



## 7. Community involvement and development

In this section / Charity Partnerships / Digital Inclusion / Employee volunteering

## At Fujitsu, we believe that we can all make a positive difference in our community.

Through our constant pursuit of innovation, Fujitsu aims to contribute to the creation of a networked society that is rewarding and secure, bringing about a prosperous future that fulfils the dreams of people in our communities. We engage our employees so they feel proud to work for Fujitsu. Demonstrating corporate citizenship and allowing employees to enact their values at work is an important part of this.

### Fujitsu's charity partnerships

In ANZ, we support two long-term charity partnerships with community organisations. At Fujitsu, we are committed to making a positive difference to people's lives and the communities in which we live. Our CSR program is designed to ensure that our staff across Australia and New Zealand have the opportunity to contribute to the community through a variety of activities. CSR is about giving back to our communities; we believe it's not just about donating funds, but it's also about giving our own individual donations, volunteering our time, and using our expertise to make a significant impact.

#### Camp Quality

Fujitsu has chosen Camp Quality as its charity partner since 2015. Camp Quality makes a real difference to children and their families living with cancer. The services Camp Quality provides help children aged up to 13 years who are living with cancer and their families create a better life through building optimism and resilience throughout each stage of their cancer journey.

From cancer diagnosis throughout treatment and into remission or, sadly, in bereavement, the Camp Quality programs and services support the whole family; at hospital, at home, back at school, and in the community.

Operating since 1983, Camp Quality teams are located in every state and territory across Australia. With the support of 2,500 volunteers, their services reach one in three children living with cancer in Australia.

We bring this partnership to life in a number of ways:

Fujitsu donates over AU\$100k per year to Camp Quality, which supports the programs and services they deliver today. Fujitsu staff also have the opportunity to be involved in volunteering and fundraising events.

Fujitsu funded the establishment of an online volunteer portal, which enables volunteers to complete e-learning.



As a proud sponsor of the Australian Open of Golf, Fujitsu hosts a Super Monday Charity Golf Day (our biggest charity event of the year), inviting selected Fujitsu staff, guests, partners and customers to play on the course directly after the Australian Open. This exclusive day is followed by a charity dinner and silent/live auction where Fujitsu raises funds for exclusively for Camp Quality. In 2017 we raised \$63,000.



Furthermore, as Camp Quality's innovation partner, we bring efficiencies to Camp Quality through digital transformation projects, using both our support funding and digital expertise. At the beginning of our partnership, Fujitsu funded the establishment of an online volunteer portal, which lets all of their volunteers complete e-learning and training, before becoming fully-fledged 'vollies'.

Our support equates to \$100K each year with \$75K in donations and \$25K in in-kind support.

## Soldier On

Fujitsu has a long-term relationship with the Department of Defence and a deep understanding of the issues facing Defence personnel in Australia. As such, we have been proud to support Soldier On as a second charity partner since 2015.

Fujitsu Australia and New Zealand is honoured to support Soldier On as they support Australian heroes.

Soldier On provides support to Australian Defence Force personnel and their families who have been physically and psychologically wounded in service. With the help and support of sponsors, Soldier On works to enhance recovery, inspire communities, and empower Australia's wounded, giving those who have served our country the dignity they deserve and the chance to do and be whatever they choose.

Over the course of our sponsorship, Fujitsu has provided both financial and in-kind support, through fundraising initiatives, donations, IT infrastructure services, and career development opportunities for veterans.

Having signed the 'Soldier On pledge', Fujitsu demonstrates our commitment to recognising skills and attributes of veterans and their spouses throughout our recruitment initiatives. Fujitsu actively supports this initiative by offering guaranteed interviews to veterans and their spouses, and we work directly with Soldier On to refer applicants who may be suitable for other organisations involved in the initiative.

Over the course of our partnership, Fujitsu has provided in-kind support to Soldier On in the form of IT infrastructure and products. Our Fujitsu desktops and notebooks have been used within the new innovation hubs set up across Soldier On regions. These hubs provide health, wellbeing, and psychological support services to veterans and their families, as well as providing a space to build social connections and access one-on-one employment or education support.

Additionally, Fujitsu launched a Fujitsu/Soldier On Career Academy in February 2017, providing young war veterans with transition support needed to return to civilian life and enter the corporate career world. The Academy offers work placement within a team at Fujitsu where the veteran receives coaching, mentoring, interview guidance including mock phone interviews, and tips for their CV development to prepare them to land their dream role in the corporate world. Fujitsu has already successfully delivered this service to an air force veteran and she has gained employment as a result.

Our Fujitsu desktops and notebooks have been used within the new Innovation Hubs set up across SoldierOn regions.



Fujitsu also supports the Pathways events which Soldier On runs. In the past year, we have hired two employees as a direct result of our attendance and support at Soldier On events. Pathways networking events are held across the country with support from Fujitsu's Pledge Partners.

The events provide support, guidance and opportunities for current or ex-service personnel in terms of employment opportunities, career guidance, resume writing, and networking. Fujitsu is proud to have attended and hosted several of these events in both NSW and ACT for Soldier On.

