

Luminary

Luminary 2023 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, present and emerging, and remember that sovereignty was never ceded.

Message from the Directors

The ice caps are melting. The oceans are filling with plastic. The temperature and the seas are rising. The environment is in trouble. We are faced with a climate crisis.

The challenge of capitalism is its constant need for growth. We have a growing population that inherently needs more food and resources. Things need to change. And an important part of that change is in the business community.

Luminary became a B Corp on its 22nd founding anniversary, the 4th of March 2021. By becoming a B Corp, we changed our purpose in our constitution to have 'an overall positive impact on society and the environment'.

For us, being a B Corp makes a statement. It says Luminary is purpose-driven (to make digital bright and the human experience brighter) and it says something about who we are. Every decision we make says something about Luminary.

We are going to have an impact, so we may as well make it positive. Being certified as a B Corp sends a message to prospective clients and team members that Luminary has committed to putting transparency, sustainability and social responsibility at the forefront of our business decisions.

Everywhere you look, there are visible signs that our society is changing. Banks and superannuation funds are refusing to invest in coal. Single-use plastic bags and straws are being banned by councils, state governments and companies.

Certified B Corps are accelerating a commercial culture shift that redefines success away from just profits and seeks to find a balance between profit and purpose. This exciting shift means that decisions that are good for people and good for the planet are ultimately good for business.

And that's a future we can all look forward to.
– **Marty, Adam & Andy**



Luminary's mission and values

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

What does this mean? We want our work to enhance the digital landscape while simultaneously elevating the human experience. It signifies our dedication to innovating within the digital sphere, making it vibrant, and injecting it with positivity. Additionally, it emphasises our aim to positively impact people's lives, both our clients' and their users. It means making the websites we build perform quickly and flawlessly. It means helping our clients navigate stakeholder sign-offs so they can win at their jobs and go home happy. It means giving our team the freedom to work in a way that works for them. It means creating beautiful, functional digital products while committing to carbon neutrality.

Ultimately, it means creating experiences that delight, excite and inspire.

The definition of luminary is

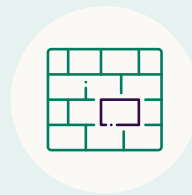
lumin(e)ri (n). A person who inspires or influences others, especially one prominent in a particular sphere; a natural light-giving body, such as the moon or stars. Synonyms: leading light, guiding light, inspiration, leader, expert, master.

Our four brand pillars best summarise who we are:



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.



Solid

We've been in the business for 24 years. Everything we say and do is backed by solid experience and proven results.



Human

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



Bright

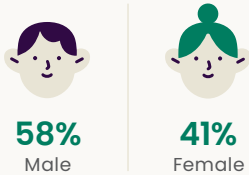
We aim to be the brightest minds in digital – intelligent, insightful and enlightening. We're always looking for new ways to make a difference.



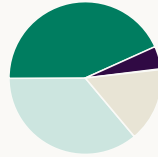
Our team

Our success as a business starts and ends with our people. We remove barriers to help them achieve and thrive. Our people make extraordinary things happen because we give them the space and support to bring out the best in themselves and each other.

83 employees



1% Prefer not to say



Age Ratio

- 21-30 15.7%
- 31-40 43.4%
- 41-50 36.1%
- 50+ 4.8%

Engagement Survey 2023 (Culture Amp)

96%

Team members who would recommend Luminary as a great place to work



Employment tenure

Luminary's average tenure is 5.5 years



Diversity

We're a diverse and inclusive organisation with varied cultures from 21 different countries



Training

Team members have an annual training budget of \$4000



Work from anywhere

Luminary offers team members the ability to work from anywhere



Internal coaching

Team members can access performance coaching to work on professional hurdles



Social contract

To determine how we work together, the team negotiates a social contract every year



Best workplace Australia

Ranked #28



Best workplace Asia

Ranked #20



Best workplace Indonesia

Ranked #10



Our clients

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 that they represent. In 2023, the UNICEF Australia website, designed and built by Luminary, won the overall site of the year award in the Australian Web Awards. Named in memory of Australian web pioneer Nigel McFarlane, the McFarlane Prize for Excellence goes to the entry that performed the best across all five judging disciplines – accessibility, content, design, development and user experience.

Here are some of the NFP clients we have had the fortune of working with in 2023.





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's by getting behind our awesome charity clients, sponsoring an award, celebrating big ideas that will make the future a better place, or donating computer supplies to an orphanage in Indonesia, we always look for ways to help out, lighten the load and brighten the path of others.

We also 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 Food Bank Victoria, and providing coding workshops to high school students.

Here's how we have made an impact within our local and global community in 2023:

- We provided in excess of \$162,000 worth of pro bono work/reduced rates to our charity clients
- We participated in Fred's Big Run for the fourth consecutive year, raising over \$13,500 for Fred Hollows Foundation
- We chose to cater with Asylum Seeker Resource Centre for Luminary events
- We hosted a workshop for companies interested in becoming a B Corp
- We sponsored First Nations youth education organisation, Deadly Science
- We partnered with UNICEF to showcase their Innovation Fund at the 2023 Luminary client party in Sydney
- We provided funding for 20 schools in Indonesia to access Bookbot, a reading tool for children
- We gave our clients Christmas gifts supplied by Asylum Seekers Resource Centre
- We stood for providing a voice to Australia's First Nations people and donated to the Yes campaign in the 2023 Referendum.



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 July 2022 to June 2023, Luminary's total organisational GHG emissions have been estimated at 308.74 tonnes of carbon dioxide equivalent (t CO₂-e).

Net GHG emissions after allowances for the use of renewable energy in its Australian facilities have been estimated at 280.22 t CO₂-e for the FY23 period.



Here's how we have made an environmental impact in 2023:

- We planted more than 1,805 trees to offset our carbon dioxide
- We lobbied the landlord of our Melbourne office to purchase 100 percent renewable energy
- We continued to recycle our soft plastics through Reground
- Our coffee grounds are recycled and used in farming in Melbourne
- Office food supplies were changed to Woolworths as all shopping bags have been changed from plastic to paper bags and delivery slots chosen are deemed 'green' by Woolworths
- All office paper is shredded and composted
- Changed toilet paper provider to Emotions, a made-in-Melbourne supplier that uses recycled paper and reduces impact as it's made locally
- Lighting and globes changed in the Melbourne office to improve energy efficiency
- Moved Brisbane office to Hub Australia (also a B Corp) which purchases 100 percent renewable energy and offsets the carbon footprint of its offices
- Switched to compostable office "BioBag" bin liners
- Changed bathroom cleaning products to plant-based cleaners
- Increased use of Skybus in Melbourne and trains in Sydney and Brisbane, to travel to and from airports
- Offset 300 tonnes of carbon dioxide through reforestation in the Yarra Yarra Biodiversity Corridor in Western Australia, Solar Renewable Energy Offsets in India and planting of 305 mangrove trees in Bali.



Making digital bright and the human experience brighter

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