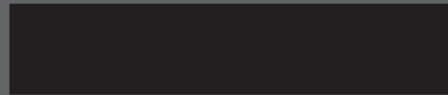


THE ETHICS CENTRE

Annual Review 2018–19



Contents

- 01 Who We Are
- 06 A Reflection From Our Executive Director
- 08 A Message From Our Chairman
- 10 Highlights of 2018-19
- 12 30 Years of The Ethics Centre
- 14 Ethics Is at the Centre of How We Work
- 26 Ethics Is at the Centre of Everyday Life
- 40 Ethics Is at the Centre of the Future
- 44 Financial Performance
- 46 Governance
- 48 Our Supporters

Who We Are

The Ethics Centre



The Ethics Centre is a not-for-profit organisation developing and delivering innovative programs, services and experiences, designed to bring ethics to the centre of personal and professional life.

Our activities span live events, including IQ² and the Festival of Dangerous Ideas, ethics consulting and education for organisations from all sectors and of all sizes, our free Ethi-call helpline, and advocacy campaigns.

Across all our work, the same goals drive what we do: to bring people together, create space for open and honest conversations, and build the skills and capacity of people to live and act according to their values and principles.

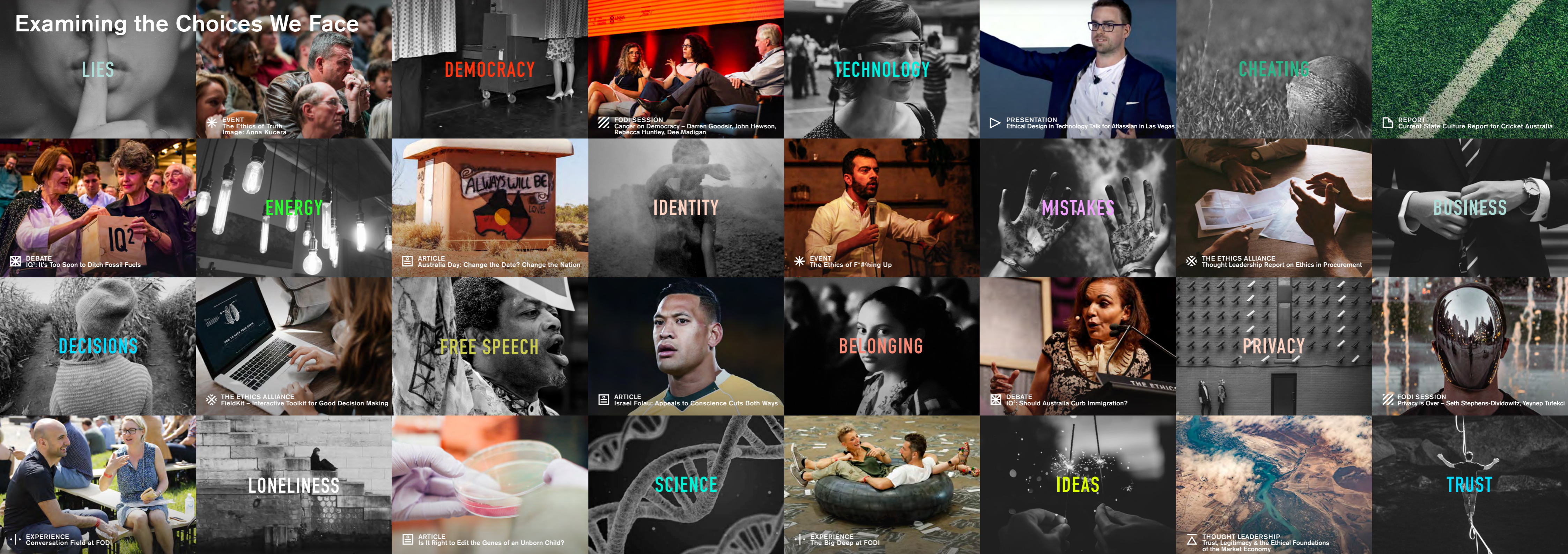
We remain committed to injecting a pause into the centre of public life and allowing people to stop, connect with others and explore the ethical dimension of our everyday lives.

A person with a backpack is walking away from the camera on a dirt path in a dense forest of tall redwood trees. The path is bordered by a rustic wooden fence. The scene is lush with green ferns and moss on the forest floor. The lighting is soft, filtering through the canopy. Large white geometric shapes, including triangles and rectangles, are overlaid on the image, framing the text.

ETHICS IS ABOUT MAKING GOOD DECISIONS

THE ETHICS CENTRE HELPS
PEOPLE AND ORGANISATIONS
TO NAVIGATE COMPLEXITY

Examining the Choices We Face



LIES

EVENT
The Ethics of Truth
Image: Anna Kucera

DEMOCRACY

FODI SESSION
Cancer on Democracy – Darren Goodsir, John Hewson, Rebecca Huntley, Dee Madigan

TECHNOLOGY

PRESENTATION
Ethical Design in Technology Talk for Atlaslan in Las Vegas

CHEATING

REPORT
Current State Culture Report for Cricket Australia

ENERGY

DEBATE
IQ2: It's Too Soon to Ditch Fossil Fuels

ARTICLE
Australia Day: Change the Date? Change the Nation

IDENTITY

EVENT
The Ethics of F*cking Up

MISTAKES

THE ETHICS ALLIANCE
Thought Leadership Report on Ethics in Procurement

BUSINESS

DECISIONS

THE ETHICS ALLIANCE
FieldKit – Interactive Toolkit for Good Decision Making

FREE SPEECH

ARTICLE
Israel Folau: Appeals to Conscience Cuts Both Ways

BELONGING

DEBATE
IQ2: Should Australia Curb Immigration?

PRIVACY

FODI SESSION
Privacy is Over – Seth Stephens-Davidowitz, Yeynep Tufekci

LONELINESS

EXPERIENCE
Conversation Field at FODI

ARTICLE
Is It Right to Edit the Genes of an Unborn Child?

SCIENCE

EXPERIENCE
The Big Deep at FODI

IDEAS

THOUGHT LEADERSHIP
Trust, Legitimacy & the Ethical Foundations of the Market Economy

TRUST

A Reflection From Our Executive Director

ETHICS

As we look back on the achievements of the past year, we also sense the approaching 30th anniversary of the establishment of The Ethics Centre. At that time, the organisation was really more form than substance; a compelling idea waiting to be executed.

This past year exemplifies all that has been achieved since November 1989 – a range of activities that I think would surprise (and hopefully delight) our founders. The activities outlined in this Annual Review, attest to our ongoing capacity to generate extraordinary impact in the world. In the past year: FODI returned from 'gardening leave' stronger than ever, our work with Cricket Australia laid the foundations for restoring integrity to a national institution and we published an influential piece of thought leadership establishing an ethical framework for the design and development of new technology.

The year has also seen a refinement in the Centre's strategy and structure. Our latest strategy will guide our work from now until 2024. It calls on the Centre to sharpen its focus and grow its impact through the better use of partnerships, platforms and pathways that will deepen our engagement with society. In terms of focus, we will concentrate on three core areas of work: demonstrating and developing good decision making, maintaining a vibrant arena for the exploration of ideas and revitalising the ethical infrastructure of society.

A focus on supporting good decision making is at the core of what we do, and you'll see many examples of that in this year's review. A lot of people, when they hear the word 'ethics', think it's about codes or compliance or being holier than thou. But I have never thought of ethics like that. Instead ethics is about everyday decision making, with the knowledge that each of these choices shapes the world in some way.

“Our 2024 strategy will concentrate on three core areas of work: demonstrating and developing good decision making, maintaining a vibrant arena for the exploration of ideas and revitalising the ethical infrastructure of society.”

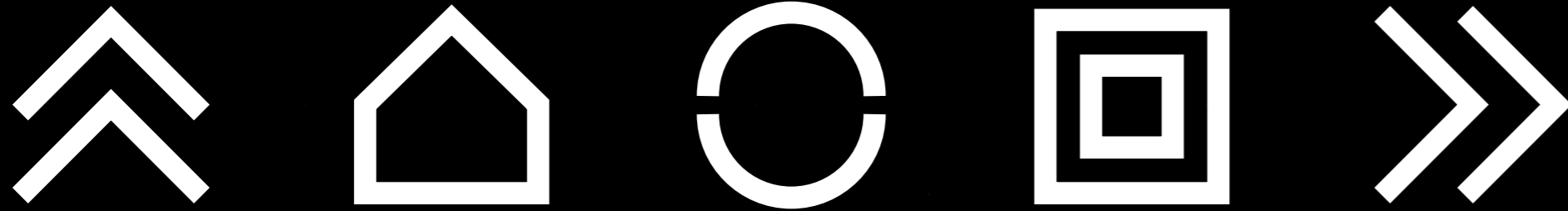
Our organisation was established to help business make more humane, ethical decisions after the greed and excess of the 80s. Since then we've taken ethics into the wider community, with the continued aim of supporting better choices. Our Ethi-call free counselling helpline service is the embodiment of this – helping people to make their way through life's toughest decisions when they're stuck and struggling to know what to do. If ever there was a gem worthy of further polishing, it is this service – where its impact on the lives of individuals is often immediate and profound.

