

## da Vinci Marketing

9 April 2010

da Vinci Marketing has committed to the journey of becoming a responsible and sustainable business by registering on the Good Business Register.

The Good Business Register has been created to assist businesses of all sizes to communicate their sustainability credentials in the supply chain and to key stakeholders including customers, investors, employees and the community.

Our business values responsible business practices. We care about: An international marketing consultancy established in 1990, da Vinci supports the Asia Pacific and Middle East markets through offices based in Sydney and Dubai.

da Vinci combines strategic thinking, creative techniques and practical project management to help our clients realise their business and market uniqueness.

da Vinci supports the business community to be courageous explorers both within their markets and within themselves. We encourage and support our clients to make deeper discoveries about their company, their brand and their uniqueness.

We are passionate about building powerful relationships with our customers, employees and the community in which we work providing a catalyst for the creation of sustainable success for individuals and organisations.

The values we live by in our business are:

Trust, Integrity, Adventure, Abundance, Boldness, Courage, Responsibility.

### About us

The team at da Vinci all care about responsible and ethical practices. Whether we're driving our small cars, using green energy, shortening our showers, taking part in mentoring programs and wildlife rehabilitation or carrying our green bags everywhere we go we all take steps to reduce our environmental impact and give back to our community. Therefore it was an easy transition to bring in sustainable practices into the work place. From the use of our reusable coffee cups, to the notepads of recycled paper, to our donation of time and money to charities as an alternative to client Christmas presents, we know that our clients take notice of our choices and we aim to show them how they too can make a difference both personally and professionally.

### About my business

#### Awards & Recognition

da Vinci is a proud participant in the Green Leaders Program, sponsored by the City of Sydney Council. Over the course of one year our energy, water and waste consumption levels were monitored and steadily reduced.

We initiated new office policies and procedures including, composting, energy-efficient lighting, use of green power, increased paper recycling and IT energy-saving techniques.

In the 1990's da Vinci's partnering with John Bevins for MBF won a World Health Organisation Community Health Award for the Breast Cancer Awareness program. We were also recognised via a national award for our work with journalists to foster improved reporting on health issues.

## Principle 1: Financial Sustainability

### Roles & Responsibilities

With the help of an HR Consultant we recently established a comprehensive HR policy framework and operating practices for our business both here and in the Gulf Region. This involved updating job descriptions for all the roles in our organisation and our employees were involved in the creation of new job descriptions. The job descriptions include clear key performance indicators for each role which are agreed with individual employees.

## Principle 2: Workplace

### Workplace Rights

da Vinci views its team not as mere employees but as a group of talented individuals working together, sharing both their personal and professional dreams and aspirations, joys and sorrows, victories and defeats. As such, we recognize that each individual will need to exercise different human/employee rights at different times and therefore maintain a flexibility in our policies to deal with these variants as they come.

### Work-Life Balance

As part of our commitment to maintain a proper work-life balance, da Vinci encourages flexible working practices. Employees have the ability to exercise shorter working weeks, flexible start/finish times as well as the option to work from home if necessary.

The team at da Vinci uses this time away from work to nurture their souls and refresh themselves, whether it be yoga classes, a day at the beach or time spent catching up with friends and caring for family.

### Merit & Remuneration

In addition to salary packages da Vinci employees share in the success of the company through a shareholding scheme and profit share.

Key Performance Indicators are set in conjunction with the the team at the start of the year for delivery of profit share.

### Training & Development

As part of our commitment to maintaining a strong team cohesion, da Vinci regularly participates in the Open Up Communication Program. Once a month, our team meets with a communication coach to work on

personal development and business coaching.

On an annual basis, with regular check-in's, each employee completes a Personal Review which includes identifying training and development needs for the employee.

## Principle 4: Stakeholders and Community

### Stakeholder Engagement

#### Customer & Business Associate Engagement

da Vinci communicates with its stakeholders on a regular basis. We update them with our happenings in either a print or e-newsletter sent out to customers, business associates, suppliers and other interested parties. We highlight outstanding milestones achieved, outline our plans for where we would like to go in the future. This also includes interesting or useful information specific to particular groups or individuals. We regularly ask for feedback from customers and carry out customer surveys.

Please refer to the attachment for an example of our communications.

#### Employee Engagement

Our two teams (Dubai and Sydney) complete a joint Work In Progress document each week which covers customer, new business and general business/news. As a group we connect every two weeks via Skype to share information, learn about each other, get updates and build relationships. In addition each team has a Connect session every second week.

A bi-annual conference sees the two teams come together for business planning.

#### The Baobab Group

The 'corporate commune' that da Vinci is a part of shares ideas, provides support and has a drink on our deck each month.

### Community Support

We at da Vinci see giving back to our community as an important part of our culture. As a business we donate our time and funds by providing free, reduced price or added value services to a number of not for profit organisations and associations. In particular we have a long-term relationship with the Wesley Mission which ranges from fund raising support, such as hosting a boardroom lunch with our customers and tables at their annual dinners to hosting a Christmas Carol sing-a-long at one of their aged care centres.

Our team members are Mentors to individuals in various programmes, for example Business Chicks, and support organisations as committee and board members such as the Australian Business Council in the Gulf Region.

## Principle 5: Environment

## Measure & Monitor

From 2008-2009 our office took part in the Green Leaders Program, sponsored by the City of Sydney through the NSW Environmental Trust. Our energy, water and waste consumption levels were monitored throughout the year, with a goal of identifying ways in which to decrease our environmental impact. This was coupled with 5 workshops focused on creating awareness and finding practical means in which to accomplish our goal. We proudly reduced our energy usage by 37% and our water consumption by 26%. We continue to monitor our behaviour and delight in both the reduced environmental footprint and the cost savings.

## Performance Improvement

da Vinci has taken measures to green the entire office, from the kitchen to the copy room. We compost food scraps and tea bags, we buy organic and local food for the kitchen, we turn off power at the source, we have mixed and paper recycling, we use green power and energy-efficient bulbs, we use recycled toilet paper and we even use our timer in the shower. Most importantly though, we first refuse; refuse to use items with excess packaging, refuse to buy new office supplies when old ones are still adequate, refuse to order supplies from far away and we simply refuse to stop caring. To see a full list of all the changes we initiated in the office, please see the attached.

## Environmental Training

As part of their induction, every new team member is educated on our office environmental policies. We also encourage our team members to offer up new ideas on ways to reduce our consumption or ways to better use our resources. Additionally, we send out periodic reminders to all to ensure that everyone is doing their bit to monitor their personal usage levels.

## More information

### Stories from your responsible business journey

One should always be able to take something away from one of life's many journeys and this is no exception. Endeavoring to create responsible business practices through the initiation of office policies and procedures really opens your eyes to the impact you and your business have on your surroundings. da Vincis journey has created awareness, changed attitudes and changed behaviours of our entire team. Our journey has brought us greater personal and professional fulfillment and a desire to continue travelling down this path.

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st james ethics centre



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