

**BIG  
DECISIONS  
IN LIFE ARE  
RARELY  
BLACK AND  
WHITE**

**ANNUAL REPORT 2012-13**



St James Ethics Centre's new premises at Legion House.

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# WHO WE ARE

Despite the fact that we have 'saint' and 'ethics' in our name, the St James Ethics Centre is not a religious organisation nor does it act as a moral policeman.

Established in 1989, St James Ethics Centre is a centre for applied ethics, the only one of its kind globally.

Working both in Australia and abroad for over twenty years, we're an independent not-for-profit organisation that provides an open forum for the promotion and exploration of ethical questions.

We provide practical support to individuals and organisations to help them deal with the complex ethical questions that are part of everyday life. The relief of suffering and distress is the cornerstone of our work.



IQ2 debate underway at City Recital Hall, Sydney.

# OUR VISION

A better world where people have the capacity to do the right thing.

# OUR MISSION

To encourage and assist individuals and organisations to include the ethical dimension in their daily lives.

# OUR VALUES AND PRINCIPLES

We are a centre for applied ethics serving as an independent reference point in the ethical landscape.

Our role is to help inform and enable responsible decision making as part of an examined life.

Our practices are based on respect for the intrinsic dignity of all persons.

We have a passionate concern to make a constructive contribution to the world in which we live (even when disturbing conventional wisdom).

We offer an open forum for dialogue within which thought leadership might emerge – our own included.

We offer practical support in cooperation with those with whom we work.

We offer an example of reflective practice and a refinement of the creative spirit that animates the 'art of doing'.

We aim for excellence in all that we do. Should we fail to meet our own ideals (as we will surely do from time to time) we will acknowledge this and learn.

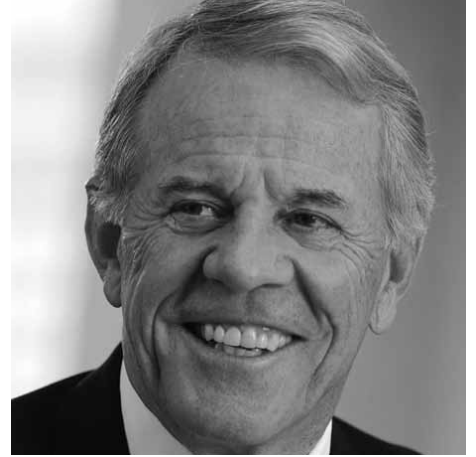
We will act in good conscience with moral courage and compassion. And we will not take ourselves too seriously.

# OUR PURPOSE

**A CATALYST & ENABLER  
FOR SOCIETY TO THINK,  
DEBATE & ACT IN  
GOOD CONSCIENCE,  
PARTICULARLY IN THE  
FACE OF UNCERTAINTY  
OR AMBIGUITY.**



# CHAIRMAN'S REPORT



It is with much delight that we write this year's Annual Report from our new premises in Legion House – a heritage building within a larger precinct at 161 Castlereagh Street in the heart of Sydney's CBD.

Almost 20 years in the planning, this will be the Ethics Centre's home for the next 25 years as part of a generous and visionary arrangement between the City of Sydney and the precinct developers.

These premises provide more than mere office space for St James Ethics Centre. Rather, it offers us a secure platform from which we can create innovative and practical solutions to the increasingly complex ethical issues our clients and the community are not only facing today but will continue to face, with even more complexity, tomorrow.

I take this opportunity to recognise those who were instrumental in making this move happen, starting with John Boyd - the original developer, Grocon - the current developer, BVN, co-owners GPT, La Salle Investment Management and ISPT, as well as the far sighted and innovative planning policies of the City of Sydney, which involved the unanimous support of successive Mayors along the way.

A formal opening of the premises is scheduled for November 2013, in the presence of the Governor-General Quentin Bryce.

## THE YEAR IN REVIEW

In line with our move to Legion House, a key focus of this year's activity has been our mission to bring to life our new strategic positioning – to be a 'catalyst and enabler for society to think, debate and act in good conscience, particularly in the face of uncertainty or ambiguity'.

One of our most rewarding achievements for the year involved a critical step toward sustainability for **Primary Ethics** – the sole provider of ethics classes in NSW.

Primary Ethics has now been awarded deductible gift recipient (DGR) status, which allows a tax deduction to be claimed for any donations made to the organisation. Funding has already begun to flow to this inspiring cause, reinforcing the level of public support received over the years.

Another interesting and potentially far-reaching initiative launched softly during the year was the **Banking and Finance Oath**. The Oath is a set of professional commitments that individuals working in the sector can voluntarily agree to adopt and apply as personal principles in their work. This initiative is now managed by a Board of senior banking and finance executives across Australia and has seen many industry leaders personally sign up to the Oath.

Our **professional services** work continued to see strong demand from government, corporations and non-profit organisations.

Throughout 2012 we worked with those dealing with the tension and suffering caused by ethical failure, as well as those building robust systems, codes and cultures to strengthen organisational integrity and maximise the opportunity for employees to make good decisions. Pages 15-16 outline the type of work we have undertaken for clients this year and we thank them for their trust in us and their courage to create better work places.

Our **Intelligence Squared (IQ2)** debates continued to provide plenty of passionate dialogue, with topics ranging from taxing the wealthy to the use of performance enhancing drugs in sport.

Likewise, the **Festival of Dangerous Ideas (FODI)**, proudly co-presented with the Sydney Opera House, gets stronger each year with over 20,000 people attending over one weekend in September.

It is particularly satisfying to see the broad demographic of attendees who join the liberating and often confronting discussions held at the Festival.

