%	\$126,429,862	Yes	GRI	+40%	Community infrastructure, health & wellbeing, culture & heritage
7	Fortescue	0.06%	\$6,944,277	No	GRI	-36%	Health, education, environmental, arts & culture

* Percentage figures published as a rolling 3-year figure.

Over the past four years, materials sector contributions have varied with the sector totals significantly influenced by companies like **BHP and Rio Tinto**. Rio, in particular, standing out this year with a notable 40% increase in their giving (up over \$36M). Our biggest mover in the top 50.

BHP again made a substantial donation of \$208 million in 2024 despite a 6% decrease compared to the previous years, leaving them again as not only the biggest materials sector contributor, but also the largest contributor across our dataset by a clear margin. Their contribution alone representing 52% of the materials sector total and quite remarkably 14% of our total top 50 number.

-Sector Overview-

Materials

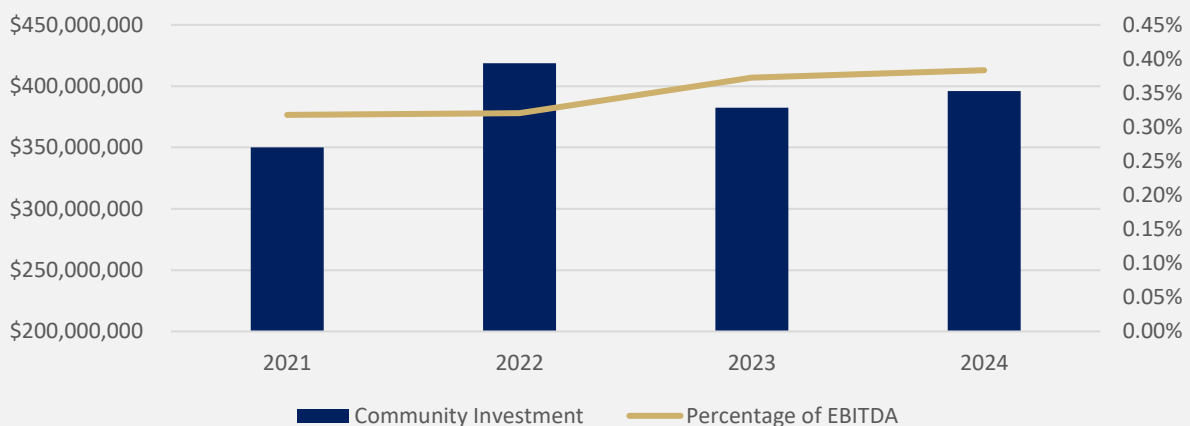
Materials sector contributed \$396 million to the community in 2024, making it clearly our largest sector in terms of total contribution, at a sizeable 26% of our GivingLarge total

While these comparisons give you an indication of the sheer size of the contribution, BHP unfortunately continues to fall short of 1% targets they themselves have committed to in the past, with their rolling 3-year percentages of earnings (0.48%) not meeting their intended mark.

South32 leads the materials group efforts in percentage contribution despite a 12% reduction in investment versus last year . It dedicates a more commendable 0.92% of its pre-tax earnings to an array of causes. Their \$36 million investment directed towards education, health, social wellbeing, economic participation, and natural resources.

Standardization within the sector is evident as each company adhered to GRI standards, ensuring transparency and accountability in their contributions. Assurance though remains a varied practice with some companies not including community investment in their verified items.

Materials Sector Contributions Over Time



Sector Summary



\$396M

Total Contribution



0.38%

Of EBITDA



\$8.0M

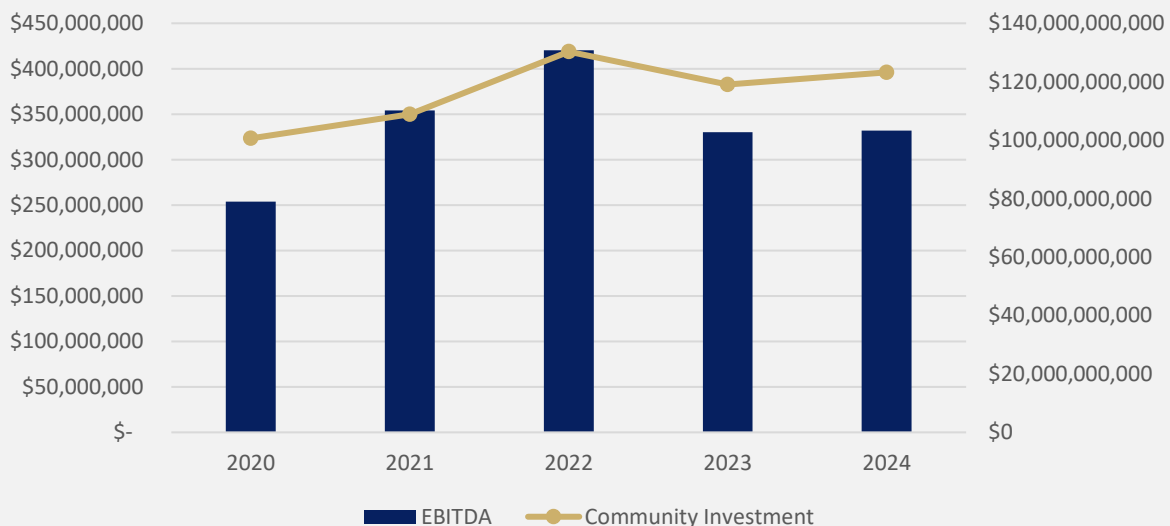
Median Contribution

-Sector Overview-

Materials

Materials companies directed their investments towards areas like Education, Health and the Environment.

Community Investments Vs Earnings for Materials Sector



A notable trend in this group of companies is the impact of economic factors on community contributions with total giving seeming to closely aligning with company earnings. While this is a predictable trend for companies in this research, efforts to commit to a more reliable level of investment that is not dependent on the enterprise balance sheet would bring increased certainty & support to community beneficiaries that rely on consistent funding to make an impact

The materials sector, with its substantial financial capacity, focuses its social investment on strategic cause areas such as decarbonization, environment, indigenous support, and sustainable workforce practices, aligning investments with long-term societal benefits.



Biggest Movers

Rio Tinto, Mineral Resources



Primary Causes

Education, Health, Environment, Social Welfare



Reporting

100% GRI

-Sector Overview-

Materials

Materials companies continue to clearly disclose their community investments in public reports with 100% reporting to the GRI standard.

While the materials sector contributes significant dollar investments to the community, there is room for a more consistent and aligned approach to ensure contributions keep pace with earnings, thereby maximizing positive societal impacts. These firms still have some work to do to match other leading companies when it comes to percentage contribution. Their rolling 3-year percentage of EBITDA sitting below 0.4% in 2024.

The magnitude of the materials sector comes into focus when we consider the opportunity for these companies to lift their giving towards globally encouraged goals of 1%. Reaching this reasonable goal would drive an additional \$646 million to the community and bring sector totals over a staggering \$1 billion.

Reaching globally encouraged goals of 1% of earnings for these companies could drive an additional \$646M to the community*

Other Companies of Interest

Company	Contribution as a % EBITDA (roll 3yr)	Total Contribution
Evolution Mining	0.35%	\$4,400,000 [^]
Pilbara Minerals	0.56%	\$1,300,000

These companies published a figure but did not meet the GivingLarge inclusion requirements.

[^]Evolution Mining contribution includes obligated land access payments.

* Percentage figures of EBITDA. Using pre-tax profit results in a smaller but still significant opportunity of \$186 million

-Sector Overview-

Industrial

Brambles Leads Industrial Sector With Strong Community Investment Growth Coinciding with Rising Earnings

Rank	Company	% Pre-Tax Earnings*	Community Investment	Assured	Standard	Versus Prev Yr	Cause Areas
1	Brambles	0.38%	\$14,322,758	Yes	GRI	+25%	Food security, food waste, environmental restoration, education
2	Sydney Airport	0.31%	\$2,820,000	Yes	B4SI GRI	+25%	Reconciliation, Social and Indigenous Enterprises
3	Transurban	0.17%	\$3,673,000	Yes	GRI B4SI	-3%	Social/environment, road safety, strengthening communities.
4	Qantas	0.14%	\$5,900,000	Yes	GRI	+38%	Reconciliation, connecting communities, disaster relief, arts, sports

* Percentage figures published as a rolling 3-year figure



Biggest Movers

Brambles, Qantas, Sydney Airport



Primary Causes

Social Welfare, Environment, Reconciliation



Reporting

100% GRI, 50% B4SI

In 2024, **Brambles** continues to lead the industrial sector in community investment with a substantial 0.38% contribution of pre-tax earnings. The company invested \$14.3 million in key areas such as food security & environmental restoration, reflecting a 25% increase from the previous year. **Sydney Airport & Transurban** occupy the second & third ranks, with investments of \$2.82 million & \$3.67 million, representing 0.31% & 0.17% of their pre-tax earnings, respectively. While Sydney Airport showed a steady growth of 25%, Transurban experienced a slight decline of 3% compared to the prior year. **Qantas** made a significant bounce back, reporting a 38% increase in community investment, although their relative percentage of earnings was 0.14%, among the lower figures in the top group.

