



Invest in your Social Licence

Make business giving part of your organisation's strategy
– not just an afterthought

Australia's business climate is changing

Now, more than ever, stakeholders, your staff and the community are conscious of the social impact businesses are making. They expect businesses like yours to look beyond simply making a profit, and make meaningful impact on the communities in which you operate.

It's all part of your corporate social responsibility. Essentially, business these days must also make a real, tangible contribution to society.



“ The current ‘giving’ landscape indicates that business is moving away from one-way giving to a ‘shared value’ approach that is centred on strategic investments aimed at generating beneficial outcomes for both the business and the community”

Porter and Kramer 2011,
Centre for Corporate Public Affairs and Business Council of Australia 2007

Is business giving built in to your community engagement strategy?

If not, it should be.

Because, in its simplest form, giving feels good. And it also does good. Making regular donations of money, time, or partnering with charities for the long-term, helps to make a difference in the lives of organisations and individuals that really need it.

From a business perspective, positioning your business as a socially-responsible organisation provides the benefits of generating stronger ties in your community, improving staff engagement, and creating a more attractive environment for prospective employees.

We call this your Social Licence

“ I am passionate about helping businesses build sustainable, efficient and growing organisations.

I specialise in helping NFPs and companies become more efficient, and have a network of specialist solution providers to support any organisation mission and vision.

As an economist by qualification, my strategies generate proven results and you can take comfort knowing you're providing real support to charities that make a difference.”

Matt Brannelly
Orbit Strategic Adviser



Smart companies across Australia are realising the long-term value that corporate giving delivers

But in order to make the most of your business giving initiatives, you need to ensure you have the funds available.

As a leader you're busy focusing on running the business, on providing leadership, and navigating the way forward. You understand you need to reduce costs, but you don't have the time to do so.

We help you create more efficient ways of operating. Together, we will identify where your business is overspending, and work with you to develop a strategy to divert these funds into your **Social Licence**.

*Do
something
your business
can be
proud of*

“ The impact of philanthropy is evident across our community on so many levels, every day. However, the good that is done through giving is not always obvious today and it can be difficult to measure into the future. But it is real. And it touches people's lives in many ways.

Creating opportunities and mechanisms that enable giving is a key to facilitating people's philanthropy. As much as we might want to do good, and to be useful, giving isn't always as straightforward as we would imagine it to be.

The more options that are available, the more we can tailor arrangements to suit our own circumstances, and the more good we can do.

Redirecting savings in operational costs to community support is one giving option that offers flexibility for the corporate donor and benefit to the community...

Ultimately, as with all forms of giving, the choice lies with the donor, and the benefit is felt in the broader community.”

Nigel Harris
Chief Executive Officer, Mater Foundation
Past Chairman of Fundraising Institute Australia

Are you ready to make a real change?

“ The definition of insanity is doing the same thing over and over again, but expecting different results.”

Albert Einstein

If you're ready to change the way your business operates, and take a long-term strategic involvement in your community, then we want to work with you.

Your business might be:

- Growing rapidly, and looking to take the next step to broaden your reach into the community, from local through to global
- Listening to staff who are more conscious about making a difference in their communities
- Ready to commit to supporting community endeavours that sit outside of core business
- Looking for a holistic approach to supporting a community initiative which is inclusive of all staff i. e. leaders and staff on all levels
- Putting a priority on team building

Your Social Licence ensures business giving becomes part of your organisation's strategy – not just an afterthought.

We assist organisations that have a corporate conscience, organisations who realise that:

- Making meaningful contributions to the community is important;
- Understanding employee engagement with giving and community initiatives that sit outside of core business can enhance morale and embellish peoples sense of purpose;
- Building goodwill for your brand can be enhanced by doing good things;
- Developing a proud team culture can have many benefits



Because this is the way that the workplace is heading. People are seeking to maximise the social impact of their volunteering, and do more with what they have in the workplace.¹

¹Centre for Corporate Public Affairs 2007; Boston College Center for Corporate Citizenship 2009; London Benchmarking Group 2014

Orbit Switch provides smart cost-saving solutions for businesses who want to reduce their spending – permanently

Orbit Switch assists you with the burden of cost-reduction, so you can focus your efforts on the things that matter.

How it works

We facilitate and guide medium to large sized enterprises' participation in optimising community partnerships through business giving. We work with you to create innovative opportunities to maximise efficiencies and reduce your costs, with minimal disruption to your operations.

These cost savings can then be redirected into your corporate giving strategy, which boosts your profile as a company that cares about doing good in the community.

Through our partner program, Orbit Switch, we connect you with a team of expert advisers, the Orbit Hub, who identify your major expenses and develop strategies that enable you to achieve sustainable and significant costs savings across the whole of your business.

