

# Doing Sustainability: An Australian Perspective

**Sam Mostyn**  
**Group Executive,**  
**Culture & Reputation**

**2-3 May 2005**

# Australia tightens corporate rules to avoid accounting scandals

Agence France-Presse , 19 September 2002

# Corporate Australia survives Enron audit

New Zealand Herald, 21 December 2002

# Wall Street counts its dead, dying and merely wounded

The Australian, 30 December 2002

# Australia awaits verdict on A\$5.3B collapse of HIH

National Post , 16 December 2002

# Bankrupt airline's jobs safe for now

Herald-Sun , 11 December 2002

# Compliance walk falls short of talk

The Age, 28 October 2002

# Australian regulator finds a fifth of companies have solvency concerns

Agence France-Presse, 19 December 2002

# ASIC to investigate 31 companies over financial reports

ABC News, 19 December 2002

# Ansett staff sing for Christmas pay

The Australian , 17 December 2002

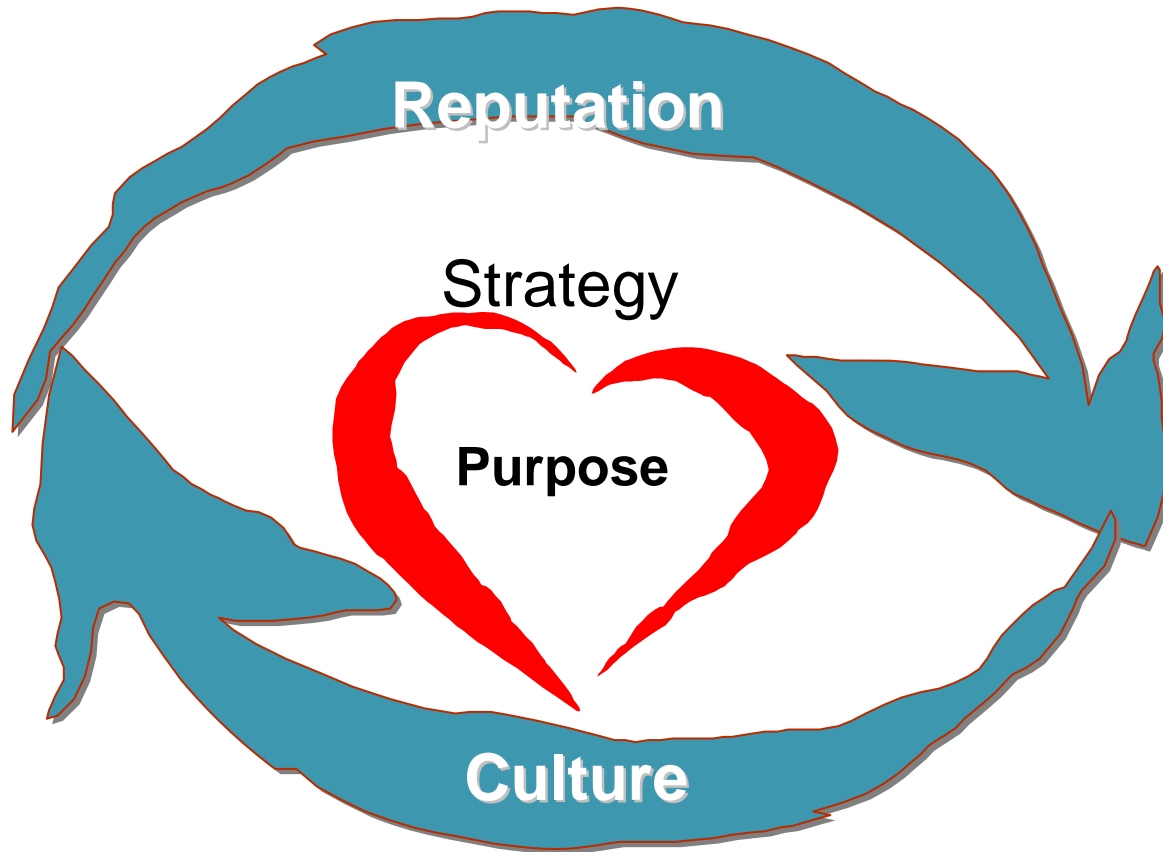
# Shock solvency risks found in Aussie companies survey

