

Quip

Impact Report

FY2024



B Corps gathering at Assembly, the first annual event since 2019. What a fine collection of humans!



Acknowledgement of Country

Quiip acknowledges the Traditional Custodians of the land we live and work on - the Bundjalung, Bunurong, Cammeraygal, Darkinjung, Dharug, Dunghutti, Gadigal, Gundungurra, Kurna, Wathaurong, Whadjuk, Wiradjuri, Wodi Wodi and Wurundjeri 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 ceded.

Welcome to our fourth Quiip Impact Report

At Quiip, our mission is to connect, protect, and support people, and organisations, in the digital realm.

We're deeply committed to fostering productive, safe, and welcoming online spaces. For over a decade, we've championed the belief that creating secure environments starts with expert community management rooted in the principles of equity, inclusion, and diversity. This past year, we've delivered fantastic results for our clients, and we're truly grateful for the opportunity to collaborate and make a meaningful impact together.

As the founder and CEO, driven by the vision of building a company that prioritises people and the planet over profit, I'm proud to celebrate and share the progress we've made.


Alison Michalk, CEO

When creating an Employee Share Ownership Plan (ESOP) we enlisted two B Corps, Marque Lawyers and O'Connell's OBM. Together we presented to a jam-packed room at Assembly, the B Corp gathering in March 2024.





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Image: Quiip's Journey by Caitlyn Davies-Plummer; Dustin Koa Art



Our Impact Snapshot

8.9

How would you rate Quiip as a place to work?

\$273,096

of reduced rates for purpose-driven organisations

\$23,920

of pro bono support

150%

Carbon emissions offset

9+

Client likelihood to recommend Quiip

\$23,230

Over \$120,000+ total donated since 2019

Thanks to the
Quiip team
who make
our impact
possible.



Quiip

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.



Knowledge

Quiip is uniquely skilled and experienced at what we do. We are constantly learning from each other and the communities with which we work and play. The Quiip hive-mind means our clients and partners enjoy the collective wisdom of multiple experts and decades of expertise. We demonstrate our shared knowledge through thought leadership, insights and analysis, and industry engagement.



Excellence

We strive to always deliver excellence for our clients. We are focused and thorough in our moderation work, considered and tactical in our strategic recommendations and dedicated to providing world-class community management. We anticipate, identify and manage the things that other agencies miss.



Purpose

We are on a mission to protect, connect and support people online. We make the pockets of the internet where we work safer and more inclusive. We do business purposefully, in ways that are better for the planet, the communities we serve and the people we work with. We commit to continuously improving our impact.

How do we have impact?

1 Our Climate Action + Environmental Impact

- Leading as a B Corp
- Halving emissions by 2030
- Environmental Stewardship

2 Our Social Impact

- Clients
- Our Team
- Giving Commitment
- Reconciliation Action Plan
- Pro Bono Services
- Action + Advocacy



New and Notable Achievements in FY24

1. Achieving 56% revenue from partnering with purpose-driven organisations, with discounts of \$273,000 provided.
2. Donating \$23,230 in FY24 bringing our tally to A\$120,998 since 2019.
3. Levelling up our senior team structure by welcoming Larah Kennedy into a General Manager role, and Will Barber into a Client Services Director role.
4. Maintaining our client “likelihood to recommend” of 9+.
5. Receiving a wonderful 8.9 when Quiipees were asked to rate us overall as a place to work.
6. Offering pro-bono support to the Yes campaign, Take 3 for the Sea, and Parents 4 Climate.
7. Working with multiple organisations distributing information around the Voice to Parliament, including Yes23, SBS/NITV and the Museum of Australian Democracy.
8. Presenting to a jam-packed room, at the B Corp conference Assembly, on the topic of Employee Share Ownership Plans.
9. Becoming Carbon Positive via Trace, and engaging key suppliers to join us on the journey.
10. Continuing to offer home energy assessments to our all-remote team with the goal of reducing emissions & energy bills and improving comfort.

And last but not least we provided world-class services to an incredible range of partners and together made a positive impact through connecting, protecting and supporting people online.



