



MEMBERSHIP INFORMATION



INTRODUCTION

Business for Millennium Development (B4MD) is an Australian based organisation that aims to mobilise the expertise and efforts of business to support growth in developing countries and contribute to the Millennium Development Goals (MDGs).

By 2050, 85% of the world's population will be living in developing countries. Emerging markets will increasingly provide businesses with greater opportunities to achieve both economic success and improve the lives of people in those markets by creating jobs, increasing skills, and providing them with goods, technologies and innovation.

In 2000, all UN member states agreed to eight MDGs which include halving extreme poverty, halting the spread of HIV/AIDS and providing universal primary education in developing nations by the target date of 2015.

To date, there has been uneven success on the road to achieving these targets.

On 6 May 2008, companies such as BHP Billiton, Cadbury Schweppes, Citigroup, GE, Microsoft, Pfizer, SABMiller, Tata Group, Vodafone and Wal-Mart attended the Business Call to Action in London, in recognition of the urgency of mobilising the private sector towards achieving the MDGs. These global companies are leading business engagement with developing nations through their support of the eight MDGs and by becoming signatories to the Business Call to Action.

The Prime Minister of Australia, the Hon Kevin Rudd, has endorsed B4MD's activities, stating:

“The business sector in Australia has much to offer – experience, creativity, innovation and expertise. New business markets and growth lie in the developing world. This is not a call for more philanthropy. It is a call to recognise the business case for helping poor countries develop.”

By working towards the achievement of the MDGs through core business initiatives within the Asia Pacific region, Australian companies will provide themselves with sustainable markets in which to operate for future growth.

Australia conducts one third of its international trade with emerging markets in Asia. The overwhelming characteristic of these markets is that they are predominantly in low-income communities. That is, 2.86 billion people living on an average annual income of less than US\$1500¹, or approximately 82% of the region's population.

¹ “The Next 4 Billion – Market size and business strategy at the Base of the Pyramid” (2007). International Finance Corporation and World Resources Institute, p. 9.



This means that Australian companies are well placed to broaden operations, supply and procurement to involve the Base of the Pyramid (BoP) in this region. To successfully engage with the BoP market place, new and innovative strategies will be required to respond to the unique obstacles facing these low-income communities.

B4MD will serve as a leadership forum to help your business discuss and develop such initiatives with like-minded companies and partner organisations.

OBJECTIVES/PRINCIPLES

Objectives:

New leadership

To help tomorrow's business leaders adopt a mindset that contributes to the alleviation of poverty.

Business case

To define and promote the business case for deeper corporate engagement in poverty relief.

Best practice

To showcase and promote business models that successfully reduce poverty and improve business.

Collaboration

To facilitate joint ventures between corporate and Partner organisations to maximize poverty relief efforts in the Asia Pacific region.

Principles:

B4MD will, within the framework of poverty elimination set out in the MDGs, adopt and promote a set of corporate responsibility principles by which its members will be expected to abide.

We consider it good business practice for companies to adopt the following basic principles:

- to treat employees fairly, equitably and with respect
- to operate ethically and with integrity in a transparent manner
- to observe basic human rights
- to protect the environment for current and future generations
- to be a responsible neighbour in their communities

EXECUTIVE AND BOARD

Executive Members



Simon McKeon, Executive Chairman

Simon McKeon is Executive Chairman of Macquarie Group Limited's Melbourne office and specialises in mergers and acquisitions. He has degrees in Law and Commerce from the University of Melbourne and prior to joining Macquarie Bank, Simon practiced as a solicitor with Blake Dawson Waldron in Sydney. He is Chairman of MYOB Limited and a Fellow of the Australian Institute of Company Directors. Simon is also Chair of MS Research Australia and founding Chair of Melbourne Cares. He is on the Board of Visionfund, which is responsible for World Vision International's micro economic development activities.



