

2023 Impact Report



In the spirit of reconciliation Capire acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

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Certified



Corporation

capire

Achievements in 2023

CAPIRE'S LEADERSHIP TEAM IS 100% female



STAFF DELIVERED over 40 hours of pro bono or volunteer work



One student casual



WAS HIRED AS A FULL-TIME PERMANENT EMPLOYEE

One student was hosted on placement for 350 hours



Four staff members



RECEIVED PROMOTIONS

Over 93% of staff



RECEIVED SKILLS-BASED TRAINING AND PROFESSIONAL DEVELOPMENT

Two Learning Labs were delivered,



BOOSTING THE SKILLS AND KNOWLEDGE OF OUR INDUSTRY COLLEAGUES

Staff curated over 178 hours of industry practice discussions and events



1% of our net profit (after tax) was donated to charitable causes



Over 7,650 kg of CO2 from work-related travel was offset



THROUGH GOODWINGS

116 projects have been delivered or are in progress,



GIVING A VOICE TO HUNDREDS OF PEOPLE ON DECISIONS THAT WILL IMPACT THEM. MANY PROJECTS DIRECTLY ASSIST UNDER-SERVED COMMUNITIES

Capire continued as part of the B Corp community at The Commons



Capire's impact delivery model

Capire is committed to social responsibility. We strive to create a positive impact on our clients, team, community, practice and the planet. Positive impact outcomes are integrated into our mission, strategy, decision-making and monitoring.

Capire continues to develop our impact delivery model, including:

- growing cultural and LGBTQIQ+ diversity in our team through our inclusive hiring practices
- financial capacity to invest in our impact through increased giving, low and pro bono work, and sustainable projects
- sharing knowledge and investing in professional development to build capability within Capire and across the industry
- permanently moving to flexible working hours and building our ongoing commitment to work-life balance
- continuing to update our policies to reflect our social and environmental values
- business practices that support timely payment to staff, suppliers and contractors.



Strengthening the practice of community engagement

We contributed to industry development by sharing our knowledge and insights through conferences, Learning Labs, research and more.



IAP2 SENIOR LEADERS RETREAT

Three Capire employees attended the IAP2 Senior Leaders Retreat in Uluru in June 2023. The purpose of this event was to establish industry position statements on First Nations engagement and inclusive and accessible engagement. It was also an opportunity to share experiences and insights and learn from one another.

Leaders worked in small groups to create industry positioning statements, with conversations facilitated by Capire Co-founder Amy Hubbard. Some of the topics covered included:

- re-imagining how engagement is designed and delivered to put First Nations people at the centre
- strategies for effectively engaging with diverse communities to ensure their voices are heard
- using technology to make engagement more accessible and inclusive for people with disabilities
- strategies for community organising and advocacy to ensure marginalised groups have a voice.

2023 IAP2 AUSTRALASIA CONFERENCE

Three Capire employees attended the 2023 IAP2 Australasia Conference in Brisbane on 24–26 October. The conference is an annual opportunity for community engagement professionals to share, network, gain insights and celebrate outstanding achievements in our field.

This year's conference offered fascinating insights into mental health, building back after disaster, renewable energy, and the future of AI (among other things).

As engagement practitioners we put ourselves out to take in other people's emotions – anger, mistrust, fear, love, hate, shame. Yet we rarely talk about our feelings and ask others "how are you feeling out of 10?". I was reminded that if we wear our hashtag #heartonsleeve that is a great help to others who are drowning under the surface.'

– Tiffany Tang, Capire Associate

'The panel discussion on engaging communities in the energy transition was essential to anyone looking to make meaningful change in this space. We had a power-house of leaders present their challenges to the community engagement sector related to development of new energy generation and transmission.'

– Matt Gordon, Capire Client Executive



ENGAGEMENT COMPASS: UNDERSTANDING GLOBAL TRENDS IN COMMUNITY ENGAGEMENT

The Engagement Compass is an annual survey created by Capire to help understand the state of community engagement practice. The survey identifies where our industry needs to strengthen and where we should focus our collective efforts.

In March 2023, community engagement practitioners were invited to participate in the first Engagement Compass survey. The survey was open for four weeks and received 152 responses.

Respondents came from a range of sectors and locations and had a diversity of levels of experience. However, most were from Victoria, and nearly half were experienced practitioners with over 10 years of professional experience.

Capire hosted a webinar to launch the report and promote the key findings. The report is available to download via the Capire website: capire.com.au/publications/4086



WANNON WATER: IAP2 AWARDS

Wannon Water was recognised for outstanding customer and community engagement at the 2023 IAP2 Australasia Core Values Awards in Brisbane – winning both Australasian and International Organisation of the Year.

Capire has worked with Wannon Water for almost 10 years, building best practice engagement frameworks and capability and advancing community engagement in the water sector.

In December, we hosted a webinar, 'From Little Things Big Things Grow', featuring Capire Co-founder Amy Hubbard and Wannon Water General Manager of Community and Corporate Kellie King. The webinar unpacked what it takes to become an engaging organisation and explored the benefits of engagement – from increased community connection to driving Wannon Water as an employer of choice.



You can view the video via the Capire website: capire.com.au/events/from-little-things-big-things-grow

Key projects: aligning our practice with our values

We worked on a range of projects that embodied our commitment to positive social and environmental impacts.

GIVING VOICE TO VULNERABLE COMMUNITIES

Victoria's Independent Broad-based Anti-corruption Commission (IBAC) is working on a pilot program to improve response times for complaints about police misconduct from vulnerable communities (e.g. Indigenous, LGBTIQ+, culturally and linguistically diverse communities). Capire was engaged to support the design and delivery of the community and stakeholder engagement for this project.

The focal point was a workshop attended by a diverse cross-section of stakeholders, which aimed to bridge the gap and build relationships between law enforcement agencies and Victoria's diverse communities. By creating a safe space where participants felt confident to express their views, the workshop succeeded in fostering an honest and open dialogue that will feed into IBAC's next steps.

ONLINE SAFETY

Online safety is a huge issue for young people. Capire worked with the eSafety Commissioner Youth Council to design and deliver an in-person forum exploring young people's experiences online.

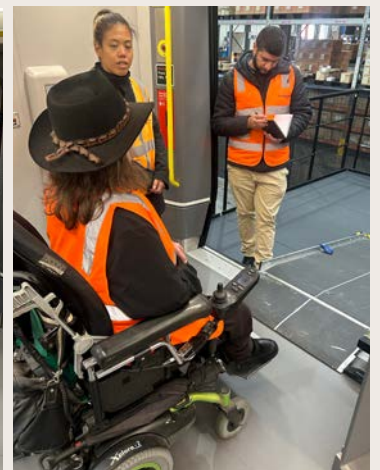
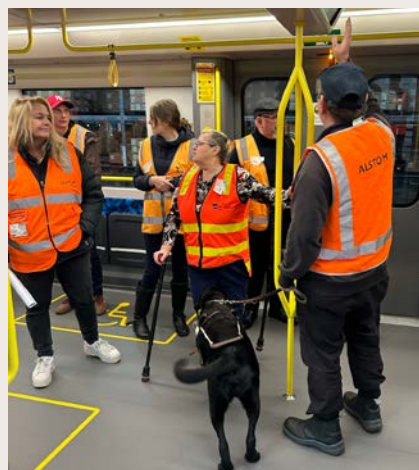
The eSafety Youth Council and Technology Leaders Forum was attended by representatives from key technology companies including Google, Microsoft and TikTok. It fostered an environment of constructive conversation and respectful listening, allowing young people to share their concerns and ideas for change and collaboration. The companies represented committed to an ongoing dialogue with the Council

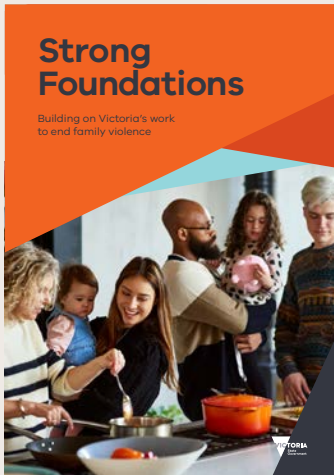


ACCESSIBLE PUBLIC TRANSPORT

Alstom is providing 25 new X'trapolis 2.0 trains to Victoria's infrastructure network. The Department of Transport required a Stakeholder Management Plan to identify and address the diverse interests and needs of different stakeholders.

Capire supported Alstom and the Department to deliver over 60 community feedback sessions involving a mock-up of the train to capture feedback from various groups (e.g. police, paramedics, bike riders, parents with young children, people with disabilities). Feedback was captured via an accessible survey, with the findings analysed to inform recommendations for design changes.





FAMILY VIOLENCE REFORM

Capire supported the Department of Families, Fairness and Housing to produce a public-facing product to communicate important information about family violence reform. The product highlighted key achievements, shifts in context, emerging issues and the Department's strategic priorities.

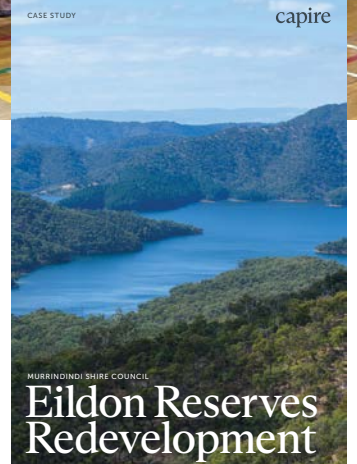
A key part of this project was creating the images and graphics to support the product and related communications materials. The resulting products will:

- support internal advocacy for ongoing funding
- reposition public understanding of family violence
- re-engage with the community on family violence reform
- shift public focus to the Department's new strategic priorities.

