

Giving Back to the Community

Our community strategy governs the high-level investments we make and the partnerships we form to champion Australia at home and internationally, with four core focus areas:

- Showcasing the best of Australia.
- Reconciliation Action Plan.
- Supporting communities and engaging our people.
- Demonstrating the intrinsic Australian values of fairness and equality.

RECONCILIATION ACTION PLAN

We are proud to be one of only eight companies in Australia to have achieved Elevate status for our Reconciliation Action Plan — the highest level endorsed by Reconciliation Australia.

Our plan outlines our commitment to growing economic opportunity for Aboriginal and Torres Strait Islander people, growing Indigenous supply chains and telling the stories of the First Australians.

We are continuing to achieve our targets in our Reconciliation Action Plan, which are:

- Lift our proportion of Indigenous employees from 1.2 per cent to 1.8 per cent by 2018.
- Grow our spend with Indigenous suppliers to \$1.75 million over the same period.
- Create more than 200 internships for young Aboriginal and Torres Strait Islander people over the next 10 years, through partnership with Career Trackers.

HELPING POWER THE AUSTRALIAN ECONOMY

The Qantas Group plays an integral role in the Australian economy, both as the national carrier and as one of the largest employers in the country.

A Deloitte Economics report found that the Qantas Group had a \$22 billion impact on the Australian economy in 2015/16.

This includes indirect economic impact adding up to \$11.6 billion, or 0.7 per cent of Australian GDP, as well as \$10.4 billion of tourism spending throughout the country. We also directly and indirectly support almost 60,000 jobs, or 0.6 per cent of total Australian employment.

SUPPORT FOR TOURISM

We are the largest investor in Australian tourism, with \$80 million in marketing agreements with Tourism Australia and state tourism bodies.

Following the success of last year's safety video — which had more than 90 million views across Qantas' in-flight and social media platforms — we launched a new safety video showcasing some of Australia's most stunning landscapes and locations.

QANTAS SAFETY
VIDEO 2017

VIDEO

QANTAS AVRO
ACCELERATOR

VIDEO

WORKING WITH COMMUNITIES AND ENGAGING OUR PEOPLE

The Qantas Group has long-standing partnerships with organisations that have a positive impact on the community. For Qantas, these partners include Make-a-Wish-Australia, the National Australia Day Council, the Australian Olympic and Paralympic Committees, and UNICEF Australia. Over the past 25 years, Qantas passengers have raised over \$32 million for UNICEF through the Change for Good initiative.

Jetstar's community activities include StarKids, which has raised more than \$9 million for World Vision, and Flying Start, which offers grants of up to \$30,000 to charitable initiatives.

We also re-launched our Side by Side program to support our employees who donate their time and skills to good causes. Through this program, our staff can apply for grants for the organisations they are actively involved with.

CHAMPIONING THE BEST OF AUSTRALIA

Australia is a sporting nation, and we are proud to support Australian Rugby Union, the Football Federation of Australia and Cricket Australia as they compete on the global stage.

We also partner with the best Australian arts and cultural organisations including Bangarra Dance Company, Opera Australia, The Australian Ballet, National Gallery of Australia, Museum of Contemporary Art, National Gallery of Victoria and Museum of Old and New Art. The funding for the International Acquisition of Contemporary Australian Art Program established with the MCA and Tate saw further works acquired and the announcement that the first of these acquisitions will be hung in London's Tate in late 2017.

> *BenNelong*, Bangarra 2017. Photo by Edward Mulvihill

BEING THERE FOR AUSTRALIANS

As the national carrier, we have a long and proud history of helping Australians in their time of need. With the devastating impact of Cyclone Debbie throughout Queensland and Northern NSW, we assisted in transporting emergency services personnel to the areas that were hardest hit, as well as transporting residents out of the disaster area.

A FAIR GO

Qantas, alongside many other Australian companies, engages on a number of social issues from gender diversity, Indigenous reconciliation and marriage equality. Our identity is the Spirit of Australia, and one of the most fundamental values in this country is the notion of a 'fair go', which is why we speak up on important social issues — just as we do on economic matters.