

Quip

# Impact Report

FY2022

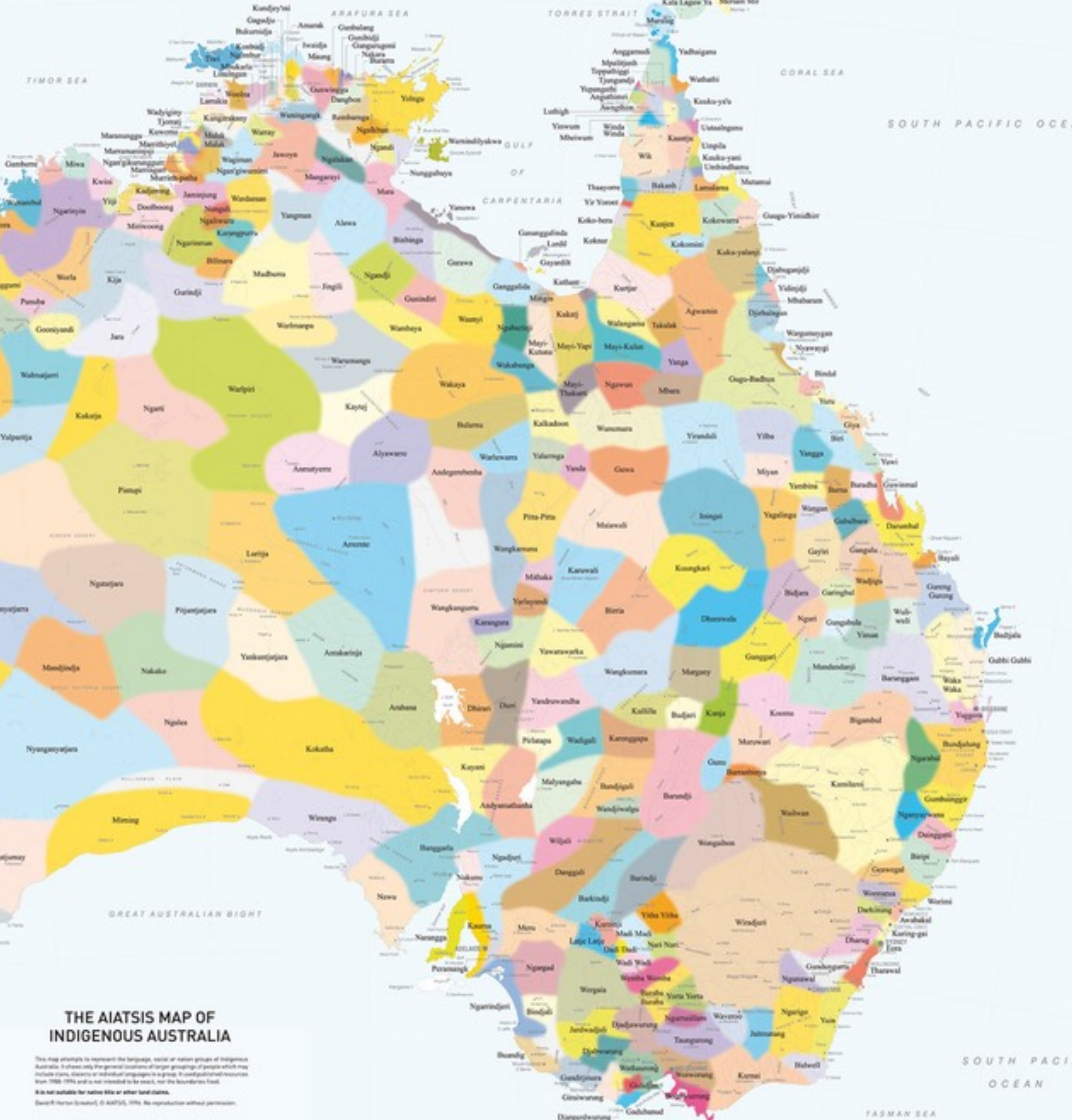


PLEDGE  
**1%**



2022





# Acknowledgment of Country

Quiip acknowledges the Traditional Custodians of the land we live and work on - the Arakwal, Kurna, Dunghutti, Wurundjeri, Wathaurong, Wadawurrung, Biddegal, Dharug, Darkinjung, Bunarong, Wodi Wodi & Jerrinja, Gubbi Gubbi and Boonwurrung people.

