



Westfield

Local Heroes

SOCIAL IMPACT

OUTCOMES

2023

Creating meaningful human connections that are essential for building thriving and inclusive communities

Westfield

Pictured - Saraswathi Sashi from Sewa Australia, Westfield Parramatta Local Hero 2023

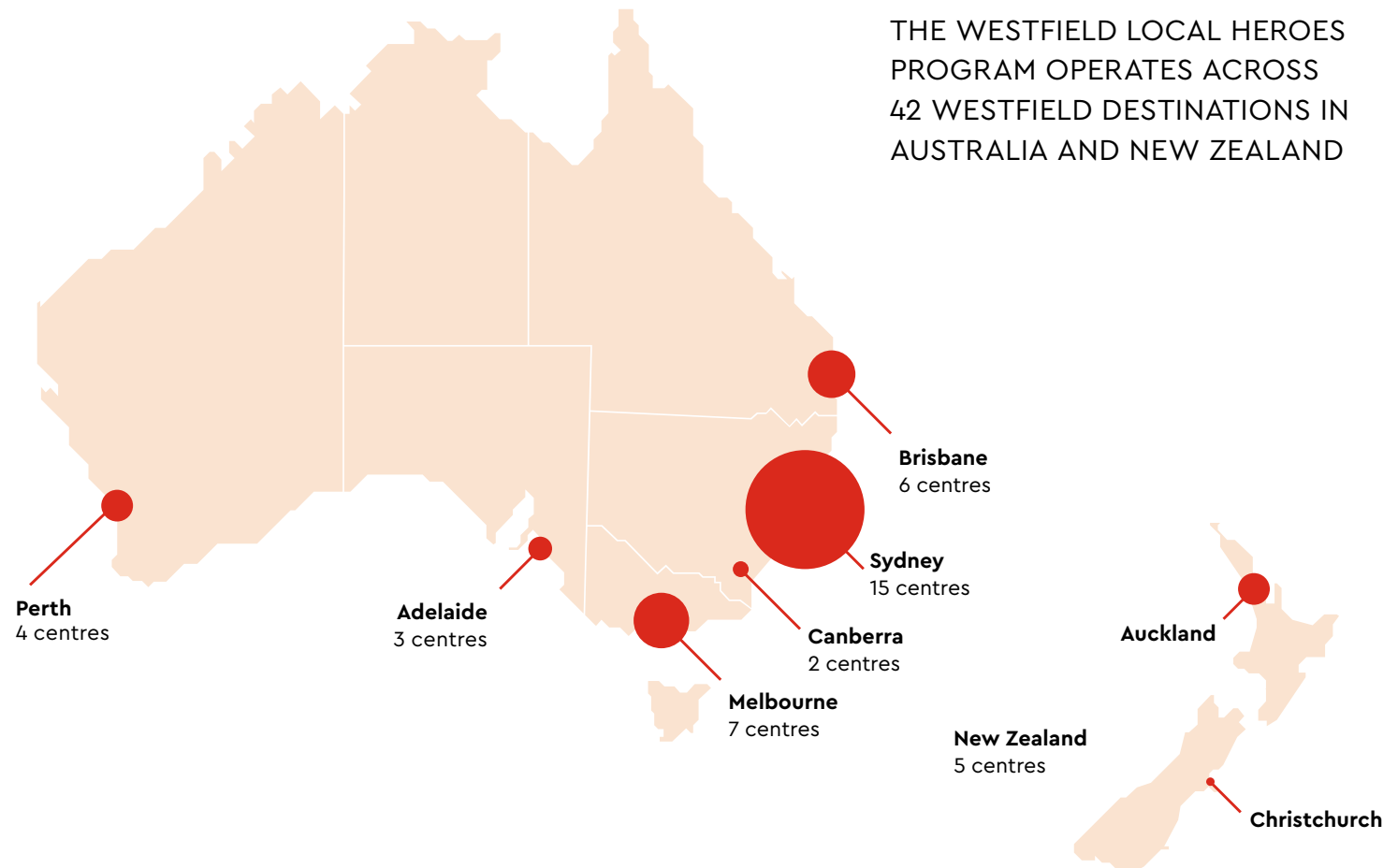
OUR COMMITMENT

We are committed to building meaningful connections between our customers, business partners and communities.

