

Quiip

23  
Impact  
Report

FY2023





# Contents

- 3 Acknowledgement of Country
- 4 Welcome to our FY23 Report
- 6 Our Mission and Values
- 7 How do we have Impact?
- 8 New and Notable in FY23
- 10 United Nations' Sustainable Development Goals (SDGs)
- 11 Our Team
- 12 Clients and Our Work
- 13 Our Environmental Impact
- 15 Our Social Impact
- 16 Our Giving Commitment
- 17 Action and Advocacy
- 19 Our Impact Score



# Acknowledgement of Country

Quiip acknowledges the Traditional Custodians of the land we live and work on - the Arakwal, Kurna, Dunghutti, Wurundjeri, Wathaurong, Biddegai, 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.

We acknowledge that sovereignty was never seeded.

# Welcome to our third Quiip Impact Report

At Quiip our mission is to connect, protect and support people online. Which at times is an ambitious goal in the divisive and polarising environment of the world wide web. Yet for over a decade we've maintained, that you can create safe spaces if you have experienced community management underpinned by an ethos of equity, inclusion and diversity. We're so proud of the incredible work we've been able to deliver to clients over the last year. We appreciate the opportunity to partner with them.

As a founder and CEO who is very energised by creating an extraordinary company that values people and planet over profit, we've made some huge gains in the last year. I am honoured to share them with you here.

  
**Alison Michalk, CEO**



**The incredible team**

**that makes our impact possible.**



# Our Mission And 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.



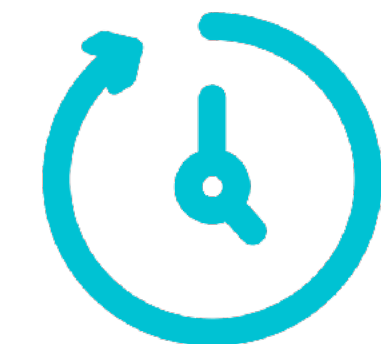
## Knowledgeable

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

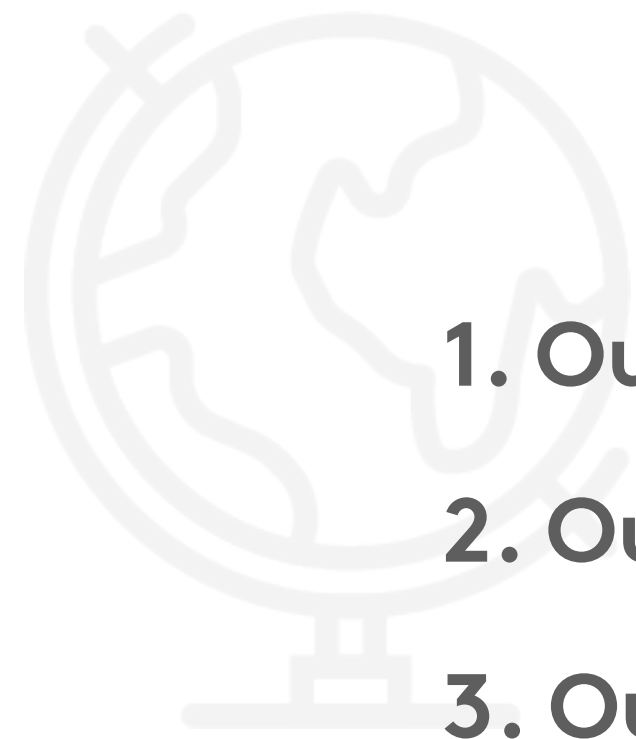
We foster an environment of radical flexibility for our team, which allows us to facilitate better opportunities and offerings for our clients.



