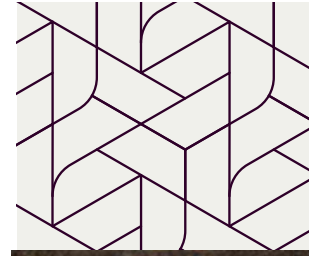


SCENTRE GROUP

Westfield Local Heroes 2020 Social Impact Report

Now more than ever, it's important we all play a role in helping build community connection and resilience.



Westfield
Local Heroes



Westfield Local Heroes is a community recognition and awards program that **discovers** and **celebrates** individuals who make a positive impact to their local community or environment across Australia and New Zealand.

Key take-outs: 2020 Program engagement

Community Engagement



More than
1000

Nominations



More than
140,000

Community votes



93%

of 2020 voters agree that the program connects and enriches communities

Community Impact



\$1.26m

in funding provided to 122 organisations.



76%

of participants agree the program connects people with services they may not have known about



64%

of heroes say the result of the public awareness increased the number of people accessing their services

Westfield
Local Heroes



Proving the program's Theory of Change

We assess the longer term outcomes and impacts of the program to prove our Theory of Change – that it connects and enriches our communities. We measure against the following Theory of Change statement and three value threads:

Westfield Local Heroes connects and enriches communities by:

- 1. Promoting local people and organisations:** motivating the Local Heroes and finalists, increasing people accessing their services, and increasing volunteer hours and donations
- 2. Establishing ongoing relationships with Scentre Group:** supporting the Local Heroes and their organisations to reach their community goals sooner than otherwise might occur
- 3. Providing \$10,000 grants for programs that benefit the local community:** enabling local community organisations to reach community goals sooner than otherwise might occur



Impact to community

Through participant and customer surveys and engagement data, we can measure the impact of our program to prove that Westfield Local Heroes *connects and enriches our communities*.

363

grants awarded in three years, valued at \$3.62M over 4 years since the program began

100%

of heroes experienced increased **motivation**, increased **work effort** and **pride and recognition** as a result of being part of the program

65%

of 2019 **alumni** (i.e. finalists and successful heroes) have ongoing partnerships or engagement with their local Westfield centre (i.e. event and program activation, gift wrapping stations, community site access, knowledge-sharing)

81%

of customers and 76% of Westfield iQ members believe the program **helps community organisations grow**

Alumni Impact

Our Westfield teams continue to work with finalists and successful heroes in many different ways that are relevant and meaningful to them and our communities.

Westfield Helensvale

Partnered with twice successful Westfield Local Hero Chis Boyle – the founder of Standby U Foundation. Together they have created Magnolia Place, the first multi-service approach to domestic and family violence assistance and prevention anywhere in Australia.



Westfield Carindale

Partnered with The Sunlight Centre to create the 'ANON' store. Australian artists have donated art pieces to sell, with the money raised funding therapy sessions for those in need.



Westfield Chatswood

Partnered with Job Centre Australia to provide Josh, or JD to his friends, his dream job – to be Santa's elf at Westfield. JCA connect people with inclusive employers to enable a more diverse workforce and Josh has building his social, independence and employment goals since 2017.





Jan Nottingham

Westfield Riccarton Local Hero

“More often than not people like Jan are unsung heroes. The opportunity to acknowledge and thank Jan via the Westfield Local Heroes programme is simply a wonderful chance for us on behalf of the thousands of families Jan has met during her time with us to say thank you.”

Quote from nominator



Ronald
McDonald
House®
South Island



Thank you

For more information:

- Visit www.westfield.com.au/local-heroes or www.westfield.co.nz/local-heroes
- Contact community@scentregroup.com