This is not a new story for readers of previous reviews, however we lack the financial resources to invest in growing the impact of this and a host of other services developed over the years, in line with our vision. Yet, while money has always been lacking, goodwill, enthusiasm and innovation have always been in ample supply. I would like to thank all of my colleagues – employees, volunteers and associates – for their valuable contribution to this year's work. Every single person 'goes the extra mile'. I would also like to acknowledge our many generous supporters who, together, enable this fragile organisation to pursue the hefty task of bringing ethics to the centre of everyday life.

Dr Simon Longstaff AO
Executive Director



A Message From Our Chairman



It has been a unique privilege to serve on The Ethics Centre board for more than 20 years – with the majority of those as Chairman. It's been constantly stimulating and inspiring, but rarely has it been easy! Not-for-profits are often messy – which is not necessarily a bad thing. It goes with the territory. We are no exception.

Over these many years we've had more than our fair share of "near death" experiences. The Ethics Centre was not founded with a large endowment or grant, and we've never been in a position to accumulate a strong capital base. We aim to change that!

In doing our important work, we have often found our expenses outstripping our revenue. Somehow, for 30 years now, we have managed to get the job done consistent with The Ethics Centre's purpose and vision while at the same time, balancing the books with lots of help from many passionate supporters.

The Ethics Centre was not founded as a commercial enterprise. We are an independent charity. The Ethics Centre (formerly St James Ethics Centre) was founded with a clear purpose: to be a catalyst and enabler for good decision making, and certainly not to be a moral policeman. Our forte is in the field of applied ethics – the art of doing. And for 30 years, Simon Longstaff and his team have done just that, in a staggering variety of ways.

In my time as Chairman I have been committed to three things as essential to our long-term survival and sustainability. The first is a permanent home for The Ethics Centre (after six different homes on the road). The second, a confirmation of our legal status as a not-for-profit. And the final piece, a capital base that will allow us to flex and grow – or even pivot – without the constant threat of a cash flow crisis.

I'm pleased to say that two of these goals have been achieved. Thanks to the generosity of John Boyd and a coalition of supporters, including the City of Sydney, GPT and Grocon, The Ethics Centre has a beautiful home in the heart of Sydney's CBD for the next 20 years. And thanks to the foresight of the Federal Government, our status as a deductible gift recipient charity is now enshrined in the Taxation Act.

"We look forward to doing our bit in sustaining the character and culture of the nation at a time where both challenges and opportunities abound. It is a mission and vision based on trust and hope and indeed courage."

The final pillar for the long-term future of The Ethics Centre is the accumulation of a significant capital base to provide us with the funds to enable growth and innovation. This funding may come from government grants, from corporate support or from the generosity of the philanthropic community – or a combination of all three. But we won't rest until this funding is secured.

As we approach the 30th anniversary of our formation, it is with a sense of pride we look back over the considerable achievements of this unique organisation. We look forward to doing our bit in sustaining the character and culture of the nation at a time where both challenges and opportunities abound. It is a mission and vision based on trust and hope and indeed courage.

On behalf of our hard-working board, I congratulate our talented executive team, our equally wonderful and talented staff and volunteers and passionate supporters for another terrific year so well reflected in this Annual Review. Thank you all.

As you read the activities and triumphs of The Ethics Centre's work this past year, I ask you to consider further support to help us grow our capacity to embed ethics, now and into the future.

Peter Joseph AM
Chairman



2018-19 Highlights



Over 600,000 people engaged with the ethical dimensions of life via our new website



Over 54K visits to our web page on ethics and decision making



We distributed over 1,000 copies of our guide, Ethical by Design: Principles for Good Technology



We launched our quality decision making platform, FieldKit – making it available to over 150,000 employees within Ethics Alliance member organisations.



8,820 people engaged with the ethical dimensions of life via 11 public events



72 local and international speakers engaged our audiences in the ethical issues and decisions we face



The Festival of Dangerous Ideas returned in a sell out event, filling over 14K seats across two days



More than 15,000 minutes of ethical guidance counselling by our trained volunteers



The Ethics Alliance grew to 40 member organisations, with collectively more than 150K employees



Educated 94 new graduates in ethical leadership training sessions in Papua New Guinea



Following our cultural review, The Ethics Centre delivered 41 detailed recommendations to Cricket Australia



4,513 graduates completed our training courses and workshops

30 Years of The Ethics Centre

The Ethics Centre was born out of interesting times.

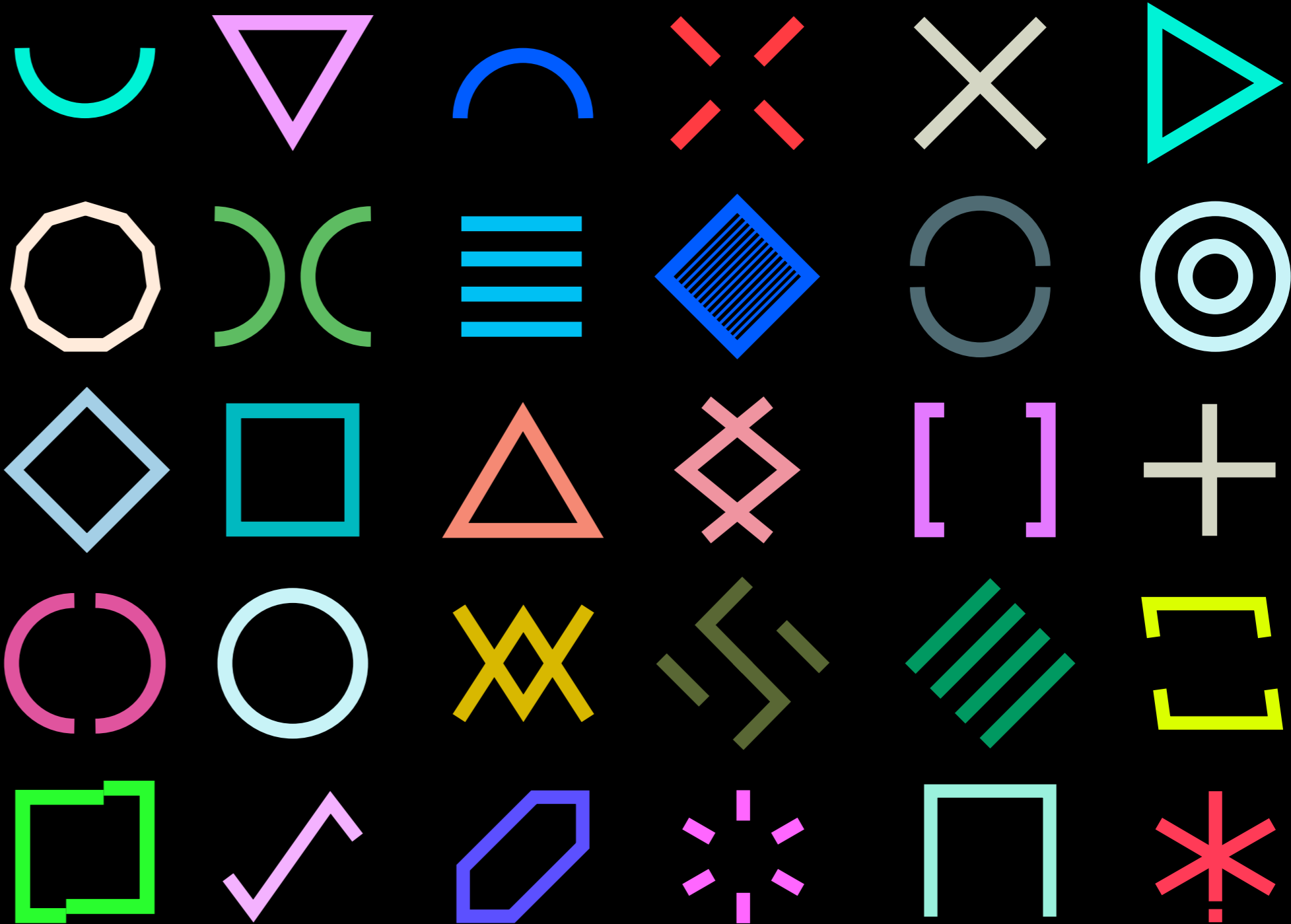
The 'excesses of the '80s' brought together the Parish of St James' Anglican Church, King Street, Sydney, leading figures from business and the professions, and a tiny group of organisations (fewer than the fingers on one hand) willing to offer funding for a new venture with a vision for a more humane, ethical and connected world – the St James Ethics Centre. The Centre's first place of work in November, 1989, was a room in the crypt of St James', and then for many years we squatted in otherwise unoccupied office space that a series of generous supporters made available until we found a permanent home 25 years later.