In keeping with our new strategic direction announced last year, we have undertaken a significant **revamp of our brand and our website**, thanks to the pro bono support of Banjo Advertising.

This upgrade is a critical step in extending the scope and reach of our work to business and society and Simon provides further background to this in his Reflection on page 9.

In terms of our own capacity, we continue to review and pursue funding opportunities that will help support the sustainability of the Centre into the future.

We strongly believe that the social environment we live in is creating a new generation of ethical challenges – from young people growing up in the digital age, to the decisions for the elderly of how to live and die with dignity – and that our service is vital. Fundraising remains a challenge for the Centre, but one we relentlessly continue to explore.

## ACKNOWLEDGEMENTS

I'd like to thank the Board of St James Ethics Centre for their commitment. To our ardent staff and volunteers, whom have increased in number this year; I thank you for your generous and meaningful contribution. And finally, I acknowledge the work of St James Ethics Centre's executive team – Executive Director Simon Longstaff and Executive General Manager Sally Treeby for their determination to expand the access of the Centre's work across society.

Simon Longstaff was awarded an Officer of the Order of Australia (AO) this year for his distinguished service to Australia – a much deserved award and recognition of the importance of his work on behalf of the Centre for over 20 years.

At the end of 2013 Phil Clark and Tim Edwards will be retiring as Directors of the Ethics Centre. Their service and stewardship is impossible to measure. It has been longstanding, generous and kind.

Their similar backgrounds in the law have brought an always professional and constructively critical eye to proceedings.

Tim is very much part of the founding story of the Centre from its humble beginnings. He is a founding Director and has served with great distinction, insight and humour. Phil has brought terrific energy, creativity and wide business and community engagement. His establishment and exemplary leadership of an Advisory Council which provided advice, encouragement and funds was critical to our survival. We salute them and wish them well. They will be missed.

## LOOKING AHEAD

We have embarked on an important new phase of our journey at the Centre, one that involves a heightened sense of creativity and connectivity as we seek to fulfil our mission of being a catalyst and enabler for an ethical society.

This will increasingly involve the use of new media and the engagement of new generations of Australians as we seek to respond to the ethical issues facing society.

As always, I warmly invite you to join us on this journey.

**Peter Joseph AM  
Chairman**  
October 2013



# REFLECTION ON 2012

The process of developing a new logo is similar to an archaeological dig during which layers of accreted history are scraped away until the foundations are exposed.

This is what has been done by the team from Banjo Advertising, led by Ben Lyttle.

To begin, they examined the image of the Ethics Centre 'as it is' and compared that to what we 'aspire to be'. In doing so, Banjo paid close attention to core documents produced by the Ethics Centre, such as our Ethical Framework and Strategic Plan, to find the deeper truth lying at the heart of our purpose. They then considered how 'our truth' might be linked to the truths of the community we serve.

In the course of their 'archaeological dig', the team from Banjo uncovered something buried in the Ethics Centre's own work that they thought expressed a commonly experienced truth about ethics.

It must be nearly twenty years since I wrote the following words:

**The central question of ethics is: "What ought one to do?"**

Whenever you are faced with this question, you are dealing with ethics.

In seeking to answer the question of "What ought one to do?" we are left with some enduring truths:

- Ethics is about relationships.
- It's about struggling to develop a well-informed conscience.
- It's about being true to the idea of who we are and what we stand for.
- It's about having the courage to explore difficult questions.
- It's about accepting the cost.

It was the last two lines of this brief reflection that caught Banjo's attention.

They translated their insight into the idea that "ethics is hard". Ben and his colleagues felt that the last thing that an ethics centre should seek to communicate, even inadvertently, is that life's ethical landscape is easy to navigate and traverse.

In their view, a correct one I think, people would dismiss such an idea as naïve, innocent or more importantly, at odds with the truth of their own experience.

Of course, we have never claimed that ethics is easy. Yet had the underlying tension – and our response to it – been captured in our brand?

The team from Banjo argued that it was time for the Ethics Centre to embrace the underlying truth about ethics – and to be bold about its own position in response to this truth. Thus, the new logo – designed to capture something of the tension inherent in the ethical dimension, but also the underlying strength of the Ethics Centre's own position.



The Ethics Centre is unlikely ever to enjoy significant financial backing. Endowed with our wonderful new home in Legion House we have an extraordinary base from which to build – but hardly any funds to draw on. That is, we are 'asset rich and cash poor'. So, there is little scope to grow a large organisation. What we can do is act as a catalyst and enabler – harnessing creativity and good will to build new programs that can take on a life of their own.

Two examples of this approach validate the model – the creation of Primary Ethics to provide ethics classes as an option for children in NSW State Primary Schools who do not attend scripture, and the establishment of the Banking and Finance Oath to provide an ethical bedrock for individuals working in that key industry in Australia and abroad.

More immediately, we continue to provide support to individuals who suffer the immediate effects of ethical failure. I was talking to one such person just a few days ago – noting how easy it is to overlook the personal and institutional devastation that can arise when core values and principles are abandoned. The suffering and distress that follows need not have been produced by 'bad people'. In fact, too often the source of harm is truly good people who do bad things, often without malice, simply because they are held in the sway of unthinking custom and practice.

So, apart from providing immediate relief to those who suffer, the Ethics Centre also works with those who struggle with their conscience, genuinely uncertain about what is the good and right thing to do. Such struggles are never abstract.