The Mercury 20 December 2002

# Jail warning over HIH Liquidator says criminal charges loom.

Gold Coast Bulletin, 25 November 2002

# Our culture is our reputation





**IAG** Insurance  
Australia  
Group



# IAG's purpose



# JumpStart Autobody Traineeship and Scholarship program



# St John/IAG bus advertisements



**EVEN 150 EPISODES  
OF E.R. ISN'T GOING TO  
TEACH YOU CPR.**

Financially supported by  **HAVE YOU GOT YOUR PRIORITIES RIGHT? ST JOHN FIRST AID COURSE. 1300 360 455** 



SGIO

SGIC



swain  
insurance



STATE

N4

# St John/IAG internal posters

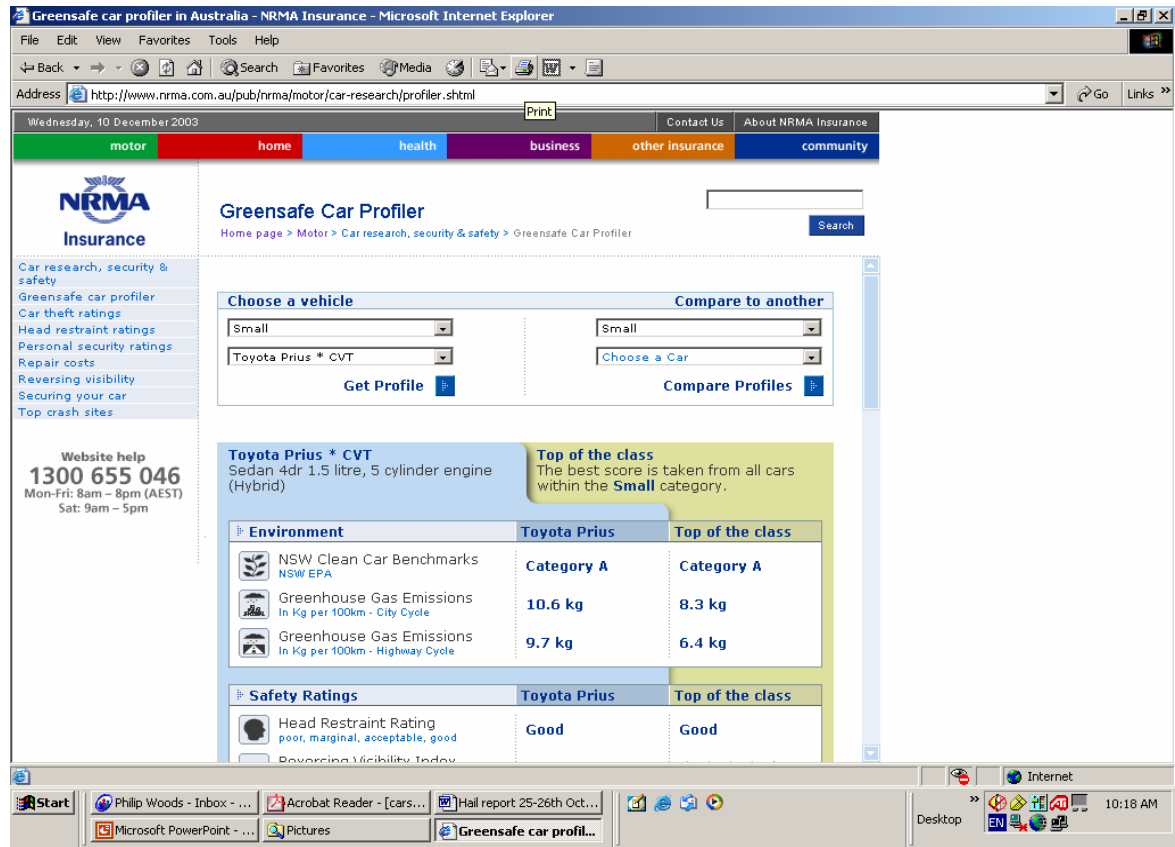
**YOU CAN HELP  
A CUSTOMER WITH  
A BREAK IN.  
COULD YOU HELP  
WITH A  
BROKEN ARM?**

Visit [insidIAG](#) to get your free first aid kit and register your interest for first aid training.