From the start, this Centre of ours has been unique. Sure, there are other ethics centres. However, they tend to specialise in a discrete area of ethics like bioethics, business ethics or military ethics. In contrast, the full spectrum of ethical issues falls within our remit and we think this affords us a rare insight into the many complex dimensions of human life.

In those early days, our Executive Director, Dr Simon Longstaff, would set up a humble circle of chairs in the centre of Sydney's bustling CBD and invite people to join a conversation. Everyone was welcome. It was a safe place to talk about the things that matter – issues of concern, large and small, that cut to the heart of being human. Rain, hail or shine, people would take a seat.

Since those early days, our circle has grown significantly. From the development of the world's only free ethics counselling helpline, Ethi-call, the success of the Vincent Fairfax Fellowship program to foster ethical leadership, and the creation of Festival of Dangerous Ideas, to the establishment of Primary Ethics to foster critical thinking in our young, and a wealth of advice provided to organisations big and small throughout Australia and abroad to help them explore, discuss and respond to ethical challenges.

Today more than ever we are faced with choices and questions that have the capacity to divide us. Our world is in a constant state of flux, and the need for resilient ethical cultures has never been greater. Our great hope is that we remain a voice of principle for another 30 years.



ETHICS IS AT THE CENTRE OF HOW WE WORK

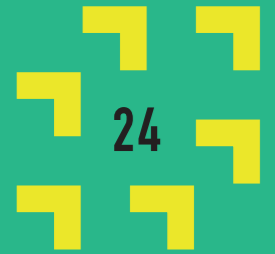
The Ethics Centre is committed to building a better understanding of ethics in the business community, institutions and governments. We do this through consulting, education programs, leadership training, counselling services, thought leadership, research and our membership community. Across all of these touchpoints we help organisations and people reflect on complex ethical issues, make their way through uncertainty and reach the pinnacle of what's possible.



“Variety partnered with The Ethics Centre to deliver our Code of Ethics. We worked with the team from the initial planning stage through to launch, and found their insights, support and advice to be invaluable in a process which was very important to the organisation. They worked closely with me and my executive team, facilitated a number of stakeholder workshops and sought input from the board which has resulted in a well-rounded and inclusive outcome which we are very proud of.”

David Sexton, CEO, Variety NSW & ACT

ADVISORY SERVICES



Projects consulted on
and advised across

Over the past 12 months our advisory services team helped the organisations we work with embed ethics in all they do, manage risk, build robust cultures and plan for the future.

The breadth of work throughout the year included support in constructing and embedding ethical frameworks (an organisation's purpose, values and principles), measuring and building positive organisational cultures, advising on Codes of Conduct or Ethics, managing issues around conflicts of interest, and contributing to public policy on ethically fraught issues.

We completed a major review with Cricket Australia, subsequently released to the public, and contributed to a broader global discourse around sporting ethics and governance. The Centre also undertook a major cultural review within one of the largest energy suppliers in Australia, assessing its approach to social licence and social responsibility.

Throughout the year we developed a number of tools to assist ethical decision making in business. This included work on a do-it-yourself guide to help organisations develop their purpose, values and principles, and an ethical framework specifically designed for customer advocates in financial services.



Engaging client
workshops delivered



People surveyed, plus 65
in-depth interviews conducted

The Centre also undertook ground-breaking research into the ethical design of technology, resulting in a report titled *Ethical by Design: Principles for Good Technology*. In an age where technology is shaping us as much as we shape it, the research highlights core principles required to ensure those who design and deploy all forms of technology do so in an ethical, informed manner.

As a result of the research we contributed to numerous public debates on ethical technology. This included advising on the use of data when evaluating development outcomes – especially in remote and hostile locations – via a program initiated by the Agha Khan Foundation in Afghanistan and funded by the Australian Department of Foreign Affairs and Trade.

We also contributed to debate on public policy, from the management of cricket in Australia to a submission to Operation Eclipse, the NSW Independent Committee Against Corruption investigation into the regulation of lobbying, access and influence within the NSW government.

“Cricket Australia has been through a significant transformation over the past 12 months and has had the benefit of the experience and insights of The Ethics Centre to help inform our approach through change.”

Jacqueline Hey, Director, Cricket Australia



Focus groups facilitated
across 14 organisations

Winning Without Counting the Costs

Evaluating culture for Cricket Australia

On 24 March 2018, at Newlands field in South Africa, an Australian test cricketer was captured on camera tampering with the match ball with a piece of sandpaper. It later emerged that the Australian team captain and vice captain were complicit in the plan.

Following the incident, The Ethics Centre was commissioned to review the culture of Cricket Australia, the national governing body for the game within Australia. Our extensive review utilised the Everest program – our signature process to assess the level to which an organisation's lived culture, and the actual systems and processes that drive the organisation, align with their intended ethical framework.

Our team spoke at length with board members, current and former test cricketers, administrators and sponsors. They also reviewed policies, ethical frameworks and codes of conduct. The final report contained 41 detailed recommendations. The key finding identified a focus on winning without counting the cost, one that had led to the erosion of the organisation's culture and a neglect of important values and principles.

Cricket Australia released a redacted version of the report, along with their response which included approval to undertake 34 of the recommendations.

The following year on 9 May, Cricket Australia reported to the media a reduction in negative player behaviour since the report's release, including a 74 per cent decrease in code of conduct charges across their national men's and women's teams, through to national championship country and indigenous teams.

“The Ethics Centre has made a valuable contribution to the growing stack of official reports into the causes of scandals. It has also drawn an important parallel with bad behaviour in business that deserves to be heard well beyond the cauldron of Australian cricket.

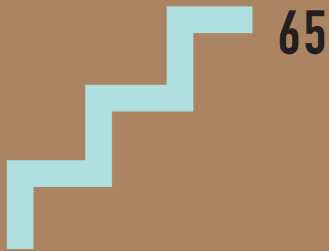
Australia's focus on hard performance goals meant players sometimes failed to challenge the bad behaviour of gifted teammates in case it put them off their game and threatened the team's payout. A shadow set of values – “only results matter”, “aggression is good” – sprang up, at odds with the guiding “spirit of cricket”. Australia's elite cricketers entered a “gilded bubble”, isolated from their fans and from the places where they grew up and where most cricket is played.

Well-paid bankers and executives should recognise that bubble. It is similar to the one many inhabit, inflated by bonuses based on short-term increases in shareholder value and divorced from the interests of customers, let alone of local communities.

Once Australia start winning again, it is likely the anguish caused by the ball-tampering scandal will fade. The lasting lesson should not be forgotten, though: in sport, as in business, when leaders lose their ethical bearings, the consequences can be catastrophic.”

Excerpt from an editorial in *The Financial Times*, 2 November 2018.

EDUCATION SERVICES



Training sessions delivered



Organisations offered training



Participants in education and training programs



Hours of training

Education services experienced a significant increase in activity in FY19. Building on a growing base of repeat clients and long term projects, our delivery expanded further, with many new clients seeking our programs. Overall, we provided education, training, workshops and speaking engagements to 45 organisations across Australia and the Pacific. We delivered 65 training programs, reaching over 4,500 people.

Throughout the year we carried out a strategic review of our education services, with enhanced focus on driving ethical understanding, leadership and decision making. This included expanding the delivery team to meet demand and bring further consistency and structure, and as a result were able to scale our offering and grow our reach – work that continues to develop into FY20.

A key project of the education team was an immersive three-day Ethical Leadership Program delivered in Papua New Guinea, in collaboration with the Australian Department of Foreign Affairs and Trade, the Government of PNG, and the PNG Governance Facility. The annual program was delivered throughout the year to 94 senior public sector employees across PNG.

A major impact project which commenced in FY19 is the development of an ethics textbook for financial advisers, responding to significant regulatory changes and stories of emotional and financial loss and hardship as a result of poor advice. The textbook is being designed for use in university bachelor and master's programs, as well as being a vital ongoing reference for all who work in the financial advice industry.

“I thoroughly enjoyed the conference and I am so pleased that my organisation invested in their management teams to support our learning. I think this conference is reassuring to many people that the organisational values actually sits with our own. I am very grateful I had the opportunity to participate.”

Participant from a bespoke two-day Ethical Leadership Conference

Ethical Leadership & Decision Making

Building the skills of public servants in Papua New Guinea



Since 2016 we've been delivering a three-day program on ethical decision making to senior public servants in Papua New Guinea. In all, we've delivered six separate programs to over 200 participants in Port Moresby, Lae and Goroka.

The purpose of the program is to deepen the understanding and practice of ethical leadership across the National Public Service and to support the development of values-based and ethical leaders who will contribute to improving the effectiveness and efficiency of PNG's public sector.

We developed this program drawing on our extensive history in innovative learning practices. The facilitation method we adopted drew in experiential learning to include all aspects of human learning: thinking, doing and feeling. There was adequate time for reflection, dialogue and practice designed into the program so participants leave with knowledge, skills and actions to apply immediately on return to their workplace.