Sector Summary



\$26.7M

Total Contribution



0.24%

Of EBITDA



\$6.7M

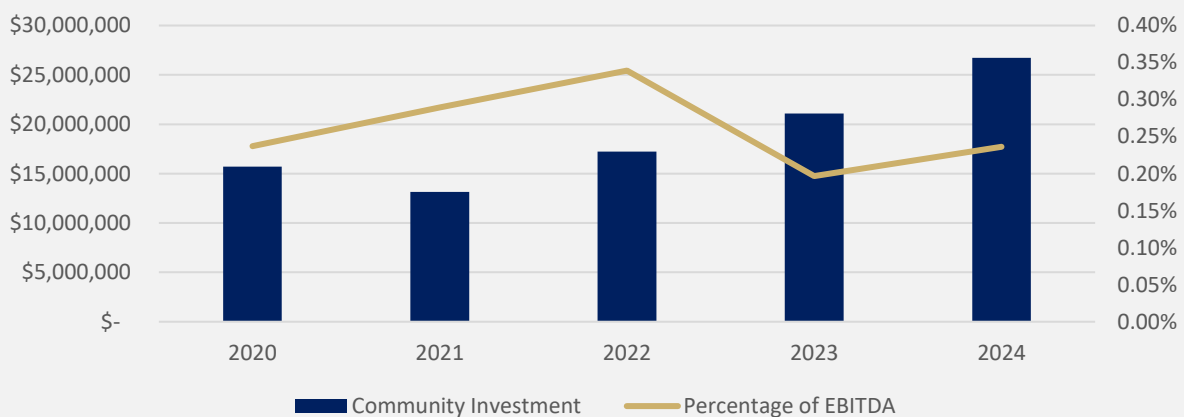
Mean Contribution

-Sector Overview-

Industrial

Industrial Leaders Champion Food Security and Community Connection in 2024 Investments

Industrial Sector Contributions Over Time



The sector's consistency in adhering to standards was underscored by a wide use of GRI and B4SI standards in 2024, ensuring transparency and accountability in these important investments. Assurance of these figures was also robust. **Companies focused their contributions predominantly on areas such as food security, environmental efforts, reconciliation, connecting communities, and road safety.** Despite the commendable growth in community investments, the sector faces a challenge in proportionately aligning community investment growth to surpass increases in earnings.

Other Companies of Interest

Company	Contribution as a % EBITDA (roll 3yr)	Total Contribution
Worley Parsons	0.28%	\$1,429,179
Reece	0.13%	\$1,390,806

These companies published a figure but either did not meet the GivingLarge inclusion requirements or did not make the list of top 50 companies

-Sector Overview-

Energy

Energy Sector Sees Significant Growth in Community Contributions up to record totals for 2024

Rank	Company	% Pre-Tax Earnings*	Community Investment	Assured	Standard	Versus Prev Yr	Cause Areas
1	Santos	0.69%	\$59,014,148	Yes	GRI	+59%	Environment, employment, education, liveability outcomes
2	Woodside	0.22%	\$32,512,203	Yes	GRI B4SI	+29%	Local community, health, education

*Percentage figures published as a rolling 3-year figure

In 2024, **Santos emerged again as our leading community investor in the energy sector**, allocating a record 0.69% and \$59 million of its pre-tax earnings to environmental, health, and education causes. This marks a significant increase from last year boosting its total investment by 59%. **Notably, Woodside also showed a commendable rise** in community giving, with a 29% increase compared to the 2023 totals which coincided with their record-breaking earnings (over the last 2 years) following the merger with BHP's petroleum business.

Santos's investment focussed on improving environmental standards, creating employment, enhancing education, & boosting liveability outcomes. Meanwhile, Woodside directs its funds towards local community support, health initiatives, & educational programs. These contributions underscore the sector's evolving focus on impactful social & environmental causes.

Pleasingly both energy leaders (Santos & Woodside) followed key community investment standards and provided third party assurance and verification

Sector Summary



\$92M

Total Contribution



0.38%

Of EBITDA



\$46M

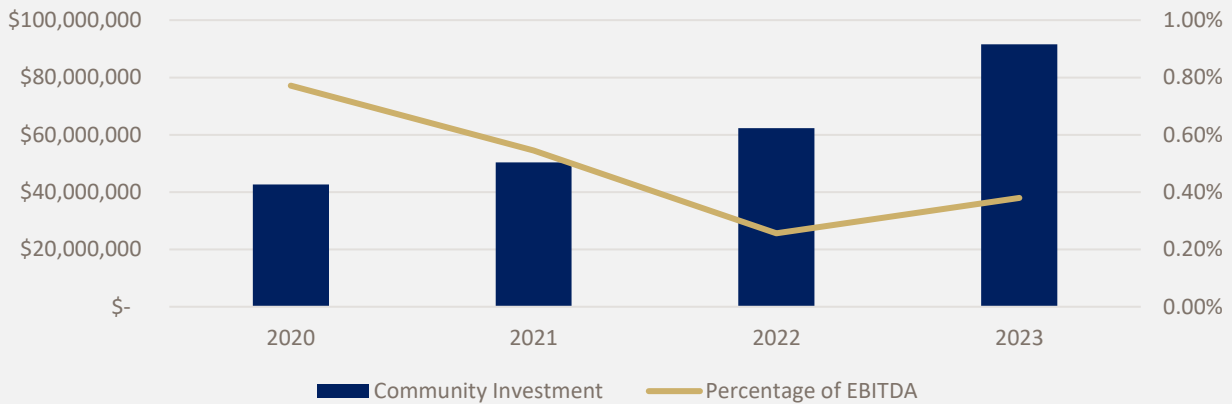
Mean Contribution

Energy

-Sector Overview-

Rising earnings in energy sector grow record levels of community investment in 2024. The sector up \$29 million and 47% versus 2023

Energy Sector Contributions Over Time



Biggest Movers

Santos
Woodside



Primary Causes

Education,
Local Community



Reporting

100% GRI,
50% B4SI

Over the past four years, the energy sector has consistently shown growth in community investments, yet there remains a gap in meeting the percentage giving benchmarks set by top performers in other industries. The sector generally adheres to standardized reporting frameworks, with both Santos and Woodside assured under the Global Reporting Initiative (GRI) standards, demonstrating their commitment to transparency and accountability.

Other Companies of Interest

Company	Contribution as a % of EBITDA (roll 3yr)	Total Contribution
Ampol Caltex	0.26%	\$4,630,000^
Viva Energy	0.39%*	\$2,752,666
Beach Energy	0.27%	\$2,360,000

These companies published a figure but either did not meet the GivingLarge inclusion requirements or didn't make the top 50. ^Total includes some customer and employee donations. *Single year

-Sector Overview-

Consumer

Clearly led by supermarket giants Coles and Woolworths, the consumer sector continues to stand out and donate a notable portion of their resources to the community.