Mark Ingram, Executive Director

Mark Ingram recently completed his term as New Zealand Consul General and Trade Commissioner to Australia. During his term, Mark was instrumental in the establishment of the Australia New Zealand Biotech Alliance. Prior to his diplomatic posting, Mark worked for New Zealand Trade and Enterprise as an Export Consultant. Mark has also spent 10 years working in international trade, the majority of that time with the large Japanese trading house Kanematsu Corporation. He has been responsible for developing import/export opportunities throughout the Asia Pacific region.

Board Members

Barry Pipella, Vice President, Sectors & Sales, IBM Global Technology Services ANZ.

Geoff Wilson, Chief Executive Officer, KPMG Australia

Paul Gardner AM, Chairman Australia & New Zealand, Grey Group

Nola Watson, Head of Government and International Relations for Insurance Australia Group

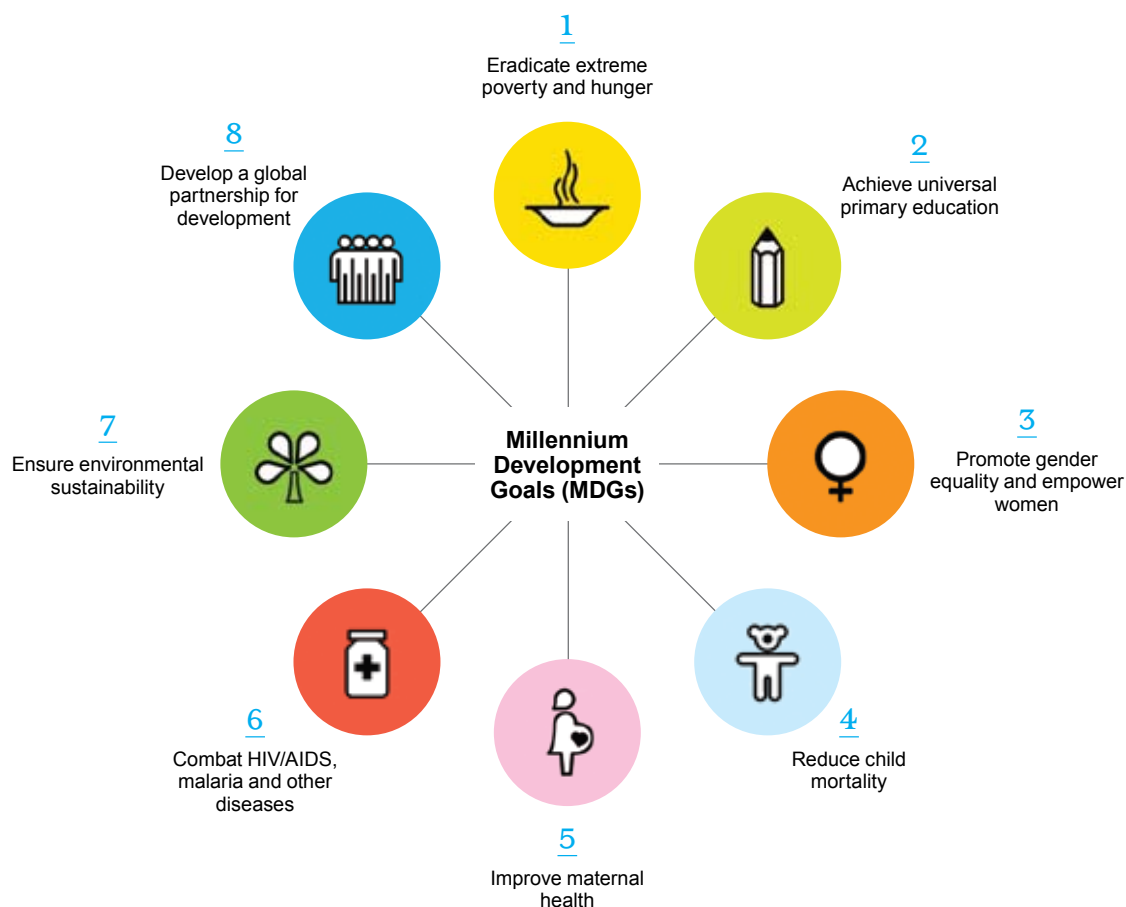
Tim Costello, Chief Executive Officer, World Vision Australia

Tony Gray, Chief Executive Officer, Visy

Dr. Bill Hurditch, Principle & Director, The Fifth Estate

Dr. Dan Evans, Principle, Executive Compass

WHAT ARE THE MILLENNIUM DEVELOPMENT GOALS?