In addition to our program deliveries in 2018-19, The Ethics Centre also conducted a workshop to assess post-program impact for earlier participants. With thanks to a generous donation from Mundango Abroad, we were able to conduct an alumni event to evaluate the impact on both public and private sector participants following their learnings.

“I have learned so much from this three day course and hope to apply those skills within my team and the organisation that I work for. It has also enabled me to see some things that I may not have considered in the past.”

Participant from the Ethical Leadership in Decision Making program in PNG

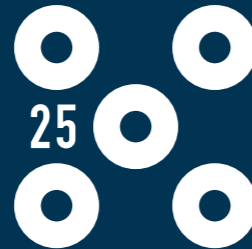
THE ETHICS ALLIANCE



Member organisations
across a range of
sectors and industry



Independent articles
examined the field
of business ethics



Stimulating events,
roundtable discussions and
networking occasions



Event attendees

The Ethics Alliance is a community of organisations sharing insights and learning together, to explore better ways of doing business. Now entering its third year, Alliance members currently represent 40 organisations and span 10 sectors. In the past 12 months, The Ethics Alliance presented 25 stimulating events, roundtable discussions and networking opportunities.

Major projects throughout the year included: the publication of Australia's first business ethics magazine, *Matrix* – circulated in both print and digital form to our members and the broader business community – and a membership-driven research report on ethical procurement practices, developed collaboratively with members.

Arguably our biggest endeavour was the finalisation and release of a new online decision making and capability platform, *FieldKit*. Available to every employee within Alliance organisations (an estimated potential reach of 150,000 people), the tool encourages users to understand their purpose, values and principles, and enable them to build ethics into every decision that they make.

Throughout the year, The Ethics Alliance produced over 20 independent articles that examined business ethics, spanning topics from embedding values and principles, moral injury, artificial intelligence, algorithmic bias and the ethics of data; to incentivising ethical behaviour, the transformative power of praise, diversity and inclusion, workplace relationships and employee activism.

Now more than ever, the complexities of society demand a deeper understanding of what is good and right.. This collaborative program is dedicated to designing a future where the unique character of individual businesses can develop and their people thrive, while learning through the partnership.

“While leaders may be drawn to the possibilities of ethical leadership... the chance to work across industries to explore what this looks like in practice and detail, is unique and necessary.”

Elisabeth Shaw, Chief Executive Officer, Relationships Australia NSW

Supply Chain Ethics

Developing a guide for fairer transactions

“I would encourage everyone to download and share this report with those working in business and procurement. This becomes a terrific framework from which we can discuss the evolving role of procurement and the ethics of business.”

Darren Woolley, Global Chief Executive Officer, TrinityP3

During the past year, The Ethics Alliance conducted research into the ethical issues that arise in payment of suppliers. A guide for ensuring fair transactions was developed after Alliance members called out the crippling impact late payments and extended payment terms are having on small business.

The guide was informed by a series of interviews and contributions by member organisations: Shell Australia, Macquarie Bank, Clayton Utz, The Reserve Bank of Australia, Allianz, TrinityP3, The Business Council of Australia, AIA Australia, Insurance Australia Group (IAG).

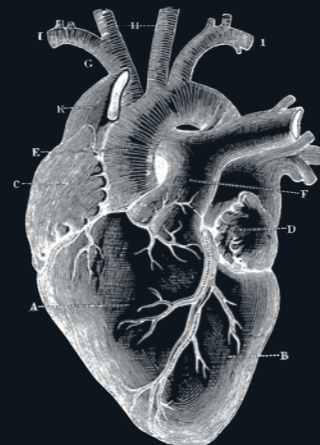
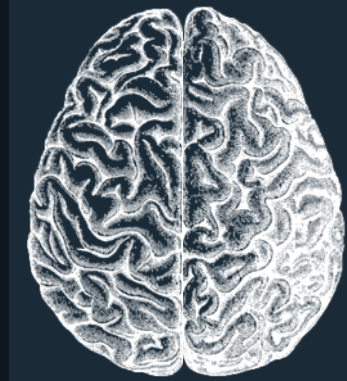
Together they explored common challenges arising in buyer/supplier relationships and procurement, including tender processes, supplier transparency, using trusted suppliers and determining acceptable payment periods. The results of the interviews were presented at a roundtable discussion with members, before being refined into a practical guide.

The guide is presented in three parts:

- Guides to ensuring a fair transaction, which includes looking after suppliers and uncovering the common causes of problematic transactions.
- A step-by-step procurement framework based on a successful model used within an existing Ethics Alliance organisation. It offers a practical system for the qualification of suppliers, awarding contracts, initiating work and maintaining relationships.
- An ethical framework to underpin the process, including the fundamental values and principles that emerged from Ethics Alliance research.

Ethics in Procurement was released on August 2018 and is publicly available on our website.

INNOVATION LAB



The past two decades have seen a precipitous decline in trust in institutions in the public and private domains. Political, religious, commercial and educational institutions have all been affected adversely – to the detriment of society as a whole. At the same time, humanity has been gathering in power – much of it a product of science and technology. These changes are throwing up new ethical issues at a startling rate.

As a result, for the first time in decades, there is a growing demand for ethics and the world that this gives rise to. Ethics provides a means for repairing broken institutions and as a necessary component in the design of the objects, institutions, systems and patterns of behaviour that will give shape to the future of humanity and the planet we occupy.

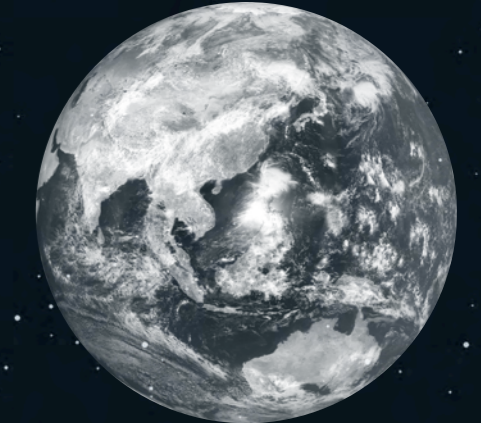
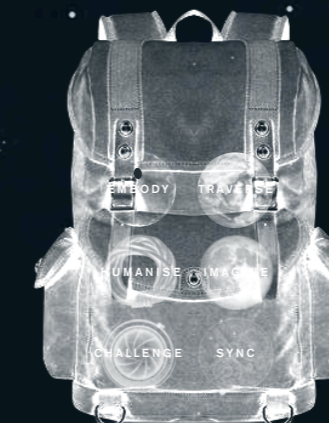
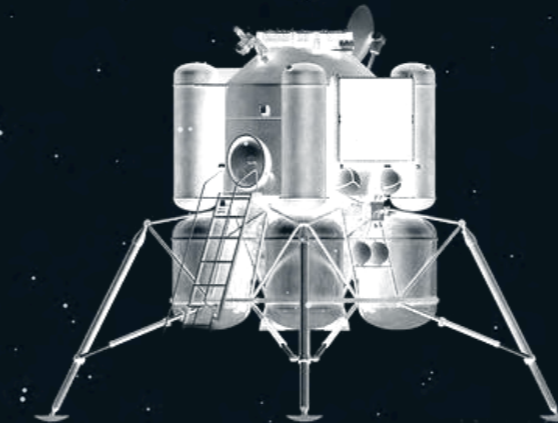
Building on the strong foundations developed over the last five years, The Ethics Centre is focused on working smarter to accommodate and support this rapid change with practical tools and solutions. That's why, this year, we developed an Innovation Lab within the Centre.

Leveraging over 30 years of experience, our innovation team is focusing on generating, developing and distributing new tools, frameworks, methodologies, research and insights. Using technology as a platform to expand reach, the work is designed to build society's skills and understanding of the ethical dimension of both the challenges and opportunities before us.

One of the Innovation Lab's key initiatives over 2018-19 was the development and distribution of decision making and capability platform, *FieldKit*. This online platform was delivered to our 40 Ethics Alliance member organisations in June 2019, with capacity to support over 150,000 employees. We are working with them to embed the platform across their organisations to help support more considered decision making.

Making Quality Decisions

Guiding better choices and deeper thinking through FieldKit



FieldKit is an online interactive platform to build the capabilities of people in making quality, considered decisions. It comes complete with tips, hacks and resources to strengthen decision making muscles.

The platform encourages self-awareness, imagination and innovation. *FieldKit* helps the user to explore their values, consider other perspectives, mitigate biases and imagine new pathways. It also guides the user through a process to test their choices and reasoning, leading to effective action.

FieldKit is unique in that it combines skills development with assistance in making a specific decision. First time users spend around 45 minutes building the skills and techniques in decision making, and return users can apply these skills to tackle a specific issue that's troubling them.

We believe that widespread use of this platform will provide people with a deeper understanding of what drives their decisions and through this considered approach, help individuals feel confident with their choices.