Rank	Company	% Pre-Tax Profit*	Community Investment	Assured	Standard	Vs Prev Yr	Cause Areas
1	Coles	9.9%	\$178,124,345	Yes	GRI B4SI	+17%	Food rescue, disaster relief, education, health
2	Woolworths	5.8%	\$143,300,000	Yes	GRI B4SI	+17%	Food access, child wellbeing, disaster relief.
3	The Lottery Corporation	1.3%^	\$6,232,498	Yes	B4SI GRI	-12%	Health, Arts & Culture, Education, Social welfare
4	A2 Milk	1.4%	\$2,746,582	Yes	GRI	+6%	Children & families, farming communities
5	Toyota	0.95%	\$3,464,656	Yes	GRI	-0.2%	Health, Education, Social & Public Welfare
6	Wesfarmers	0.66%	\$22,400,000	Yes	GRI	-5%	Medical Research, Education, Arts
7	Endeavour Group	0.34%	\$2,800,000	Yes	B4SI GRI	+133%	Social connection, mental health, social & public welfare

*Percentage figures published as a rolling 3-year figure ^2 year

Over the past four years, the consumer sector has demonstrated healthy growth in community investment, consistently increasing its contributions. This year was no different with the sector increasing by 15% and \$47 million. Notably, **Coles and Woolworths** together accounted for a substantial portion, approximately 90%—of the sector's total donations in 2024, emphasizing the influence of these supermarket giants in shaping the sector's philanthropic landscape.

Sector Summary

\$ \$359M
Total Contribution



3.52%
Of Pre-Tax Profit



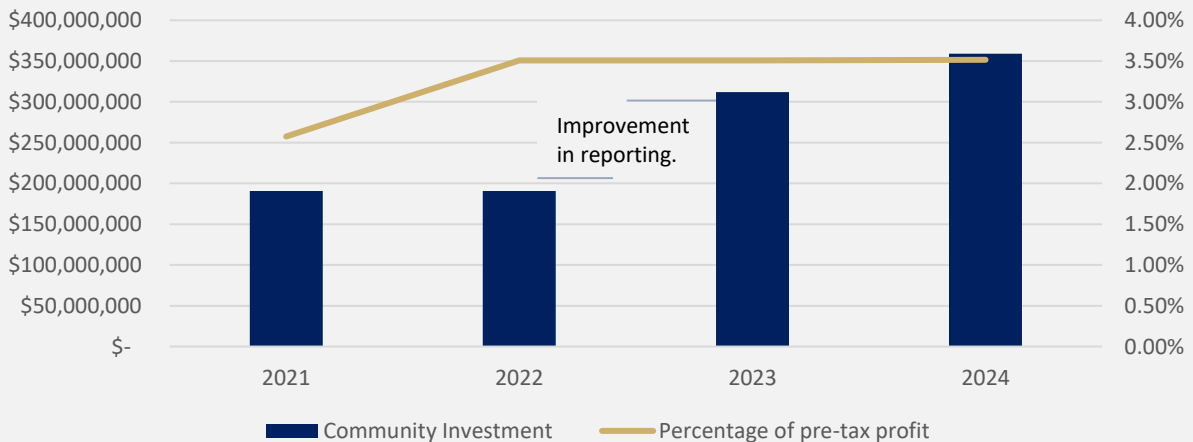
\$6.2M
Median Contribution

-Sector Overview-

Consumer

Consumer companies contributed funds to areas within Health, Education and Social Welfare.

Consumer Sector Contributions Over Time



Coles yet again stands out as the leading consumer company in terms of community investment, dedicating a remarkable 9.9% of its pre-tax profit to various causes. This translates to an impressive \$178.1 million, reflecting a robust 17% increase from the previous year. This sustained growth underscores Coles' commitment to leveraging its resources for community benefit, thereby securing its position as not only a sector leader but also, yet again, as the most generous company in our 2024 list. Coles firming its position by leading the top 50 for percentage giving and landing second to only BHP in dollar contribution.

Woolworths followed Coles, contributing 5.8% of its pre-tax profit amounting to an also impressive \$143.3 million, which similarly shows a 17% increase from 2023. Their dedication to enhancing community welfare is (similar to Coles) exemplified by major contributions of surplus food, focusing on key areas such as food access, child wellbeing, and disaster relief.



Biggest Movers

Woolworths,
Coles



Primary Causes

Health, Education,
Social Welfare



Reporting

100% GRI,
57% B4SI

-Sector Overview-

Consumer

After five consecutive years at the top of our GivingLarge tables, there is no doubting Coles overall & ongoing leadership amongst its peers within this dataset.

The consumer sector's contributions are also pleasingly marked by improved reporting practices and standardisation efforts. Woolworths, for instance, since 2023 has significantly enhanced its in-kind contribution reporting, now more precisely capturing the full scope of its community investments. Both Coles and Woolworths adhere to global standards such as GRI and B4SI, bolstering the credibility and transparency of their reporting.

A standout trend over recent years is the sector's focus on addressing critical social needs such as food rescue and disaster recovery. This strategic alignment not only highlights the sector's capacity to meet immediate needs but also reflects its broader commitment to societal welfare. The rise of **The Lottery Corporation** as a newer entrant in the last few years further diversifies the sector's contributions, with its \$7.1 million investment targeting education, health, and social welfare.

Other notable contributors within the sector include **A2 Milk and Toyota**, with A2 Milk focusing on children, families, and farming communities, and Toyota investing in health, education, and social welfare. **Wesfarmers**, also a consistently notable member of this group, contributed well to the community with \$22.4 million investment in 2024.

In summary, the consumer sector is on an upward trajectory, as evidenced by increased contributions and a commitment to addressing pressing societal issues. With the continued leadership of Coles and Woolworths, alongside the diversification of players like The Lottery Corporation, the sector is well-positioned to amplify its impact.

Other Companies of Interest

Company	Contribution as a % of pre-tax profit	Total Contribution
Aristocrat Leisure	0.24%^	\$3,970,000

These companies published a figure but did not meet the GivingLarge Top 50 inclusion requirements.

^Single Year Percentage

-Sector Overview-

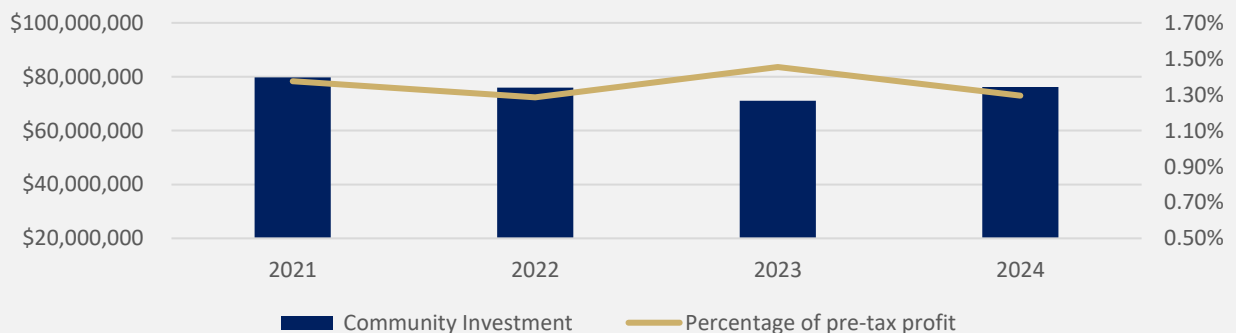
Health Care

CSL continues to lead the health care sector allocating 1.56% of its pre-tax profit towards innovation and local communities.

Rank	Company	% Pre-Tax Profit*	Community Investment	Assured	Standard	Vs Prev Yr	Cause Areas
1	CSL	1.56%	\$69,097,010	Yes	GRI	+9%	Patient communities, innovation & science, local communities
2	Sonic Health	0.58%	\$7,060,000	No	GRI	-9%	Reconciliation, employment, emergency relief, medical research

*Percentage figures published as a rolling 3-year figure

Health Care Contributions Over Time



CSL continues to lead the health care sector in community investments now for the sixth consecutive year. Allocating a significant 1.56% of their pre-tax profit, equivalent to \$69.1 million, toward patient communities, innovation and science. Despite a slight decrease in percentage contribution from the previous year, CSL remains one of our key leaders for social investment. **Sonic Health** also made notable contributions this year, investing 0.58% of its pre-tax profit, or \$7.06 million, into reconciliation, employment, emergency relief, and medical research, despite a 9% decline from 2023.

-Sector Overview-

Health Care

The sector prioritizes investments in patient communities and medical innovation, reflecting a commitment to addressing both immediate and systemic health challenges.

Over the past four years, there has been a slight decline in overall contributions after a peak in 2021. This sector continues to refine its reporting with an increased focus on the Global Reporting Initiative (GRI) standards and gaining assurance for reporting accuracy.