Rather, they involve real choices involving real people ... whether to continue life support for a family member close to death, whether to save jobs at the cost of the environment, whether to tell the truth when it will harm someone you love (or yourself), whether to help your child complete her homework, whether to respect the human rights of an enemy who commits atrocities ...

Our aim is to work collaboratively with others – especially drawing in people from the creative industries – to develop the world’s best content for the purpose of encouraging, enabling and supporting people to engage actively with the ethical dimension of life. Not as a matter of duty, but because it is a lively and exciting (even entertaining) part of the human experience – a bit like a roller-coaster ride, a source of both apprehension and exhilaration.

That is why the tension captured in the logo on our business cards is balanced by a statement of purpose printed on the other side. The statement captures our response to the underlying truth about ethics – that it is hard – by offering our promise to serve as:

*A catalyst & enabler for society to think, debate & act in good conscience, particularly in the face of uncertainty or ambiguity.*

**Dr Simon Longstaff AO**  
**Executive Director**  
October 2013



The Ethics Lab at Legion House.

# ETHICS IS ABOUT RELATIONSHIPS

IT'S ABOUT STRUGGLING TO DEVELOP A WELL-INFORMED CONSCIENCE. IT'S ABOUT BEING TRUE TO THE IDEA OF WHO WE ARE AND WHAT WE STAND FOR. IT'S ABOUT HAVING THE COURAGE TO EXPLORE DIFFICULT QUESTIONS. IT'S ABOUT ACCEPTING THE COST.

# THE FORUM

The Forum is St James Ethics Centre's space for exploring the ethical dimensions of our world through reflection, stimulating discussion, dialogue and debate.

## OUR WEBSITE – ETHICS.ORG.AU

Our website continues to provide an extensive and thought-provoking range of publications, articles and information on the topic of ethics. Importantly, it also provides opportunities for engagement via our online forum and polls.

The site is currently under major reconstruction and we look forward to its unveiling at the end of November 2013.

The revamped website will continue to contain the depth of articles and information it always has, but will be far more engaging and dynamic, thereby reflecting our new brand positioning.

## PUBLICATIONS

Throughout the year we continued to produce our quarterly newsletter, *Living Ethics*, and it remains a well-received touch point of the organisation.

*Living Ethics* is distributed to members and subscribers both in Australia and overseas and articles appear on our website.

Topics over the period ranged from homelessness and extremism, to the ethics of big data, gun control and even Lady Gaga! We are indebted to AMP Capital for its sponsorship contribution towards the newsletter's publication.

We also continued to circulate our bi-monthly e-news, *Colloquium*, to a subscribership of over 3,000, as well as *Think Piece*, our more in-depth thought paper on a particular theme for members.

## INTELLIGENCE SQUARED DEBATE SERIES – IQ2OZ.COM

*intelligence*<sup>2</sup>  
the forum for live debate

The Intelligence Squared (IQ2) debates continued in Sydney and Melbourne at the City Recital Hall and Melbourne Town Hall respectively.

IQ2 is the world's premier forum for debate and intelligent discussion, putting a spotlight on issues of profound importance to Australia and its wider region. The debates are recorded and later broadcast by the ABC and then made available on the ABC's Big Ideas website.



In 2012, the debates took on a new audience, with the BBC filming three of the five Sydney debates, which were broadcast to an audience of 70 million across the globe. We are happy to announce that this will continue into the 2014 season.

Audience participation goes beyond the physical on the night with both twitter and online voting exemplifying the richer engagement IQ2 has had with the broader community. A website revamp was initiated over the period, with the aim of becoming a comprehensive home for over 60 debates since IQ2 Australia's inception in 2008. The site allows for comment and voting so that conversations may continue well past the actual debate.

IQ2 has a proud history of bringing informed and erudite speakers to the stage and the 2012/13 season was enriched with the contributions of noted speakers such as Shane Gould, Julian Savulescu, Senator Christine Milne, Dr John Hewson, Dr Phillip Nitschke, Jenny McGregor and so many more.

A review of IQ2 in the Sydney University Law Journal *OBITER* noted,

"The magnificent power of the IQ2 debate lies in the democratic tension created during the debate, and in the extremely loud and vibrant discourse that follows to relieve it".

When the invited speakers have delivered their primary arguments, the audience are invited to ask questions or add a comment. With a diverse audience, this floor time is often illuminating and always entertaining.





Festival of Dangerous Ideas 2012.

## FESTIVAL OF DANGEROUS IDEAS – FODI.SYDNEYOPERAHOUSE.COM

The fourth Festival of Dangerous Ideas held over the last weekend of September 2012 attracted over 20,000 attendees – the highest number to date. The Festival, co-presented by the Sydney Opera House and St James Ethics Centre, is Sydney’s most controversial ideas festival.

It features some of the world’s most influential and provocative speakers, philosophers, journalists, authors and more, sparking debate and raising critical issues from Australia and around the world.

While most who attend are from Sydney, increasingly the Festival is attracting a broader audience who travel interstate and from further abroad in order to attend.

One of the highlights of the 2012 festival was feminist icon Germaine Greer, who tackled the topic of genital mutilation with medical researcher Brian Morris.

Other key talks included neuroscientist and philosopher Sam Harris opening the festival with his postulation on ‘The Delusion of Free Will’, American journalist Tim Harford enlightening us on why we need to ‘Make More Mistakes’ and author and model Tara Moss and feminist activist Eva Cox discussing whether ‘All Women Hate Each Other’.

We look forward to another mind-blowingly good festival in November 2013.

## PRIMARY ETHICS – PRIMARYETHICS.COM.AU



Primary Ethics exists to develop and deliver ethics classes as an option for children who do not attend scripture in urban, regional and rural schools within NSW.