THOUGHT LEADERSHIP



The Ethics Centre published two major thought leadership projects over the past year. 2018 saw a decimation of public trust toward corporations, but our research uncovered that the concept of 'trust' may be less relevant than that of 'legitimacy'. This thinking formed the basis of *Trust, Legitimacy and the Ethical Foundations of the Market Economy*, a whitepaper offering insights on the issues surrounding declining trust and the emerging threat to limited liability, coupled with a new ethical framework for participants in the current market economy.

The paper was published August 2018. There have been hundreds of downloads of the paper and numerous invitations to present the findings to major organisations and leaders across Australia.

In a climate where the character and quality of most aspects of society is being affected by emerging technologies, our second piece of research, *Ethical by Design: Principles for Good Technology*, offered a practical antidote to the common pitfalls in technological design. We broke down some of the biggest challenges and offered a new way of thinking, along with seven key principles for creating ethically informed design.



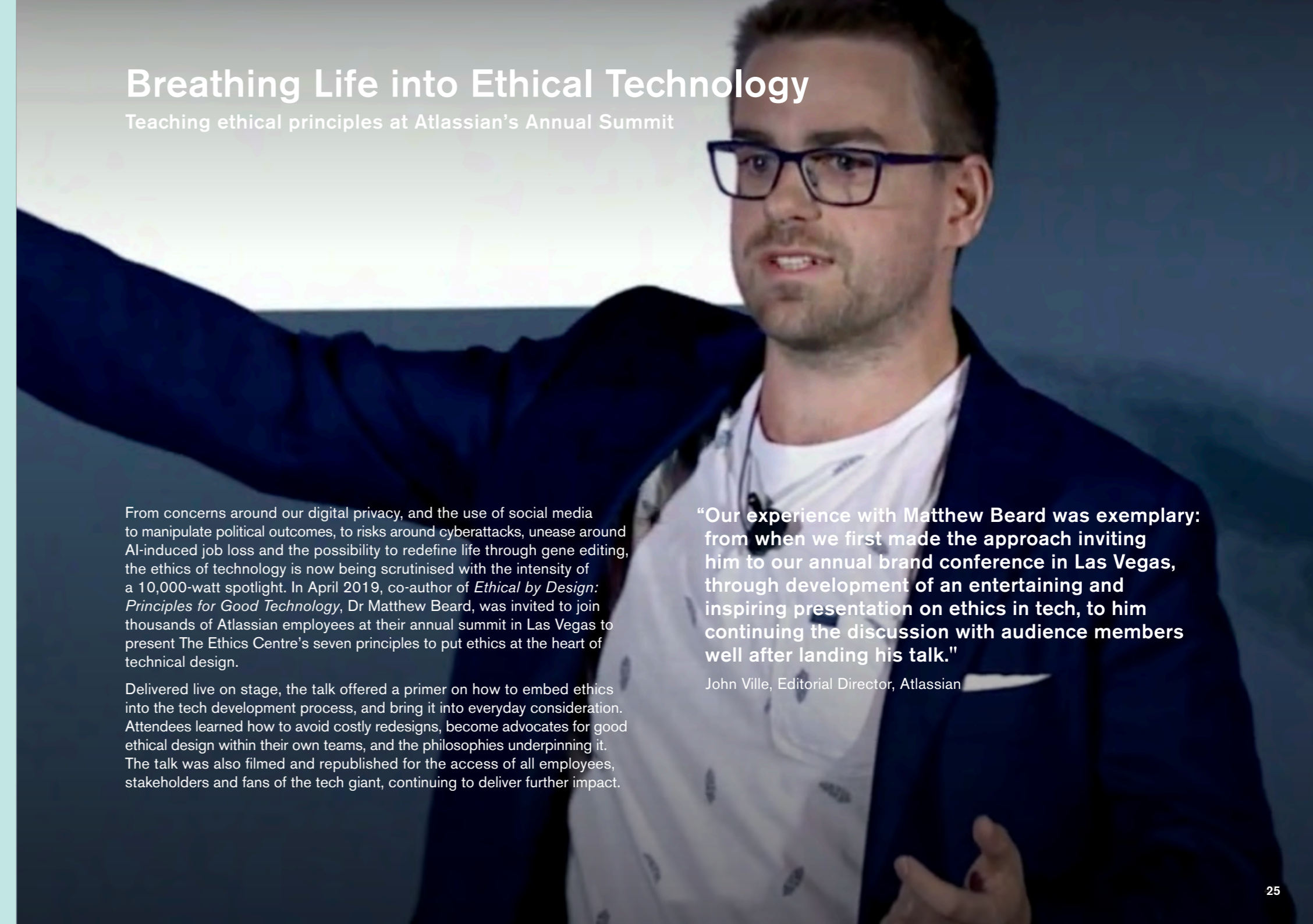
The authors, Dr Matthew Beard and Dr Simon Longstaff, disseminated the concepts within the paper throughout 2019. The research was also referenced in the federal government's *Artificial Intelligence Ethics Framework*, considered by the Australian Human Rights Commission's Human Rights and Technology Project, informed the NSW Government's AI Ethics Framework and served as the basis for an approach to the use of data when evaluating development outcomes.

The technology industry has also been paying close attention, with the findings presented throughout the year at Atlassian's World Summit in Las Vegas, Salesforce's World Tour in Sydney and the University of Sydney's prestigious Ethics in Data Science conference. This far-reaching research has been the Centre's highest consumed paper to date.

To further the dialogue around ethical workplace behaviour, in November 2018 we partnered with the UK's Institute of Business Ethics to deliver *Ethics at Work*. This national survey of Australians in the workforce offered the first comprehensive look at the lived ethics in workplaces across the country, with nearly 800 workers being surveyed across industries and employers.

Breathing Life into Ethical Technology

Teaching ethical principles at Atlassian's Annual Summit



From concerns around our digital privacy, and the use of social media to manipulate political outcomes, to risks around cyberattacks, unease around AI-induced job loss and the possibility to redefine life through gene editing, the ethics of technology is now being scrutinised with the intensity of a 10,000-watt spotlight. In April 2019, co-author of *Ethical by Design: Principles for Good Technology*, Dr Matthew Beard, was invited to join thousands of Atlassian employees at their annual summit in Las Vegas to present The Ethics Centre's seven principles to put ethics at the heart of technical design.

Delivered live on stage, the talk offered a primer on how to embed ethics into the tech development process, and bring it into everyday consideration. Attendees learned how to avoid costly redesigns, become advocates for good ethical design within their own teams, and the philosophies underpinning it. The talk was also filmed and republished for the access of all employees, stakeholders and fans of the tech giant, continuing to deliver further impact.

"Our experience with Matthew Beard was exemplary: from when we first made the approach inviting him to our annual brand conference in Las Vegas, through development of an entertaining and inspiring presentation on ethics in tech, to him continuing the discussion with audience members well after landing his talk."

John Ville, Editorial Director, Atlassian

ETHICS IS AT THE CENTRE OF EVERYDAY LIFE

The choices we make shape the world we live in. Better decisions make a better world. The Ethics Centre exists to bring ethics to the centre of everyday life. We inspire, teach and support people to embed ethics in their thoughts and actions, to learn critical thinking, to make informed decisions and consider new perspectives.



ETHICAL ADVOCACY



33,235
Fans across our social media channels



55%
Increase in new articles, with 109 published across the year



600,000
Page views to our new website – a 23% increase



350
Media appearances, interviews and mentions

At The Ethics Centre we are passionate about advocacy, and driving informed discourse to make the future more ethical. We are frequently invited to contribute to media conversations around the issues of the day, and proactively advocate for positive change around the challenges we face as a society.

In FY19, The Ethics Centre made submissions to the Aged Care Commission, The Royal Commission into Financial Services, and to Operation Eclipse, the NSW Independent Committee Against Corruption (ICAC) for ethical policies, laws and practises.

A version of our report into Cricket Australia’s culture was released publicly, creating an important dialogue in the public sphere about sporting culture and moving away from a focus on winning without counting the costs.

Our Executive Director, Dr Simon Longstaff and Fellow Dr Matthew Beard have been invited to speak with a host of media from broadcast, through to print, community radio and podcasts on the most pressing ethical issues in the news during the year. They covered a multitude of topics: ranging from medical research, technology design, business ethics, radical honesty, compassion and ethics in sport. We are grateful to have been mentioned over 350 times across the year, including on *The Project*, *The Guardian*, *The Sydney Morning Herald*, *The Age*, on SBS, ABC Radio, ABC Life and ABC News.

The Ethics Centre has a commitment to producing and disseminating independent articles and resources to promote an examined life and address the issues of the moment. In the past year, we published 109 articles, up 55 per cent on the previous year, with over 600,000 page views on our website, ethics.org.au. Our new website was launched in March 2019, with a host of new ways to engage with our research, events, resources and all that we do.