An emerging trend is the alignment of contributions with strategic areas such as health & medical research, demonstrating a shift towards transformative social impacts. This reflects a broader sector effort to prioritise and ensure the efficacy of their investments. **Sonic's** record-high contributions highlight this trend of aligning financial contributions with impactful, well-documented initiatives related to its core business

Sector Summary

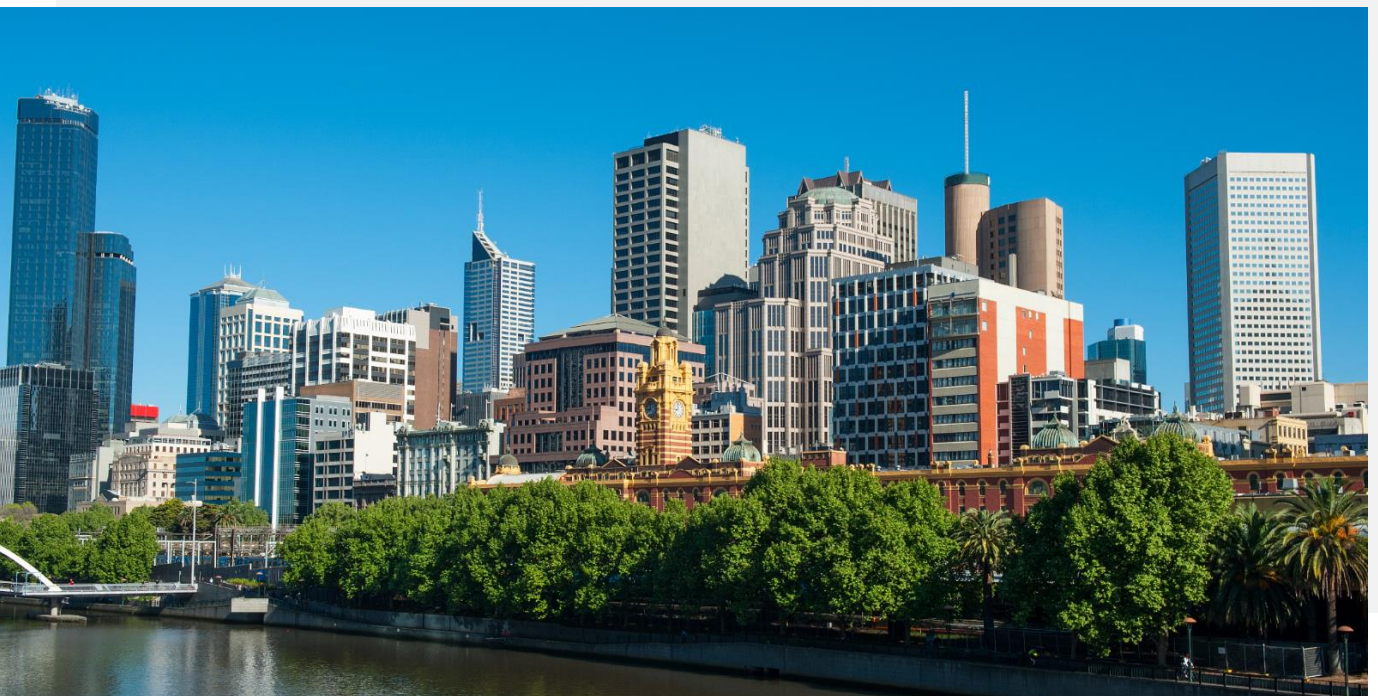
\$ \$76M
Total Contribution



1.30%
Of Pre-Tax Profit



\$38M
Mean Contribution



-Sector Overview-

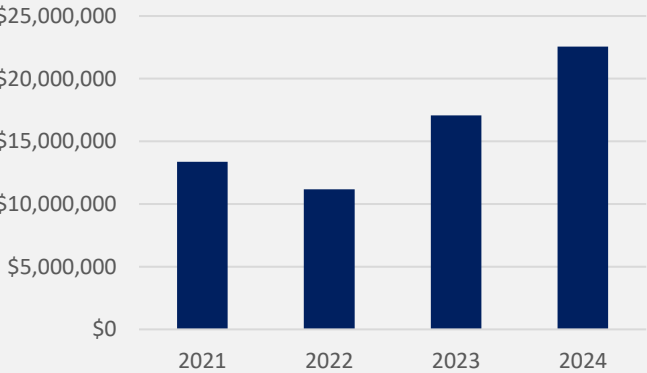
Technology

Atlassian maintains its leadership in the technology sector, the only company in this group to feature in the top 50

Rank	Company	% Pre-Tax Profit	Community Investment	Assured	Standard	Vs Prev Yr	Cause Areas
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1	Atlassian	NA^	\$22,574,741	No	Yes	+32%	Education
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Atlassian Community Investment Over Time



In 2024, **Atlassian pleasingly recorded a strong 32% growth in community investment**, adding an additional \$5.3 million versus 2023. If we look over a 24-month period, their growth in giving is even more striking with the firm more than doubling their contributions and adding an additional \$11 million.

While Atlassian doesn't employ formal assurance on their contributions its consistent commitment suggest robust internal governance.

Emphasizing its commitment to educational initiatives, Atlassian has actively supported tech education and skill development. The company is a key participant in the Pledge 1% initiative, demonstrating a dedication to impactful philanthropy.

Other Companies of Interest

Company	Contribution as a % of Pre-Tax Profit (1yr)	Total Contribution
Xero	0.69%*	\$1,812,487

Xero published a figure but did not make top 50. *Single year percentage ^Profits not available or losses incurred

-Sector Overview-

Utilities

AGL and Origin continue to lead this sector, but significant opportunity still exists for these leading companies alongside others in the sector.

AGL Energy again leads the utilities sector by allocating 0.30% of its pre-tax earnings towards community investment. Their commitment amounted to \$6.03 million, with funds directed towards causes such as energy literacy and affordability, as well as financial assistance. This represents a notable 26% increase compared to the previous year, pleasingly highlighting AGL's expanding contributions.

Despite a robust 18% sector growth in community investment from 2023, the Utilities sector percentage contribution (relative to total earnings) has declined to 0.16%, with the entire sector's contributions amounting to \$9.3 million. This reflects a need for further improvement from these companies (and other utility companies not listed), as the sector's contribution remains small compared to other industries.

Rank	Company	% pre-tax earnings*	Community Investment	Assured	Standard	Vs Prev Yr	Cause Areas
1	AGL Energy	0.30%	\$6,026,432	Yes	GRI	+26%	Energy literacy & affordability, financial assistance STEM education, first nations regional students & children
2	Origin	0.16%	\$3,200,000	Yes	No	+7%	

*Percentage figures published as a rolling 3-year figure

Sector Summary

\$ \$9.3M
Total Contribution

0.16%
Of EBITDA

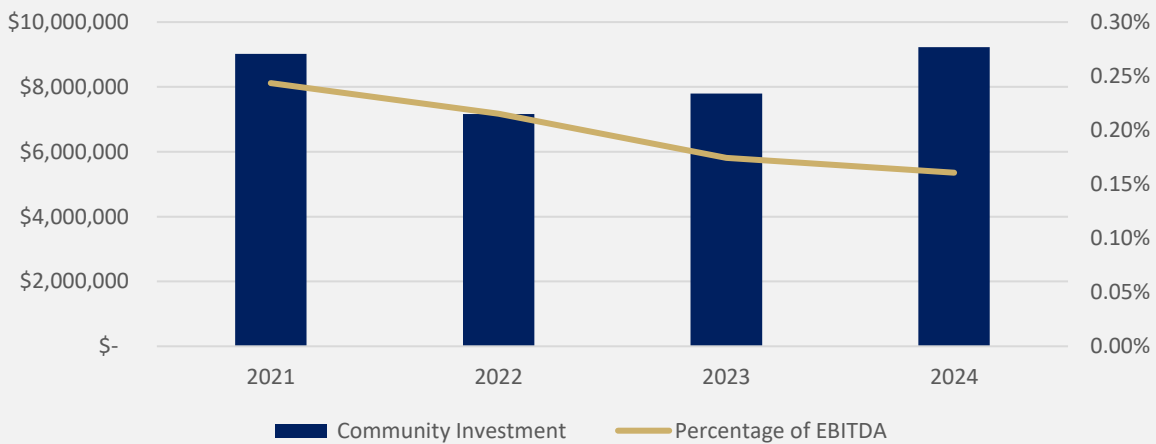
\$4.6M
Mean Contribution

-Sector Overview-

Utilities

Utilities Sector Faces Decline in Relative Percentage Contribution Despite Increased Total Investments.