## 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.

# How do we have impact?



1. Our Clients
2. Our Staff
3. Our Operations
4. Our Giving Commitment
5. Action & Advocacy



**Overall B  
Impact Score**

## Our Certification

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.
- 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 and Notable Achievements in FY23

1. Developing a comprehensive V1 of our Impact Roadmap.
2. Publishing our [Ethical Charter](#), and using it to guide us in client screening.
3. Maintaining our client Net Promoter Score of 9+.
4. Hiring five new Quipees!
5. Receiving an incredible 9.5 when Quipees were asked to rate us overall as a place to work.
6. Donating over 1.1% of revenue, with A\$24,660 donated in FY23 bringing our tally to A\$97,000 since 2018.
7. Working towards genuine emissions reductions using the Trace platform, plus launching our Residential Scorecard Initiative.
8. Submitting our Reconciliation Action Plan (RAP) for approval
9. Being declared a runner up in the [Comms Declare Climate Comms Champions](#) awards for 2022
10. Brewing [a B Corp beer](#) for B Corp Month with Stone & Wood X Brookies' (macadamias) X Flow Hive (honey) - ok maybe this wasn't our most impactful achievement but it was delicious!

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 many amazing clients we've worked with in FY23



# 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 & Well-being." 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 & Well-being
- #4 Quality Education
- #5 Gender Equality
- #10 Reduced Inequalities
- #13 Climate Action

# Our Team

- Maintained a stable team of 23 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 (Australian Ethical); 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.
- Undertook a proactive salary review which resulted in a 5% increase to ease the pressures of the current economic climate.
- Returned to in-person team gatherings following the pandemic with a (carbon neutral) staff retreat.
- Increased the uptake of self-selected professional and personal development training budgets.
- Our Client Listening Report saw us improve our 'net promoter score' from 8.9 to 9.7. 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." for the second year in a row.



Half the team, catching up in Hobart. Sept, 2022

# Clients and Our Team's Work

## 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. We also published our [Ethical Charter](#) to guide our decision making process.

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 fell short of that target with 47% of work being for purpose-driven organisations or campaigns. This was due to growth in existing client services, rather than a reduction on the prior year.

At Quiip 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 (Victorian Responsible Gambling Foundation); dismantle barriers to physical activity for women (This Girl Can - Victoria); improve road safety and decrease road deaths (StreetSmarts); increase awareness of mental health, testicular cancer risk and prostate cancer risk (Movember); educate Australians on the impact of alcohol during pregnancy (FARE); support mental health and addiction treatment services (Turning Point); advance gender equity in business leadership (Women & Leadership Australia); assist rare disease advocates (Rare Voices); minimise alcohol and drug harm (Alcohol & Drug Foundation); connect NDIS participants (Kinora); research the prevalence of vaping content aimed at young people (VicHealth); fellow B Corporations (Australian Ethical Super); build a community with and for new teachers (Teach for Australia).

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.