We would like to acknowledge the sorrow of the Stolen Generations and the impacts of colonisation and capitalism on Aboriginal and Torres Strait Islander peoples. We would also like to acknowledge the stolen climate - the climate which First Nations people have lived harmoniously with for millennia.

We recognise the continuing connection to lands, waters and communities. We pay our respects to their Elders past, present and emerging, and remember that sovereignty was never ceded.



Quiip



Ok seven of us was the best we could do given pandemic times!

## Welcome to our second Quiip Impact Report

After a decade of hard work running Quiip I was fortunate enough to take a 6-month sabbatical in 2021 and role model the importance of self-care. Due to this break, we skipped the FY21 impact report therefore some of which is captured here covers the last 24-months.

Our primary impact continues to be delivered through the great work we do connecting, protecting and supporting people online. Whilst 2021/22 have been challenging times for the planet, we maintain radical hope that the exponential growth of the B Corp movement will build and scale a new economy that values people and planet.

  
**Alison Michalk**  
CEO



# The incredible team that make our impact possible.



Alison, Lauren, Larah, Kellie, Maddie, Bhushan and Sam

Danielle, Jay, Dan, Amber, Dan, Allie and Louise

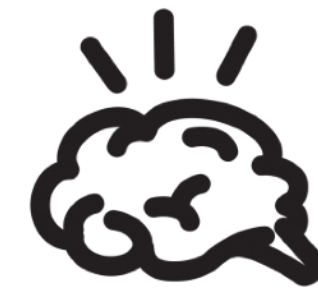
Buzz, Pritika, Travis, Soph, Elly, Will and Zoe



# Our Mission & Values

// Quiip facilitates online conversations between brands and humans using world-class community management.

We believe in and harness the power of the internet, using social media and forums to connect, protect, and support people online. //



## Knowledgeable

We're an experienced group of community management professionals with the best resources, connections and industry knowledge.



## Ethical

As a B-Corp, we're part of a global mission of people who believe that companies should look after their people, their environment and their communities. We stand by our ethical charter with integrity.



## Flexible

We foster an environment of radical flexibility for our team, which allows us to facilitate better opportunities and offerings for our clients.



## Purposeful

We believe in the power of community to build loyalty and connection. As community managers we intentionally create spaces that are both safe and productive.



# Our 5 Key Impact Areas

As assessed by the B Corp Framework

**Governance**

**Customers**

**Workers**

**Community**

**Environment**

B Corp Certification is a designation that a business is meeting high standards of verified performance, accountability and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials. In order to achieve certification, a company must:

- Demonstrate high social and environmental performance by achieving a B Impact Assessment score of 80 or above and passing a risk review. Multinational corporations must also meet baseline requirement standards.
- Make a legal commitment by changing their corporate governance structure to be accountable to all stakeholders, not just shareholders.
- Exhibit transparency by allowing information about their performance be publicly available on their B Corp profile on B Lab's website. See [Quiip's profile](#).





## New + Notable in FY22

While 2021 was another challenging year globally, Quiip made serious strides in improving our impact and how we do business. As always, the B Impact Assessment framework was an invaluable guide. We submitted our recertification in mid-2021 and officially re-certified in November, seeing a significant point increase.

As re-certification takes place over three years, our point increase reflected a wide range of impact improvements made in FY20 and FY 21.