Utility Sector Contributions Over Time



While the past four years have seen some increase in total investment, the relative percentile of earnings devoted to community causes has been diminishing. The challenge for this sector is to enhance its commitments in line with impactful social responsibility standards and its other corporate peers.

Other Companies of Interest

Company	Contribution as a % of EBITDA (roll 3yr)	Total Contribution
Meridian Energy	0.34%*	\$1,880,077
APA Group	0.07%	\$1,313,943

These companies published a figure, but either did not meet the GivingLarge inclusion requirements or didn't make the top 50. *Single year percentage

-Sector Overview-

Other Companies

We continue to analyse and review community investment disclosure from private companies, corporate aligned foundations and other entities

This year our researchers continued to take the opportunity to cast the net beyond our ASX analysis to learn about the community giving of Australia's high revenue private companies, foundations and other entities. An under examined area, the results of which clearly align with our GivingLarge research. To ensure the robustness of our dataset we applied the same methodology when researching these organisations, specifically the requirement for adherence to a standard, third party assurance or clear itemisation. Despite some sizeable philanthropy that is evident from several private companies (see page 54), with the non-mandatory requirements for these firms to report, let alone follow public disclosure protocols, there were only 4 companies in this category that were eligible for inclusion in our top 50. While we were unable to uncover profit figures for these companies (to calculate percentage contribution) their reported figures directed to the community are certainly worth detailing.

Rank	Company	Community Investment	Assured	Standard	Vs Prev Yr	Cause Areas
1	Who Gives A Crap	\$4,650,000*	Yes	No	+231%	Water, Sanitation, Hygiene
2	Cotton On	\$12,337,256^	Yes	No	NA	Education, Mental Health Environment.
3	KPMG Australia	\$9,780,000	No	GRI	NA	Reducing inequalities, Climate, Resilient & Sustainable Communities
4	Lion Beverages	\$2,826,206	Yes	GRI B4SI	+84%	Mental Health, Surf lifesaving, environment for food & beverage.

*Provided Assurance for this figure and verified a 50% contribution of profit. ^2023 figure

These private companies all making our list due to strong contributions and clear disclosure of their giving over the last 12 months. **Who Gives A Crap** making our list for the first time with clear disclosure, third-party assurance and a large increase from 2023 totals.

-Sector Overview-

Private Companies

We continue to analyse and review community investment disclosure from private companies and corporate aligned foundations.

Other Private Companies & Foundations

Company	Total (\$M)	Cause Areas
Southern Cross [^]	\$46,000,000	Food waste, terminal illness, health & medical research
Canva	\$31,400,000	Place-based interventions for financially disadvantaged people
Australia Post	\$28,460,657	Mental health, disaster support, literacy and environment.
Ernst & Young	\$20,400,000	Youth education, environment, impact entrepreneurs, indigenous, mental health
Deloitte	\$16,530,000	Climate, education, first nations, equality, health & welfare, food, disaster relief, animal welfare
PWC	\$11,802,000	Climate resilience, responsible technology, first nations, mental health
Humanitix	\$10,000,000	Disadvantaged children, education, healthcare
Sargents Pies	\$10,000,000	Children's Hospital care
Colonial Foundation	\$9,225,000	Medical research, education to improve inequity, rural & regional vitality
Crown Resorts Foundation	\$4,647,618	Youth and education, arts, medical research
Petbarn	\$3,725,000	Animal welfare
PAYCE foundation	\$3,453,063	Addiction, domestic and family violence, homelessness & social isolation, youth at risk

These companies published a figure but did not meet the GivingLarge inclusion requirements.

*Australia Post excluded from top 50 due to government ownership (despite a clear, B4SI verified contribution)

[^] Southern Cross total may include other items such as foregone revenue and leverage

The background of the entire image is a warm, out-of-focus scene of string lights. Numerous small, glowing yellow-orange lights are strung across the frame, creating a bokeh effect. Several larger, clear glass Edison-style light bulbs are also visible, hanging from thin black cords. The overall atmosphere is cozy and intimate, with a soft, golden glow.

GIVING LARGE

Notable Findings

Notable Findings

Biggest Movers	% Increase Vs 2023	Total \$ Increase Vs 2023
Who Gives A Crap	+231%	\$3,244,383
Endeavour Gp	+133%	\$1,600,000
Qantas	+64%	\$2,300,000
Santos	+59%	\$21,875,815
Telstra	+59%	\$23,900,000
NAB	+55%	\$30,400,000
QBE Insurance	+47%	\$3,974,967
Rio Tinto	+40%	\$36,319,022
Vicinity Ctrs	+36%	\$850,349
Atlassian	+32%	\$5,497,224
Woodside	+29%	\$7,356,934
Macquarie	+26%	\$9,653,715
AGL Energy	+26%	\$1,230,862
Brambles	+25%	\$2,888,246
Bendigo & Adelaide Bank	+25%	\$8,300,000
Goodman Group	+25%	\$2,700,000
Sydney Airport	+25%	\$560,000
Woolworths	+17%	\$21,223,275
Coles	+17%	\$26,265,417
Perpetual	+16%	\$351,000

Biggest Movers

In 2024 we were pleased to see **31 out of our top 50 companies increase their community contribution**. Of these, 20 significantly grew their giving by more than 15%, a remarkable increase that was firmly behind the overall upsurge in our top 50 total compared to last year (up \$171M). Of the remaining 19 firms (that did not grow their contribution), only 8 decreased by more than 10% with the total reduction from these companies amounting to \$50 million

Biggest percentage movers included **Who Gives A Crap** who continue to impress in this area, donating their largest total since COVID. We saw strong percentage increases for companies like **Endeavour Group and Qantas** but the larger and perhaps more significant dollar increases came from companies like **Santos, Telstra, NAB and Rio Tinto**. If we combine the increases from these four organisations with our two large supermarkets (who both also grew more than \$20M) it gives us a substantial \$160M. **The growth from these 6 companies in particular helping to drive our growing 2024 total.**

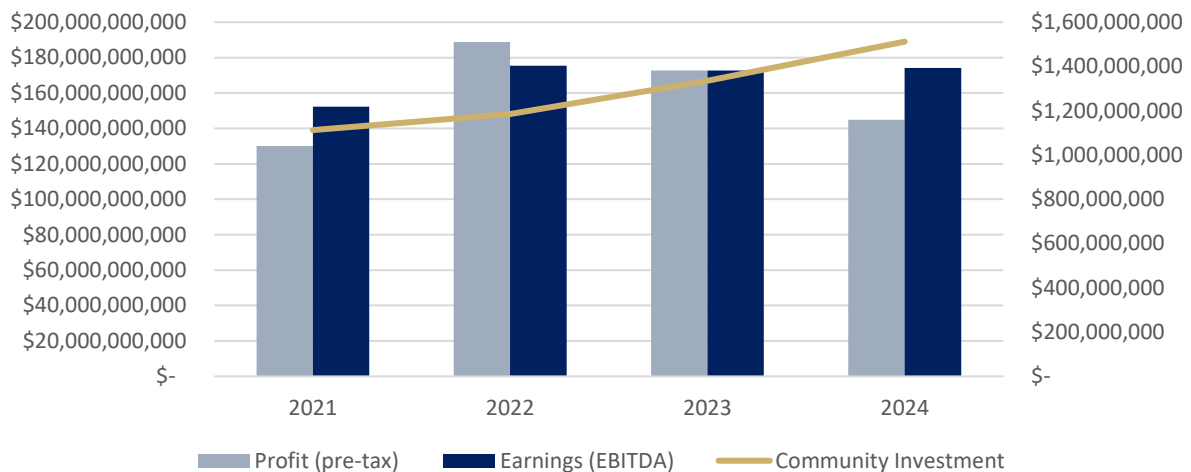
The combined increase in giving for our top 20 movers totalled more than \$212 million

Notable Findings

Income Versus Community Contributions

As our dataset grows, we are continuing to observe important trends which help to inform future philanthropic patterns, funding cycles and donor opportunities. Not surprisingly, company earnings or previous year growth (all companies) has been an important predictor of increased community contributions, with flourishing companies having the ability to divert more funds to areas of need and to invest in the community they operate in.