The MDGs are the most broadly supported, comprehensive, and specific poverty reduction targets the world has ever established. In 2000, the largest gathering of world leaders in history adopted the UN Millennium Declaration, committing their nations to a new global partnership to reduce poverty, improve health, and promote peace, human rights, gender equality, and environmental sustainability.

The plan involves achieving eight key goals and each country – including Australia – promised to take action to help developing countries reach these goals.

The goals aim to tackle issues such as hunger, universal primary education, child mortality, maternal health and the spread of HIV. Specific targets have been set for each goal but many of these targets are behind schedule.

Organisations such as the International Business Leadership Forum (IBLF) and the World Business Council for Sustainable Development (WBCSD) have recognised that the achievement of the goals will remain unrealistic unless businesses of all sizes contribute their skills, resources and economic development power to the targets.



ALLEVIATING POVERTY – THE FACTS:

1. There are approximately 1 billion people in the world today living on less than \$1 a day. This is extreme poverty and it means they are not able to afford the most basic necessities to ensure survival. 8 million people a year die as a result of extreme poverty. Most foreign aid is targeted at moving the poor from \$1 a day (below subsistence) to \$2 a day (subsistence).
2. There are approximately 2 billion people in the world today living on \$2 a day. This is moderate poverty and it means households can just barely meet their basic needs, but they still must forego many of the things that we take for granted such as education and healthcare. The smallest misfortune (health issue, job loss, etc) threatens their survival.
3. An increase to \$3 a day would reach a minimum liveable level. At this level, food and shelter is available as well as basic healthcare and primary education. Achieving an income of as little as \$3 a day can transform the lives of those living in poverty.

THE EQUATION FOR BUSINESS INVOLVEMENT

The crucial difference between the exploitation, early death and wasted potential of poverty and successful human development is the opportunity to generate income.

While civil society and government are able to help the poor move from \$1 a day to \$2 a day through foreign aid and humanitarian relief, neither is able to lift the poor to self-sufficiency (\$3 a day) without the involvement of business.

Aligning your business with the MDGs not only helps to alleviate poverty but it can also contribute positively to your company by:

- Improving the supply chain
- Opening new marketplace opportunities
- Becoming an employer of choice
- Improving corporate culture
- Enhancing staff retention and morale
- Increasing your license to operate
- Improving investor attractiveness
- Enhancing global corporate reputation

“By 2050, 85% of the world’s population of some nine billion will be in developing countries. If these people are not engaged in the marketplace, our companies cannot prosper and the benefits of the global market will not exist. Clearly it is in our mutual interest to help societies shift to a more sustainable path.”

World Business Council for Sustainable Development



THE BUSINESS CASE

Aligning with the MDGs and poverty alleviation can contribute positively to your company in several ways:

Improved supply chain

Gain new efficiencies by reviewing and restructuring your supply chain. Up-skill local staff and increase sourcing from local suppliers to reduce overall cost of operations.

New marketplace opportunities

Provide affordable products and services that meet the needs of the four billion people at the 'bottom of the pyramid'. This group represents a potential multi-million dollar market for companies with the creativity, agility, and innovation to serve them in a low-cost but profitable way.

Become an employer of choice

According to a recent Hays recruitment survey, "72% of Generation Y will not apply for a role with an organisation if they do not believe in what it stands for". Companies with strong and consistent corporate values will have a competitive edge in attracting the best talent.

Staff retention and morale

Staff surveys reveal that engagement with poverty relief can help increase staff morale and enjoyment in the workplace. For example, 71% of Medibank Private employees felt that if their company played a more active role in supporting poverty relief, it would contribute to making the company a better place to work in.