Fun Ethical Lessons for Kids

Our resident ethicist on ABC’s Short & Curly Podcast

Short & Curly is a fast-paced and fun ethics podcast for kids and their parents to explore the curly questions life throws up, and develop the ability to think critically through the challenges they face.

Ethics Centre Fellow, Dr Matthew Beard, is the resident ethicist on the show, recording fifty episodes since its inception in 2016. This last year the podcast, produced by the ABC, averaged over 100,000 downloads a month, and has recorded over one million downloads a year for the past two consecutive years. The program continues to innovate to find new ways to connect with young people with the release of a brand new book *The Short & Curly Guide to Life*, which is available in English, Korean and Spanish.

Dr Matt and the team at ABC also develop education resources to accompany the episodes to help caregivers and teachers cultivate learning and create a space that is safe to explore ethics. We believe it’s a critical contribution to help equip the next generation with the skills to make quality decisions, now and into adulthood ahead.

“This is such a cool podcast, it is funny and also really informative. It really made me think about what was right and what wasn’t so great!”

Annika, Sydney, Year 6 student



EVENTS PROGRAM



Unique and innovative events exploring ethical issues



Expert speakers engaged in conversations that matter



Sessions delivered to examine the dimensions of an ethical life



Seats filled by curious minds across all of our events this year

The Ethics Centre programming team delivered 37 innovative event sessions across FY19, bringing people together to explore the most significant ethical issues we face today. These ranged from live debates within our IQ2 series, to intimate conversations of what it means to be human at our Ethics of... events.

Most notably, within FY19, The Ethics Centre presented the Festival of Dangerous Ideas (FODI) in partnership with UNSW. As Australia's original big thinking festival, FODI brought together leading thinkers and culture creators from around the world to hold uncomfortable ideas up to the light, challenge thinking on some of the most stubborn and difficult concepts, and question our deepest held beliefs.

Held at a bold new location on Cockatoo Island, thousands stepped across the boundaries of common thought with 28 sessions that explored the blurred lines between truth and trust, internet subcultures, fascism, privacy, LSD and the end of the world as we know it. The Festival was sold out to the point of venue capacity – 14,636 seats over two days.

IQ2 meanwhile, entered its eleventh year of delivering smart, civil debate in Australia. In an era of echo chambers, snack-sized infotainment and divisive thinking, 3,532 people of all ages and points of view converged at our four IQ2 debates to hear both sides of the story. We tackled ageism, capitalism, fossil fuels and immigration, before putting the vote to our live audience. We welcomed a new media partner, *The New Daily*, and connected with a national audience through a partnership with ABC Radio National.

Our popular, sold-out series, The Ethics of..., tackled the everyday ethics of human life. Across six intimate conversations we hosted over 500 attendees, along with philosophers and experts to speak about hedonism, truth, f*#%ing up, desire and free speech. Audiences were invited to take part in the conversation and reflect on their own life, choices and perspectives.

“It was interesting and made me think.”

Attendee at The Ethics of Free Speech

THE ETHICS OF FREE SPEECH

“Interesting set of contrasting views and some excellent rhetoric.”

Attendee at IQ2: Capitalism is Destroying Us

IQ2: CAPITALISM

THE ETHICS OF HEDONISM

“Thanks so much guys. This was an amazing experience and I will be back for more.”

Attendee at The Ethics of Hedonism

IQ2: IMMIGRATION

“I enjoyed the fact the intelligent discourse was offered and received by both sides politely. What a refreshing change...”

Attendee at IQ2: Curb Immigration

“Very interesting, varied speakers taking different approaches to the topic”

Attendee at The Ethics of Desire

THE ETHICS OF DESIRE

“A great platform for people of various age groups and walks of life to come together and listen to a debate on a contentious, hot topic.”

Attendee at IQ2: It's Too Soon to Ditch Fossil Fuels

IQ2: ENERGY

THE ETHICS OF F*#%ING UP

“The speakers were awesome and the subject incredibly thought provoking. My friend and I had fairly intense discussions about the concept after.”

Attendee at The Ethics of F*#%ing Up

IQ2: AGEISM

“Loved the energy and passion. The post-debate discussion is still going on in our household!”

Attendee at IQ2: Stop Idolising Youth



FESTIVAL OF DANGEROUS IDEAS



Sessions that delved deep into dangerous ideas



International and local speakers, artists and performers



Seats filled by curious festival goers across the weekend



Would recommend the festival to a friend

In 2019, the Festival of Dangerous Ideas was sold out to the point of venue capacity – 14,636 seats. Audiences left with a feast of ideas and new perspectives drawn from talks, panels, art installations and ethics workshops.

Hard truths, big realities and sharp new ideas were uncovered over 28 sessions with 41 speakers and artists.

Caliphate host Rukmini Callimachi shared aching stories of violence and honour in ISIS camps, conservative historian Niall Ferguson forced us all to rethink before we retweet, and pop-culture savant Chuck Klosterman had us empathising with the unlucky aliens who colonise us.

Delivering the inaugural headline event, 'The Hitch', Stephen Fry had audiences oscillating between rapture and stitches of laughter as he lamented the lost art of disagreement in an age of deepening extremes.

Other thinkers from around the globe tackled issues of truth, trust and technological disruption including: ex-Google data scientist Seth Stephens-Davidowitz, AI man-of-the-moment, Professor Toby Walsh and techno-sociologist Zeynep Tufekci.

The Centre is enormously proud to be delivering Australia's original big thinking festival again in 2020 in partnership with The University of New South Wales Centre for Ideas.

“Truly one of the best festivals I've been a part of.”

FODI speaker, Ayelet Waldman

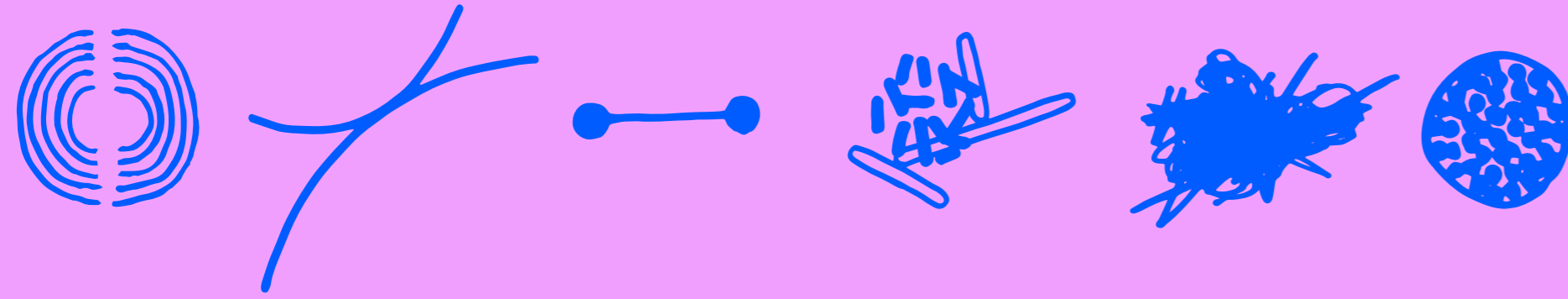
“Walked away with a lot to think about and found myself still processing days later.”

Attendee





ETHI-CALL



The Ethics Centre is committed to helping individuals and communities make better decisions by increasing ethical literacy. Now in its 26th year, Ethi-call is a free, independent, national helpline that provides expert and impartial guidance to help people make their way through life's toughest challenges. In FY19, Ethi-call's volunteer counsellors delivered support to hundreds of callers, helping people untie complex issues and find options and ideas they were comfortable with pursuing. Ethi-call is made possible through the support of our 17 qualified volunteer counsellors who generously give their time to the service.

Ethi-call is the only service of its kind in the world. Funded entirely by donations, we receive calls from all over Australia and the globe. Our callers are diverse and unique, distinguished by: culture, geography, situations, occupations and age. Through their differences, our callers share one commonality; each faces a difficult ethical decision or challenge and are uncertain about which way to turn.

Over the past year the service received calls traversing personal and professional issues. These ranged from family members feeling unable to make decisions impacting their loved ones, and professionals worried about job security, to a number of callers facing decisions about whether to speak up or remain silent.

Our highly trained counsellors guided callers through our Ethi-call framework, which helps users challenge their thinking, seek facts and truth over assumptions, define their own values and principles, and find possible solutions and a direction forward with the issue that's troubling them.

“Thanks so much for my call today – it was brilliant and bought real clarity to a situation that I had been going in circles about!”

Caller

“I really appreciate the Ethi-call service, and have directed numerous friends and colleagues to use it over the years.”

Caller

“I'm from the US, and I just had my first Ethi-call experience. I just wanted to say how much I appreciated the immaculate professionalism, safety, patience, and thoughtfulness in helping me work through my workplace issue and relationships. Definitely would call again and would suggest it to all my friends and family. 5/5 for the service.”