Our achievements included:

- Increasing our B Impact Assessment score from 82 to 104.
- Improving our client Net Promoter Score from 8.9 to 9.2/10 .
- Growing the Quiip team to 24 staff.
- Donating over 1.1% of revenue, with A\$23,485 donated in FY22.
- Maintaining our [carbon neutral status](#) through Pathzero and committing to [NetZero2030](#) and joining [CommsDeclare](#).

And last but not least we provided world-class services to a huge range of clients and improved their impact through **connecting, protecting and supporting people online.**



# Some of the amazing clients we've worked with in FY22





# United Nations' Sustainable Development Goals (SDGs)

Created by the United Nations in 2015, the Sustainable Development Goals (SDGs) comprise 17 goals and 169 actionable targets to end poverty, fight inequality and injustice, and tackle climate change by 2030. At Quiip we also recognise that private enterprise has a significant role to play in achieving the UN's SDGs. One of the six identified transformational challenges required to meet the goals is "digital transformation" in which social media and online communities have an important role to play.



At Quiip our work across varied industries supports a number of the SDGs but most often SDG 3 of "Good Health & Wellbeing". This plays out in our work around mental health, suicide prevention, gambling harm reduction, sexual and physical health campaigns. We chose to work towards 5 specific goals through our pro-bono work, and our giving commitment. Many of our clients also had aligned goals.

## Our 5 key SDG focuses:

- #3 Good Health & Wellbeing
- #4 Quality Education
- #5 Gender Equality
- #10 Reduced Inequalities
- #13 Climate Action



# Our Work and Team

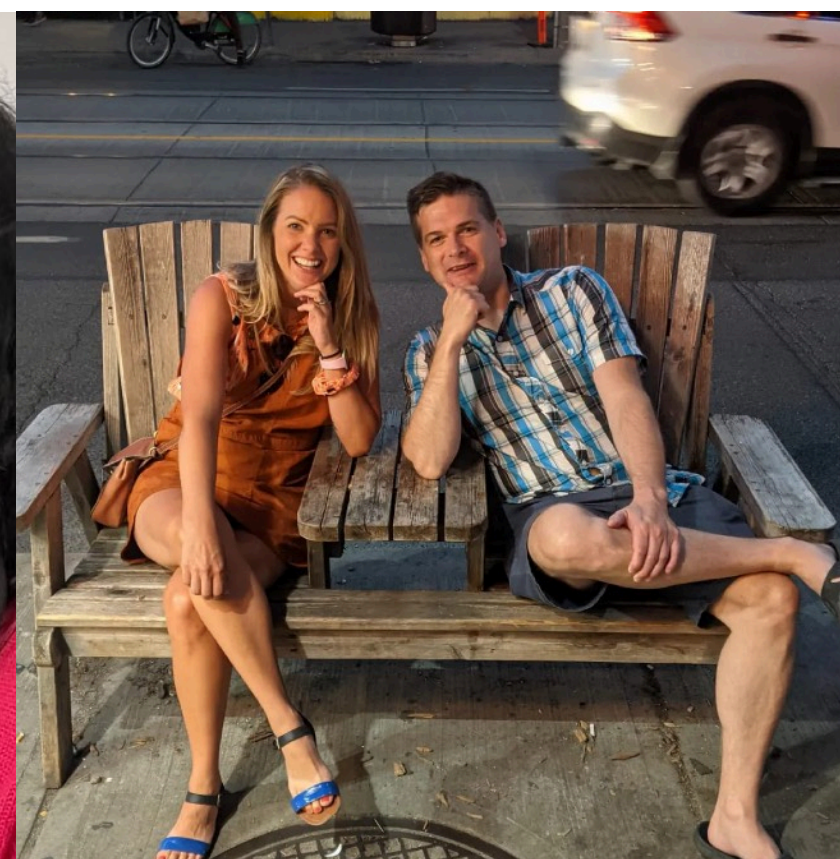
- In FY22 we worked with 55 online communities across industries and tech platforms, from non-profits to finance & retail.
- Due to organic growth (not growth for growth's sake) our team grew from 15 to 24 Quiipees.
- We continued to offer our team: bonuses; interest-free loans; primary and secondary caregiver leave; donation matching; access to a socially responsible superannuation fund (Future Super); a health & wellbeing bonus; anniversary bonus and paid volunteer time.
- We continued to focus on creating a positive, safe and healthy work environment offering access to our Employee Assistance Program Uprise.
- We used Bank Australia for our banking.
- We developed and advocated for improved mental health practices and self care in our industry by providing Resilience Training, and communicating widely on this topic.
- Our Client Listening Report saw us improve our 'net promoter score' from 8.9 to 9.2. Not only is a high standard of client service delivery important to us, this comprehensive review and feedback creates transparency within the company.
- Our internal employee satisfaction survey delivered an outstanding 9.5/10 when asked "overall how would you rate Quiip as a place to work."



Quiip's Senior Team in Byron  
July 2022



Kellie & Pritika delivering  
training in Melbourne



Canadian-based Quiipees Buzz &  
Travis in Toronto. July 2022



Dan, Ben (Quiip alumni), Travis, Allie, Ally,  
Pritika and Kellie in Melbourne in March 2022



59%

# Our Impact Business Model: Support for Purpose Driven Enterprises

The B Corp framework recognises a number of “impact business models” (IBMS). IBMs demonstrate that the company has a specific, verifiable, lasting impact model designed to create positive social and/or environmental benefits.

At Quiip, our work is recognised as providing support for purpose driven enterprises. This spans non-profit, private and public sector clients. Our goal is that at least 50% of our work is for purpose driven projects. We exceeded that with 59% of work being for purpose-driven organisations or campaigns.

At Quiip we have developed a unique online community management service offering in that we specialise in mental health, behaviour change communication and ‘sensitive’ subject matter. Our team is trained in suicide awareness/prevention, mental health first aid, cultural competence, anti-racism and more to prepare them for all aspects of online engagement. In the mental health industry in Australia we have worked with Beyond Blue, SANE, ReachOut, and Movember and many more in the twelve years since inception.

Quiip's mission is to use the internet to connect, protect and support people online by fostering and maintaining safe, inclusive spaces. We believe access to online services enables a much broader group of people to access online support services, whether due to geography, economics, physical ability, social barriers, stigma and more.





# Our Environmental Impact

- At Quiip our vision is to be an environmentally-committed leader in responsible business. We strive to exceed and push the boundaries of what is expected in terms of environmental best practice. We have an Environmental Management System (EMS) to help us better manage the environmental aspects of our operations.
- As a B Corp, we recognise the planet as a primary stakeholder. As a company we understand the criticality of climate change and that our actions and decisions can contribute to its impacts, prevention and/or reversal. We also recognise that Climate Action is one of the 17 sustainable development goals (SDGs) identified in the United Nations' SDGs.
- As a business we have committed to NetZero 2030 and are using the SME Climate Hub to report on our progress.
- We maintained Carbon Neutral status as certified by Pathzero. Our carbon footprint for FY22\* is 20T and our Scope 1, 2 and 3 emissions are available on our public profile. \*Being verified at time of publishing.
- While we recognise the need to avoid and reduce emissions first and foremost, Quiip supported carbon offset projects through South Pole including Australian native vegetation regeneration and protection.
- In 2020 our CEO Alison completed a short course on achieving the SDGS which has informed our work, and she is currently engaged in the Climate Fit course offered by the SME Climate Hub.
- We demonstrated Environmental Advocacy by participating in a number of campaigns (see pg. 14). We also became a paid member of the Comms Declare movement, pledging not to support fossil fuel companies. Putting our words into action, we turned away work with a major fossil fuel company.
- We signed the Ethical Paper Pledge and paid staff a green payment of \$100 each to contribute towards environmentally-friendly products e.g. items to reduce single-use plastic.
- We donated \$10,000 (total) to the Climate Council and SEED.
- We maintained our company travel policy, minimising non-essential air travel and ensuring local travel adhered to accommodation and travel modes that reduced our impact.