Increase license to operate

A reputation for being responsible and trustworthy contributes to the long-term business success of any enterprise. Responsible practice in local supply chains, environmental performance, and staff management can go a long way towards earning and maintaining a license to operate.

Improved investor attractiveness

Shareholders increasingly expect their return on investment to be achieved in an environmentally and socially sustainable manner. This is especially the case for superannuation funds as they seek long-term returns over the working life of their members. Developing and reporting initiatives that are consistent with the MDGs gives your investors confidence you are growing your business in a long-term, socially responsible manner.



Global corporate reputation

Best practice companies enhance their reputation when their business activities are consistent with the MDGs. They adhere to international labour standards, human rights standards and high corporate ethics, which address child labour, women in the workforce, and issues of corruption.

Personal motivation

Personal engagement with poverty relief also gives business leaders the opportunity to become role models for emerging markets and turn their lifelong achievements into legacies acknowledged beyond Australia. Your company's core business can make an actual difference in the lives of those living in extreme poverty within our region and contribute significantly to the livelihood of those currently living on less than \$2 a day.

MEMBERSHIP BENEFITS

B4MD will provide the following services:

Thought leadership

B4MD will take a leading role in educating member companies on the MDGs and the role that business has in their achievement through its various events. This ongoing commitment to thought leadership ensures member companies will be at the forefront of doing business at the base of the economic pyramid and that member companies are well prepared for ongoing ventures with B4MD Partner organisations.

Best practice business models

Commencing in 2009, B4MD will host its inaugural Business Awards where recognition will be given to companies and industry leaders who are taking innovative approaches towards achieving the MDGs through core business initiatives. International and national attention will be given to those who have achieved substantial success in making positive impacts on low-income communities.

MDG Impact Assessment Tool

The MDGs are a well established global measurement framework for poverty reduction and therefore a useful framework for a company's environmental, social and governance (ESG) reporting. The measurement tool has been developed in conjunction with KPMG. Recognising the international consensus towards achieving the MDGs, this tool will enable your company to assess how it can partner with the international community in pursuit of the MDGs.



MDG Profiling Tool

This helps you establish a profile of your company's impact on low-income communities in the developing countries of the Asia Pacific, incorporating your operations, procurement, and supply of goods. With an overwhelming 2.86 billion people living at the base of the economic pyramid in the Asia Pacific, this profile will be crucial to your future business growth and success with this emerging market.

Partnership brokering

B4MD will help facilitate joint ventures between member companies and B4MD Partners. Our unique knowledge of both the corporate and development sectors will ensure that member companies' investments in these emerging markets will have positive returns for future growth. B4MD will also provide assessment services to ensure that the outcomes of such ventures are beneficial to both low-income communities and the member company.

B4MD PARTNERS

The following organisations have committed to helping business contribute to the MDGs. They will be working with B4MD to identify and facilitate business opportunities that reduce poverty.

- Australian Business Volunteers (ABV)
- Australian Agency for International Development (AusAID)
- Centre for Social Impact (CSI)
- Coffey International
- The Foundation for Development Cooperation (FDC)
- International Business Leadership Forum (IBLF)
- IBM World Development Initiative (IBM)
- International Finance Corporation (IFC)
- United Nations Development Programme (UNDP)
- World Vision Australia (WVA)



MEMBERSHIP APPLICATION FORM

Please complete and return this application form by fax to +61 3 8319 4055, or email contactus@b4md.com.au and an invoice with payment details will be sent to you.

Annual Membership Fees

Our fee structure is based on market capitalisation:

Over \$1 billion
\$10,000 pa

\$500 million to \$1 billion
\$5,000 pa

Below \$500 million
\$2,500 pa

Organisation/Company:

Primary Representative

Name:

Position:

Address:

Postal Address:

Country/Region:

State:

Telephone:

Fax:

Email:

Secretary / Personal Assistant

Name:

Telephone:

Email:

Alternate Representative

Name:

Position:

Address:

Postal Address:

Country/Region:

State:

Telephone:

Fax:

Email:

Secretary / Personal Assistant

Name:

Telephone:

Email: