

*Westfield*  
*Local Heroes*

**2021 Social  
Impact Report**

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



## Our commitment

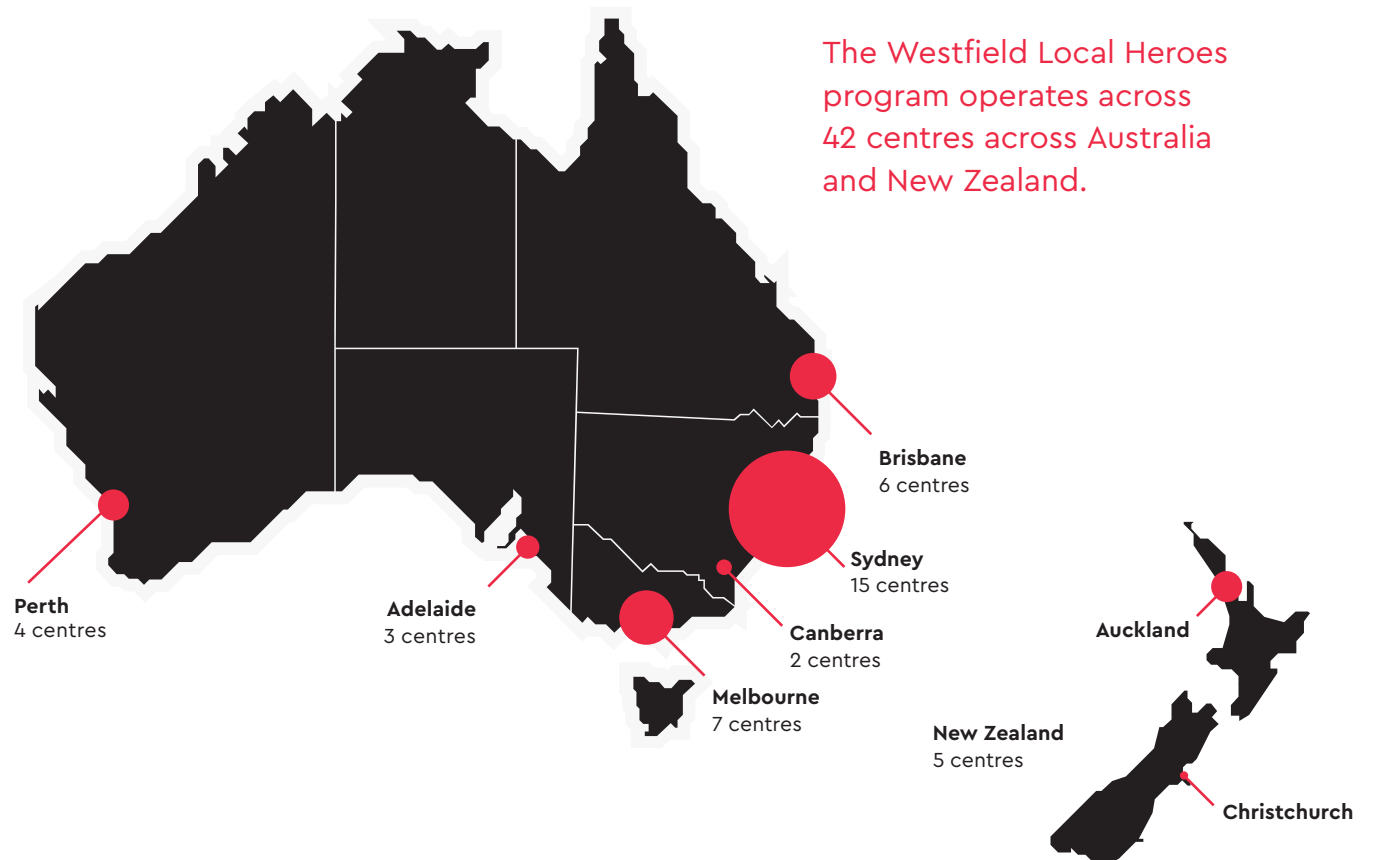
At Westfield, we believe that human connection is the key to helping communities thrive and build resilience.

That is why community is at the heart of everything we do and why our teams are committed to creating meaningful connections between our customers, communities and our retail partners.

It is this commitment that sets our Westfield Living Centres apart as essential community hubs and delivers on our purpose of creating extraordinary places, connecting and enriching communities.

