

Luminary 2024 Impact Report



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Acknowledgement of Country

Luminary acknowledges the Traditional Custodians of the land we live and work on - the Dunghutti, Wurundjeri, Wadawurrung and Meanjin people.

We recognise the continuing connection to lands, waters and communities. We pay our respects to their Elders past and present, remembering that sovereignty was never ceded.

So, what are we all about at Luminary?

Our mission is to make digital bright and the human experience brighter.

What does this mean? For us, it's about bringing new ideas to life online, using digital to be innovative, uplifting and efficient. We focus on creating digital products that look great and work well for the end user whilst doing our best to make sure we are doing good for the planet.

That means crafting digital experiences and websites that run fast and without a hitch so users can achieve their aims. It means guiding our clients through problems that we can solve through tech, whilst improving and growing their businesses.

We want people to thrive. That includes our team, our clients and their users. We want to make a real difference and make life a little brighter for everyone involved.

Teamwork makes the dream work

Our success as a business starts and ends with our people. We try to make sure there's nothing in their way so they can do their best and grow. Amazing things happen when we give our team the space and support they need, to bring out the best in themselves and each other.



Our values



Real

We're authentic and down-to-earth, true to ourselves and honest to our clients. We say what we'll do, and we do what we say.



Human

We put people first every time in our business and our work. Creating tactile and genuine human experiences is what drives us.



Solid

We've been in the business for 25 years. Everything we say and do is backed by solid experience and proven results.



Bright

We aim to be the brightest minds in digital – intelligent, insightful and enlightening. We're always looking for new ways to make a difference.



25 years of brighter digital experiences



Our original plan was to build a website design business to help organisations get started on the web. Twenty-five years on, that business has become a team of 85 digital professionals across five offices in Australia and Indonesia.

Back where it all started

It all started back in 1999. It was a time when the internet was booming, and Cher's 'Believe' was topping the charts. Back then, we secured a business name and a web address for \$AUD210.

The tech crash occurred six months after our business began, and actually provided an opportunity in the market with so many agencies getting out. The main product of the business then became maintaining business applications.

With digital adoption growing in the wake of social media, smartphones and increasing choices in the market, we secured some big client names.

Creating impact in our agency and beyond

The 2009 Victorian bushfires were the worst bushfires in Australian history, and Luminary was truly honoured to be involved in developing the website for The Victorian Bushfires Royal Commission's final report.

This would be the first of many charity and NFP clients Luminary would go on to work with. These days, our portfolio of active clients includes UNICEF, Cancer Council, Save the Children, The Fred Hollows Foundation, Heart Foundation, Vision Australia, Beyond Blue, and the Australian Centre for the Prevention of Cervical Cancer.

In 2016, we opened in Bali to enable a potential team member to remain living with his family in Indonesia rather than moving to Australia. It was in line with our commitment to supporting people with flexible working arrangements. However, it became an unintended strategy, as we were able to source some of the brightest minds in digital who were based outside of Australia.



We were also committed to ensuring Luminary was a great place to work for our team, through implementing structures such as our social contract, which has been contributed to by every team member. Our vision was recognised when we were certified as a Great Place to Work in 2017 and we have now held that title for eight years.

For us, becoming a certified B Corp in 2021 was a natural progression. We wanted to help redefine the purpose of business. Capitalism has lifted hundreds of millions of people out of poverty. And yet it has failed to provide balance. We cannot leave it to governments and NFPs to find the balance alone. We need to do something different in order for growth to be sustainable.

Part of our responsibility as a B Corp is to balance the needs of people and the planet with profits, and to influence change. That's why we made the decision in 2024 to offset our carbon footprint right back to when we started in 1999.

We became carbon neutral back in 2019 as we wanted to do business in a way that offsets our impact. As we approached our quarter-century milestone in 2024, we started to consider not just our present and future impact, but the impact we've had over the years we've been in business.

We hope that by taking steps to address our historical carbon impact, we can contribute to a brighter future, not just for Luminary but for the environment and for the communities where we do business.



A photo from our 25th birthday celebration in our office in Bali, Indonesia

Luminary in numbers



5

offices located across two countries

21

cultural backgrounds and ethnicities



We've planted 5000+ mangrove trees to offset our carbon emissions since we started in 1999.

We also have a long term commitment to the **Reforestation Yarra Yarra Biodiversity Project in Western Australia** as well as **Solar Renewable Energy Offsets in India**.



\$300k+

of pro-bono/discounted work for NFP clients this year alone.

3129

tCO2e offset over the past 25 years.



Our community impact

Luminary became a Certified B Corp in 2021. But our commitment to the community began well before we were certified. Whether that was by getting behind our awesome charity clients, sponsoring an award, celebrating big ideas that would make the future a better place, or donating computer supplies to an orphanage in Indonesia, we've always looked for ways to help out, lighten the load and brighten the path of others.

We have a Paid Volunteer Leave policy that provides our team members with a day of paid leave to volunteer for an organisation of their choice. Some of the ways Volunteer Leave has been used include team members providing aid to their communities during extreme weather events, volunteering at OzHarvest, and providing coding workshops to high school students.

Here's how we have made an impact within our local and global community in 2024:

- We launched Luminary Hearts, a program donating \$25,000 to 36 different charities, nominated by our team members.
- We provided in excess of \$300,000 worth of pro bono work/reduced rates to our charity clients.
- We launched our BeFit program supporting team members with \$200 towards fitness challenges/programs.
- We chose to cater with the Asylum Seeker Resource Centre for internal events.
- We sponsored an event at SXSW 2024 for companies interested in becoming a B Corp.
- Team members across our Australian offices volunteered their time to make meals for those in need at OzHarvest's Cooking for a Cause program.
- Our Technology Director, Emmanuel Tissera and Digital Producer, Adi Selva, held an Umbraco Education Program for students in Sri Lanka to develop their coding skills for the future.
- We took part in the Beyond Blue Wellness Run.
- We officially became a Supporting Partner of Beyond Blue to raise awareness for mental health.



Our environmental impact

Luminary is carbon neutral and dedicated to a greener, more sustainable future. Since becoming carbon neutral in 2019 (financial year 2018/19), we have found new and improved ways to offset our carbon and keep our team on track with Luminary's environmental goals.

For the period 1 June 2023 to June 2024, Luminary's total organisational GHG emissions have been estimated at 204.33 tonnes of carbon dioxide equivalent (tCO₂e).

Luminary has purchased carbon offsets to cancel its organisational GHG emissions for FY2024 period at 210 tonnes of carbon dioxide equivalent (tCO₂e) through the following projects:

- Energy efficiency - Lango Safe Water project, Uganda
- Avoiding deforestation in Rimba Raya Reserve (Borneo)
- Congo Mai Ndombe Biodiversity Reserve
- India Wind Farm Axis wind farms project
- Redux Foundation Mangrove planting



Here's how we have made an environmental impact in 2024:

- We planted more than 5000 mangrove trees offset the carbon dioxide we created between 1999 and 2017.
- We continued to recycle our soft plastics through Reground.
- We recycled our used coffee grounds through Reground, where they will be reused in local farming.
- We installed solar panels on the roof of our Bali office to reduce energy usage from FY2025.
- We provided staff in the Bali office the ability to recharge electric scooters.
- We continued to use compostable office 'BioBag' bin liners.
- We continued to use plant-based bathroom cleaning products.
- We increased use of Skybus in Melbourne and trains in Sydney and Brisbane, to travel to and from airports.
- We offset 210 tonnes of carbon dioxide equivalent (tCO₂e) through the initiatives mentioned above.



Making digital bright and the human experience brighter

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