Our Climate Action + Environmental Impact

Quip



Climate Action & the Environment

- At Quiip, our vision is to be an environmentally-committed leader in responsible business. We strive to 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. Our key environmental objective is to lead as a B Corp.
- In April 2023 we launched a unique initiative - Residential Efficiency Scorecards - 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](#). In FY2024, we extended this offer to a further three team members, with assessments offered to all new Australian-based members.
- In September 2023 we conducted a comprehensive 66-question survey of our team to explore their attitudes and behaviours to sustainability and climate change. The survey revealed that **86% of staff were highly concerned about the impacts of climate change, or had experienced climate anxiety, grief or distress**. Please contact us if this survey is of interest to you.
- As a business, we have committed to halving emissions by 2030, and reaching Net Zero by 2050. As a remote business with a small carbon footprint, the vast majority of Quiip's emissions sit with employees and suppliers. In 2024 we engaged our 4 top local suppliers and they all responded positively, with two key suppliers becoming carbon neutral as a result.
- In 2024 we released an updated Impact Roadmap focusing on 50 initiatives, across 9 impact areas.
- We achieved Carbon Positive status via the Trace platform. 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>



Climate Action & The Environment

- We donated A\$16,000 (total) to five climate-change focused organisations: Climate Council, Seed, Karrkad Kanjdji Trust, the Bob Brown Foundation and the Environmental Defenders Office.
- We demonstrated environmental stewardship by engaging staff on topics including creating suburban wildlife habitats, heat pump hot water systems, reducing textile waste, energy efficient appliances and switching to ethical banking and super. We also shared updates from team members on environmental advocacy they were engaged in outside of work.
- We arranged a novated lease for an employee to purchase an EV.
- For more on our climate and environmental impact please see our [B Corp public profile](#), our [Trace public profile](#), our [Ethical Charter](#) guiding and sharing our decision making process and previous Impact Reports [here](#).



Bottom image supplied by one of our partner organisations Seed.



**BE KIND.
LET'S
LOOK OUT
FOR ONE
ANOTHER.**

COMMUNITY IS KINDNESS.

**BE KIND
LET'S
LOOK O
FOR ON
ANOTH**

COMMUNITY IS KIN

Our Social Impact

Quip

Social Impact: Purpose-Driven Clients

- At Quiip our vision is to be a socially responsible business. Our mission 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**. We are guided by our [Ethical Charter](#).
- 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. In FY24 it was 56%.
- We offered a massive **\$273,000 worth of discounts** — representing a 141% increase — up from \$113,000 in the prior year. These discounted services were offered to purpose-driven organisations.
- Our work saw us deliver services to: **prevent violence against women and promote gender equality** (Our Watch/The Line); **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); **help Victorians enjoy better health and wellbeing** (VicHealth); **increase awareness of mental health, testicular cancer risk and prostate cancer risk** (Movember); **support mental health and addiction treatment services** (Turning Point); **advance gender equity in business leadership** (Women & Leadership Australia); **support mental health research** (Black Dog Institute); **minimise alcohol and drug harm** (Alcohol & Drug Foundation); **connect NDIS participants** (Kinora); **foster wellbeing within the community management industry through resilience training** (CSIRO, JCA); and work with fellow B Corporations (Australian Ethical Super).
- We provided **pro-bono support** to the Yes23 Campaign, Parents 4 Climate and Take 3 for the Sea to the value of **\$23,920**. Representing an increase of 171% on the prior year’s pro bono work of \$8755.
- We provided **charity matching for our team, donating \$977** to organisations of their choice. We saw a decrease in staff giving, which may be due to the increase in the cost of living.



Social Impact: Our Team

- Redefined our company values in consultation with the Quiip team.
- Our internal employee satisfaction survey delivered an outstanding 8.9/10 when asked “overall how would you rate Quiip as a place to work”.
- Maintained a stable team of 25 Quiipees.
- Increased the uptake of self-selected professional and personal development training budgets.
- Offered free home energy assessments to an additional 3 staff members.
- Distributed 10% of profits to employee owners.

Consistencies:

- We used Bank Australia for our banking.
- 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.



Social Impact: Our 1% Pledge Giving Commitment

At Quiip we aim to donate at least 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	\$5,000	#13
Seed Mob (Australian Youth Climate Coalition)	\$5,000	#13
Bob Brown Foundation	\$500	#10
Yes23	\$500	#16
Plan C	\$250	#13 #15
Environmental Defenders Office	\$500	#11 #13 #15 #16
Parents for Climate	\$500	#13
Karrkad Kanjdji Trust	\$5,000	#13 #15 #8
UN Women Australia	\$5137	#5
Staff Matched Donations	\$977	#3, #5, #16
Total	\$23,365	



Social Impact: Reconciliation, Advocacy & Activism

Reconciliation Actions

- A Reconciliation Action Plan Working Group was formed, involving five Quipees who met monthly.
- Our Innovate RAP received formal approval from Reconciliation Australia.
- We hosted an internal event for Reconciliation Week.
- Updated our procurement policies to focus on First Nations' owned businesses.
- Continued partnerships with a number of First Nations' businesses and non-profits.

