

360HR Corporate Social Responsibility (CSR) Award Submission

360HR Small Company, big heart, committed to the community!

360HR Legal Obligations

360HR has a proud history of operating with strict legal compliance including commitment to:

- The laws of Equal Employment Opportunity
- Fair and responsible employment as determined by Fair Work Australia
- Australian Company Law
- Fair Trading Compliance

To ensure compliance with its HR obligations, 360HR qualified as an **Accredited Partner of enableHR**, Australia's leading HR management tool, backed by FCB Law. 360HR works closely with clients, encouraging them to adopt enableHR to guide their legal obligations for HR and WHS. At the inaugural enableHR Conference 2013, 360HR Norwest was awarded 'enableHR National Partner of the Year'.

As **RCSA members** 360HR abides by the Code of Professional Conduct.

360HR supports the **United Nations Global Compact**, pledging leadership and global citizenship in the areas of human rights, labour standards and environmental protection.

360HR Ethical Compliance

While societal expectations today demand that organisations conduct their business in a fair and just manner as well as providing philanthropic support benefitting the community, for 360HR the choice to operate as good corporate citizens is critical and valued as an opportunity not an obligation.

Business Leadership of 360HR

The 360HR CSR program impacts all stakeholders - Associates, employees, suppliers, customers, community 360HR Directors enshrined the CSR commitment as a foundation of the business since inception in 2002 and continue to lead by example with personal involvement and encouragement for team members to participate.

"Having worked in the recruitment industry, which is so often competitive and cut throat, to work at 360HR is a blessing. The emphasis throughout the team is giving: giving of your time to the community: giving of yourself and giving to each other. 360HR is truly one of a kind! Each member of the team brings uniqueness and we are all accepted for what we can offer, and being a family friendly environment it allows you to have the perfect work life balance. I feel honoured to be part of such a wonderful, warm and gifted team."

Myreen Aronowitz, 360HR Consultant

Recently 360HR launched a new website www.360hr.com.au and new corporate Facebook page, www.facebook.com.au/360HR, both actively promoting our community focus including the corporate slogan:

'Small company, big heart, committed to the community!'

Program Objectives are:

- A core business strategy
- Increasing public profile
- Additional customer acquisition and retention
- Creating personal and professional stakeholder value
- Attracting and retaining talent
- Increasing stakeholder skills and engagement

360HR integrates its CSR Program throughout the business, providing internal and external business leadership. All objectives have been achieved and continue to develop year on year.

360HR Financial Investment

The financial elements include:

Direct Financial Support

- Donations (supporting in excess of 30 organisations)
- Sponsorships (3)

Corporate Volunteering (refer to section 4 – Team Focus)

Corporate Fundraising

- Australian Paralympic Committee (APC) – \$300K+
- Wheelchair Sports –\$30K+
- Cancer Council – \$10K+

An evaluation of the corporate time, resources and financial investment in CSR represents a significant % of gross margin. In spite of the current industry challenges 360HR has maintained its commitment to the CSR program.

360HR Corporate Social Responsibility Program

The program has 4 pillars:

1. Supporting people with a disability
2. Supporting the Not-for-Profit sector
3. Supporting Public Education in NSW
4. Supporting the Community

All 4 Pillars provide 360HR with the opportunity to achieve the CSR Objectives!

1. Supporting people with a disability

Kurt Fearnley, Paralympic Champion, proudly sponsored by 360HR delivered the NSW Australia Day Message and quoted from the 2011 PwC Report, *Disability expectations – Investing in a better life, a stronger Australia*.

- 45% of Australians with a disability are near or below poverty (twice the average for OECD Countries)
- Australia ranks 21 of 29 OECD Countries in employment participation for those with a disability
- 1 in 5 Australians has a disability (total 4 million)

360HR supports people with a disability via:

(i) Commitment to the Australian Paralympic Committee (APC)

360HR adopted the Australian Paralympic Team as its charity of choice in 2002

360HR commitment includes:

- APC Awards Committee membership
- Paralympic Games team support – Athens, Beijing and London 2012 (Directors)
- 360HR speakers promote the APC at business and corporate events
- **360HR Corporate Bowls Day.** In its 8th year, this event enables corporations to meet Paralympians, be inspired and raise valuable funds for the team. The 2013 event will exceed total fundraising of \$300,000 since 2005
- **Paralympic Workplace Diversity Program**
Paralympic Workplace Diversity Program creates meaningful employment for athletes, whilst increasing awareness and engagement for the employment of people with disabilities and broader diversity issues. It provides a rare opportunity to influence social change and enhance the lives of thousands of people in a practical and effective way.

In 30 months, 83 Paralympians have received career support and 29 achieved new career opportunities. Paralympic Employment Provider license fees totalling \$110,000 have been generated by 360HR for the APC.