Caller

Helping People Through Their Hardest Choices

Meet an Ethi-call counsellor

Each week, Ethi-call counsellor Simon Kennedy Jewell picks up the phone and begins an important conversation. He does so because he knows first hand the impact of feeling trapped in a difficult ethical situation – both on those directly involved, and also those around them. As a 24 year old aid worker at a refugee camp in Yemen, Simon, as directed by a superior, refused rations to a group of refugees. Their angry reaction spiraled out of control, resulting in a violent riot. After returning from Yemen Simon suffered from PTSD. It was this experience that led him to want to give back, and help others who find themselves in an ethical bind.

As an Ethi-call counsellor for over 10 years, Simon has taken hundreds of calls for the service – helping users tackle issues as diverse as: caring for elderly parents, lying to loved ones or prying in a teenage child's diary.

Simon says working with Ethi-call doesn't given him immunity from life's complexity, but it has helped him grow more emotionally resilient.

“It means I feel more confident that I can navigate through some of those difficult life choices.”

Simon Kennedy Jewell, Ethi-call counsellor

ETHICS IS AT THE CENTRE OF THE FUTURE

Like you, we care passionately about the world we leave behind for future generations. In this world of unprecedented change and complexity, those who lead and guide us, and the institutions we rely on, need ethics as never before – as do our children. With a view to the future, we look to build on 30 years of impact, to extend our reach and amplify ethics within society.

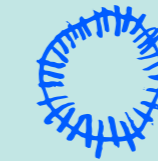
Looking Forward

Some of our key projects for the next 12 months include:



Innovating Ethics

Given the rapidity and depth of change in our world, we are further investing in our recently established Innovation Lab. Leveraging technology as a platform, the team will continue to work on the development of tools to support society at large to better understand the ethical dimension of life.



Ethics Education

Creating a better future begins with education. Complementing the outstanding work of Primary Ethics, we are working on projects to integrate ethics into mainstream education at secondary, tertiary and professional levels of education.



Principles for New Technology

New technologies are emerging with the capacity to transform nearly every aspect of our lives. We will continue to work to bring new ethical thinking and understanding to those who are at the forefront of technological design.



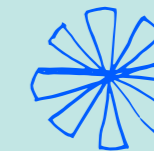
Good Decision Making

The drive to create a better world will only be realised when good decision making is combined with active participation. We are developing tools to equip business leaders, members of parliament and public servants with the skills, knowledge and decision making tools needed to address the ethical issues of the day.



Purpose Driven

To overcome the misuse of power, we need to place purpose, values and principles – the language of ethics – at the core of each and every public forum; from small business through to public servants and the upper echelons of power in Australia.



Conversations That Matter

If we are to make the most of the future, then we will need to rediscover the arts of deliberation and discernment. To that end, we are working on events and partnerships that bridge the span of ideological extremes - speaking, instead to our common humanity in this otherwise divided world.

DANGEROUS REALITIES & EXCITING POSSIBILITIES



We are living in the era of dangerous realities. The trends that have been concerning us all for many years – whether that's artificial intelligence, state surveillance, the disruption of democracy, the rise of nationalism, the effects of climate change, polarised media, the loss of trust in our institutions – are now largely upon us.

The recent past has also seen a groundswell of movements for societal change at a community level. In these turbulent times, people are increasingly turning to questions of meaning and purpose.

As a result, for the first time in decades, there is a growing demand for ethics – the branch of philosophy that deals with the underlying structure of human choice – and the world that this gives rise to.

The Ethics Centre is committed to putting ethics at the centre of every conversation because we're convinced that ethics leads to good decisions, and good decisions lead to a better world.

We believe the ethical infrastructure of society is damaged or broken – but through our work, and with your support, we're seeking to strengthen and rebuild that infrastructure.

We believe the time has come to build a new human ethos that keeps up with the pace of scientific, technological and social change, for good. Our human capacity for self-awareness, understanding, reflection and imagination – and most importantly, to exercise ethical restraint – is the key to a better future.



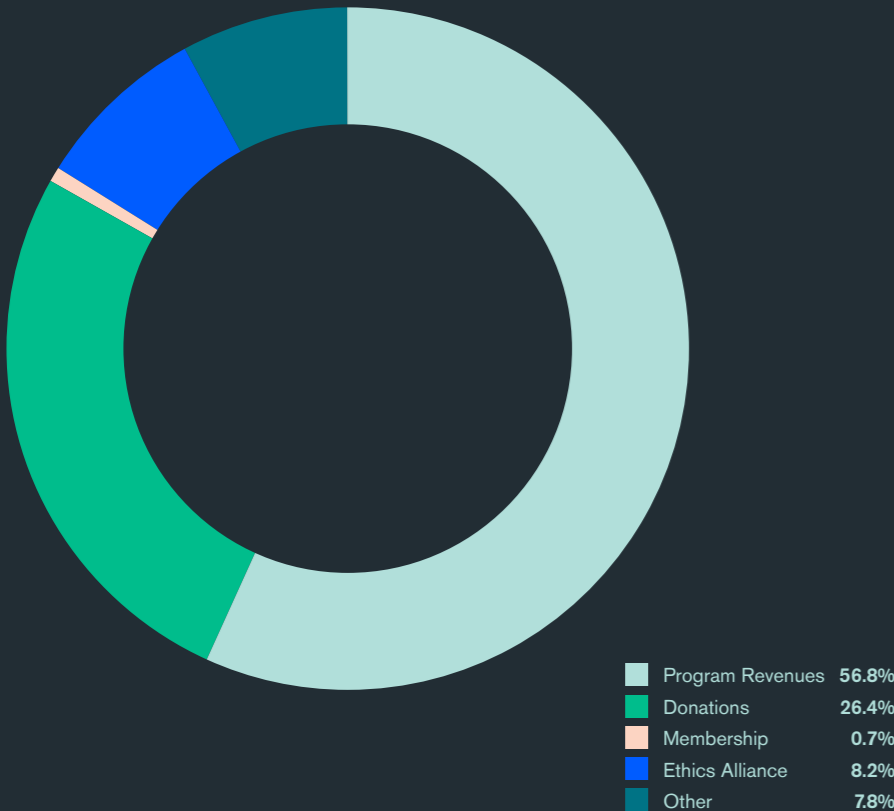
“It's not dangerous ideas – it's dangerous realities that should concern us.”

Stephen Fry, Festival of Dangerous Ideas, November 2018

FINANCIAL PERFORMANCE

The Ethics Centre is fortunate enough to receive income from donations, membership fees, ticket sales and speaking fees. We also earn income from the provision of ethics advice and education. Many of our activities are supported by a cohort of volunteers who give generously of their time. On the other side of the ledger, we are obliged to meet the cost of our operating expenses, including the delivery of an extensive range of programs and events that support our organisational purpose.

For the year ended 30 June 2019

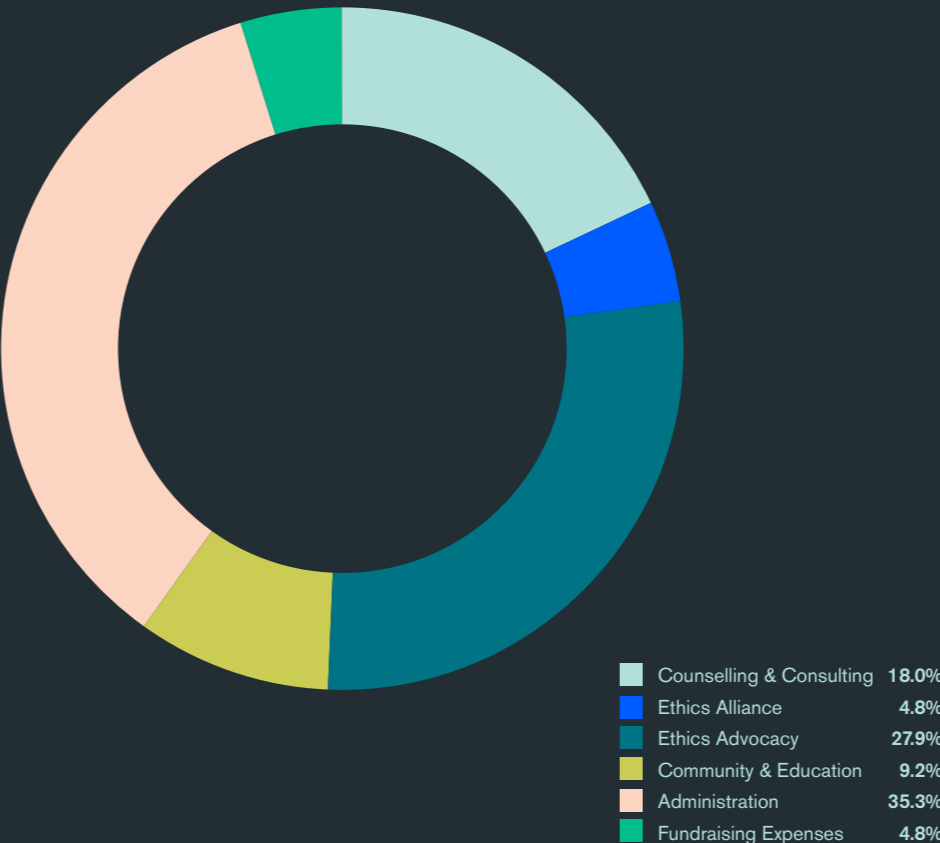


Funding Sources:

- Program Revenues: \$3,161,114**
Income received from consulting services, retainers held in relation to consulting, ethics education learning programs, event ticket sales and counselling services.
- Donations: \$1,469,488**
Income received from fundraising appeals.
- Membership: \$40,049**
Income received from members of The Ethics Centre as part of the annual membership subscription.
- Ethics Alliance: \$456,235**
Income received from members of The Ethics Centre, as part of the annual membership subscription.
- Investment Income: \$2,315**
Income received from bank interest and copyright fees.
- Other: \$433,190**
Miscellaneous revenue and project funding.
- Total \$5,562,391**

In 2018-19, The Ethics Centre posted a loss of \$380,644. These costs were incurred in support of our core purpose. We are working hard to improve financial sustainability and maintain cash reserves, whilst continuing to bring ethics to the centre of everyday life.