The operations of this highly successful program are now run independently by Primary Ethics Ltd. Dr Simon Longstaff AO is on the board and the Centre is the sole institutional member of the organisation.

Through a network of over 900 volunteer teachers, coordinators, volunteer managers, mentors and trainers, Primary Ethics is now delivering ethics lessons each week in over 200 schools to children in Years 1 – 6, with an expected curriculum rollout for Kindergarten students in late 2014.

Helping to alleviate the threat of these ethics classes becoming financially unviable, the federal government announced in April 2013 that Primary Ethics be granted deductible gift recipient (DGR) status – meaning that they will now be able to collect tax deductible donations.

This tax status has already positively impacted donations received, allowing Primary Ethics to train more volunteers and reach more students.

## BANKING AND FINANCE OATH – THEBFO.ORG

The Banking and Finance Oath (BFO) was softly launched in 2012. The Oath is a set of professional commitments that individuals (as opposed to corporations) working in the Banking and Finance sector can voluntarily agree to adopt and apply as personal principles in their work. Based on the concept of a Hippocratic oath historically taken by physicians, the BFO is managed by a Board of senior banking and finance executives across Australia and has already seen many industry leaders personally sign up to the Oath.

## GLOBAL REPORTING INITIATIVE – GLOBALREPORTING.ORG



The Global Reporting Initiative (GRI) is a network-based not-for-profit organisation that works towards a sustainable global economy by offering sustainability reporting guidance. Founded in the US in 1997, the secretariat based in Amsterdam and regional offices in Australia, South Africa, Brazil, China, India and the US, the GRI has pioneered the development of the world's most widely used Sustainability Reporting Framework.

Over the past financial year, GRI Focal Point Australia has concentrated on outreach, engagement and research both in Australia and overseas.

### G4 Sustainability Reporting

**Guidelines:** This fourth iteration of the GRI Sustainability Reporting Framework, was formally launched at the Global Conference on Sustainability and Reporting in Amsterdam in May 2013.

GRI successfully led a delegation of 24 organisations to the conference to engage with their peers on the opportunities and challenges facing sustainability reporting, and presented on their work program – focussing on bridging the divide between Australian organisations and integrated reporting internationally.

### Motivating ASX100 non-reporters:

In September 2012 GRI wrote to ASX100 listed companies to motivate non-reporters to report using the GRI Framework and to encourage existing companies to activate their networks and supply chain to further advance sustainability disclosure. This campaign successfully resulted in GRI securing meetings with over 50 per cent of ASX100 listed companies nationwide.

### Public sector reporting:

In late 2012 GRI commissioned Manidis Roberts to undertake research into the state of sustainability reporting in the public sector. The research called upon the Australian Government to lead by example and report on the non-financial aspects of business operations in order to better integrate environmental, social and governance impacts within core business strategy.

### GRI's Integrating Sustainability

**Series:** This workshop series successfully engaged the business community to explore the opportunities and challenges presented by the intersection between the G4 Guidelines, with the proposed integrated reporting framework to be launched in December 2013. In 2012, GRI formed a network of more than 100 academics from Australia and New Zealand who meet quarterly to explore research being conducted on integrated reporting and to better connect research to business.

### Thought Leaders Council:

Established in early 2013, the Council is made up of organisations who have undertaken to make a financial or in-kind contribution to GRI, as well as contributing to the leadership of a GRI objective in line with the objectives of their own organisation. Current members include CPA Australia, KPMG and St James Ethics Centre. GRI acknowledges the generous support of these organisations and the many other organisations who provided in-kind support over the year.

**Sally Treeby**  
Executive General Manager  
October 2013



Festival of Dangerous Ideas 2012.



IQ2 debate.



Primary Ethics.



GRI Conference, Amsterdam, May 2013.



# THE PRACTICE

In 2012/13, we continued to work with organisations across all sectors of society to help them take account of the ethical dimension of their activities.

This work remains vital in enabling organisational integrity – supporting companies and organisations to know, say and live who they are – and in doing so, build lasting trust and loyalty with their staff, clients, suppliers, shareholders and communities.

Increasingly, leaders and executives appreciate the crucial role that organisational integrity can play – offering a comprehensive approach to risk management, motivating and guiding high-performing and innovative staff, and securing brand, reputation and trust.

Over the year we built upon our offering of independent, non-judgemental and practical advice, with a focus on empowering good decision-making to advance organisational objectives in line with their values and principles.

The examples that follow offer a snapshot of the type of work we have undertaken over the year. Given the often sensitive nature of our engagement, company names and specifics have generally been omitted.

## DECISION-MAKING & LEADERSHIP WORKSHOPS

We ran a number of these workshops with key companies over the financial year, typically beginning with a pre-workshop consultation where participants reflect on organisational purpose and values. This crucial step allows us to assess the degree of alignment between what is espoused and what is lived in practice.

The 'values gaps' identified serve as a jump off point for participants to explore important issues, often left undiscussed in the day-to-day routine.

Focal issues included decision-making process and transparency, conflicts of interest, organisational culture and dealing with pressure from competing stakeholders. It's this group discussion of challenges, and the subsequent brainstorm and development of practical initiatives to meet them, which is a consistently valued component of our work.

## DIAGNOSTIC CONSULTING PROJECTS

A significant consulting project undertaken this year began with a request to help a member of staff facing disabling obstacles to their work – impeding collaboration and optimal customer outcomes. This developed into a broader engagement through interviews and an online survey with internal and external stakeholders to explore the sources of friction between individuals and teams within the organisation.