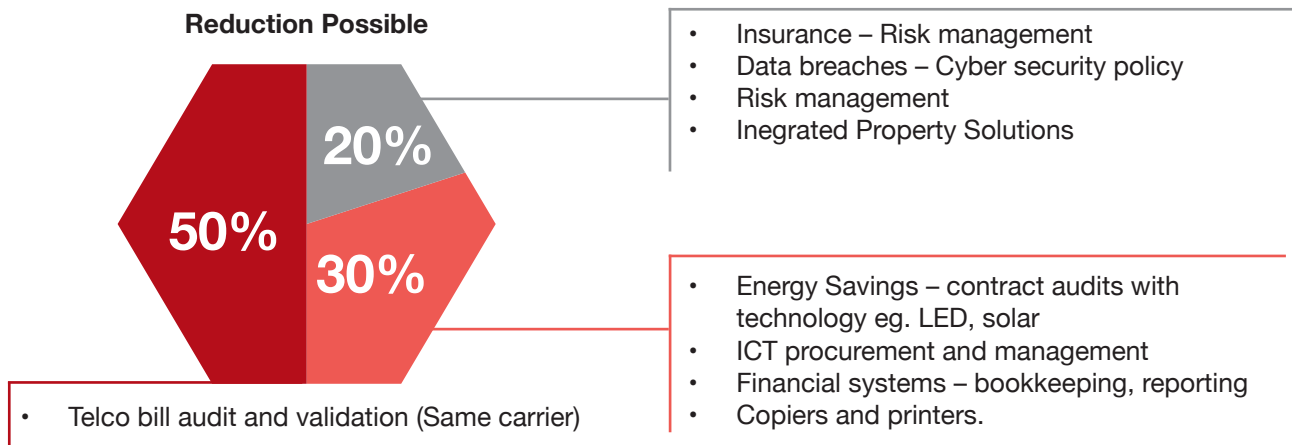
Cost centres



How Orbit NFP Switch helps you reduce your costs

We're experts in project management, and our Performance Efficiency Review clarifies your existing circumstances, identifies your pain points, seeks out cost-saving solutions — and then we coordinate the delivery of your strategy for you.

Our end-to-end project management enables businesses like yours to conduct an analysis that reduces your operating costs across the board. Our results speak for themselves.



Orbit Switch puts holistic strategies in place that enable your organisation to achieve sustainable cost reductions.

Through significant cost savings, we empower businesses to make a real contribution to charities that they care about

“ For my staff and I, the aspects of giving back to our community is really important. We want to contribute to a charity that has a direct and meaningful impact, allowing us contribute to the community. In a way, it's our Social Licence to operate.

By partnering with an organisation that's aligned to our staff's passion to help the community, and in our case aimed at children, we're not just helping our local community, but also engaging our staff on a level beyond the '9 to 5' work engagement.

By investing in our corporate responsibility program, we gain the sense that we are contributing to society, allowing us to build a stronger company engagement. Without a doubt it has improved the motivation of our team, as they can see that they're part of a business that cares, contributes and just does the right thing, a business they're proud to work for.

Thanks to our association with Aspirations4Kids in Sport, the engagement and morale we've built can't be underestimated'.



Alan Sparks
CEO Cellnet

How we help you make a difference

Through the Orbit Switch Program, we will identify cost savings in your operational budget, which enables you to redirect this expenditure to build your Social Licence. And then, you're underway.

A strategic partnership and an integrated approach delivers long-term savings and increased good will for your organisation.

We have assisted many NFPs find savings, and the same opportunities apply to businesses.



TELECOMMUNICATIONS

Reedify reduces telecoms costs by 40%

Background: National Seniors Australia had an annualised telecommunication cost of \$180,000 across three different service providers.

The Results: Total annualised savings will be over \$40,000 in the first year (representing an overall cost reduction of 22%). 2019 projections will show an overall savings of \$72,000, representing a 40% overall savings outcome.



ENERGY

Wise Up Energy saves NFP \$240K on energy costs

Background: A large NFP organisation, with 75 sites across Queensland.

The Challenge: Reduce escalating energy costs, which was a growing concern for the NFP, with contracts managed by individual site managers.

The Solution: Reviewed retailer electricity contracts and all billing components, including retailer pricing, network codes, tariffs, broker charges and environmental levies. Negotiated offers for contestable energy, metering contracts, offers for small tariff discounts, and other strategies and initiatives.

The Results: Wise Up Energy saved the client \$240,000 over a 12-month period.



IT SERVICE

365 Solutions Group saves NFP client one FTE position each year on membership processing

Background: A volunteer-staffed membership-based NFP organisation spent the equivalent of one full-time employees hours (2,000 hours per year) adding and renewing memberships.

The Results: 365 Solutions Group automated their process and integrated MYOB with the SharePoint list of members to reduce the workload to a few hours per month for the membership team, saving the equivalent of one full-time employee every year, which for commercial entities represents a minimum of \$60,000 per annum in wages.



COPIERS

Cymax saves client \$21K per month on photocopier costs

Background: A publicly listed entity with more than 200 staff used seven different suppliers, with a spend in excess of \$50,000 per month.

The Results: Cymax supplied 18 new devices under one contract, and all existing desktop printers were disposed of, saving more in toner costs. The new arrangement saves the client just over \$21,000 per month.



Make your corporate giving a priority

Improve your bottom line, and make a difference in the communities you care about.

Contact Orbit today to arrange your Performance Efficiency Review. We will work with you to determine how and where your expenses can be repurposed towards your business giving and investing in your Social Licence.

 ORBIT SWITCH

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