



**Better
Choices
For a
Better
World.**

A CASE FOR SUPPORTING THE ETHICS CENTRE

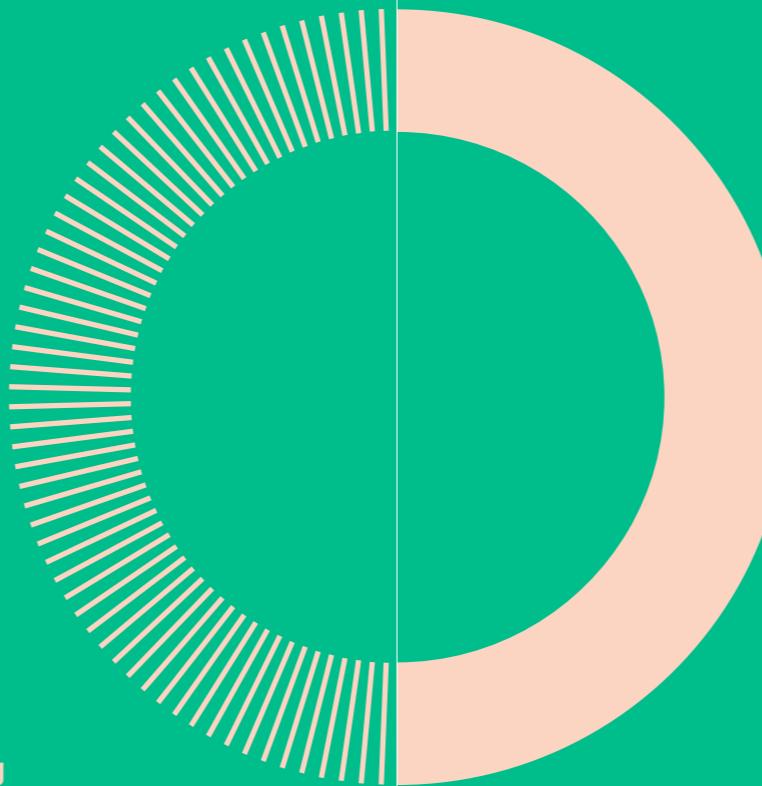
Human choice is the most powerful force in the world.

We make choices every day. Some will be momentous, remembered for decades. Many will go unnoticed. All of them matter.

Taken as a whole, they shape our lives, contribute to the rhythms of the world, and ultimately become our history, and our future.

Choices have shaped every significant political, social and technological revolution. They have produced sublime music, art and literature, life-saving medicine, and all the innovations of the digital age. But sadly, not every choice gives rise to something beautiful, useful or even benign. Human choice also brings untold suffering through war, genocide, and environmental destruction.

Our ethics are embodied in our choices. When we look around the world we live in, the scope and influence of ethics is unmistakable. Everything could have been different. Nothing is preordained or inevitable.



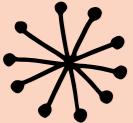
As events in the world continue to shock, scare and surprise us, it can seem as if ethics is losing to bigotry, hatred and self-interest.

Yet the people, communities and organisations we work with are hungry to learn what makes for good, considered choices, aligned to the things that really matter to them. They embrace the opportunity to examine their lives and choose wisely to make a better world.

Each of us plays an essential personal part in that work. This is an invitation to play an even bigger part – to help the world, always changing, to change for the better.

The Ethics Centre relies on generous supporters to fund its work.

Many thousands of people from all over the world sustain the work of The Ethics Centre. Their top three reasons for doing so?



"The Ethics Centre initiates programming that tackles the important ethical issues of our times."

