

FY26

Quiip

Quiip Impact Report

Acknowledgement of Country

Quiip acknowledges the Traditional Custodians of the land we live and work on - the Bundjalung, Bunurong, Dja Dja Wurrung, Darkinjung, Dunghutti, Gadigal, Garigal, Gayamaygal, Gundungurra, Kurna, Wangal, Wathaurong, 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.

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



Welcome to Our Sixth Impact Report

In a rapidly changing digital landscape, our core purpose - to connect, protect, and support people and organisations online - remains central to everything we do. Quiip continues to build on our momentum as a business dedicated to driving meaningful online and environmental impact.

This year, we continued to align our commercial success with our core values, deriving over 54% of our revenue from purpose-driven organisations, contributing over \$29,163 in direct climate and social impact donations via Pledge 1%, and expanding our employee share ownership (ESOP) to 11.6%. As B Corp standards evolve, we remain committed to radical transparency and continuous improvement.

We remain united in our vision: running a business that puts people and the planet first. We invite you to explore the achievements, insights and commitments that shaped our work this year.



Alison Michalk,
Founder & Advisor



Larah Kennedy,
General Manager





Strategic Pillars & Objectives

1. Environmental Stewardship & Climate Action

We treat the planet as a primary stakeholder and strive for environmental best practice.

- **Carbon Responsibility:** Maintain our carbon measured status by measuring, reducing and offsetting at least 150% of measurable emissions.
- **Business Activism:** support activism initiatives e.g. Comms Declare, Business 75%.
- **Work From Home Impact:** Support Australian-based employees with optional home energy efficiency assessments to reduce our Scope 3 footprint.
- **Environmental Stewardship** strive to lead as a B Corp, centre the environment, and provide stewardship internally and externally with suppliers, clients and the industry.

2. Social Impact & Community Giving

We believe business is a vehicle for social good and dedicate a portion of our revenue to those protecting the planet and people.

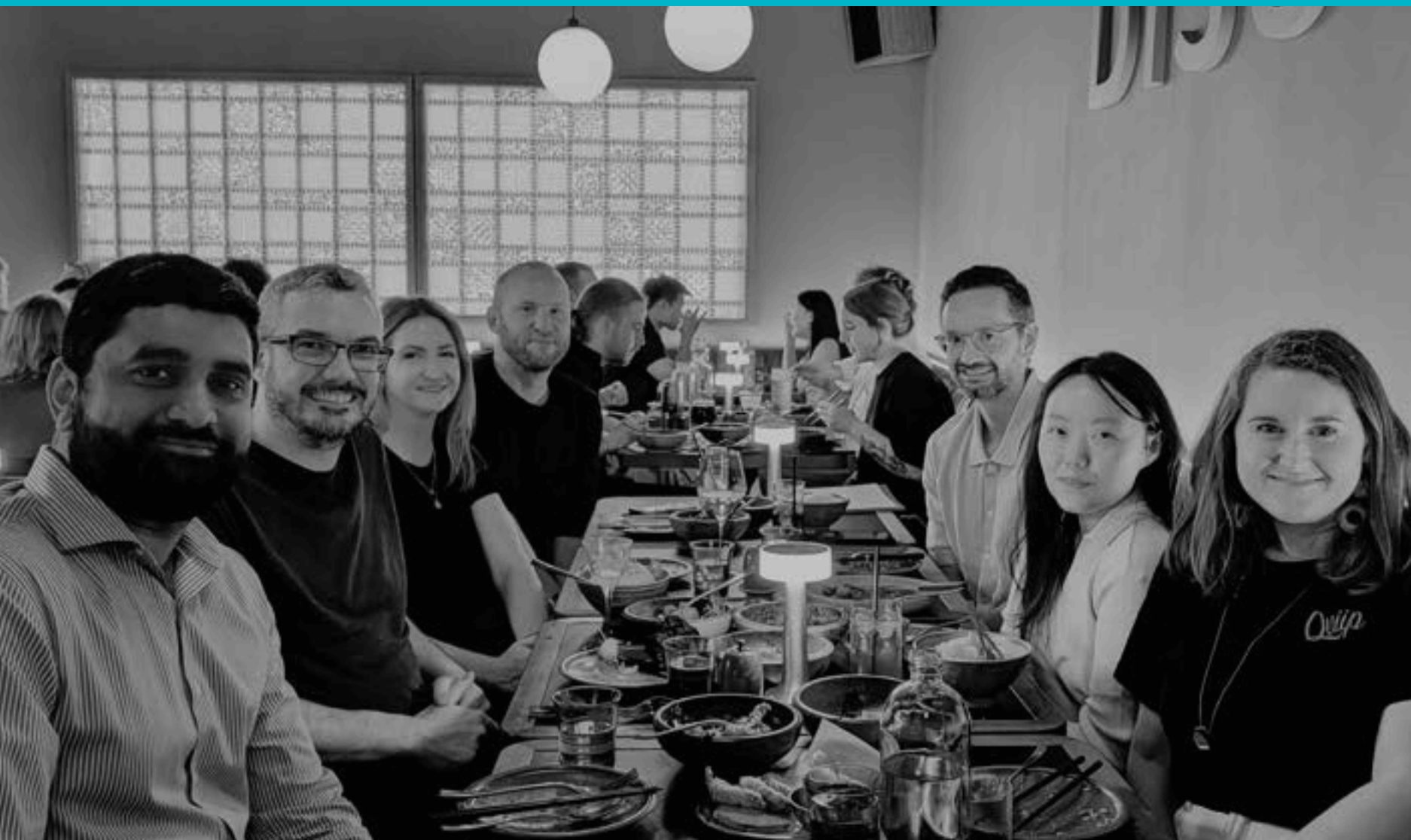
- **Pledge 1%:** Donate at least 1.1% of annual revenue (not profit) to non-profits. Focus primarily on non-profits addressing climate & environment.
- **Pro Bono Work:** Provide expert community management and training to purpose-driven organisations. *Previous organisations include for example: Take 3 for the Sea, Parents for Climate.*
- **First Nations Reconciliation:** Drive governance through our formal Reconciliation Action Plan (RAP) and prioritise procurement from First Nations-owned businesses.