It is this commitment that sets our Westfield destinations apart as essential community hubs and delivers on our purpose of **CREATING EXTRAORDINARY PLACES, CONNECTING AND ENRICHING COMMUNITIES.**

Westfield Local Heroes is our primary recognition and awards program that shines the spotlight on individuals who make a positive impact to their local community or environment.

This report outlines the scale and reach of the Westfield Local Heroes program, and the positive impacts it drives for the communities we serve.



2023

PROGRAM HIGHLIGHTS

In 2023 our goal was to increase awareness of and connection with the program amongst our customers, program alumni and community leaders which is demonstrated in the outcomes shared in this report.

HIGHLIGHTS



42 Westfield Local Heroes



84 Westfield Local Hero finalists



\$1,248,300
invested in our communities



88%* of participants (= in 2022) agree the program does a good job at celebrating people who give back to the community

HOW THE PROGRAM WORKS

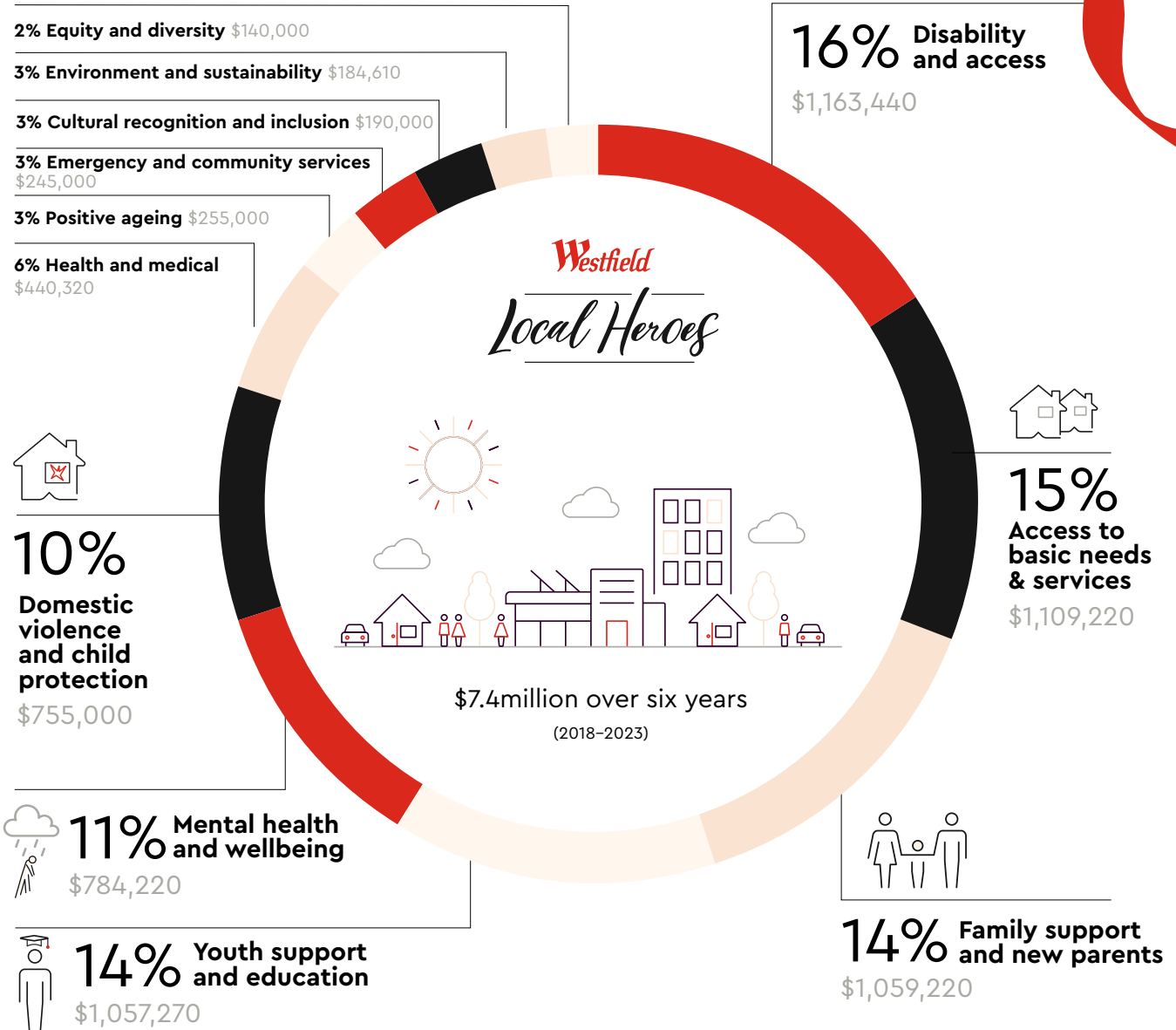


*CX Loop Local Heroes participant survey 2023 n=305, 2022 n=287 2021 n=325

DRIVING POSITIVE IMPACT

Westfield Local Heroes reflects community priorities as they nominate and vote for the Heroes and the initiatives that resonate most with them. Scentre Group has contributed \$7.4 million over 6 years (2018-2023) to 740 community organisations.

More than \$5.9 million, or 80% of the grant funding, support six priority areas.



*Westfield Local Hero grants are provided in Australian and New Zealand dollars. Total grants since 2018 worth \$AUD7,383,300.

THE PROGRAM

The Westfield Local Heroes program discovers, celebrates and contributes to people and organisations who give back to their communities and environment.

THE IMPACTS WE PRIORITISE



IMPACT 1 – Profile

The program raises the profile of our local heroes and finalists and their work.



IMPACT 2 – Goals

Help our alumni achieve their goals faster through the grants, promotion and community recognition.



IMPACT 3 – Opportunities

