

# Impact Report 2025



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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.

# So, what are we all about at Luminary?

**Our mission is to make digital bright and the human experience brighter. We became a B Corp because it supports us with our mission.**

**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.

## Luminary has been recognised as a Great Place to Work for 9 years

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 brand 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 26 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.



# Our people

## Creating impact in our agency and beyond

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



### Work from anywhere

5 offices located across 2 countries.



### Diversity

20 cultural backgrounds and ethnicities.



### Internal coaching

Team members can access performance coaching to work on professional hurdles.



### Training

Team members have an annual training budget of \$4000.



### Leave entitlements

Team members are entitled to domestic violence leave and miscarriage leave.



### Supporting health

Team members have \$200 to be put towards a fitness challenge annually.



# Our partnership with Beyond Blue

In 2025, Luminary became a Supporting Partner to Beyond Blue in recognition of our 'extensive support, including the provision of discounts, pro-bono and in-kind support' to the organisation. After building Beyond Blue's website in 2024 and working with them on developing a wellbeing app, the partnership is in line with Luminary's guiding mission 'to make digital bright, and the human experience brighter'.

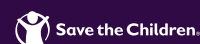
Luminary has also taken part in Beyond Blue's 2XU Wellness Run for three years, as well as participating in the Coastrek team hiking challenge to raise funds for Beyond Blue. 'Mindful May' also debuted in 2025, with a series of mindfulness activities happening over the month, from yoga to drawing and meditation. There were also Beyond Blue speakers who presented to our full team on topics including anxiety and mental health.



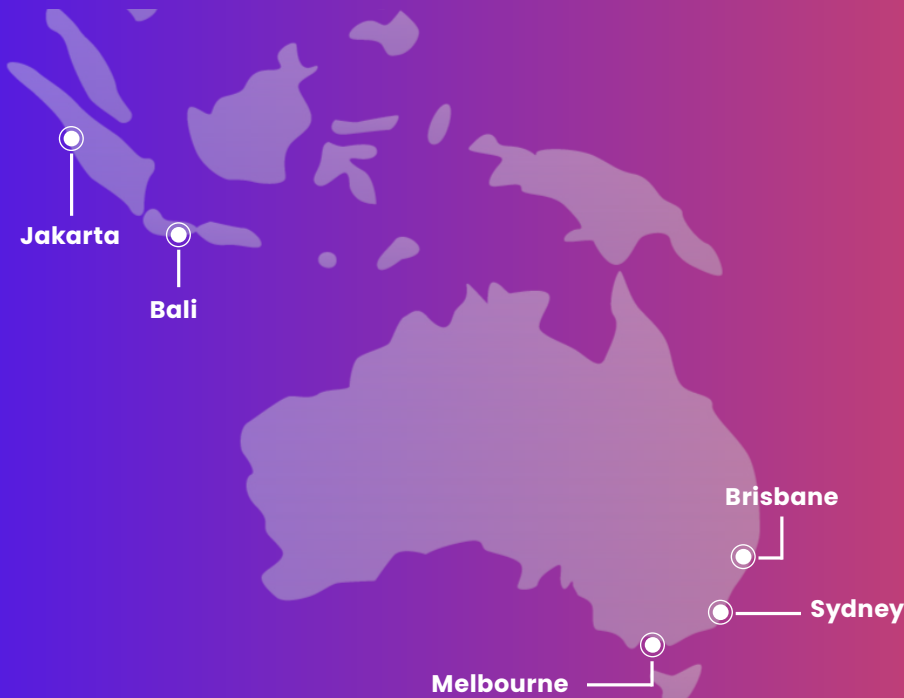
## Who do we work with?

Luminary has established a strong portfolio of charity and not-for-profit clients. By creating enhanced digital experiences, we connect our charity and NFP clients to the audiences and causes they represent.

Here are some of the NFP clients we have had the fortune of working with in 2025:



# Luminary in numbers



5

offices located across two countries

21

cultural backgrounds and ethnicities



We've planted approx 10k 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**.



\$350k+

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

111.24

approx tCO2e in 2025



## 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 a community impact in 2025:

- Biggest Morning Tea for Cancer Council in Melbourne and Bali raised over \$700
- We took part in the 2XU Beyond Blue Wellness Run
- We took on Fred's Big Run for the sixth consecutive year, and the team raised over \$8000 and clocked over 5800 kms
- We sponsored the Victorian Young Achiever Awards with the Luminary Tech Visionary Award, which included inviting finalists to speak at Luminary
- We participated in volunteering days at OzHarvest in Melbourne, Sydney and Brisbane, cooking more than 150 meals for local charities
- Our CEO participated in the CEO Cook off for OzHarvest, raising over \$3000 for the charity
- Our Melbourne, Brisbane and Bali teams hosted Big Blue Table for Beyond Blue, raising \$500 to directly assist people to reach out to the Beyond Blue Support Service
- We developed a wellbeing app with Beyond Blue and contributed \$55,000 of pro bono services to the development of the app
- We donated \$950 to Fred Hollows Foundation, in addition to the funds we raised through our Fred's Big Run campaign
- We donated \$250 in food, clothes, a generator, and a fridge, to Bali Street Kids Project following the Bali floods in October.



# 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.

**In 2025, Luminary's total organisational GHG emissions have been estimated at 111.24 tonnes of carbon dioxide equivalent (tCO<sub>2</sub>e).**

**Luminary has purchased carbon credits to offset its organisational carbon dioxide through the following projects:**

- **Lango Safe Water Project in Uganda working with local government to rehabilitate hand-powered boreholes to provide clean water to rural communities**
- **Rimba Raya Biodiversity Reserve in Borneo designed to protect threatened tropical swamp forest from palm oil expansion**
- **Axis Energy Group in India - the largest sustainable wind farm project in India powering 50,000 households**
- **Redux Foundation in Bali - addressing plastic pollution in local waterways.**



## Here's how we have made an environmental impact in 2025:

- We donated \$500 to support the filming of a documentary about plastic oceans in Indonesia and Australia
- Our team planted trees in Melbourne and Bali, bringing our official total of trees planted since 1999 to approximately 10k trees
- We continued to recycle our soft plastics through Reground
- We continued to recycle our used coffee grounds through Reground, where they are reused in local farming
- We installed solar panels on the roof of our Bali office to reduce energy usage
- We continued to use compostable office 'BioBag' bin liners
- We continued to use plant-based bathroom cleaning products
- We offset approx 111.24 tonnes of carbon dioxide
- We planted more than 700 trees alongside volunteers at Fawcner Memorial Park in Victoria.



# Luminary

## Brighter digital experiences

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