3. Purpose-Driven Client Partnerships

We align our commercial success with our values by partnering with organisations that drive positive change.

- **Purpose-Driven Clients:** Aim for at least 50% of annual revenue to be derived from purpose-driven or not-for-profit organisations.
- **Facilitating Impact:** Provide significant fee discounts through a cross-subsidisation model to help purpose-driven organisations scale their online impact.



4. Team Wellbeing & Excellence

We build a diverse, high-performing remote team with high employee satisfaction scores.

- **Employee Satisfaction:** Maintain an internal satisfaction of 8+ based on the question, “overall how satisfied are you with Quiip as a place to work”.
- **Shared Ownership:** Educate (internally and externally) on the benefits of our Employee Share Ownership plan (ESOP), and our approach to radical ownership.
- **Professional Development:** Ensure that we meet our targeted spend for professional training & development, including individual and company training.
- **Diversity & Equity:** Be guided by the new Justice, Equity, Diversity and Inclusion (JEDI) framework in the B Impact Assessment (BIA).

Transparency: Governance & Accountability

We use the B Corp framework to measure our performance against the highest social and environmental standards.

Continuous Improvement: Over the past nine years, we've used our B Impact Assessment (BIA) score to track our progress. As B Lab transitions to new certification standards from 2026, we'll use these to guide further improvements across seven social, environmental and governance topics.

Transparent Reporting: Publicly share our progress through an Annual Impact Report (this one!).



Highlights

During 2026, we continued our commitment to connecting and protecting communities online. Some highlights included:

Delivering 12,000+ hours of social media and online community management services to our partners

Generating 54% in revenue from purpose-driven organisations

Welcoming new purpose-driven partners including ReachOut Australia & the Australian Museum

Growing our senior team with Team Leads, Stella Mariss & Lani Bagley

Partnering with Australian Progress to provide live event moderation for Progress 2026, Australia's largest social change conference

Contributing to industry practice and community building by:

- speaking at Progress 2026 with Gabriella Zutrau on transforming online communities into offline action
- joining a regulatory briefing on managing hate speech online, hosted by ACM Director Venessa Paech
- speaking at a panel on the role of plain language in tackling misinformation, hosted by Polaron Connect
- sponsoring and speaking at All Things in Moderation 2026
- joining our B Corp colleagues at Assembly 2025 to discuss the importance of caring for our movement & community participation.