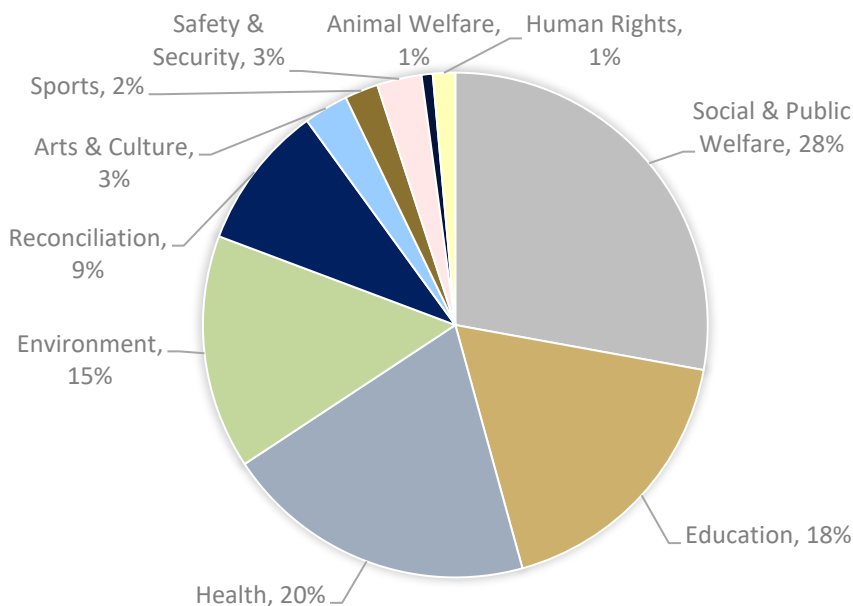
Top 50 Total Contributions Over Time Vs Profits/Earnings



Strong revenues in 2022 and 2023 for our largest firms left us hoping for continued growth in community investment as pandemic affected companies regained confidence in their balance sheet, with others (who remained profitable) giving larger amounts as profits rose. The upsurge in community investment in both 2023 and 2024 totals meeting our desired expectations post these growing income periods. Despite the extraordinary revenues of many of these top companies, the slight drop in 2024 profits (not earnings) may indicate a tougher year for giving in 2025 for some companies as they try to regain their previous totals.

Nonetheless the remarkable profits and earnings of our largest companies suggest an ongoing stable environment for our corporations and an important opportunity to continue to prioritise community investment and the growing trajectory that we are seeing.

*Contributions, Profits and Earnings calculated for 2024 GivingLarge 50 companies only. Historical figures may therefore differ.

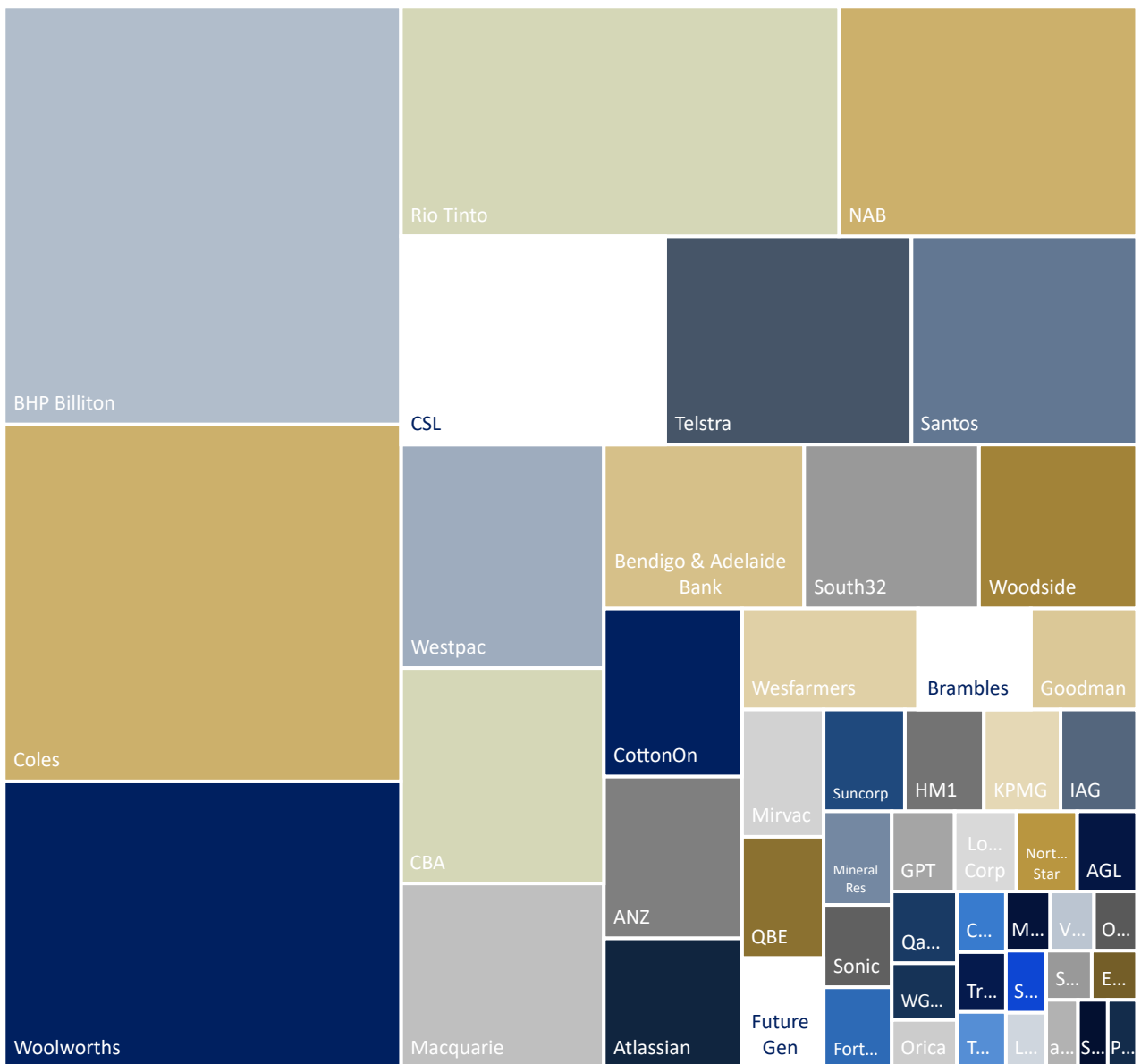


The GivingLarge top 50 companies distributed millions of dollars to hundreds of thousands of different community organisations. The majority of the included companies (96%+) clearly outlined their community focus areas. More than 150 primary cause or focus areas were nominated in public reports from these companies. A consistent majority (66%) of the nominated cause areas fell within ACNC* categories of Health, Education and Social & Public Welfare, with the latter continuing to represent the most common cause area.

We continue to see slight increases in contributions towards the environment, driven by the vital needs of our planet, the significant momentum in stakeholder pressure and the core sustainability needs of many of the companies in this list. A portion of disaster relief funding which is usually categorised under social and public welfare also seems to be directed towards reducing long term environmental risks and climate change.

50

Overall GivingLarge 50 Community Investment (\$)



Due to the number of increasing variables within different industries we continue to move away from providing cross-sector comparisons in an overall top 50 list or league table. Instead choosing to provide an overall chart plotting total contributions and most of all encouraging “in sector” comparisons. Where possible we are aiming to reduce comparative limitations that stem from volatility of profits and discrepancies in reporting across sectors.

Importantly, analysing companies by sector (within our sector summaries) is more reliable and acts to ensure an aligned review of company contribution, eliminating cross-sector variables, reporting discrepancies and allowing companies to benchmark their industry peers.

Collaboration with AFR Boss Magazine

With increasing interest in the community investment of our top companies, Strive Philanthropy is pleased to partner with Senior Research Consultant John McLeod from JBWere philanthropic services to help inform the Australian Financial Review's (AFR) annual Top Corporate Givers List published in the AFR Boss each year. GivingLarge data is used as a reliable source for the list and related feature coverage. The methods used to develop the final AFR list differ slightly to those used in our GivingLarge research, providing an opportunity to include private companies and corporate aligned foundations that are willing to provide their community data for the news feature. If numbers aren't available, these additional companies are approached and offered an opportunity to provide their figures. The result is a marginally different list of top companies that provides a broader cross section of private and public firms. Some additional caution should be applied to the interpretation of the AFR Boss list, with several included organisations who may not have undertaken the same due diligence on their community contributions as we require for our GivingLarge report, specifically around standardisation and assurance of their provided community information.



