IBM in Our Community

IBM® believes that a company culture based on core values not only helps our business, but also defines the role that we can and should play in society. We identify and act upon opportunities to apply our technology and expertise to societal problems, and scale existing programs to achieve maximum benefit. We empower employees and others to serve their communities. And we integrate corporate citizenship and social responsibility into every aspect of our company.

Bringing IBM skills and expertise to our community
IBM has a dedicated Corporate Citizenship function that works in partnership with not-for-profit organisations and government, coordinating the contribution of IBM technology and expertise to support our global programs. Following are examples of our community engagement programs.

Smarter Cities Challenge
smartercitieschallenge.org
The Smarter Cities Challenge (SCC) is a competitive grant program awarding $50 million worth of technology and services over 3 years to 100 cities around the globe. These grants are designed to address the wide range of financial and infrastructure challenges facing cities today.

In 2012 City of Greater Geraldton (CGG), Australia received a grant to assist the city to:

i) identify smart digital services and opportunities that leverage the increasing availability of broadband and

ii) develop smart energy strategies that will enable the community’s vision of becoming a carbon-neutral region by 2029.

In 2011 in Townsville, Australia the IBM SCC team examined ways to build upon existing programs for sustainability through behaviour change, smart grid and partnerships with energy providers.

“We are excited about the potential growth of Geraldton over the next decade, but we want to ensure we build a sustainable future for our community by maintaining a good balance between economic prosperity and quality of life. The recommendations the IBM team have developed will enable us to fast track our progress to achieve our vision for the City of Greater Geraldton”

— Mayor Ian Carpenter, City of Greater Geraldton
The Corporate Service Corps was launched in 2008 to help provide IBMers with leadership development while delivering high quality problem solving for communities and organisations in emerging markets. The program empowers IBM employees as global citizens by sending groups of 10 – 15 individuals from different countries with a range of skills to an emerging market for four week community-based assignments. During the assignment, participants perform community-driven economic development projects working at the intersection of business, technology, and society. Australian Business Volunteers (ABV) supports the program, understanding the needs of the organisations and communities in the developing and emerging economies within which teams are placed.

Since its launch in 2008, the Corporate Service Corps program has sent over 1,700 participants and over 140 teams to more than 20 countries around the world.
In response to 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. 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 Citizenship team is working with IBM Research Australia to explore the applicability of IBM Crisis Tracker to the current disaster situation. Crisis Tracker enables an overview of twitter during disasters providing vital real time information to response organisations.

World Community Grid
worldcommunitygrid.org
Launched by IBM in mid November 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’s Corporate volunteer program - On Demand Community
ibm.com/ibm/ondemandcommunity
On Demand Community®, IBM’s volunteer and community service initiative, enables IBM employees and retirees to find volunteer activities and equips them with a wide range of resources to help schools and community organisations.

In Australia, more than 5000 employees have been engaged in the program, providing over 385,000 volunteer hours since program inception in 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 their time.

Employees volunteer their time in a number of programs including

The Smith Family – IBM has supported the iTrack online mentor program since 2002 with IBM mentors assisting more than 800 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 around what it takes to succeed in the worlds of work and life. In 2013 IBM will host over 300 students as part of the WOW program.

IBM volunteers support a range of schools and organisations including State Emergency Services, Rural Fire Services, Scouts and social welfare groups.

IBM Support for Indigenous Communities
IBM Australia’s support for Indigenous Communities focuses on the area of K-12 Education. Examples include:

KidSmart Early Learning Program
The IBM KidSmart Early Learning Program utilises effective hardware, software and educational materials to give young children (3-7yrs) attending childcare centres and kindergartens a jump start in their education. Since the launch of KidSmart in 2001, 1279 centres have received KidSmart units, more than 1919 teachers have received KidSmart training and over 25,580 young students have been supported with their literacy and numeracy across Australia.

Centres participating in the program receive the Young Explorer Learning Centre including hardware, educational software and materials, a 2 day teacher training program and ongoing teacher support.

KidSmart has been very successfully integrated into indigenous education programs in NSW, WA, SA and NT with more than 200 schools supporting indigenous students learning thru the KidSmart program.

Story Writing in Remote Locations (SWIRL)
IBM continues to support SWIRL (Story Writing in Remote Locations) 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 story-boards of their ideas through pictures, artwork and digital recordings. Stories are documented in English and, where possible, the children’s own languages. Including the children’s own language reinforces the children’s sense of belonging and self-worth, as the texts “legitimise” their

Students visiting IBM as part of the Foundation For Young Australia’s Worlds of Work Program
lifestyles and activities in the same way that children from mainstream cultures read about their own cultures and lives in the texts presented at home and school.

The program has reached many thousands of children and community people since its inception in 1996.

SWIRL 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 2 years compared with 7 months for other teachers.

**IBM storage donation to Support sharing of information between Far North Queensland Schools**

Cape York Aboriginal Australian Academy

IBM supported CYDN (Cape York Digital Network) with a donation of IBM Storage Technology to assist CYAAA (Cape York Aboriginal Australian Academy) to manage files across their schools network in Far North Queensland.

**EXITE (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 E.X.I.T.E camps to encourage people living in rural cities like Ballarat to explore the IT industry and gain an understanding of its career potential.

**Aboriginal Summer School for Excellence in Technology and Science (ASSETS)**

IBM has supported the Aboriginal Summer School for Excellence in Technology and Science (ASSETS) for many years. The program is run nationally as a residential summer school. The aim of the program is to increase the number of skilled, qualified Aboriginal young people in the national workforce by inspiring and supporting them to succeed in careers in science and technology.

Employees volunteer their time in a number of programs assisting indigenous students including:

**Indigenous Youth Science Forum 2012**

IBM supported the 2012 Indigenous Youth Science Forum (IYSF) in Perth, an initiative of the National Youth Science Forum (NYSF), which was held in collaboration with the Western Australia Department of Education Follow the Dream: Partnership for Success program.

**University of Melbourne Residential Indigenous Science Experience (R.I.S.E)**

IBM provides support to the University of Melbourne Residential Indigenous Science Experience (R.I.S.E). Students visit the IBM Research facility where they are provided with demonstrations from IBM researchers. The researchers discuss the work they are doing using Maths and Science background skills to help solve world problems such as traffic management during natural disasters and using computational models to combat the human cold virus.

**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](http://ibm.com/ibm/responsibility)

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