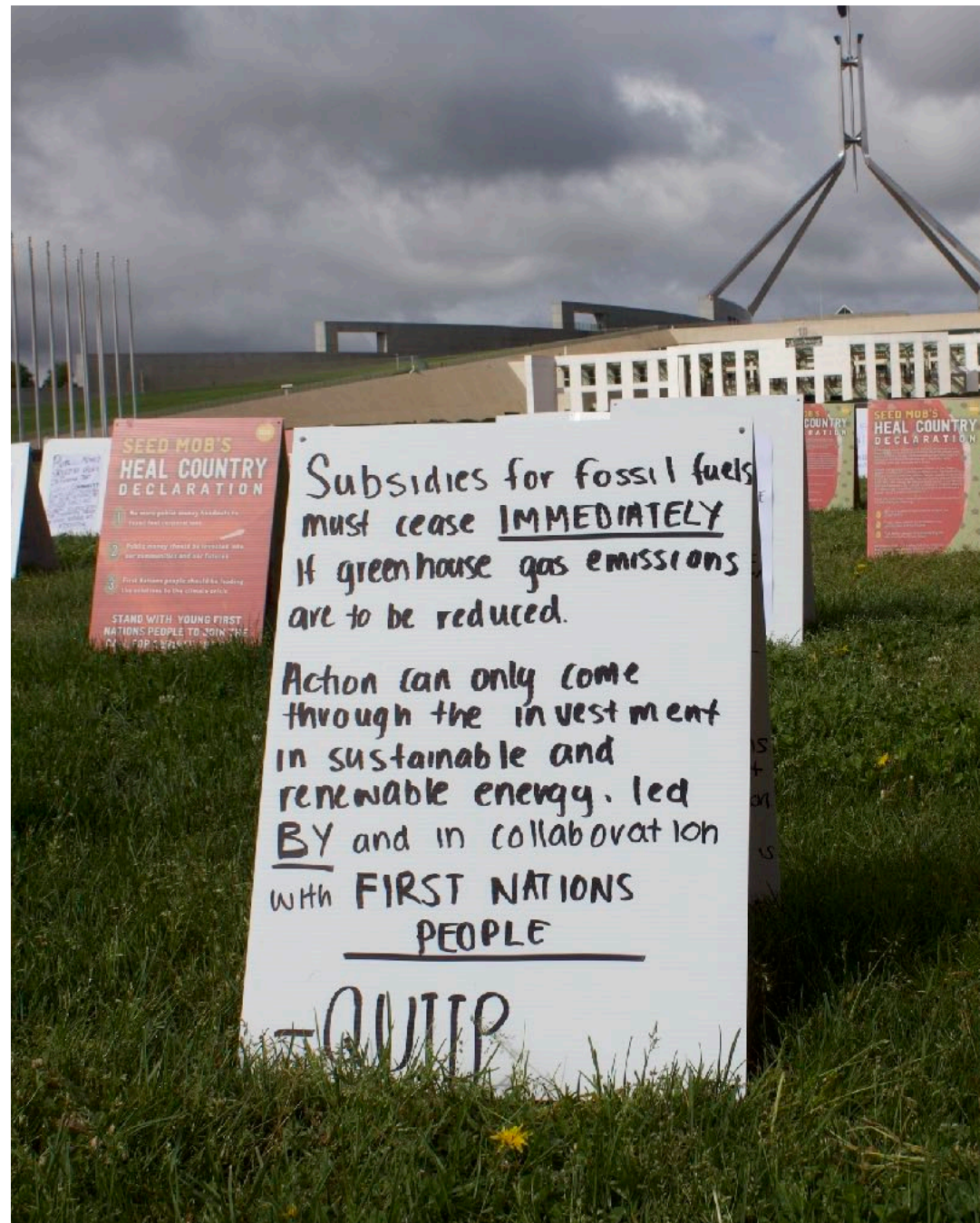


# Our Environmental Impact

- 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. 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.
- Across 2023 we worked towards on our Impact Roadmap to be released in Q2 FY23. This is a comprehensive roadmap detailing over 100 specific actions the business is working towards, across 10 impact areas.
- As a business we have committed to halving emissions by 2030, and reaching Netzero by 2050. We are using the SME Climate Hub to report on our progress. This represented a shift for us as we previously committed to Netzero 2030. But with an incredibly small footprint, the vast majority of emissions sit with employees and suppliers. We are working on ways to reduce these emissions but require support from stakeholders to achieve this ambition.
- We maintained \*Carbon Neutral status via the Trace platform. Our carbon footprint for FY22 was 28T and our Scope 1, 2 and 3 emissions are available on our public profile. Our FY23 footprint will be calculated and verified in November 2023.
- While we recognise the need to avoid and reduce emissions first and foremost, Quiip supported carbon offset projects through Trace including cool fire traditional land management in Australia, Coorong Lakes biodiversity conservation Australia and generating wind energy in India, among others. This can be viewed on our Trace profile: <https://www.our-trace.com/brand/quiip>

\* We acknowledge that carbon neutral is no longer a useful term. At Quiip we are working towards genuine emission reductions.

Image credits: Aerial view of Mann River (Djelk IPA) at the end of the wet season - Photo by Amelia Ellerton, Karrkad Kanjdji Trust. Warddeken Daluk (Female) Ranger cools off in the local river - Photo by Stacey Irving, Karrkad Kanjdji Trust.