Rank	Company	Investment	% of profit*	Cause Areas
1	BHP Billiton	\$208.5	0.85%	Decarbonisation, healthy environment, thriving communities, indigenous
2	Coles	\$178.1	11.03%	Food rescue, disaster relief, education, health
3	Woolworths	\$143.3	16.36%	Food access, children's wellbeing, belonging, disaster relief
4	Rio Tinto	\$126.4	0.61%	Community infrastructure, culture and heritage, health and wellbeing
5	NAB	\$86.0	0.87%	Natural disaster, climate, First Nations advancement, affordable housing, sport
6	CSL	\$69.1	1.34%	Patient communities, innovation and science, local communities
7	Telstra	\$64.5	2.62%	Digital inclusion, environment, disadvantaged communities, disaster relief
8	Santos	\$59.0	2.16%	Local community, health, education
9	Westpac	\$57.0	0.56%	Social enterprise, financial inclusion, education, children, emergency relief
10	CBA	\$55.0	0.40%	Social and financial wellbeing, health, Indigenous support, education
11	Macquarie	\$47.2	0.98%	Barriers to employment, diversity and equity, inclusion, community sport
12	Southern Cross Aus.	\$46.0	-	Food access, children with critical illness, health and medical research
13	Bendigo & Adelaide	\$41.2	5.17%	Arts and diversity, community infrastructure, education, environment, health
14	South32	\$36.0	-	Education, health & social wellbeing, economic participation, resource resilience
15	Woodside	\$32.5	0.67%	Environment, education, employment and liveability outcomes
16	Canva Foundation	\$31.6	-	Place-based interventions for financially disadvantaged people
17	Optus	\$31.3	-	Educational outcomes, employment opportunities for disadvantaged
18	Cotton On Foundation	\$29.1	-	Education, mental health, environment, First Nations
19	ANZ	\$28.1	0.29%	Financial wellbeing, housing and environmental sustainability
20	Atlassian	\$22.6	-	Education
21	Wesfarmers	\$22.4	0.62%	Medical research, wellbeing, education, arts
22	EY Australia	\$20.4	-	Youth education, environment, impact entrepreneurs, Indigenous, mental health
23	Deloitte	\$16.5	-	Climate, education, First Nations, equality, health, disaster relief, animals
24	Brambles	\$14.3	0.83%	Food security, food waste, environmental restoration, education

*Percentage of pre-tax profit in AFR list is for a single year.



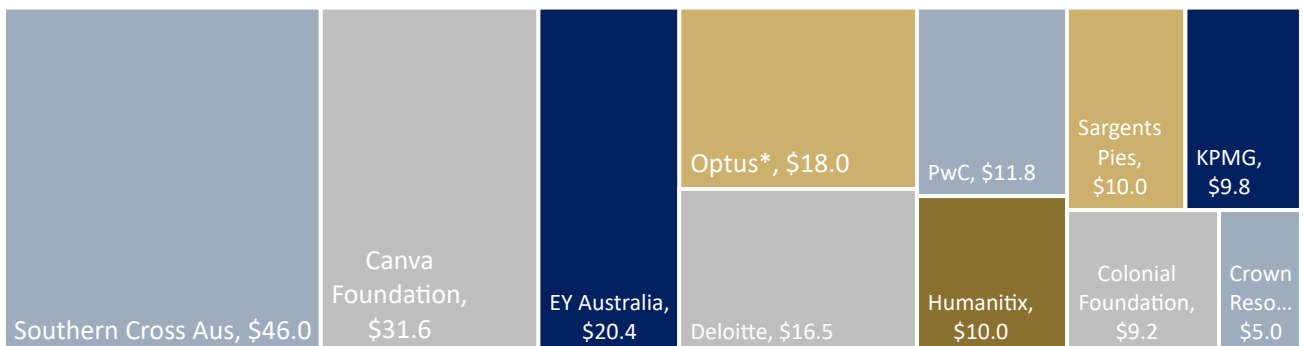
FINANCIAL REVIEW



Rank	Company	Investment	% of profit*	Cause Areas
25	Goodman Group	\$13.5	-	Essential needs, social & mental wellbeing, education and employment, disaster relief
26	Mirvac	\$13.0	-	Social and public welfare, environment, reconciliation, human rights
27	QBE Insurance	\$12.4	0.45%	Reduced inequality, sustainable cities and communities
28	PwC	\$11.8	-	Disaster and crisis relief, homelessness, for purpose sector capacity
29	Future Gen.	\$10.7	-	Children and youth at risk, youth mental health
30	Suncorp	\$10.4	0.59%	Financial, social and natural hazard resilience, emergency relief, road safety education
31	Hearts & Minds	\$10.1	14.07%	Medical research
32	Humanitix	\$10.0	-	Healthcare, accessibility, education, basic needs, environment
33	Sargents Pies	\$10.0	-	Childrens Hospital Care
34	KPMG	\$9.8	-	Reducing inequalities, climate action, resilient communities, reconciliation
35	IAG	\$9.8	0.66%	Disaster & community resilience
36	Colonial Foun.	\$9.2	-	Medical research, education to improve inequity, advancing regional & rural Australia
37	Mineral Res.	\$8.0	7.65%	Health, education, social and public welfare
38	Sonic Healthc.	\$7.1	0.97%	Reconciliation, employment, emergency relief, medical research
39	Fortescue Met.	\$6.9	0.05%	Health and wellness, education and development, environmental responsibility, arts
40	GPT Group	\$6.4	-	child wellbeing, youth homelessness, mental health
41	Lottery Corp	\$6.2	0.94%	Health, arts, education, social welfare
42	Northern Star	\$6.1	0.66%	Community and inclusion, health and wellness, environment, Indigenous, education
43	AGL Energy	\$6.0	0.52%	Energy literacy and affordability, financial assistance
44	Qantas	\$5.9	0.31%	Reconciliation, connecting communities, disaster relief, arts, sports
45	Crown Resorts	\$5.0	-	Youth and education, arts, medical research
46	Who gives a Crap	\$4.7	50%	Water, sanitation, hygiene
47	Orica	\$4.0	0.54%	Health, education, social and public welfare, environment
48	Aristocrat Leis.	\$4.0	0.24%	Children, medical research, disability, education
49	Charter Hall	\$3.7	-	Employment and education for young Australians, communities impacted by hardship
50	Transurban	\$3.7	0.97%	Social and environment, road safety, strengthening communities

*Percentage of pre-tax profit in AFR list is for a single year.

Contribution from Additional Companies (\$M)



The AFR Top Givers List includes 11 additional companies that are not part of our GivingLarge 50. These organisation disclosed significant contributions to the community but did not provide assurance details, disclose adherence to a global standard or clearly itemise their giving, therefore were not included in our GivingLarge list of top 50 companies.

*Optus estimate with removal of portion of foregone revenue

Reporting

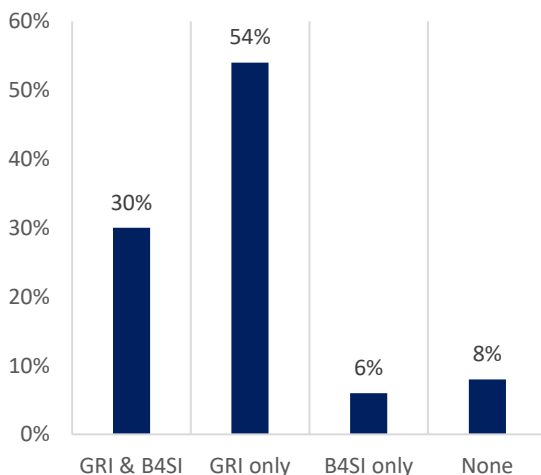
Pleasingly a growing 30% of companies disclosed alignment to the GRI standards & B4SI framework, demonstrating best practice reporting

With our robust methodology in place, the companies included in our analysis this year all met stringent reporting criteria. Our inclusion criteria acting to ensure a level of trust in the analysis and numbers reported.