# Our Social Impact

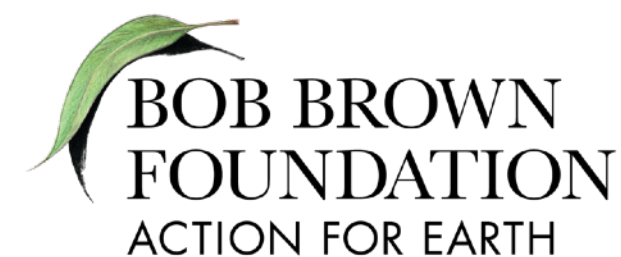
- At Quiip our vision is to be a socially responsible business. In terms of our social impact -our mission itself is to connect, protect and support people online by creating safe and inclusive spaces. As a B Corp we recognise people as primary stakeholders. This includes staff, clients, suppliers and the members we engage with online.
- Our work saw us deliver services to: reduce gambling harm (Vic Responsible Gambling Foundation); increase physical activity of women (This Girl Can); improve road safety and save lives (StreetSmarts); increase awareness of mental health, testicular cancer risk and prostate cancer risk (Movember); youth mental health and peer support (Reach Out); a peer support community (Huntington's); advocating for housing security (Launch Housing), helped level the playing field for young people to access food, movement and connection (Future Healthy), raised awareness around the impact of alcohol during pregnancy and breastfeeding (FARE), support mental health and addiction services (Turning Point).
- Our team participated in First Nations Cultural Competence training provided by Ngarrimili.
- We provided pro-bono support to a number of organisations to the value of \$8755. Recipients included the Indigenous Literacy Foundation; Siblings Australia; Australians For Mental Health; Good Karma Effect; and B Lab Australia and NZ.
- We offered a 20% discount for non-profits as part of our 'cross-subsidisation model'.
- In FY22 we donated approximately \$12,000 (total) to the Indigenous Literacy Foundation, Top Blokes, Ngarrimili, Headspace and more. See page 14 for details.
- We provided charity matching for our team, donating \$2485 to organisations of their choice including Cancer Council, Halfcut, WIRES, Amnesty International and the Karrkad Kanjdji Trust.



# Our Giving Commitment

At Quiip we aim to donate at least 1.1% of our revenue (not profits) to non-profits. To quote Patagonia, “it’s not philanthropy it’s the cost of doing business on this planet.” The recipients of our giving commitment this year were:

Organisation	Amount	SDG Goal
Climate Council Australia	\$5,000	#13
Seed Mob (Australian Youth Climate Coalition)	\$5,000	#13
Indigenous Literacy Foundation	\$5,000	#10
Foundation for Alcohol Research & Education (FARE) Ngarrimili	\$1,000	#10
Happy Boxes	\$500	#3, #5
Share the Dignity	\$500	#3, #5
Top Blokes	\$1,000	#3, #5, #10
Headspace	\$500	#3
Cancer Council	\$900	#3
Bob Brown Foundation	\$500	#15
Various (staff matching)	\$2,585	
FY22 Giving	<b>\$23,485</b>	





# Action & Advocacy



Since certifying in 2018 and joining our fellow B Corp business community we have become active and passionate advocates for those seeking to create a “new economy” that favours people, the planet and profit. Our advocacy work includes:

**NetZero2030** | We were one of 1100 B Corp companies globally to commit to Net Zero emissions by 2030. This is 20 years ahead of the 2050 targets set in the Paris Agreement and the most aggressive climate action effort by a group of businesses in the world.

**Climate Act** | As a member of the B Corp Climate Collective we championed Zali Steggal’s Federal Climate Bill which passed through the lower house in August 2022. <https://climateactnow.com.au/>

**Heaps Normal’s “This Is Not Normal”** In the lead up to the 2022 federal election, Quiip joined a number of Australian businesses calling for a government that would take stronger action on climate change.