"I was placed into a rewarding job that has aided my growth as a person and provided me with invaluable experience in a professional environment. I cannot be more grateful for the Paralympic Diversity Workplace Program as it provided me with an opportunity that I would not have had otherwise"

Aidan Bennison, Paralympian

"Matching these talented people to jobs in our organisation was very easy. They are highly motivated individuals and great ambassadors, not only for the Paralympic Workplace Diversity Program but now for our organisation. The Paralympic Workplace Diversity Program will continue to be of mutual benefit to the RTA, our employees, our customers and the athletes alike. It makes good business sense to have committed talented and loyal role models in our workforce and reflect the community we serve."

Karen Edwards, Road and Maritime Services

- **360HR Client Events**

360HR provides business leadership through engaging Paralympians as motivational speakers. Liesl Tesch, Gold Medallist-Sailing, London 2012, will address 360HR clients in July 2013 with a motivational message as well as promoting Safety at Work. (Liesl is a member of the WorkCover NSW Paralympic Speakers Program).

- **Honour Roll**

360HR was the proud recipient of the 2010 Paralympic Achievement Corporate Award, 'in recognition of your ongoing commitment and support of the Australian Paralympic Committee and the Paralympic movement'.

(ii) Commitment to Wheelchair Sports NSW (WSNSW)

WSNSW, a Not-for-Profit organisation, encourages and supports people with a disability through participation in sports providing life changing benefits particularly following traumatic injury.

360HR commitment includes:

- Sponsorship of Paralympian Kurt Fearnley (2004 – 2013)
- Board member participation
- Publicising events
- Sponsor - 'Wheelkings Basketball Team'
- Purchasing wheelchairs
- Clients, colleagues and family attendance at events
- City2Surf 2012. Engaging clients, candidates, contractors, other recruitment firms to participate in raising funds for WSNSW

(iii) Commitment to Jobsupport

Jobsupport's mission is to place, train and maintain people with a significant intellectual disability into quality jobs in the regular workforce, meeting the needs of both employees and employers. (Almost 600 in work)

360HR commitment includes:

- Board participation (15 years)
- Pro-Bono services - HR consulting, interview panellists, business, sales, fundraising, marketing
- Participation - fundraisers, award ceremonies, government activities
- Business referrals for placement opportunities
- Face to face employer visits
- Professional development of Jobsupport team members

2. Supporting the Not-for-Profit (NFP) sector

Since commencement 360HR has provided a specialist service to the Not-for-Profit sector resulting in many successful permanent and on-hire assignments and consulting services. The sector values 360HR as a provider who truly understands Not-for-Profit and embraces a strong commitment to corporate social responsibility.

360HR's commitment includes:

- Significant pro-bono fee component
E.g. Through a creative partnership 360HR recruited 17 contact centre employees for a high profile charity with a maximum budget of \$12,000
- Pro-bono services – workshops, professional development, fundraising concepts,
- Invitation to free workshops (e.g. 'Creating opportunity through customer engagement')
- Partnering with other service providers for pro-bono support to NFP's
E.g. Presentation Skills Workshop, following which our client gained a \$1 Million grant utilising his new skills
- Conference presentations e.g. Fundraising Institute of Australia
- Supporting Fred Hollows Foundation via 'Gift of Sight' to commemorate 360HR team member birthdays (8 years)

'Thank you all for my birthday card, I love knowing that each birthday brings "the gift of sight" to someone!

Joanne Pelham, 360HR Consultant

3. Supporting Public Education in NSW

360HR's commitment to public education (Vocational Education Training) includes pro-bono services:

- Chair Advisory Council, TAFE NSW Sydney Institute (11+ years)
- Member, steering committee, 'Let's Talk TAFE' on behalf of TAFE NSW and the Minister for Education
- Commercial, sales, marketing, professional business support
- Selection panellist for senior employees
- Student discipline panellist
- Staff and student Award presentations
- Keynote speaker at graduation ceremonies, conferences
- Business opportunity referrals
- Inviting 360HR clients to Institute events
- Silver sponsor: 2013 Student Awards, Illawarra Institute

'Di has made a significant contribution to TAFE NSW.....

As well as attending Advisory Council meetings, Di attends Sydney Institute events for students, staff and industry partners and plays a key role in promoting vocational education and training to local, national and international clients. She provides advice and information to the Institute Director relating to industry and community trends and needs.....

I have always been impressed by Di's total dedication to Sydney Institute. She gives freely of her time and is always ready to assist....'

David Riordan, Institute Director

Outcome:

As a direct result of the involvement of 360HR in providing pro-bono support to TAFE Sydney Institute, 7 other State Institutes have retained 360HR to provide commercial services.

4. Supporting the Community

360HR team community focus:

100% of the team participate in 360HR CSR Programs and more than 75% continue that engagement outside 'official' 360HR activities.

