



LBG Australia / NZ: Good reasons to join...

The [London Benchmarking Group \(LBG\)](#) is the only internationally recognised system for measuring and reporting corporate community investment (CCI). Initiated in the UK, LBG is used by close to 200 leading companies worldwide to assess and value their community contributions in consistent manner. In 2007, almost AUD \$3 billion in contributions were recorded in the UK, and almost AUD \$117mil in Australia and New Zealand.

LBG is managed in Australia and New Zealand by the leading CSR specialists Positive Outcomes. It started with 19 participating members in its first year, including ANZ, AGL, Foster's Group, Coles, Cadbury Schweppes, Cisco Systems, GSK and Unilever. [Membership now stands at 37](#) and continues to grow.

- LBG provides a robust, common and efficient system for the collection and reporting of community data, an absolutely critical company pre-requisite to any subsequent individual performance measurement or collective benchmarking exercise
- We have and can provide members with access to international data covering the programs of 140 leading CCI companies representing all major sectors
- As part of your membership to LBG, we offer a year-long program of members' meetings, sector meetings (if applicable), an annual plenary session, as well as continuous online advice and information, all of which are designed to assist busy CCI professionals
- Our team at Positive Outcomes has extensive corporate CSR practitioner experience, covering a number of sectors, including Regulated Industries, IT, Media, Financial Services, Consumer Goods and Retail
- We also have substantial experience in community development, and in the successful direct management and governance of non-profit organisations, which includes major international development agencies
- From this base, we can both help you to comprehensively analyse, critique and benchmark your CCI performance, and provide informed and experienced strategic advice on establishing, improving, re-energising, or re-constructing your CCI programs
- Beyond this, we have the competence and capacity to bring your strategy to fruition by providing in-house, hands-on program implementation

How can I find out more about LBG Australia / NZ?

To register your interest in learning more about LBG, please contact:

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