**Comms Declare** | Quiip is an official member of Comms Declare, a collective of Marketing, PR, Advertising and Media professionals who have declared for the planet, and will not support or partner with any activities, organisations or individuals that promote the growth of fossil fuels. Quiip partners with Comms Declare to campaign for fossil ad bans and against greenwashing.

**B Corp Community** | As part of Quiip’s pro bono service commitment, Alison continued Alison continued to work with B Lab Australia and NZ on a national online community. Combining her expertise in online community with her passion for the B Corp movement is the perfect match! [www.bcorpcommunity.com.au](http://www.bcorpcommunity.com.au)



# Our impact score

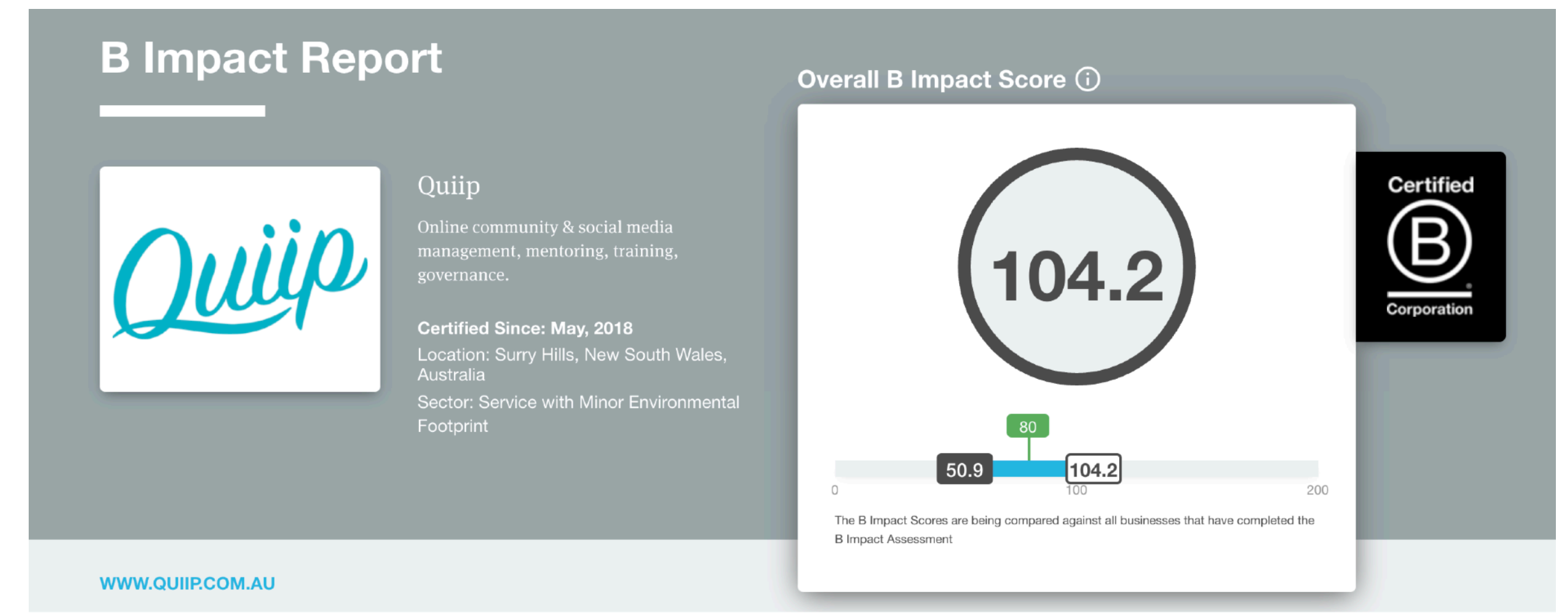
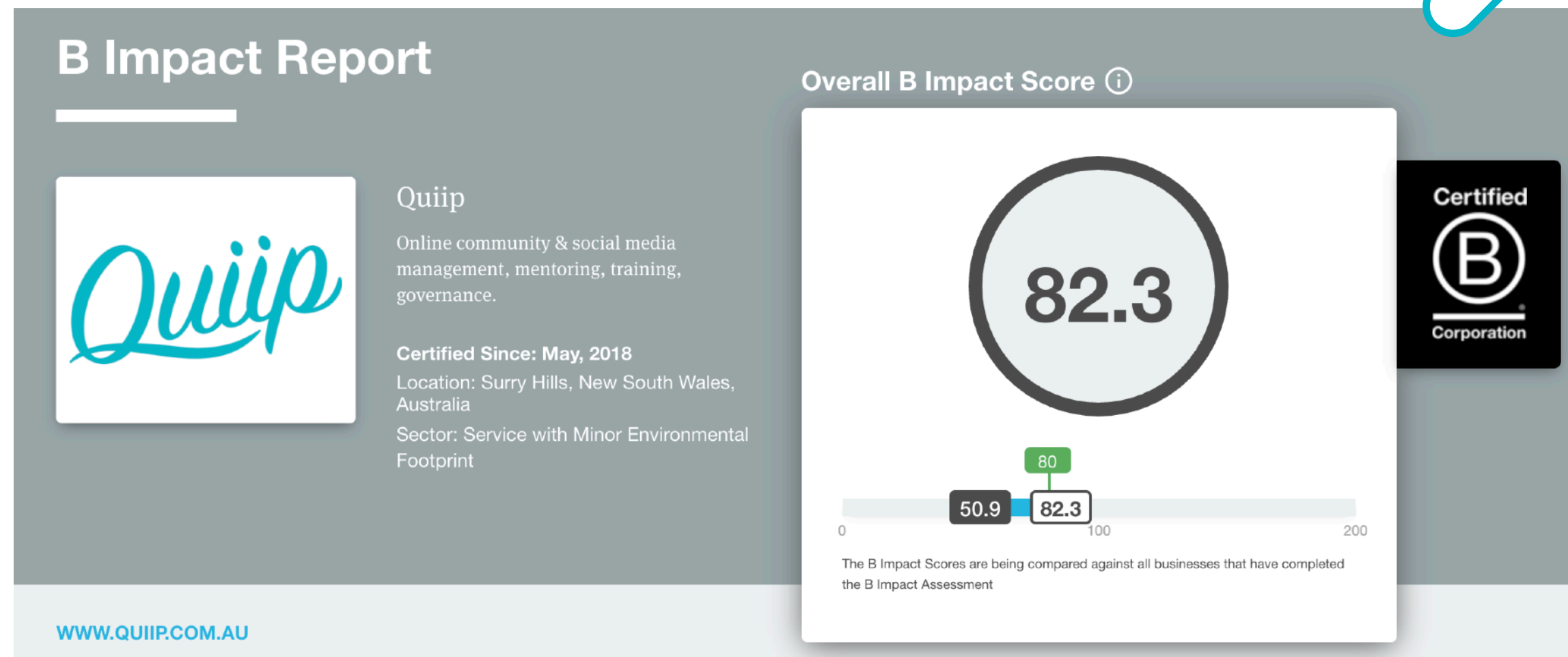
Our full impact score can be viewed at:

<https://www.bcorporation.net/en-us/find-a-b-corp/company/quiip>

2018



2022



If you're interested in any of the initiatives we've mentioned in our Impact Report we're more than happy to share resources and learnings. We're already looking forward to rectifying in 2024 and the continuous improvements this will drive. Increasing our impact from 104.2 is going to be a challenge — but we're ready to step up to the plate.

If you're interested in our social media and online community management services, our B Corp certification, our people and culture or other - please get in touch.

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Quiip

Thank you  
from Quiip.

Minimise risk. Maximise engagement.  
Optimise success.

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