NEIGHBOURHOOD BATTERIES

Neighbourhood batteries can play an important role in the transition to 100% renewable energy by strengthening the electricity network and making it easier for people to access clean, affordable energy. Capire worked with the Cities of Melbourne, Port Phillip and Yarra to engage with their communities about their interest in and appetite for the local installation of neighbourhood batteries.

Engagement was conducted through a series of local pop-up events, online surveys and 'community champions'. It aimed to both inform the public and gauge their sentiments regarding installation, benefits and specific locations. Simplified, accessible communications enabled everyday people to contribute to this conversation – ensuring the engagement reached beyond the 'highly engaged'.



EILDON RESERVES REDEVELOPMENT

Murrindindi Shire Council had proposed to sell two underutilised land parcels in order to part-fund the redevelopment of the Eildon reserves. Capire was engaged to deliver an independent deliberative engagement program that would allow the Eildon community to make informed decisions on the redevelopment.

The 25-member deliberative panel facilitated by Capire celebrates how a small township with traditionally low engagement, and a project with limited resources, can undertake a deeper engagement process to inform decision-making, build trust, and move forward with a redevelopment that will not only increase green and recreational spaces, but also draw regional tourists to the area.

We strive to live our values. This means advocating for social progress, supporting charitable causes, and embedding our values into our governance and policies.



Community impact

ADVOCACY: VOICE TO PARLIAMENT

Capire took a public position to support the Voice to Parliament. This was informed by the direct link to community engagement principles and our belief that the Voice offered a practical mechanism to help close the gap on the many inequalities that persist between Indigenous and non-Indigenous Australians.

Our advocacy was promoted through social media and email in the lead-up to the referendum.

“The Voice’ features a best practice community consultation approach for a community significantly impacted by the historical and ongoing effects of colonial subjugation. As community engagement professionals, we believe the best decisions are made when those who are impacted get to have a say. The International Association for Public Participation supports this idea with its first of seven core values for good community engagement practice: ‘1. Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.’ A Yes vote will be a positive step to establishing natural justice for our First Nations communities.”

Despite the result, Capire remains committed to reconciliation and to better including First Nations voices in our community. We continue to work on developing our own Reconciliation Action Plan.

B CORP RECERTIFICATION – BE THE CHANGE

We have commenced our third B Corp recertification process, to be completed in early–mid 2024. This rigorous process involves looking at each part of our business, from our governance, workers, community, environment and customers, to document and define how we drive impact through our decision-making, systems, processes and work.

A part of this process now includes updating our constitution to include a ‘For Purpose’ clause that states:

The purpose of the Company is to deliver returns to shareholders whilst having an overall positive impact on society and the environment.

It also includes a clause stating that our directors must consider stakeholders in their decision-making.

Further information on this commitment can be found at www.bcorporation.net/en-us/legal-requirement/country/australia



BMFC SCHOLARSHIP PROGRAM

Capire is proud to support the Bendigo Maubisse Friendship Committee (BMFC) Scholarship Program. This program seeks to improve educational opportunities for young people in Maubisse, East Timor – a town where widespread disadvantage prevents many students from achieving their educational aspirations.

By improving employment opportunities, wage-earning capacity and leadership capabilities, the program helps young people to successfully engage in the future development of Maubisse. In 2023, a total of 126 students received scholarships. This includes:

- 96 secondary school students (covering fees, uniforms and books)
- 30 university students (covering fees, accommodation, a laptop computer and travel in Dili).

Environmental impact: sustainable practices

We seek to minimise our impact on the planet by providing a sustainable workplace and investing in carbon offsetting when travel is unavoidable.

NET-ZERO TRAVEL

Capire recognises the climate impacts of travel and utilises online meetings wherever possible. When an event needs to be face-to-face, we book our flights and hotels through Goodwings – a travel management platform that helps businesses reduce their emissions.

By calculating the emissions for each booking, then removing the same amount of (or more) CO₂, Goodwings allows Capire employees to travel net-zero. Emissions are offset by investing in high-quality, tree planting projects, which are certified by the Verified Carbon Standard Program.



THE COMMONS INITIATIVES

During 2023, Capire continued to operate at The Commons, a shared working space that promotes health, well-being and sustainable practices. Also a certified B Corp, The Commons is committed to continuously improving its social and environmental impact. Their sustainable initiatives include:

- investment in carbon offsets and 100% renewable energy with solar and wind technologies
- biophilic design and indoor plants to absorb more CO₂
- ethical, locally sourced supplies (e.g. Kua coffee, Almo Milk, Thank You hand soaps, Who Gives a Crap toilet paper)
- recycling and paper bins
- no single-use plastics
- e-waste recycling (e.g. printer cartridges, batteries)
- coffee ground recycling
- gas tank recycling.

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person a voice