Through ongoing partnerships, deliver new opportunities for our alumni to connect with their communities by leveraging our platforms, people and networks.

TESTIMONIALS



VALDA ALLEN

The Haymarket Foundation, Westfield Sydney Local Hero 2023

"It's not just about the money... The network [the program] provides and the opportunities to engage with others, that is so valuable."



KAREN KNUCKLEY

Story Dogs, Westfield Geelong Local Hero 2022

"It's a very rewarding experience and a great windfall to help organisations to continue to deliver or expand their program."



JOSEPH TE PUNI-FROMONT

Everything Suarve Inc, Westfield Coomera Local Hero 2021

"With Corporate and local community support, we are able to create so many more opportunities."



"The recognition of the Westfield Local Heroes program has been a fantastic way for us to build awareness of the work we do and get the word out into the community."

WESTFIELD WARRINGAH MALL
LOCAL HERO 2023

Tim Hewson
Director of Mongrels Men

IMPACT 1 PROFILE

RAISING THE PROFILE OF THE WORK DELIVERED BY OUR LOCAL HEROES AND FINALISTS IN OUR COMMUNITIES.

The insights from our research shows the Westfield Local Heroes program is helping to raise awareness of their impact and connect with people in their community who need their services.



75%* customers agree that the Local Heroes program **connects and enriches the community.**



155,200 users visited our website pages which included stories about our local heroes and finalists and their work.



200+ pieces of media coverage that promoted our heroes, finalists and alumni to more than **11 million viewers.** A fourfold increase compared to 2022, this outcome is a demonstration of the community's desire to understand their community better.



Through the program we have been able to grow advocacy among community leaders. For example, Members of Parliament acknowledged finalists and heroes for their work in the Community Recognition Statements in NSW Parliament and local council representatives were invited to be a part of our selection panels.