We identified opportunities to address communication barriers, structural divisions and competing perceptions of organisational purpose, all of which posed potential threats to long-term organisational performance.

## ONE TO ONE ETHICS COUNSEL PROGRAM

Delivered to a range of health and financial professionals to build ethical awareness and capacity, this program is designed to meet the needs of organisations where staff and practitioners have committed some form of misconduct, or are otherwise considered at risk of ethical or professional failure.

## CODES OF ETHICS

We worked with a number of companies and associations throughout the year to develop or review their codes of ethics and the related training modules and tools that communicate the codes and embed them in day-to-day practice.

## RESEARCH ETHICS

In the research sector we conducted a three day ethics course for an industry-focussed doctoral program launched by a network of Australian universities. As well as dealing with 'standard' research ethics issues, this extended interactive program challenged participants to assess the often competing demands of their own and other stakeholders' objectives and interests.

## LEADERSHIP PROGRAMS

We continued to work closely with state and commonwealth government agencies in leadership development and delivered the third Australia-ASEAN Emerging Leaders Program in Kuala Lumpur. Initiated and funded by the Australia-Malaysia Institute, the program involved 20 emerging regional leaders, exposing them to senior political, business and academic figures from Australia and Southeast Asia.

## WORKING FOR JUSTICE

Throughout the financial year, we continued to provide representatives for the Forum Sentencing program. This initiative, developed by the NSW Department of Attorney General and Justice, brings together offenders and victims of crime in a restorative justice approach to sentencing. The program aims to minimise reoffenses and provide opportunities for victims of crime to have their voices heard and acknowledged by offenders.

## CLIENT ISSUES & ADVICE

Specific challenges faced by clients over the year ranged from the familiar to the far from routine. We worked with clients on whistleblowing systems, board governance, conflicts of interest, integrity risk management and the fallout of high profile ethical failure. We advised on admissions policies and procedures for an educational institution, worked with senior and junior lawyers to help promote an open, questioning and creative culture within their law firm, and assisted a client with a campaign promoting a highly respected brand which involved a high profile figure whose past unethical behaviour had triggered a spectacular public fall from grace.

## CONFERENCE KEYNOTES, PRESENTATIONS, PANELS

We continue to spread the word at diverse corporate, government and professional conferences throughout Australia.

We are empowered by the great trust shown by clients who collaborate with us on responses and solutions to the sensitive, complex and urgent challenges they face. Over the year we worked with over 70 organisational clients, reflecting the strong need for, and interest in, ethics to be embedded in organisational practices to the advantage of both the organisation and broader society. And through our services, we were able to support many experiencing distress due to ethical challenges, failure or conflict.

**Dr Stuart Palmer**  
**Head of The Practice**  
October 2013



Legion House exterior.



## **THE POTENTIAL IMPACT OF OUR WORK IN OUR CLIENTS WORDS:**

**Your presentation on integrity was thought provoking and feedback has been overwhelmingly positive. Attendees valued your insights into striking a balance between control and trust, and enabling staff to make good decisions by providing them with the necessary tools.**

**First-hand accounts of senior leaders and experts of the region were outstandingly useful, inspiring and incredibly valuable.**

**The presence of a diverse range of backgrounds resulted in various opinions, values and beliefs being brought to the discussion. Highly intellectual, and at times fervent, the debate was highly beneficial for my own professional development, it was also hugely morally and personally satisfying.**

**By this time, I was coming apart and could not function. It was the support and involvement of Simon and his team that helped me stay to see the outcome... a happy and healthy group of people who enjoy their work.**

**Thank you once again for delivering an excellent address that was perfectly pitched to the cultural challenges we face. It helped to guide discussions that followed throughout the afternoon, and will no doubt do likewise well into the future.**



We worked with a broad range of clients across the public, private and not-for-profit sectors in broadcasting, education, health, financial services, law, accounting, policing, research, defence, education, energy and mining.

**SOME KEY CLIENTS INCLUDE:**

ANSTO

AusAID

Australia-Malaysia Institute  
(Department of Foreign Affairs and Trade)

Australian Rural Leadership Program

BT Financial Group

Carers NSW

Department of Defence

Macquarie Bank

Medicines Australia

Mildura Council

NSW Police

NSW Public Service Commission

Origin Energy

Public Service Association

Reserve Bank of Australia

Unifam

University of Queensland

# ETHI-CALL

Ethi-call is accessible  
by appointment on  
Monday to Friday  
from 9am to 5pm  
via freecall 1800 672 303.



Ethi-call, our ethics telephone counselling service, has been offered by St James Ethics Centre as an integral part of its work for more than 20 years.

This unique and valuable service is free, independent, confidential and available to anyone struggling with an ethical issue or dilemma – at work or in their personal life.

Throughout the year, our highly committed team of volunteer counsellors continued to offer vital support to people from all walks of life on both professional and personal issues.

Counsellor numbers expanded in 2012 offering greater capacity for calls, and while the service continues to grow, we know there is always more to be done as ethical dilemmas are by no means waning.

Awareness-raising has remained a focus for Ethi-call with a number of radio appearances by counsellors and pro bono advertising in online journals, proving strong channels for engaging callers this year.

Collaboration with organisations has also been important and as such, we have worked closely with professional associations, industry groups, government agencies and corporations to highlight Ethi-call's role in alleviating workplace issues and dilemmas.

Among the organisations that began promoting our service this year are City of Sydney, NSW Nurses' and Midwives' Association, Charles Sturt University, BPAY and Australian Ethical Investment – an indication of the wide variety of organisations that value Ethi-call.

