

Flood of help

Boeing's corporate citizenship program in Australia is there to help—especially when natural disasters hit

The recent floods in the state of Queensland affected an area the size of Germany and France.

Boeing employees in Australia—and throughout the company—were ready to help.

While working to fight flooding at their own homes and work areas, employees in Australia pitched in to help their neighbors. Boeing-supported Black Hawk helicopters, flown by the Australian Defence Force, played a critical role in relief operations throughout the entire state.

“The massive scale of this disaster touched all Australians,” said Ian Thomas, president, Boeing Australia and South Pacific. “We're very proud of our employees, whose individual acts of volunteerism and generosity made an important contribution to those affected by the floods.”

Employees both within and outside Australia provided financial support to the flood relief effort, coordinated by the Queensland Premier's Disaster Relief Appeal. The company also contributed through matching funds. By Feb. 18, employee and corporate contributions totaled \$216,775 (U.S.).

Boeing and its employees in 2009 demonstrated similar support for relief efforts involving bushfires in Victoria, Australia, which burned thousands of acres and destroyed the homes of hundreds of people.

Over the past five years, Boeing Australia has provided more than \$3 million to support local charities, community organizations and universities. The company's corporate citizenship



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program in Australia has a special focus on civic organizations, early childhood education and environmental programs. These priorities were determined based on areas where communities have the greatest need.

In July 2010, Boeing had its first Global Day of Service in which employees on three continents volunteered for community projects. In Australia, employees joined with members of the Brisbane, Queensland, community to help improve the grounds for Balmoral State High School.

Boeing Australia and South Pacific in 2010 changed its corporate citizenship strategy to focus contributions to a few select community agencies rather than providing smaller grants to many organizations.

Virginia Wheway, Environment, Health and Safety director for Boeing Australia, said this approach allows the company to form solid partnerships with several charitable organizations.

“We believe there will be more impact in working closely with a few well-selected agencies,” Wheway said. “You develop a deeper level of engagement, support and partnership.”

One of these partners, the Smith Family Foundation, is a national, independent children's charity that supports disadvantaged Australian children. It unlocks opportunities through education and learning. Its Launchpad to Learning program focuses on the importance of reading by young children. Pilot programs are in Brimbank, Victoria; Ipswich, Queensland; and

Fairfield, New South Wales.

Another partner, the Australian War Memorial, serves as both a memorial and a museum of Australia's involvement in international military conflicts and peacekeeping missions. The museum houses a number of Boeing heritage aircraft, including the Australian-built Wirraway. It is located in Canberra, the Australian capital.

Boeing also partners with Greening Australia, which has been working with communities for more than 30 years to bring about environmental education and regeneration of green spaces. One of its programs, Generation Green, engages local communities in Western Sydney to advance a range of environmental efforts.

In neighboring New Zealand, the

company partners with the Foundation for Youth Development. Its youth development programs inspire children, from 5 to 17 years old, to reach their full potential. The goal is to help them become confident, healthy adults who contribute to society. The foundation also has activities with an environmental focus.

“Our goal for 2011 is to strengthen our relationships with these organizations in ways that go beyond funding,” Wheway said. “For example, we want to provide more opportunities for employees to become involved, including skills-based volunteerism.”

— Bill Seil

PHOTOS: (Above and right) Boeing employees supported Australian Army Black Hawk helicopters flying flood response and recovery operations.
AUSTRALIAN DEFENCE FORCE