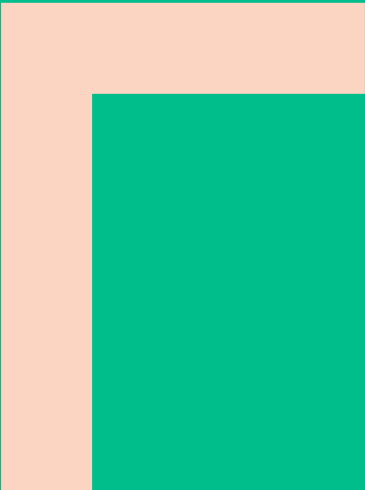
All figures contained in the Annual Review are subject to audit.



Program Costs:

- Counselling & Consulting: \$1,069,831**
Includes third party consultants and staff costs in relation to delivery of consulting and counselling programs and the ongoing development of the Ethi-call service.
- Ethics Alliance: \$288,113**
Includes staff and third-party costs in relation to developing tools and publications and holding events and discussions for the benefit of members.
- Ethics Advocacy: \$1,656,172**
Includes staff and third party costs in relation to developing and promoting content, articles and curating public debates.
- Community & Education: \$547,531**
Includes staff and third-party trainers in delivering education programs and staff costs associated with research.
- Administration: \$2,097,563**
Operating expenses associated with administration, including staff, finance, IT, HR, professional services, telecommunications and general marketing costs.
- Fundraising Expenses: \$283,825**
The costs associated with attracting more support through donations, developing funding partnerships and the administration of fundraising activities.
- Total \$5,943,035**

GOVERNANCE



Our Structure

The Ethics Centre is a not-for-profit company limited by guarantee which is established to be, and to continue as a charity. The Ethics Centre is listed in the Australian Taxation Act as a deductible gift recipient (DGR). Our Constitution is available on our website.

Board of Directors

The Centre is governed by a voluntary board of up to twelve directors. The board is responsible for appointing the Chair, Secretary and Treasurer and delegates day-to-day management to the Executive Director. During the 2018-19 financial year The Ethics Centre saw the appointment of two new directors, Stephen Brady and Scott Gartrell, and the resignation of two long standing directors, Stephen Loosely and Maria Atkinson. In February 2019 we welcomed a new board observer from the Observership Program, Lorenn Ruster.



Peter Joseph AM, Chair
Stuart Marshall, Treasurer

Maria Atkinson AM
(resigned December 2018)

Tony Berg AM
Narelle Hooper

Stephen Loosley
(resigned December 2018)

Caroline Lovell
David Eisman
Michael Pain

Michelle Tredenick
Robert Wannan

Stephen Brady
(appointed December 2018)

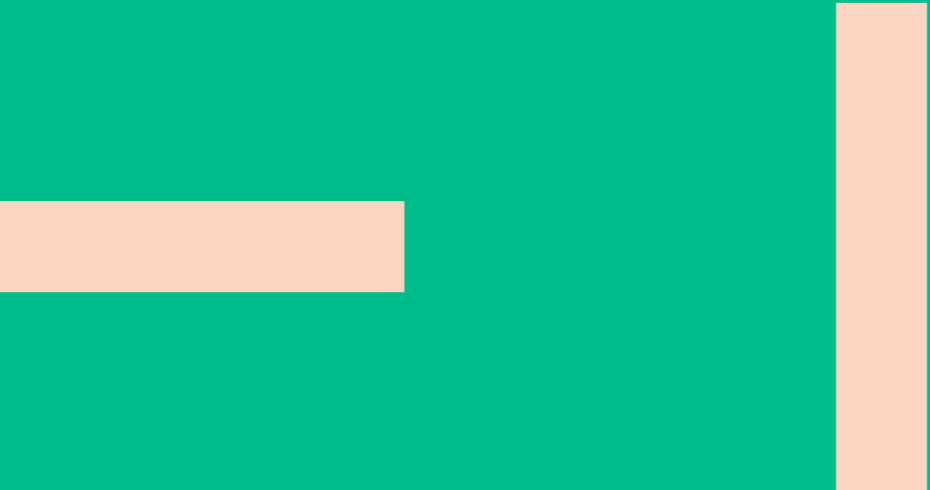
Scott Gartrell
(appointed February 2019)

Ingrid Emery, Board Observer
(until December 2018)

Rachel Mulholland, Board Observer
(until December 2018)

Lorenn Ruster, Board Observer
(from January 2019)

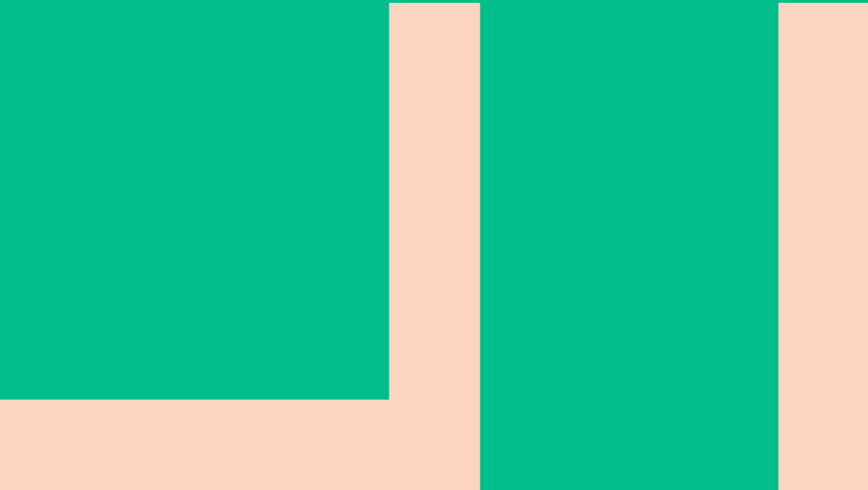
Secretary: Mary Anne Terry



Role of the Board

The board is the trustee of the founding vision of The Ethics Centre and is responsible for its good governance. It oversees the management of the organisation and meets six times a year to:

- + approve the strategic direction and policies
- + approve and monitor budgets
- + define appropriate financial and risk management strategies
- + ensure compliance with relevant standards, regulations and reporting requirements
- + provide accountability to members and stakeholders
- + appoint, support and monitor the performance of the Executive Director.



Management & Staff

The Centre's executive management is led by Executive Director, Dr Simon Longstaff AO. In June 2019, the Centre had 24 staff, 5 specialist educators and a pool of 17 trained Ethi-call counsellors.

For more information about our staff go to ethics.org.au

OUR SUPPORTERS

We would like to express our gratitude to everyone who has supported our work across the year. Each and every person brings our purpose to life, from staff to volunteers, members, donors, partners, service providers and event supporters. With your ongoing loyalty and generous support, a brighter future is possible.

Please consider supporting our work in 2020.

The Ethics Centre does not receive core funding from government. Instead we rely on donations from donors and sponsors – people like you.

You may wish to see more reflective, balanced discussions replacing the outrage that is taking over our world? You may hope to witness sound, moral decision making in our government, organisations, emergency services, schools, universities, sporting clubs, workplaces and media? If like us, you care about creating a more ethical world, then please invest in our work.

Other charities do important work to address the symptoms of ethical failure. The Ethics Centre hopes to prevent those failures by curing the cause.

This is your opportunity to contribute to positive change. The Ethics Centre welcomes donations of any kind and there are many ways to donate. Every gift, large or small, makes a difference. All donations to The Ethics Centre are tax deductible.

For more information, please contact Rosemary Smithson:

T: +61 2 8267 5725 E: rosemary.smithson@ethics.org.au

Together we can bring ethics to the centre of everyday life.

THANKS TO YOU IT IS POSSIBLE

The Ethics Centre team would like to pass on a heartfelt thanks to each of our supporters. It's because of you we can make our work a reality.