We thank our supporters including the generous financial support of Australian Unity as we continue to scale and reach out to more communities across Australia.

# OUR SUPPORTERS

## THANK YOU

**We wish to offer huge thanks to all our supporters for their generous financial donations, pro bono support and volunteer services throughout the year. The continuity of their support is fundamental to our efforts, and without them, our work would be impossible.**

**A special note must also go out to all of our passionate volunteers. Together with our staff, the Centre achieves much of its hard work through their dedicated support.**

## FINANCIAL SUPPORTERS

Below is a list of organisations who have provided support in 2012-13, as well as those individuals who kindly donated in excess of \$100 to the Centre.

### ORGANISATIONS

AMP  
BHP Billiton  
Christopher Cuffe Foundation  
Ernst & Young Foundation Pty Ltd  
Gonski Foundation  
GPT  
Grocon  
ISPT  
La Salle Investment Management  
NBSC Manly Selective Campus  
Office of the MARA  
Police Credit Union  
Rita Hogan Foundation  
Rothschild  
The Greatorrex Foundation  
The Kinghorn Foundation  
Trust Co (RE Services) Ltd as trustee for The 163 Property Trust  
Westpac

### INDIVIDUALS

Alan Chenoweth  
Alan Dawson  
Allan Moss  
Andy Small  
Anna Booth  
Bernard Collaery  
Beverley Trevenen  
Brendan Byrne  
charlie  
Colin Gunn  
Cynthia Mitchell  
Cynthia Nadai  
Helen Lynch  
Ian Simmonds  
Ian Stanwell  
Ivan Deveson  
Jane Brockington  
Jenny Ferguson  
Jill Dalton  
John Cameron  
John Wylie  
Karen Loblay  
Kate Barrelle  
Kevin Burges  
Kimber Stirling  
Lorraine Hall  
Marie Therese Howard  
Michael Cole  
Michael Hudson  
Michael Pain  
Nick & Kathryn Greiner  
Peter Bell  
Peter Graves  
Peter Joseph  
Phillip Clark  
R.O. Albert  
Richard Cogswell  
Rob Ferguson  
Robert McDougall  
Robin Low  
Ronald Beslich  
Sally & Geoffrey White  
Stephen Chivers  
Terry Hewett  
Wendy McCarthy  
William Windeyer



# PRO BONO AND VOLUNTEER SUPPORTERS

## ORGANISATIONS

Alberts Investments Pty Ltd

Australian Broadcasting Corporation (ABC)