# Greensafe car profiler

- ▶ Enabling informed purchase decisions
- ▶ Rating cars by environmental and safety performance
- ▶ Collaboration with NSW EPA



Greensafe car profiler in Australia - NRMA Insurance - Microsoft Internet Explorer

Address: <http://www.nrma.com.au/pub/nrma/motor/car-research/profiler.shtml>

Wednesday, 10 December 2003

motor home health business other insurance community

**NRMA Insurance**

**Greensafe Car Profiler**

Home page > Motor > Car research, security & safety > Greensafe Car Profiler

Car research, security & safety

- Greensafe car profiler
- Car theft ratings
- Head restraint ratings
- Personal security ratings
- Repair costs
- Reversing visibility
- Securing your car
- Top crash sites

Website help  
**1300 655 046**  
Mon-Fri: 8am - 8pm (AEST)  
Sat: 9am - 5pm

**Choose a vehicle**

Small  
Toyota Prius \* CVT  
**Get Profile**

**Compare to another**

Small  
Choose a Car  
**Compare Profiles**

**Toyota Prius \* CVT**  
Sedan 4dr 1.5 litre, 5 cylinder engine (Hybrid)

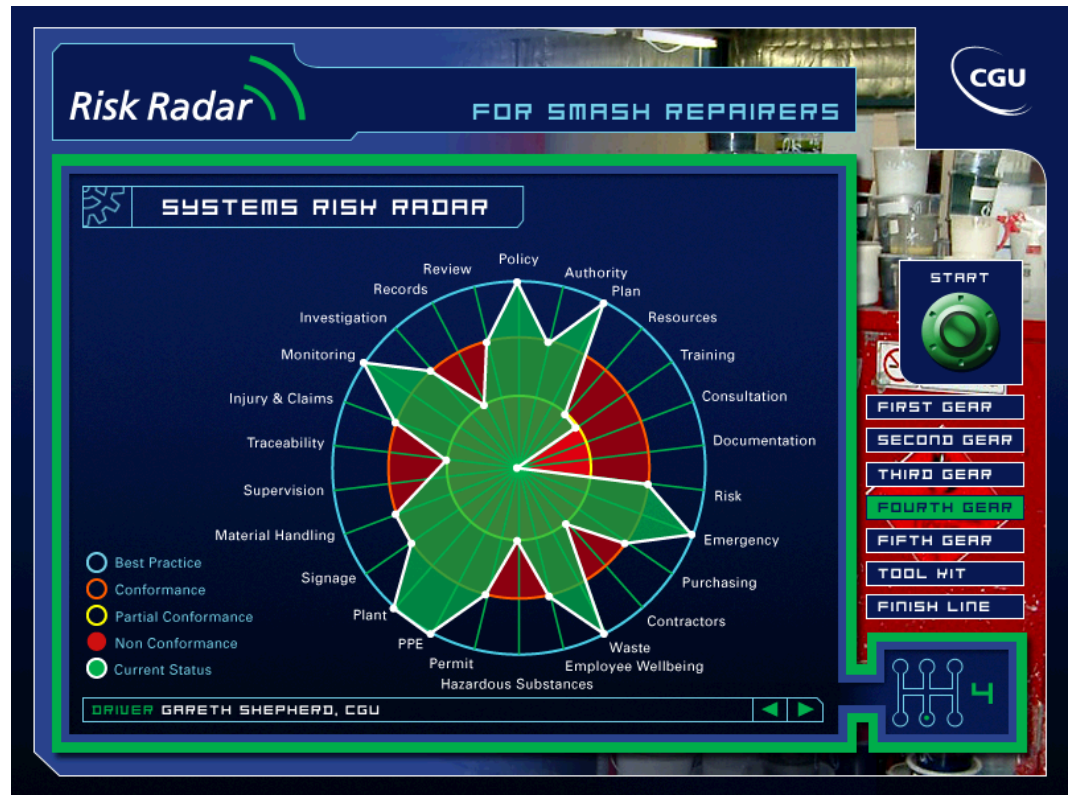
**Top of the class**  
The best score is taken from all cars within the **Small** category.