## Our Environmental Impact (cont'd)

- In April 2023 we launched a unique initiative to measure the carbon footprint of our employees homes, due to our remote business model. This is a multi-year project aimed at genuine emission reduction, with the bonus of making employees' homes more comfortable and affordable. Read more about this initiative [here](#).
- We were a runner up in Comms Declare 2022 Climate Champions awards which recognised communications agencies who put climate at the front and centre of their work.
- We donated A\$20,000 (total) to four climate-change focused organisations: Climate Council, Seed, Karrkad Kanjdji Trust and the Kelp Forest Alliance. Plus A\$1000 to the Women's Environmental Leadership Australia (WELA) Giving Circle.
- We demonstrated Environmental Advocacy by participating in Seed's campaign calling for no public money for fossil fuels, "this involved placards on the Parliament House lawn to support the [Heal Country Declaration](#) reverberating across the country."
- 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 — we were pretty excited to all catch a zero emissions bus to our catch-up in Hobart. We also decided future events must allow at least 25% of staff to attend overland.
- CEO Alison volunteered as a B Local Leader in the Northern Rivers, organising 5 events across the year to bring together B Corps and help drive systemic change at a local and global level.
- We published our [Ethical Charter](#) guiding and sharing out decision making process.

# 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 (Victorian Responsible Gambling Foundation); dismantle barriers to physical activity for women (This Girl Can - Victoria); improve road safety and decrease road deaths (StreetSmarts); increase awareness of mental health, testicular cancer risk and prostate cancer risk (Movember); educate Australians on the impact of alcohol during pregnancy (FARE), support mental health and addiction treatment services (Turning Point). advance gender equity in business leadership (Women & Leadership Australia; assist rare disease advocates (Rare Voices); minimise alcohol and drug harm (Alcohol & Drug Foundation); connect NDIS participants (Kinora); research the prevalence of vaping content aimed at young people (VicHealth); fellow B Corporations (Australian Ethical Super); build a community with and for new teachers (Teach for Australia).
- We provided pro-bono support to a number of organisations to the value of \$8755.
- We offered over \$113,000 in discounted services to purpose-driven organisations which we defined as non-profits, purpose-aligned and Government purpose-aligned clients.
- We provided charity matching for our team, donating \$2686 to organisations of their choice including Save the Children, Beyond Blue, Type 1 Foundation, Wayside Chapel, Greenfleet, Trees for Life Growing Fund, Mother's Day Classic Foundation, Aussie Ark, UN Women Australia and Trust for Nature.

Image credits: Photo by [John Cameron](#) on [Unsplash](#)  
Mimal Ranger shows fire scar maps to Learning On Country students. Photo by [Amelia Ellerton](#), Karrkad Kanjdji Trust.



# Our Pledge 1% 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 as below. This excludes our staff donation matching (page 15).