Banjo Advertising

Belinda Mason Photography

BVN

City of Sydney

Gilbert + Tobin

Investec Bank (Australia) Ltd

JP Morgan

Kindleman

Knierem Brothers

Professional Public Relations

## VOLUNTEERS

Alana Maceri

Alexandra Fransen

Alice Adlide

Andy Small

Angela Calabrese

Ann Davies

Ann Storr

Anna Candler

Anne So

Annette Browne Ben Redan

Brian Langford

Catherine McQueen Cawsey

Ceri Hutchison

Christopher Hewett

Corrie Eames

Cristina Parker

Cynthia Nadai

Daniel Larson

Daniel Wright

Danielle Foley

David Allinson

Deborah Russell

Diana Choquette

Diane Green

Dr Paula Saunders

Elisabeth Shaw

Elizabeth Anne Riley

Emily Brown

Felicity Nelson

Gillian Levett

Goldele Rayment

Harry Greenwood

Heather Holman

Helen Fraser

Helen Guo

Helen Quarrell

Hermione Loofs

Ian McArthur

Isobel Kirk

Jack Donaldson

Jackie Boaden

Jacob Peggie

Jane Potter

Jane Silverton

Jared Ellsmore

Jeremy Fraser

Jonathan Russell

Josh Shardlow

Judy Zhu

Julia Lipski

June Crowley

Kathleen Gilbert

Kathryn Logan

Kay Freedman

Kay Hathway

Keili Shillington

Lina Samandar

Linda Cox

Lynn Dickinson

Lynne Phillips

Margaret Hamilton

Mark Sharman

Mary Lou Merven

Michelle Tredenick

Nancy Peters

Naomi Bicheno

Philip Paczynski

Phillip Wright

Piero Moraro

Professor Margaret O'Connor AM

Prue Platt-Hepworth

Raymond Brazil

Richard Muhs

Sabás Francia

Scott Stewart

Sheila Lennon

Simon Kennedy

Suzanne Curtis

Tatiana Stotz

Una Lawrence

Wendy Bruce

# GOVERNANCE

## PATRON

The Governor-General, Her Excellency the Honourable Quentin Bryce AC CVO

## BOARD OF ST JAMES ETHICS CENTRE – AS AT 30 JUNE 2013

SIX BOARD MEETINGS HELD JULY 2012 – JUNE 2013

### OTHER ROLES AND BOARD MEETING ATTENDANCE

	<b>CHAIR: PETER JOSEPH AM</b>	Chair: Black Dog Institute, The Health-Science Alliance UNSW Campus; Former Chair: Dominion Mining Limited, The GPT Group, St Vincents and Mater Health, Sydney	5
	<b>SECRETARY: TIMOTHY EDWARDS</b>	Principal: Macpherson+Kelley Solicitors; Director, Sydney Legacy	6
	<b>TREASURER: DOUGLAS SNEDDEN</b>	Director: Transfield Services Ltd, UXC Ltd, Hillgrove Resources Ltd, Circa Technologies Pty Ltd; Chair: Odyssey House McGrath Foundation; Director: Black Dog Institute Board, National Library Foundation	5
	<b>MARIA ATKINSON AM</b>	Co-founder, founding CEO, Life Fellow Green Building Council of Australia; Director: The Global Foundation, Holcim Foundation for Sustainable Construction, XO Pty Limited. Appointed November 2012.	5
	<b>PHIL CLARK AM</b>	Member of Advisory Council: JP Morgan; Chair: Australian Government's Education Investment Fund Advisory Board, Tasmanian Infrastructure Advisory Council, Shopping Centres Australasia Property Group, Hunter Hall Global Value Limited; Director: Ingenia Communities Group	3
	<b>PETER HUNT AM</b>	Chair: Greenhill, So They Can, Grameen Foundation Australia, Cambooya Services Pty Ltd; Trustee: Anindilyakwa Indigenous Mining Trust; Director: Women's Community Shelters; Member Advisory Councils: Mission Australia, Centre for Social Impact	2
	<b>SANDRA LEVY</b>	CEO of the Australian Film, Television and Radio School. Retired November 2012.	0
	<b>STEPHEN LOOSLEY</b>	Special Counsel with Minter Ellison, Lawyers; Chair: Australian Strategic Policy Institute, Woomera Prohibited Area Advisory Board; Deputy Chair: Asia Society Australia; Senior Vice President: European-Australian Business Council; Advisory Board Member: Thales Australia, Crescent Capital Partners; Board Member: Salvation Army Territorial Advisory Board	3
	<b>CHRISTINE MCCLOUGHLIN</b>	Director: Whitehaven Coal Limited, nib holdings Ltd, Westpac's Life, General Insurance and Lenders Mortgage Insurance businesses, The Smith Family, Minter Ellison Advisory Council	6
	<b>MAJOR GENERAL (RET) ANDREW JAMES (JIM) MOLAN AO DSC</b>	Principal: aadiDefence Pty Ltd; Director: National Aerial Firefighting Centre, Sir Richard Williams Foundation, Chaplains without Borders; Author	4
	<b>MICHAEL PAIN</b>	Managing Director: Management Consulting, Accenture Australia; Director: ChildFund Australia	5

## DR SIMON LONGSTAFF'S PARTICIPATION ON BOARDS AND COMMITTEES

AusAID Business Steering Committee  
 Australian Institute of Company Directors  
 – Corporate Governance Committee  
 Banking and Finance Ethics Oath  
 BHP Billiton Forum on Corporate Responsibility  
 Business Reporting Leaders Forum  
 Defence Science Technology Organisation Probity Board, Chairman  
 Earthmark  
 Engineers Australia National Registration Board – Community Member  
 Genographic Project – International Advisory Board, Chairman  
 Global Reporting Initiative Board, Deputy Chairman  
 Indigenous Governance Awards  
 Knox Grammar School  
 National Business Leaders Forum  
 Nestle Oceania Creating Shared Value Advisory Board  
 Our Community  
 Primary Ethics  
 Woolworths Limited Corporate Responsibility Panel, Chairman

## ADVISORY COUNCIL

**Philip Clark AM** (Chair)  
 JP Morgan

**Gary Anderson**  
 Protiviti

**David Bell**  
 Ogilvy PR

**Stephen Dunne**  
 AMP Capital Investors

**Carmel Mulhern**  
 Telstra Corporation Ltd

**Peter Joseph AM**  
 Investec

**Bill Marynissen**  
 Macquarie Group Ltd

**Carolyn McCann**  
 Westpac Banking Corp

**Steve Rowe**  
 IAG

**Michael Pain**  
 Accenture

**Douglas Snedden**  
 Company Director

**Karen Wood**  
 BHP Billiton

**Simon Longstaff** (ex officio)

**Sally Treeby** (ex officio)

Steve Rowe resigned March 2013  
 Carolyn McCann appointed March 2013

## PUBLIC BENEVOLENT INSTITUTION COMPLIANCE SUB-COMMITTEE

**Timothy Edwards** (Chair)  
**Christine McLoughlin**  
**Keith Sheppard** (external)  
**Simon Longstaff** (ex officio)  
**Sally Treeby** (ex officio)

## STRATEGY SUB-COMMITTEE

**Michael Pain** (Chair)  
**Peter Hunt AM**  
**Peter Joseph AM**  
**Douglas Snedden** (resigned March 2013)  
**Simon Longstaff** (ex officio)  
**Sally Treeby** (ex officio)

## FINANCE AND RISK MANAGEMENT SUB-COMMITTEE

**Douglas Snedden** (Chair)  
**Timothy Edwards**  
**Stuart Marshall** (external)  
**Keith Sheppard** (external)  
**Simon Longstaff** (ex officio)  
**Sally Treeby** (ex officio)