Di Pass
Director

Board Member: Jobsupport (Since 1996)

Chair: Advisory Council TAFE NSW – Sydney Institute (Since 2001)

Chair / Committee member: NSW Australian Paralympic Committee and National Awards Committee (Since 1997)

Board member: Wheelchair Sports NSW

Member: Fundraising Institute of Australia (Since 2003)

Member: NEEOPA, New South Wales Equal Employment Opportunity Association

John Pass
Director

Chairperson: Body Corporate Committee of large Strata (since 2003)
Australian Paralympic Team Supporter

Graeme Hodder
Associate

Workshop presenter: Since 1990
Engineers Australia

University of Wollongong, Engineering/Science Faculties
Practical advice for students preparing for employment.

Richard Stubbs
Associate

Executive member: Baulkham Hills Australian Football Club (BHAFC) – Since 2002
Major junior AFL club providing service to the community and healthy activities for families. 360HR sponsorship and individual contribution by Richard Stubbs.

Marylou Stubbs
Associate

Performer and Director: Elvis Stage shows
WSNSW fundraiser

Board member: Salvo's Legal Advisory Board
Not-for-Profit law firm. Fees generated provide free legal assistance to the needy

Program Manager: CEO Program
Community Engagement Opportunity – developed and sponsored by 360HR

Committee Member: Women in Business – Parramatta
Supporting professional women in Western Sydney while fundraising for charities.
360HR - major sponsor.

Nigel Rayner Associate	Team Leader: Relay for Life 2010, 2011, 2012, 2013 24 hour relay walk fundraising for Cancer Council.
Myreen Aronowitz Consultant	Program Manager: Paralympic Workplace Diversity Program Volunteer: Friends Program Support for aged care residents Team Captain: City2Surf
Rebecca Hansson Administrator	Committee Member and Secretary: Communities for Communities, since 2005 Immersion trips: (hands on support for disadvantaged communities) School, housing and community development projects Peru, Vietnam, Philippines
Jonathan Pelham Consultant	Since 2010: Student workshops and seminars Engineers Australia University of Wollongong
Emma Salterod Consultant	Team Captain – City2Surf
Joanne Pelham Consultant	Team Captain – City2Surf
Kellie Markham Administrator	Team Captain – City2Surf

'Since joining the 360HR team I've been continually amazed by everyone's commitment and willingness to be so involved in their community and other worthy causes. I feel extremely lucky and proud to be given the opportunity to meet and work alongside such a genuine and caring group of people who provide such inspiration and motivation to help others!'

Kellie Markham, 360HR Administrator

360HR Encouragement and motivation to others:

360HR is keen to continue to:

- Foster a culture of corporate social responsibility throughout the sector
- Help raise the profile of the sector as a responsible one in the community.
For example, a major industry activity on December 3, 2013 – International Day of People with Disability – could provide newsworthy action as well as considerable stakeholder engagement. I would be delighted to develop this concept further for consideration by the APC.

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360HR Company Background

360HR Pty Ltd

www.360hr.com.au

360HR Small company, big heart, committed to the community!

360HR is an innovative and professional organisation committed to providing the 'full circle of human resource solutions' to clients and candidates while maintaining a strong focus on the community.

Services include:

360HR™ – Human Resource Consulting solutions

- Complimentary HR Healthcheck
- HR Help
- HR consulting services
- Outsourced HR support
- Outplacement and career support

360Talent™ – Talent sourcing and job seeker solutions

- Executive talent sourcing
- Permanent recruitment
- On-hire recruitment
- Contractor management

360Train™ – Professional development and training solutions

- Advanced sales solutions
- Exceptional customer service
- Personal development skills

Company snapshot:

- Established in 2002
- Team focus: "None of us is as smart as all of us!"
- Client focus: To provide the Full Circle of Human Resource solutions
- Consulting focus: To customise and deliver lasting solutions to workplace issues through innovative practices
- Candidate focus: Candidates are customers too!
- Community focus: "When you add a community focus to ordinary business activities they become extraordinary!" – Di Pass
- Directors: Di and John Pass

Structure:

- Corporate Office – 2 Directors, 5 employees (3 FTE) provides a wide range of support to Associates including Corporate Social Responsibility programs
- Associates – 8
Associates are independent and not employees and operate their 360HR business under licence to 360HR.
- Employees of Associates - 3

Total head count: 18

Industry Specialisations:

- Administration and office support
- Architectural
- Construction
- Education
- Engineering
- Finance and Accounting
- Hospitality
- Human Resources
- IT
- Not-for-Profit
- Retail
- Sales and Marketing

Referees: (written references can be provided upon request)

Company: Jim O'Brien, Chief Executive Officer, Wheelchair Sports NSW
P - (02) 9809 5260
E - job@wsnsw.org.au

Character: David Riordan, Institute Director, TAFE NSW Sydney Institute
P - (02) 9217 3304
E - david.riordan@tafensw.edu.au

Client / candidate: Jannine Jackson, Head of Fundraising, Westmead Children's Hospital
P - (02) 98453536
E - jannine.jackson@health.nsw.gov.au
Jannine has been both a client and a candidate of 360HR