	Toyota Prius	Top of the class
<b>Environment</b>		
NSW Clean Car Benchmarks NSW EPA	Category A	Category A
Greenhouse Gas Emissions In Kg per 100km - City Cycle	10.6 kg	8.3 kg
Greenhouse Gas Emissions In Kg per 100km - Highway Cycle	9.7 kg	6.4 kg
<b>Safety Ratings</b>		
Head Restraint Rating <i>poor, marginal, acceptable, good</i>	Good	Good
Reversing Visibility Index		

Start Philip Woods - Inbox - ... Acrobat Reader - [cars... Hal report 25-26th Oct... Microsoft PowerPoint - ... Pictures Greensafe car profil... Internet 10:18 AM Desktop

# Risk Radar for Smash Repairers

- Interactive CD-Rom to help smash repairers manage their environmental, health & safety obligations.
- Smash repairers who achieve compliance are eligible for commercial insurance discounts.
- Support from 3M, DuPont and St. John.



# Police/NRMA Insurance crime prevention van

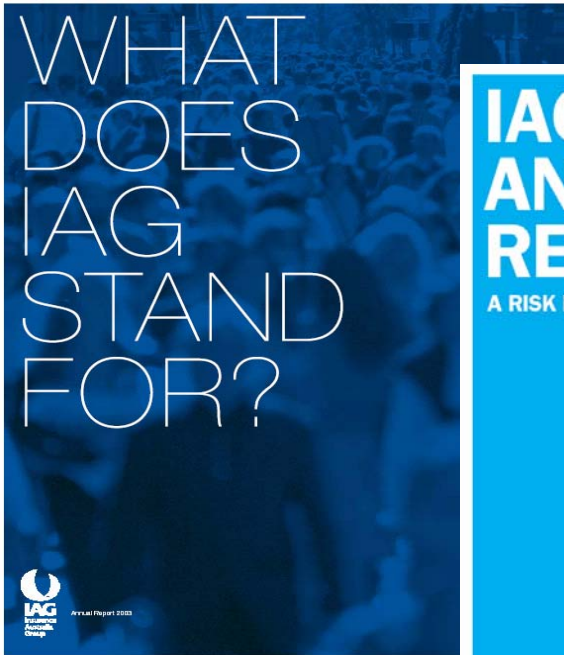


# Climate Change: 'Solutions for Australia'

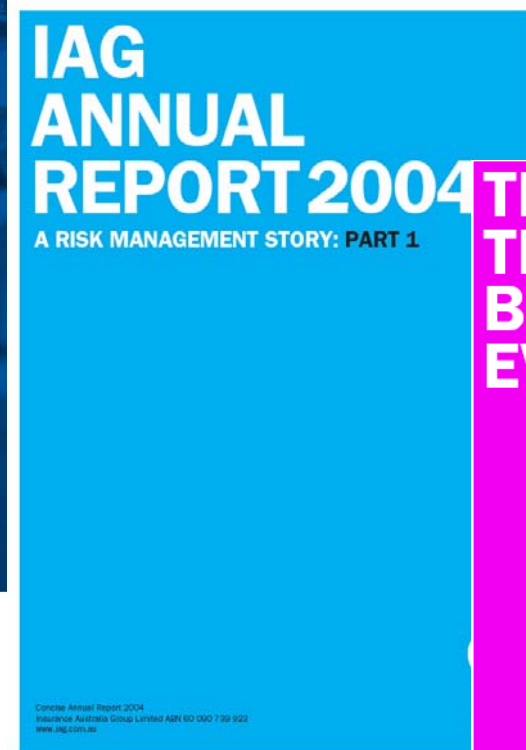


# NRMA Careflight HIRT





IAG Annual Report 2003



IAG Annual Report 2004

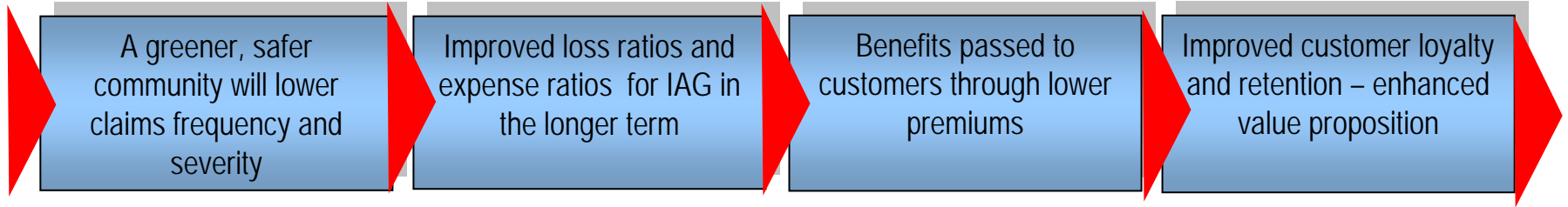


IAG Sustainability Report 2004



# Sustainability Cycle - IAG

## The Virtuous Cycle



### Cultural alignment

embedding sustainability as core business

### Suppliers

helping our suppliers to be greener and safer  
Eg. Risk Radar product, green procurement