## MEMBERS AT 30 JUNE 2013

Student Concession	62
Individual	460
Corporate	25
<b>Total</b>	<b>547</b>

## LEADERSHIP TEAM

**Dr Simon Longstaff AO**  
 Executive Director

**Sally Treeby**  
 Executive General Manager

**Alisa Kelley**  
 Manager Capacity

**Sarah Munro**  
 Marketing & Communications Curator

**Felicity Nelson**  
 Head, Human Resources (voluntary)

**Dr Stuart Palmer**  
 Head of The Practice

**Sheena Polese**  
 Head of Development

# BOARD OF ST JAMES ETHICS FOUNDATION – AS AT 30 JUNE 2013

THREE BOARD MEETINGS HELD JULY 2012 – JUNE 2013

## OTHER ROLES AND BOARD MEETING ATTENDANCE

<b>CHAIR: GEOFF COUSINS</b>	Geoff has been on the boards of many listed and unlisted companies, as well as a number of charitable organisations including the Starlight Foundation and the Smith Family	3
<b>MARIA ATKINSON AM</b>	Co-founder, founding CEO, Life Fellow: Green Building Council of Australia; Director: The Global Foundation, Holcim Foundation for Sustainable Construction, XO Pty Limited	3
<b>EDMUND CAPON AM OBE</b>	Director of the Art Gallery of New South Wales 1978 – 2011; Conjoint Professor in the School of Languages and Linguistics, Faculty of Arts and Sciences UNSW	2
<b>RUSSELL HIGGINS AO</b>	Non-executive Director of Telstra Ltd, Leightons Holdings Limited, APA Group, Argo Investments Limited	1
<b>PETER KEMP</b>	Principal: Macpherson+Kelley Solicitors	3
<b>HAROLD MITCHELL AC</b>	Chair: CARE Australia, Melbourne Symphony Orchestra, Art Exhibitions Australia, The Florey Institute of Neuroscience and Mental Health TVS Sydney, Free TV Australia; Vice President: Tennis Australia; Director: Crown Limited, New York Philharmonic Orchestra	1
<b>SAM MOSTYN</b>	Commissioner: Australian Football League; Board Member: Virgin Blue Australia; President: Australian Museum Trust; Board Member: Sydney Theatre Company; Chair of the Stakeholder Advisory Council of the CSIRO's Climate Adaptation Flagship	1
<b>CAROL SCHWARTZ AM</b>	Chair: Our Community, Women's Leadership Institute, Creative Partnerships Australia; Director: Stockland, Bank of Melbourne, Qualitas Property Partners, Sydney Institute; Executive in Residence: Melbourne Business School; Board member: National Australia Day Council, Centre for Advanced Journalism; Council member: Australian Innovation Research Centre, University of Tasmania	0
<b>DOUGLAS SNEDDEN</b>	Director: Transfield Services Ltd, UXC Ltd, Hillgrove Resources Ltd, Circa Technologies Pty Ltd; Chair: Odyssey House McGrath Foundation; Director: Black Dog Institute Board, National Library Foundation	3

# FINANCIALS

## STATEMENT OF COMPREHENSIVE INCOME FOR THE FINANCIAL YEAR ENDED 30 JUNE 2013

REVENUE FROM ORDINARY ACTIVITY	FY2013	FY2012
<b>FUNDRAISING ACTIVITY</b>		
Grants, Memberships, Donations	1,094,041	939,629
In Kind – Professional Services, Office Space, Sponsorships	595,578	767,304
<b>Total Fundraising Activity</b>	<b>1,689,619</b>	<b>1,706,933</b>
<b>TRADING ACTIVITY</b>		
Consulting & Education	717,910	792,460
Sponsorships & Program Revenue	575,289	709,563
Interest	48,663	49,130
<b>Total Trading Activity</b>	<b>1,341,862</b>	<b>1,551,153</b>
<b>Total Revenue</b>	<b>3,031,481</b>	<b>3,258,086</b>
<b>EXPENDITURE</b>		
Administration Expenses	774,360	1,283,209
Salaries and Entitlements	1,354,063	1,240,287
Depreciation	15,219	15,281
Loss on Disposal of Fixed Assets	4,472	8,289
In Kind – Professional Services, Office Space, Sponsorships	595,578	767,304
<b>Total Expenditure</b>	<b>2,743,692</b>	<b>3,314,370</b>
<b>Net Result</b>	<b>287,789</b>	<b>(56,284)</b>
Other Comprehensive Income	-	-
<b>Total Comprehensive Income</b>	<b>-</b>	<b>-</b>
<b>Total Comprehensive Income for the Year</b>	<b>287,789</b>	<b>(56,284)</b>

# FINANCIALS

## STATEMENT OF FINANCIAL POSITION FOR THE FINANCIAL YEAR ENDED 30 JUNE 2013

	FY2013	FY2012
<b>CURRENT ASSETS</b>		
Cash and cash equivalents	1,531,108	1,280,356
Trade and other receivables	239,114	168,377
	<b>1,770,222</b>	<b>1,448,733</b>
<b>NON-CURRENT ASSETS</b>		
Prepayments	126,973	34,745
Plant and equipment	68,641	55,870
	<b>195,614</b>	<b>90,615</b>
<b>Total assets</b>	<b>1,965,836</b>	<b>1,539,348</b>
<b>CURRENT LIABILITIES</b>		
Trade and other payables	173,505	140,197
Deferred income	224,189	130,162
Provision for tax liabilities	87,426	77,917
Provision for employee entitlements	225,424	229,503
<b>NON-CURRENT LIABILITIES</b>		
Provision for non-current employee liabilities	11,810	5,127
<b>Total liabilities</b>	<b>722,354</b>	<b>583,656</b>
<b>Net assets</b>	<b>1,243,482</b>	<b>955,692</b>
<b>EQUITY</b>		
Accumulated funds	36,430	120,499
Capital fund	515,000	565,000
Future Project funding	692,052	270,193
<b>Total equity</b>	<b>1,243,482</b>	<b>955,692</b>

### Please note

A copy of the complete Annual Financial Report is available on our website, or can be sent on application.  
Contact us: +61 2 8267 5735 or [operations@ethics.org.au](mailto:operations@ethics.org.au)



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161 CASTLEREAGH STREET  
SYDNEY NSW 2000**

**ABN 83 637 740 533  
ARBN 094 609 015**

ST JAMES  
**ethics**  
CENTRE