A pleasing 84% of companies in our list adopted either the GRI standards or B4SI framework to report on their community investment. GRI was the pre-dominant standard disclosed; however, a growing number of companies used the B4SI reporting framework and gained verification on their figures. Pleasingly 30% of companies disclosed alignment to both the GRI standards and B4SI framework (members), demonstrating best practice reporting. The 8% of companies that did not disclose adherence to GRI or B4SI were only included if they had provided third party assurance or clear itemisation of their community contributions. These 4 companies were then analysed in the same manner and subjective alignment to the above standards was sought.

A number of companies reported a 2024 community contribution figure but didn't meet our inclusion criteria so were not included in our primary list. A total of 17 companies fell into this category. These companies are shown in the sector overviews under, "Other Companies of Interest" tables.

Did Companies Report to a Standard?



*The 4 companies that did not disclose adherence to a standard were only included if they had provided third party assurance or clear itemisation

Continued use of a reporting standard should be highly encouraged to ensure aligned & meaningful disclosure. GRI adherence is becoming a cost of entry with most companies either adhering to these standards or intending to in upcoming years. Membership with B4SI should also be considered for all companies of this size. B4SI members in this cohort showed markedly higher quality reporting and often higher overall contributions to the community. The thorough process and methods taken by Corporate Citizenship (who manage B4SI) to uncover, benchmark and formalise a company's community investment reporting, not only ensures robust disclosure, but also likely helps to uncover other important community contributions that may have previously been overlooked.

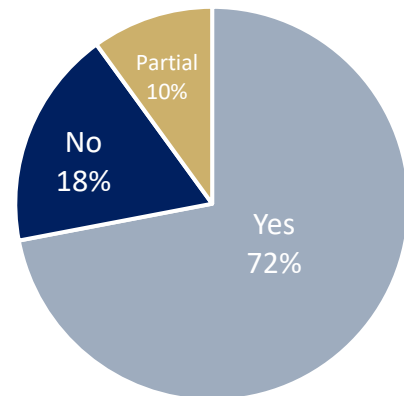
Reporting

Itemisation

While the total cost of a community activity may well be made up of one, or a combination of different types of contributions, meaningful breakdown or itemisation of contributions from assessed companies in 2024 was yet again mixed. In many cases, companies reported the main elements of their contribution, such as their total cash figure or volunteer time, but didn't break down into other categories. A growing 72% of companies published clear itemisation of their community investment (most often aligned with B4SI categories), 10% with partial itemisation and 18% showing very little to no itemisation.

These numbers demonstrate an improvement from previous years but increased efforts to breakdown a company's community giving would bring meaningful value to many stakeholders including the corporates themselves. Clear itemisation helps to ensure engagement with the right community stakeholders, can create an opportunity to optimise impact, and attract sought after attention from investors and customers with shared community interests.

Itemisation



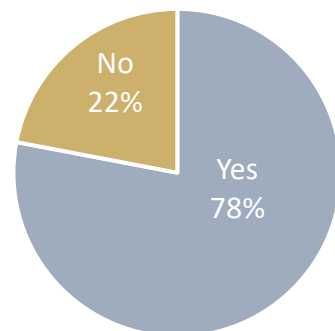
"Clear itemisation helps to ensure engagement with the right community stakeholders and attract sought after attention from investors and customers with shared community interests"

Third Party Assurance

While most companies tend to gain third party assurance for their overall sustainability or impact reports, a slightly lesser 78% of our cohort specifically assured their published community investment figures. While assurance levels are improving, 22% out of our top 50 companies didn't take steps to include community investment in their assured topic matter.

For companies to make reliable claims about their community impact and levels of philanthropy, third party assurance on their community investment data should be engaged.

Third Party Assurance





Closing Reflections

A New Era in Corporate Philanthropy emerges as we reach a significant milestone in total giving

As we reflect on the findings of the seventh annual GivingLarge report, 2024 stands out as a transformative year for corporate philanthropy in Australia. With a record-breaking milestone of \$1.5 billion invested in communities—representing a 14% increase from 2023—this year's results highlight an ongoing and encouraging trend in how businesses approach their role in addressing societal needs.

This milestone comes at a time when Australians are grappling with rising living costs, fluctuating interest rates, and increased demand for social support. While economic pressures often spur increased giving, 2024 reveals something more profound: an evolution in the identity and diversity of corporate philanthropy that is coming from our newest entrants

This exciting trend is the continued rise of a **"New Age Philanthropy."** Companies like **Canva**, **CottonOn**, **Atlassian**, **Humanitix**, and **Who Gives A Crap** are reshaping the relationship between business and giving. These organizations personify a fresh approach to philanthropy, integrating social impact into their core missions and challenging traditional models of corporate giving. What was once a space dominated by large publicly listed institutions now includes a diverse mix of public and private companies, corporate foundations, and even successful social enterprises. This evolution broadens the scope of what is possible, inspiring a more dynamic and inclusive corporate giving landscape.

Traditional corporate leaders continue to play an essential role, setting benchmarks for community investment. Many of the top contributors this year have maintained their focus on critical areas such as social and public welfare, health, and education. These targeted investments demonstrate the enduring power of strategic philanthropy to address pressing community challenges. At the same time, sectors like consumer goods and energy have shown particularly strong growth, with numerous companies significantly increasing their contributions year over year

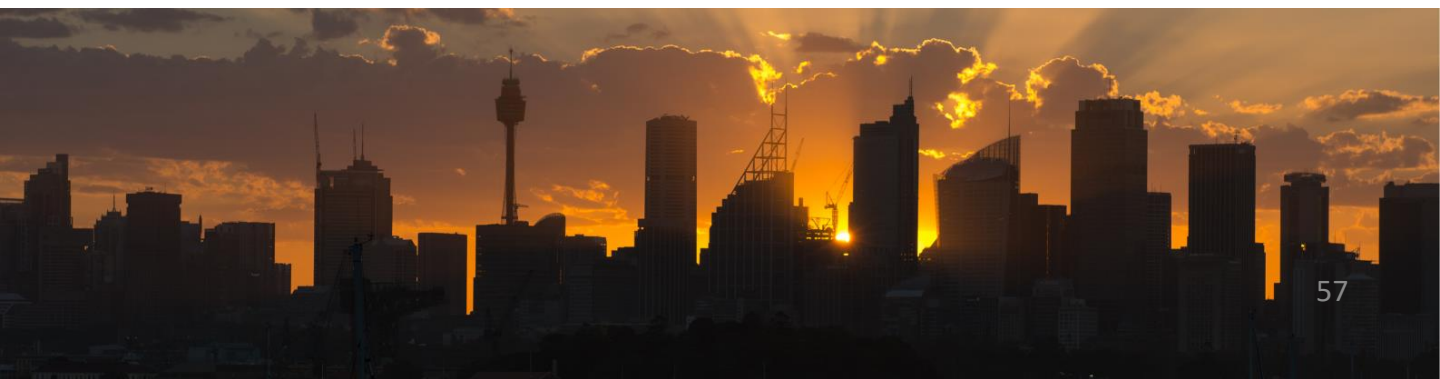
Despite these successes, the report also **underscores opportunities for growth**. Some companies and sectors remain below global benchmarks for community contributions, signalling untapped potential for greater impact. By drawing inspiration from both traditional leaders and new-age innovators, businesses have an opportunity to expand their commitments and help bridge these gaps.

The 2024 findings highlight more than just financial milestones—they signify a deeper integration of philanthropy into the fabric of Australian business. **Whether it's traditional firms responding to societal pressures or modern companies making social impact part of their DNA, this shift reflects a shared understanding: businesses thrive when their communities do.**

Looking ahead, we hope this report serves as both a benchmark and a source of inspiration. The insights and examples shared here provide a roadmap for decision-makers across industries to elevate their community investments, form meaningful partnerships, and drive sustained social impact. For community organizations, this research highlights diverse opportunities to engage with corporate partners who share their mission and values.

Celebrating 7 years of GivingLarge Research

As we celebrate this landmark year, **we extend our heartfelt thanks to the partners, supporters, and organizations who make this work possible**. For seven years, the GivingLarge report has documented the evolving landscape of corporate philanthropy in Australia, uncovering trends and sparking conversations that inspire progress.





Giving Large Report 2024
Strive Philanthropy

Author
Jarrod Miles,
Strive Philanthropy
Co-Founder and Research Director

For more information, please contact
connect@strivemail.com.au

www.strivephilanthropy.com.au