Soldier On launched its service dogs program in 2014, to which Fujitsu has donated over \$5,000 through fundraisers towards a companion dog. The initiative provides ex-service people living with combat-related post-traumatic stress disorder (PTSD) or traumatic brain injury (TBI) with service or therapeutic companion dogs. Each service dog costs \$20,000, so these donations allow the veteran and dog to train together to build a trusting relationship that saves lives at no expense to the veterans.



## Digital Inclusion through Fujitsu

Digital inclusion is recognised as a key social challenge socially. The education, social and economic benefits of being connected improve quality of life and society. We also know that digital exclusion coincides with other forms of social and economic disadvantage.

We have a commitment to digital inclusion globally as a business, both through the development of innovation and our employees' volunteering activities. Our digital inclusion work has centered on education and preparing our youth for the workplace.

### The future of work: Young Enterprise Trust

With a growing and aging population and the rapid rise in digitising workplaces, the future of work is uncertain. That is why Fujitsu New Zealand has been a supporter of the Young Enterprise Trust (YET) for more than 10 years.

We use our business skills to mentor young workers to nurture key skills such as problem solving, resilience, and innovative thinking. One example of this is our involvement in the 'Entrepreneurs in Action' weekend in 2018, supported by New Zealand Trade and Enterprise and Massey University.

Students worked through two business challenges over the weekend, and this year a team of three mentors from Fujitsu participated. They were assigned a team to mentor for the whole weekend. Winners of the challenges are selected to attend overseas study tours to continue their learning.

Through its support of YET and the development of a customer relationship management (CRM) solution that directly leads to the enablement of students in experiential enterprise education, Fujitsu is helping YET to deliver on its goal of fostering the desire and imparting the skills required to drive future economic growth in New Zealand.

Fujitsu recognises that, by supporting YET, it is investing in its own future as well as New Zealand's. The new solution offers YET a consolidated, customer-centric view of its data, letting users differentiate between the diverse set of stakeholders and sort them into multiple categories.

*"We can now track the status of schools and teachers and what they are involved in at any point in time, making communication more relevant and efficient. We can also send newsletters to selected audiences and create targeted campaigns."*

**Terry Shubkin**, Chief Executive, Young Enterprise Trust



The Innovative Technology for Good Citizenship Partner of the Year Award recognises a partner creating and deploying a cutting-edge technology solution for a non-governmental organisation (NGO)/non-profit. Fujitsu won the Microsoft partner Innovative Technology for Good Citizenship award in 2016 as a result of its work with YET.

**SUPPORTED  
YOUNG ENTERPRISE  
TRUST FOR OVER  
10 YEARS**



## Eddie's Fresh Food initiative

Fujitsu delivers technology services to all Woolworths brands and stores across ANZ in support of its national retail network. Fujitsu and Woolworths have a longstanding relationship, with Fujitsu supplying a range of technology to Woolworths including the TP8 point of sale solution.

Woolworths and Fujitsu worked together to create the 'Eddie's Fresh Food' store, an authentic learning experience for students at St Edmund's College, Wahroonga, a school for students with special needs and disabilities.

This simulated retail environment helps students develop their maths and relationship-building skills, and also helps them prepare for the workplace. The payment registers and Woolworths shopping experience are part of the practical application in courses offered at the College such as work education, community and family studies, hospitality, and pathways to work.

This initiative aligns with Fujitsu and Woolworths corporate commitments and contribution to making a better tomorrow for customers and local communities.

*"We have an excellent partnership with Fujitsu supporting our stores end to end, this is just another store, but a very special store... together we can put back into the community, it's a wonderful privilege."*

John Hunt, CIO Woolworths

\$263,000  
RAISED  
FOR OUR  
PARTNERSHIPS





## Preserving knowledge through digital inclusion

As part of our Reconciliation Action Plan (RAP) and ambitions around digital inclusion, Fujitsu Australia has been working with the Bawurra Foundation. Founded in 2015 by students, professionals, and Aboriginal community leaders, the foundation preserves cultural knowledge and stories by digitally recording community members and creating a digital library as an engagement tool for young Indigenous students. This provides a new and engaging way to learn about culture and community. The Bawurra Library is donated to partner communities and becomes a growing and regularly-updated resource. Bawurra receives financial and in-kind assistance from Fujitsu.

*"We've really appreciated the support from Fujitsu. As a young organisation, Fujitsu's support has helped us at a critical time, enabling us to reach extra schools in 2017. We look forward to continuing to work with them to preserve culture and include young Indigenous kids in a digital world."*

Jesse Slok, Gamilaraay, Chairman Bawurra Foundation

### Community future challenges

- Develop greater shared value where the interests and skills of staff are combined with corporate knowledge and technology solutions to leverage greater outcomes.
- Define key KPIs for measurement of our programs to understand social return on investment for Fujitsu and its partners.
- Build on the themes of 'future of work' and 'digital inclusion' for our community and outreach programs.
- Review our veteran hiring practices and setting of targets around this.