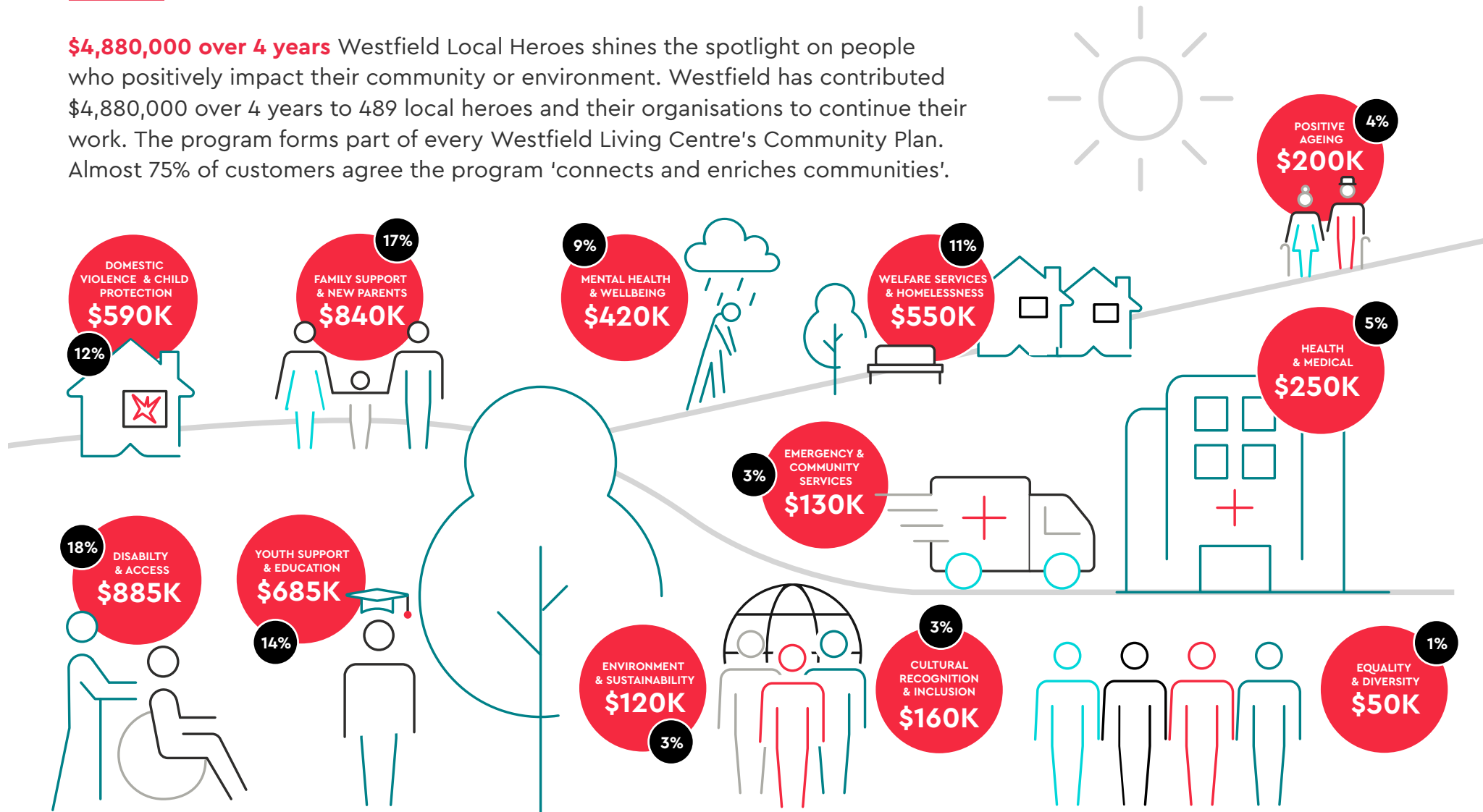
Westfield Local Heroes is one of our most important community engagement programs.

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



# Driving positive impact

**\$4,880,000 over 4 years** Westfield Local Heroes shines the spotlight on people who positively impact their community or environment. Westfield has contributed \$4,880,000 over 4 years to 489 local heroes and their organisations to continue their work. The program forms part of every Westfield Living Centre's Community Plan. Almost 75% of customers agree the program 'connects and enriches communities'.



## 2021 Program Highlights

In 2021, community and customer participation in the Westfield Local Heroes program continued to grow. Below are some of the highlights.

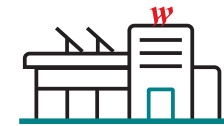
### Program scale



**\$1,260,000**  
in community grants



**126**  
Westfield  
Local Heroes



delivered in  
**42** Westfield Living  
Centres across Australia  
and New Zealand