Contributing to ReachOut's Laps for Life campaign which raised over \$3 million to support ReachOut's youth mental health services

Providing training and workshops for organisations such as Jesuit Social Services, the City of Newcastle and Queensland Rail



Impact Dashboard

#	Pillar	Metric	FY2025 Result	FY2026 Target	FY2026 Result
1	B Corp Certification	Note: B Corp score being phased out	108.9	Maintain/Improve	Achieved
2	Environment	Carbon Measurement & Accountability	Offset 150%	Offset 150%	Achieved
3	Social Impact & Giving	Pledge 1%	Achieved: \$25,704	1.1% +	Achieved: \$29,163
6	Purpose-driven Client Impact	Purpose-driven Clients	54%	50%+ of revenue	Achieved: 54%
7	Purpose-driven Client Impact	Facilitating Impact (cross-subsidisation model)	\$317,727	\$250,000+	Achieved: \$293,086
7	Client Satisfaction	Likelihood to Recommend	9+	8+	Achieved: 9+
8	Team Wellbeing & Excellence	Employee Satisfaction	9.3	8+	Achieved: 9.2
9	Team Wellbeing & Excellence	ESOP: shared ownership	11%	Add employee	Achieved: 11.6%
10	Team Wellbeing & Excellence	Professional Development Hours	Achieved	Meet internal target	Achieved



Notes

On Environmental Stewardship

- We treat the planet as a primary stakeholder, expressing this commitment through active environmental stewardship. Because stewardship encompasses qualitative efforts - ongoing conversations, cultural shifts and engagement with our team, clients, suppliers and industry partners - we do not have a single quantitative metric for this goal.
- One way we measure our progress internally is through our annual 360-degree survey. When asked, "I believe social and environmental responsibility is a priority at Quiip, and that action has been taken to create impact", our team rating is currently 4.7 out of 5.

On Pro Bono Work and our RAP

- Pro bono strategic consulting is a tradition we deeply value, but recent company growth meant we couldn't deliver on pro bono commitments this past year. Because this senior-led work requires significant bandwidth, we have temporarily removed our pro bono target for FY27 while we build the operational capacity to support it meaningfully in the future.
- First Nations Reconciliation is governed by a distinct, formal framework - our Reconciliation Action Plan (RAP) - rather than a single quantitative score. Through our RAP, we focus on structural impact, prioritising procurement from First Nations-owned businesses and embedding cultural responsibility into our day-to-day operations and supply chain. Quiip is also an active participant of the B Corp RAP Roundtable.

Our FY26 Donations



ORGANISATION	AMOUNT	ORGANISATION	AMOUNT
Climate Council	\$5,000	Bush Heritage Australia	\$1,000
Seed Mob	\$5,000	Life for Koori Kids	\$505
Bob Brown Foundation	\$1,000	HalfCut	\$1,350
UN Women Australia	\$5,000	Pace e Bene Australia - Rising Tide	\$1,000
Parents for Climate	\$2,000	Comms Declare	\$1,000
Climate Defenders Australia	\$1,000	Seed Northern Rivers	\$1,000
Greenpeace	\$1,200	Women's Environmental Leadership Australia	\$300
Woodfordia	\$1,000	Staff Matched Donations	\$1,282.08
Sea Shepherd	\$526	TOTAL	\$29,163



Quip
Team

Thank You

**For taking the time to review our progress this year.
Driving meaningful social and environmental change
requires ongoing transparency and partnership across
our community.**

Our commitment to positive social and environmental impact is an evolving exploration, and we welcome your thoughts, questions, insights or ideas for collaboration.

If you would like to discuss any of our impact initiatives - or explore how we can create change together - we would love to hear from you. Progress is best made together!

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