* Westfield Customer Research Local Heroes 2023 study. WCR AU n=634 WCR NZ n=346, External sample AU n=309, External sample NZ n=216



Pictured – Bailey Leighton from Top Blokes Foundation, Westfield Burwood Local Hero 2023

IMPACT 2 GOALS

INCREASING THE CAPABILITY AND MOTIVATION OF OUR HEROES AND FINALISTS TO ACHIEVE THEIR GOALS.

Through the program, we have been able to help our alumni achieve their goals faster through financial grants, promotion, and community recognition. Our alumni have told us that the program inspires them to elevate their impact and work within the community and raises their profile with potential supporters or investors.



The Westfield Local Heroes program – funded by Scentre Group – contributed almost **\$1.25 million***** in community grants to our local hero and finalist organisations in 2023



77%* of customers (**+4% on 2022**) and **79%**** of participants (**+3% on 2022**) agree the Westfield Local Heroes program helps community organisations to grow.



80%** of grant recipient organisations said that they had an increased number of people accessing their services as a result of being a part of the program. In addition, our alumni also told us the promotion of their services through the program has attracted new volunteers and more in-kind support from the community.

* Westfield Customer Research Local Heroes 2023 study. WCR AU n=634 WCR NZ n=346, External sample AU n=309,

** CX Loop Local Heroes participant survey 2023 n=305, 2022 n=287 2021 n=325, External sample NZ n=216

*** Westfield Local Hero grants are provided in Australian and New Zealand dollars. Total grants in 2023 worth \$AUD1,248,300.

Pictured – Saraswathi Sashi from Sewa Australia,
Westfield Parramatta Local Hero 2023



IMPACT 3

OPPORTUNITIES

HELPING FACILITATE NEW SOLUTIONS AND OPPORTUNITIES

We continue to work with many of our heroes and finalists leveraging our platforms, people and networks to find more ways to help them further connect with the local community.



Scentre Group employees have logged **114 days** of volunteer leave with 19 of our Westfield Local Heroes alumni organisations in 2023. Activities ranging from a 21km walk fundraising for Operation Flinders to cooking meals for those in need with Our Big Kitchen.



Westfield Southland partnered with their Westfield Local Hero alumni organisation, Story Dogs, for their school holidays activation. **Over 620 kids enjoyed free daily reading with Story Dog volunteers and their furry companions** with plans to run more free educational activities next year.



280+ Westfield Local Heroes, finalists and their organisations have joined our Alumni Hub Facebook group to network and connect with plans to engage via in person events in the future.



Pictured – Valda Allen (left) and colleagues from the The Haymarket Foundation Ltd, Westfield Sydney Local Hero 2023

CASE STUDY

NEW ZEALAND



IN 2023, OUR NEW ZEALAND WESTFIELD DESTINATIONS HAD A GOAL TO INCREASE AWARENESS OF THE PROGRAM AND THE AMAZING WORK OF OUR WESTFIELD LOCAL HEROES FINALISTS THROUGH LARGER AND ENGAGING ACTIVATIONS AND COMMUNICATIONS.

This included a bespoke Westfield Local Heroes lounge area in centre to inspire nominations, connections with local council to broaden awareness in the community, translating promotional material to reach other demographics and an interactive morning tea for finalists and customers held at Westfield Riccarton to encourage votes.

For the first time, all four Auckland Westfield destinations announced their Westfield Local Heroes together at a regional event which was a networking opportunity for 70 alumni and their respective organisations.

"Thank you Westfield Riccarton team for believing in my work, for being so kind during this process, for giving me the validation I didn't know I needed."

Kotte Aguilar from Being Yoga,
Westfield Riccarton Local Hero Finalist 2023

"We also struggle to raise awareness of our service with both holiday home owners and terminally ill people, so the exposure for TimeOut throughout this campaign has been so valuable."

Kylie Hale from TimeOut Charitable Trust,
Westfield Albany Local Hero organisation representative 2023

Westfield

Local Heroes

www.westfield.com.au/local-heroes

www.westfield.co.nz/local-heroes

SCENTRE GROUP