### Community engagement



More than  
**1400**  
nominations



More than  
**140,000**  
community votes

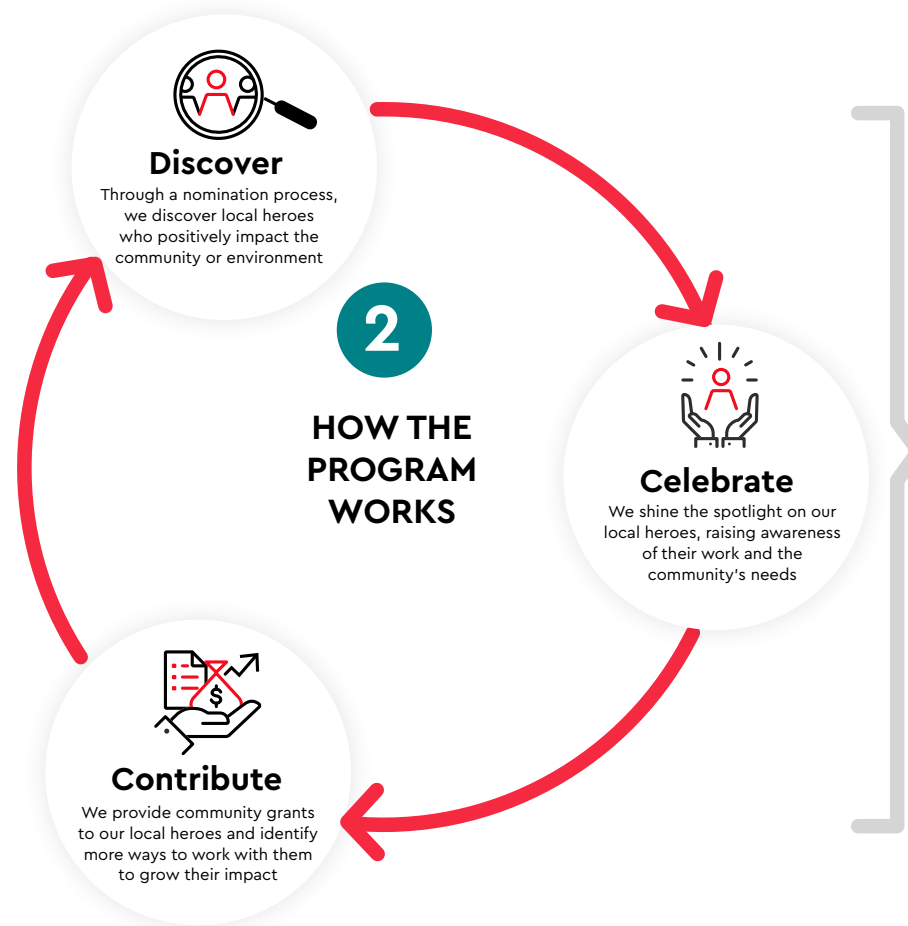


**90%**  
of 2021 participants  
said they would  
participate again

# The Westfield Local Heroes program

## 1 PROGRAM PURPOSE

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



## 3 THE IMPACTS WE SEEK

**Profile**  
The program raises the profile of our local heroes and their work

**Goals**  
Through financial and in-kind support and recognition, the program supports our local heroes to achieve their goals

**Opportunities**  
Through ongoing partnerships, Westfield helps its local heroes deliver new solutions and opportunities in their fields

## Impact 1

Increasing profile of our Local Heroes' and finalists' work

By increasing the profile of heroes' and finalists' work, the Westfield Local Heroes program helps to grow their stakeholder networks, raises awareness of community needs and opportunities and connects them with more people who need their services



72% of Westfield customers and 83% of program participants agree the program connects people with services and programs they may not have otherwise known about



174,800 website users viewed the finalist content during voting and announcement



142 media outlets promoted individual heroes, potentially reaching more than 9 million viewers

*"It's been a great way to increase our recognition in the community and expand our volunteer base too."*

Successful 2021 Westfield Local Hero



Booragoon Westfield Local Hero Karen O'Connor, Cycling Without Age Australia, with Centre Manager Dan Ramsdale

## Impact 2

Increasing the capability of our heroes and finalists to achieve their goals

We aim to help our heroes and finalists reach their goals sooner through financial support, increased motivation and raising their profile among other supporters and investors



**\$1.26 million** was invested in Local Hero programs and work in 2021



**75%** of Westfield customers and **86%** of program participants agree the program helps community organisations to grow



**100%** of successful heroes and **98%** of finalists say they experienced positive outcomes from being a part of the program. Many say they were motivated to take on more challenges and volunteer more hours, while others said they achieved their goals faster

*"The funding will help to build capacity of programs for first responders. The impact is less stress, less mental health issues and reduced suicide ideation."*

Successful 2021 Westfield Local Hero



Carindale Westfield Local Hero Horowai Rameka, Redland Community Centre – Homeless United



## Impact 3

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



Every year, Westfield Centres provide in-kind space to community partners in December to allow them to fundraise in Christmas gift wrap activations. In 2021, **68** community partners participated, **58** of which were Local Hero alumni. In total, our community partners raised **\$315,169** for their causes



In 2021, our centre teams engaged with **265** Westfield Local Hero alumni through their community, safety, sustainability and inclusion initiatives



Local Hero alumni Chris Boyle has supported more than **700** victims of domestic and family violence since opening Magnolia Place's multi-service approach in Westfield Helensvale in October 2020

*"It was an opportunity to connect with other individuals who are also doing wonderful things to support our community. The support received through the Westfield Local Heroes will go a long way in supporting my charity of choice also."*

Successful 2021 Westfield Local Hero



Innaloo Westfield Local Hero Joanne Beedie, NICU Helping Little Hands Incorporated, presenting essential baby items to a young family



*Westfield*  

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*Local Heroes*

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SCENTRE GROUP