Business Activism & Advocacy

- Quiip continued as a passionate Comms Declare member, and Pledge 1% member.
- CEO Alison spoke on four panels on the topic of employee share ownership plans (ESOPs), encouraging companies to consider alternative profit distribution models.
- Alison continued volunteering as a B Local Leader in the Northern Rivers, organising several events across the year to bring together B Corps and help drive systemic change at a local and global level, including a panel on the ACCC & greenwashing. In early 2024 Alison handed the reins over and is delighted to see the community continue to thrive.
- A number of team members continued to volunteer and engage in environmental activism and shared their experiences with the company.

Pro Bono Work

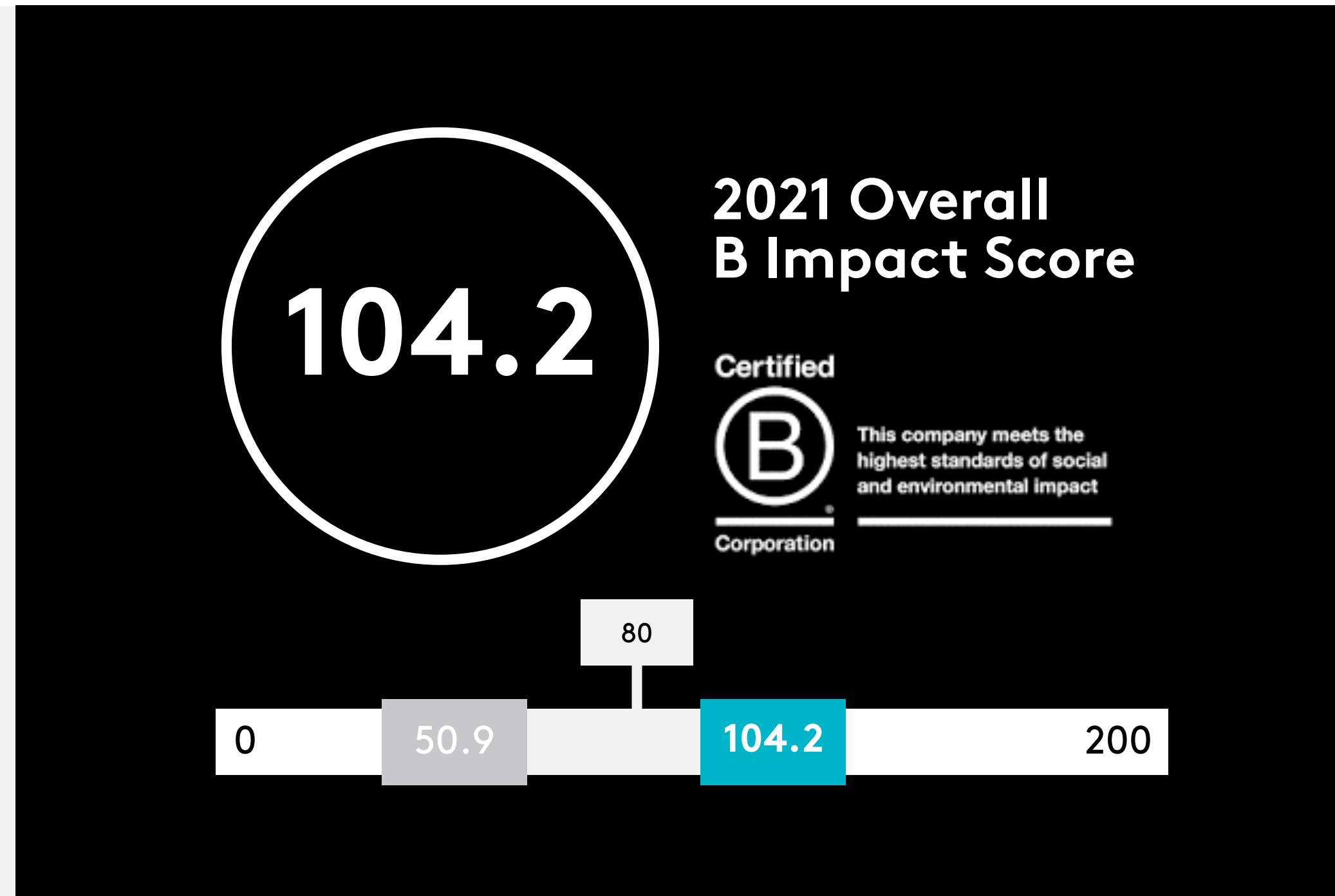
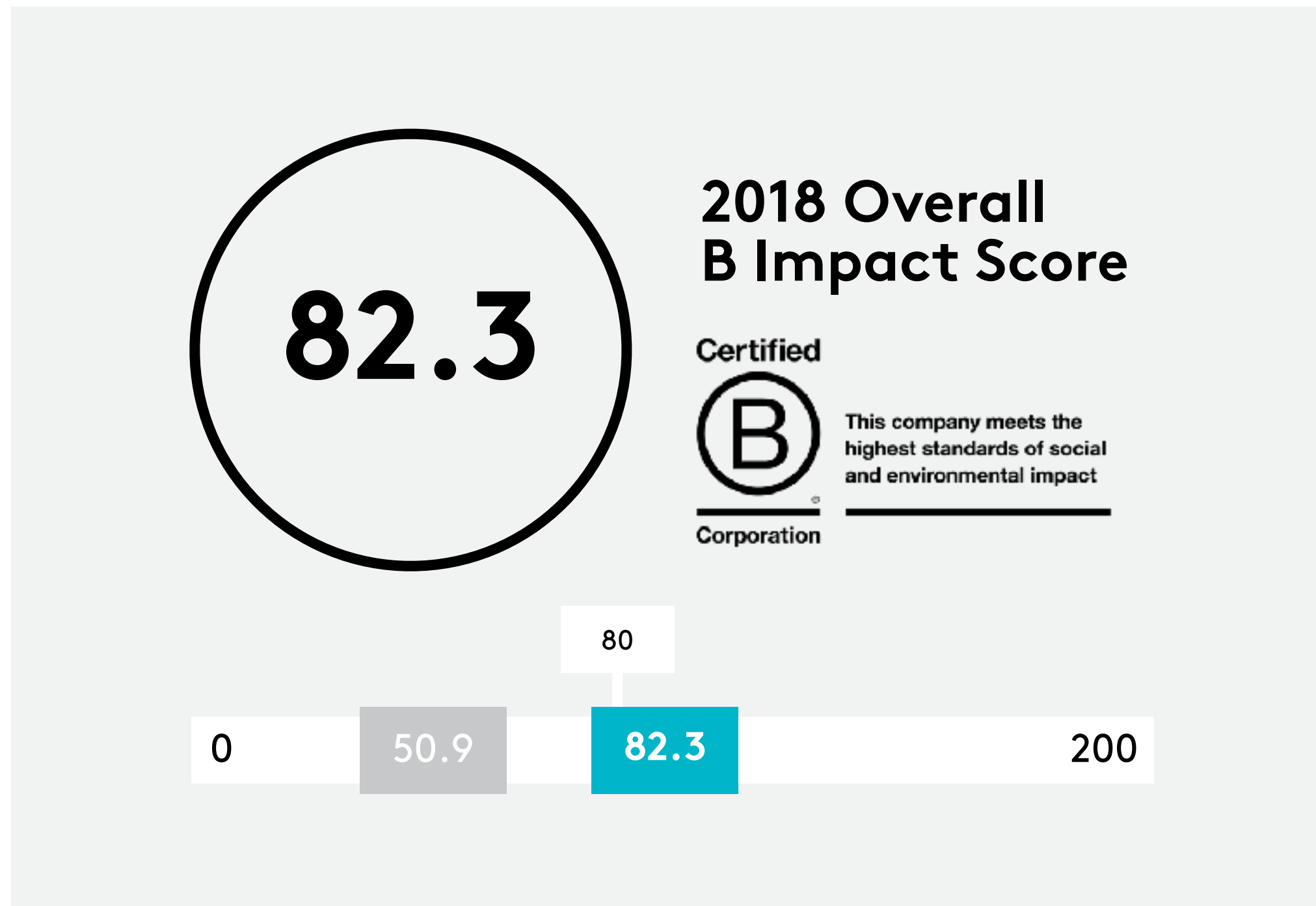


Some of the many amazing clients we've worked with in FY24



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 all about sharing knowledge and lifting others up.

We're already looking forward to improving our impact in 2025 and beyond.

Or if you're interested in our social media and online community management services, our B Corp certification, or any info in this report — please get in touch.

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