### Internal Operations

helping us reach our environmental and safety targets, community involvement  
Eg. Community-help, Be Safe, environmental waste reduction, St John's Partnership

### Product development

promoting safety and environmental responsibility through our products

### Customer Interactions

Promoting principles of insurance as a community product, and what we're doing to reduce risk, to our customers  
Eg. Home Help, Greensafe Car Profiler, Claims Help Kits

# The hardest part – it's core business



SGIO™



swann  
insurance

SGIC

An IAG Company

STATE

NRMA  
INSURANCE



Meritocracy  
Transparency  
Honesty  
Teamwork  
Social responsibility



IAG  
Insurance  
Australia  
Group



Paying claims  
Pricing risk  
Managing costs  
Reducing risk

# Six questions of engagement

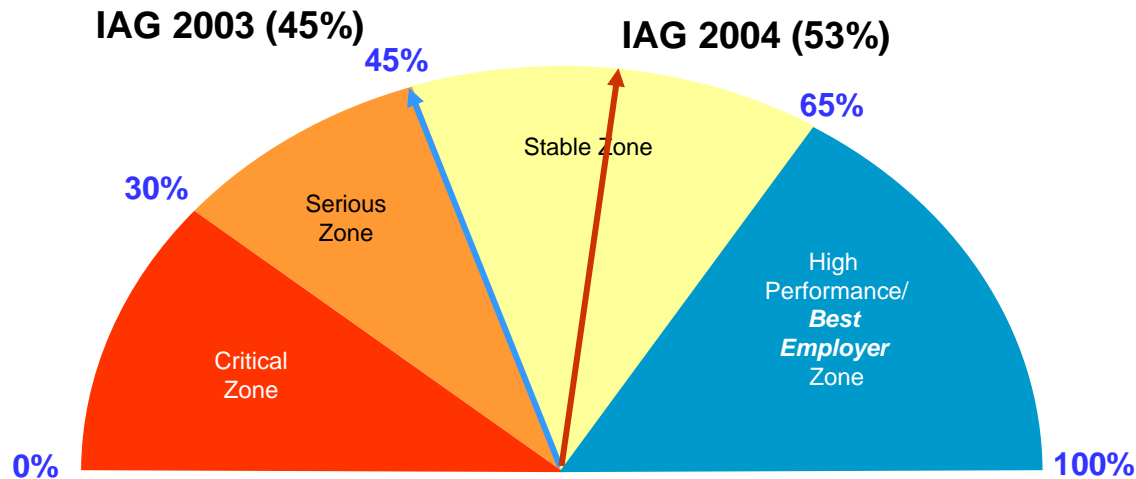
- 1. It would take a lot to get me to leave this organisation**
- 2. I would not hesitate to recommend our organisation to a friend seeking employment**
- 3. This organisation inspires me to do my best work every day**
- 4. I hardly ever think about leaving this organisation to work somewhere else**
- 5. Given the opportunity, I tell others great things about working here**
- 6. This organisation motivates me to contribute more than is normally required to complete my work**

# How engaged are we?

## Engagement Score

Survey Participation Rate: 84%

IAG Overall Engagement Score : 53%



# The challenge

**“The most significant trend (for Australian business in 2005) is going to be a heightened emphasis on ethics and reputation risk. After James Hardie, NAB and all the others there will be lots of managers asking how exposed they are. Ironically, the biggest risk is the insularity of directors and senior managers, who are constantly ambushed because they don’t know enough about what’s going on with ordinary people in the real world.”**

*Professor Noel Turnbull, expert in applied business communications, RMIT University, Melbourne. **Corporate Citizens placed on Notice**, Sydney Morning Herald, by Julian Lee*