

Quiip

25
Impact
Report



FY2025



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 future.

We acknowledge that sovereignty was never ceded.



Welcome to our fifth Quiip Impact Report

The close of the 2025 financial year marks a powerful period of momentum for Quiip - our biggest year to date. Our core purpose — to connect, protect, and support people and organisations online — has never been more vital.

This year, our unwavering dedication to cultivating productive, safe, and welcoming online spaces translated into tangible, exceptional results for our clients. Building on more than a decade of leadership in expert community management, we continue to prove that digital safety and community growth are best achieved when founded upon the principles of equity, inclusion, and diversity.

As General Manager, and Founder & Advisor, Larah and I are united by a fundamental vision: running a company that champions people and the planet in every decision. It is with great pride and gratitude that we present the achievements and progress documented in this report.



**Alison Michalk,
Founder & Advisor**



**Larah Kennedy,
General Manager**



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 spaces 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.



Quiip

The Quiip Team
that makes our
impact possible.

Quiip

How do we
have impact?

Our Climate Action + Environmental Impact

- Leading as a B Corp
- Our Impact Roadmap
- Environmental Stewardship

Our Social Impact

- Clients
- Our Team
- Giving Commitment (Pledge 1%)
- Reconciliation Action Plan
- Pro Bono Services
- Action + Advocacy

Quiip



Our Impact Snapshot

9+

Client likelihood to
recommend Quiip

\$317,727

of reduced rates
for purpose-driven
organisations

54%

of revenue from
working with
purpose-driven orgs

150%

Carbon emissions
offset

9.3

How would you rate
Quiip as a place to work?

\$25,704

Over \$145,000+ total
donated since 2019



New and Notable Achievements in FY25

1. Re-certifying as a B Corp and improving our impact score from 104.2 to 108.9.
2. Achieving 54% of revenue from partnering with purpose-driven organisations, with discounts of \$371,000 provided.
3. Donating \$25,704 in FY25 bringing our tally to over A\$145,000 since 2019.
4. Welcoming Dr Allie Milfull who has returned to us in a Business Development and Marketing Director role, and Luke de Zilva and Kelly McParlane as Team Leads.
5. Maintaining our client “likelihood to recommend” of 9+.
6. Our ‘overall satisfaction’ score from employees went up from 8.9 to an impressive 9.3!
7. Offering pro-bono support to Comms Declare, Take 3 for the Sea and Hot House Magazine.
8. Working on a range of purpose-driven projects such as Mardi Gras coverage for ABC, improving democracy with Amplify Australia, encouraging respectful relationships with The Line/Our Watch, supporting renewable energy projects (QLD Hydro).
9. Sharing knowledge & insights on misinformation, disinformation and social media outrage at events and conferences.
10. Continuing our carbon measurement journey with Trace, and engaging key suppliers to join us.

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.

Some of the many amazing clients we've worked with in FY25



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
Climate Council	\$5,000
Seed Mob (Australian Youth Climate Coalition)	\$5,000
Bob Brown Foundation	\$2,000
UN Women Australia	\$5,000
Parents for Climate	\$1,000
Environmental Defenders Office	\$1,000
Greenpeace	\$2,000
Orange Sky	\$1,000
Bush Heritage Australia	\$1,000
Life for Koori Kids	\$500
Music in Exile	\$500
Pace Bene Australia - Rising Tide	\$1,000
Staff Matched Donations	\$704.88
Total	\$25,704.88



Our Impact Score

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



**2018 Overall
B Impact Score**



**2021 Overall
B Impact Score**



**2025 Overall
B Impact Score**



Quiip



Thank you.

For caring about responsible business. 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 2026 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.

Alison Michalk
info@quiip.com.au


quiip.com.au