IBM's longstanding, global commitment to corporate responsibility is a demonstration of our values and the priorities that guide them. By integrating corporate responsibility with business strategy, we contribute to the communities in which we do business while engaging our clients, partners and employees. IBM's technology and talent have the power to help transform governments, institutions, communities and the quality of life for people around the world. Whether it's improving education, revitalizing cities, protecting the environment or driving economic growth, IBM and IBMers contribute innovative solutions to the world's toughest societal challenges.

**Smarter Cities Challenge**

IBM’s Smarter Cities Challenge (SCC) deploys top IBM experts to help cities around the world address their most critical challenges.

- In 2014 the cities of Perth and Ballarat received SCC grants. Perth Mayor Lisa Scaffidi requested a study of the feasibility of developing an integrated system for implementing and managing essential services infrastructure. A collaborative data platform and data sharing across city agencies and service providers could help improve service delivery and facilitate greater evidence-based planning for future growth. In Ballarat, IBM consultants worked with city stakeholders to recommend ways to manage local waste resources more effectively while reducing reliance on the landfill and strengthening the regional economy.

- In 2015 the City of Melbourne received an SCC grant. Lord Mayor Robert Doyle asked IBM to develop a roadmap to minimize the impact of emergency events on health and safety, infrastructure and economic activity in the city. The project is one of three SCC grants in 2015 to also receive a special grant of Twitter data, which will provide analysis of historical and current social media data.
Impact Grants
Through IBM Impact Grants, we share our capabilities and expertise with nonprofit organizations to help them operate and serve their constituencies more effectively.

- Children’s Cancer Institute Australia for Medical Research (CCIA) is an independent institute in Australia dedicated to research into the causes, prevention, treatments and ultimately a cure for childhood cancer. IBM analytics experts assisted the CCIA marketing and fundraising teams to leverage the information in their donor database to gain greater insights into the profiles of their donors and how donors behaved during various marketing and fundraising campaigns. This information has assisted the teams to create a strong strategy for effective marketing and fundraising.

- The Australian Museum Research Institute was launched in 2013 to promote research into major unsolved questions from the natural world — from climate change, wildlife genomics and biodiversity loss, to helping biosecurity agencies identify introduced pests around the country. To help the institute communicate and promote their work to the public, and thereby source additional funds for vital research, IBM consultants worked with the museum team to develop a digital marketing strategy, documenting strategic and tactical recommendations for their digital marketing channels.

World Community Grid
Launched by IBM in 2004, the goal of World Community Grid is to create the world’s largest public computing grid to tackle projects that benefit humanity; working on clean water, clean energy, fighting AIDS, defeating cancer, protein folding, cures for Muscular Dystrophy and Dengue Fever, climate modelling and genome comparison.

IBM in Australia
- Two P-TECH schools were announced to open in Geelong and Ballarat.
- The cities of Melbourne, Ballarat and Perth have received Smarter Cities Challenge grants

Awards & recognition
- The International Association for Volunteer Effort Global Volunteer Program Award 2014 — IBM selected as the Global Corporate Volunteering Program Winner at the 23rd International Association for Volunteer Effort World Volunteer Conference in 2014
- 2014 ARN ICT Industry Award — IBM Australia received Highly Commended award for Corporate Citizenship at ARN ICT Awards 2014
- 2015 ARN ICT Industry Award — IBM Australia won for Corporate Citizenship at ARN ICT Awards 2015
- Fortune – Most Admired Companies
- Corporate Responsibility Magazine – 100 Best Corporate Citizens
P-TECH
P-TECH is an innovative education model launched in the United States in 2011 through a partnership among IBM, the New York City Department of Education and The City University of New York. It has been replicated in 40 schools in the, and each model school is a public-private partnership that helps create a curriculum that tracks directly to the 21st-century labor market. P-TECH has received attention and support from Australian Prime Minister Tony Abbott. He said in 2014, “I was delighted to visit P-TECH while in New York. I believe this is an innovative and valuable education model for Australia to consider”. On 6 August 2015, Prime Minister Abbott announced two P-TECH schools in Australia – Geelong and Ballarat – to commence in 2016.