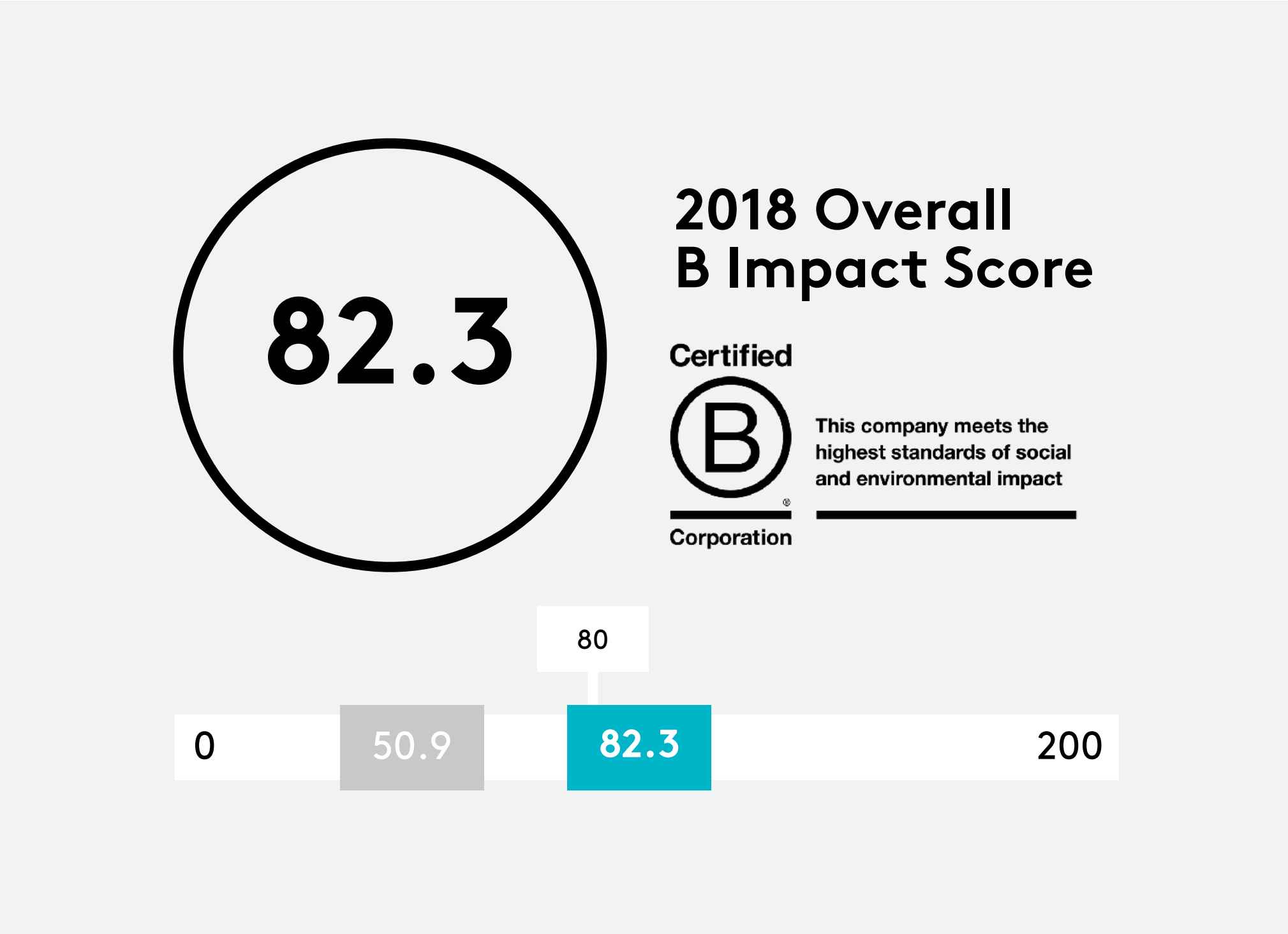
| Organisation                                    | Amount | SDG Goal |
|---|--------|----------|
| Climate Council Australia                       | 5,000  | #13      |
| Seed Mob (Australian Youth Climate Coalition)   | 5,000  | #13      |
| Karrkad Kanjdji Trust                           | 5,000  | #10      |
| Kelp Forest Alliance                            | 5,000  | #13, #14 |
| Women's Environment Leadership Australia (WELA) | 1,000  | #10      |
| Movember  | 500    | #3, #5   |
| Amnesty International                           | 500    | #3, #5   |
| FARE  | 500    | #3       |
| Sub-total                                       | 22,500 |          |
| Staff donations                                 | 2056   |          |
| Total   | 24556  |          |





# Our Impact Score

Our full impact score can be viewed at: <https://www.bcorporation.net/en-us/find-a-b-corp/company/quiip>





# Thank you from Quiip.

**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 working hard towards re-certification in 2024 and looking forward to improving our impact.

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. We're all about sharing knowledge and lifting others up.

Alison Michalk  
[alison@quiip.com.au](mailto:alison@quiip.com.au)