On Demand Community®
On Demand Community, IBM's volunteer and community service initiative, enables IBM employees and retirees to find volunteer activities and equips them with a range of resources to help schools and community organisations. In Australia, more than 5,000 employees have been engaged in the program, providing over 400,000 volunteer hours since 2003. Through our community grants program, IBM has contributed in excess of $1,000,000 to Australian schools and community organisations via more than 500 donations to organisations where IBMers volunteer. Employees support a number of programs including State Emergency Services, Rural Fire Services, Scouts and social welfare groups.

- IBM has supported The Smith Family’s iTack online mentor program since 2002, with IBM mentors assisting more than 1,100 students from disadvantaged areas to formulate their post-school plans.

- The Foundation for Young Australians’ Worlds of Work (WOW) program is a national initiative that builds the skills and beliefs that young people need to make successful transitions into life beyond school. IBM volunteers have hosted students in our offices, providing advice about succeeding in the worlds of work and life.

Support for indigenous communities
IBM Australia's support for indigenous communities focuses on the area of K-12 education.

IBM continues to support SWIRL, a Victoria University program enhancing student literacy in remote Aboriginal communities in Australia’s Northern Territory. Twenty Victoria University student teachers visit remote communities each year, supporting children to capture their own lives in their own words over a six-week stay. Students create storyboards of their ideas through pictures, artwork and digital recordings. Stories are documented in English and, where possible, the children’s own languages. The program has reached many thousands of children and community people since its inception in 1996, and has been very successful in increasing student attendance and improving literacy. Importantly, it has helped place teachers in the remote communities who on average stay in the community for two years compared with seven months for other teachers.

IBMers have volunteered more than 400,000 hours in Australia since 2003.

IBM supported the Cape York Digital Network with a donation of IBM storage technology to assist the Cape York Aboriginal Australian Academy to manage files across their schools network in Far North Queensland.

Exploring Interests in Technology & Engineering (EXITE) camps are an IBM initiative to help fuel young girls’ interests in taking science and math classes throughout high school and to help them understand how rewarding technology and engineering careers can be. IBM Ballarat developed close links to the local aboriginal community to develop and host two indigenous youth EXITE camps to encourage people living in rural cities like Ballarat to explore the IT industry and gain an understanding of its career potential.
**Disaster response**

IBM Disaster Response provides critical capabilities that are systematic and repeatable, enabling faster responses to disasters in the future.

- In response to the devastating bushfires and floods in eastern Australia in January 2013, IBM has reached out to the Australian Red Cross, Queensland Department of Community Services, Victorian Fire Commissioner and NSW Rural Fire Service to offer IBM technology and services to aid recovery efforts. Our team worked with IBM Research to explore the applicability of IBM Crisis Tracker to support Emergency Services organisations to gain real-time information from Twitter users to response organisations.

- Following the Queensland Floods in 2011, IBM provided the Queensland Department of Community Safety a donation of disaster recovery infrastructure to support disaster management operations. The donation consisted of IBM storage and virtualisation hardware, software and services.

- Responding to the devastating Black Saturday bushfires disasters in Victoria in 2009, IBM provided The Alfred Hospital with a new wireless network infrastructure and a wireless hands-free communication solution. This solution was designed to improve the communication speed between clinicians and supporting staff, thereby improving the quality of care in times of high demand, such as during a disaster.

**Citizenship worldwide**

IBM pursues the highest standards of corporate responsibility, from how we support and empower our employees, to how we work with clients and govern the corporation.

- **Environment** – IBM’s comprehensive programs range from energy and climate protection to pollution prevention, chemical and waste management, resource conservation, and product design for the environment.

- **Supply Chain** – IBM buys from suppliers from nearly 100 countries and has infused social and environmental responsibility into the fabric of our business relationships.

- **Governance** – Our corporate culture is firmly based on ethics and integrity, guided by a rigorous system of corporate governance.

**For more information**

For more information on IBM corporate citizenship programs, policies, strategies and achievements worldwide, and to download our current IBM Corporate Responsibility report, visit ibm.com/ibm/responsibility.

For more on IBM corporate citizenship in Australia, contact:

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