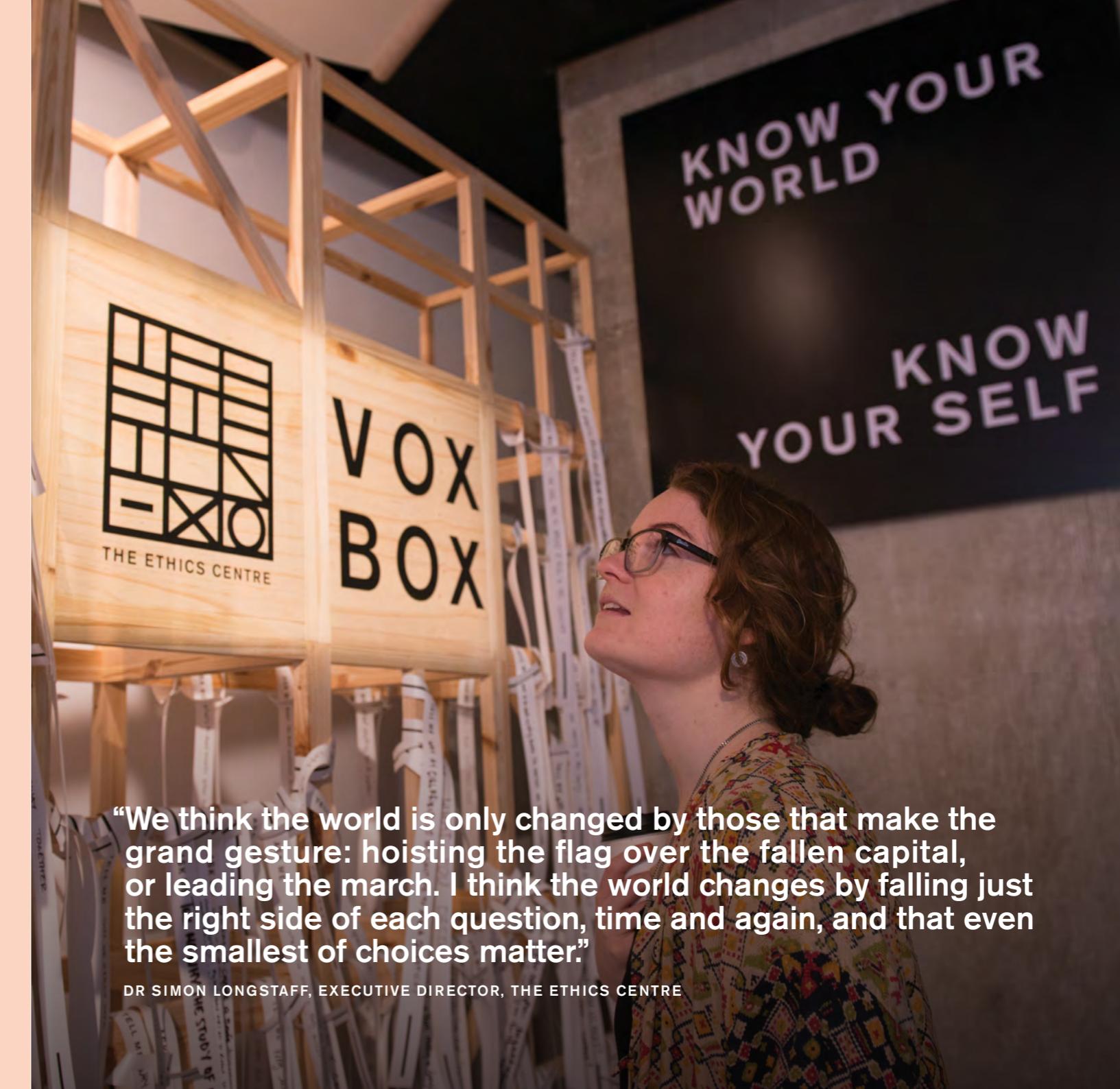


"Evidence shows The Ethics Centre is helping people behave more ethically, and therefore making society more ethical."



"The Ethics Centre is bringing ethics into the everyday."

THE ETHICS CENTRE AUDIENCE RESEARCH, GLIDER, 2017.



"We think the world is only changed by those that make the grand gesture: hoisting the flag over the fallen capital, or leading the march. I think the world changes by falling just the right side of each question, time and again, and that even the smallest of choices matter."

DR SIMON LONGSTAFF, EXECUTIVE DIRECTOR, THE ETHICS CENTRE

Like ethical dilemmas, ethics supporters are all different. Meet a few...



"I've grown as an individual through The Ethics Centre's programs and my support ensures others can continue to benefit through their work as well."

Shabnam Hameed

She's a dog lover, passionate campaigner for solutions to domestic, family and sexual violence and novice Olympic weightlifter. Her work with the International Finance Corporation, a global institution working with the private sector in developing countries, sees her collaborating with business to deliver smart solutions that support both gender equality as well as improve the bottom line.

Shabnam supports the Centre because she's seen first-hand the effect of its programs after taking part in ethical leadership training throughout 2009-10. "It changed my way of working", she explains.

Despite being in her early 40s, Shabnam has already set up a bequest for the Centre. "Before going through The Ethics Centre's program, my experience had schooled me in zero sum games, and quite a confrontational way of working. The course exposed me to a way of finding common ground and building on that. It helped me shift from negotiating to collaborating. Now I'm using those skills to create opportunities for women that benefit both business and the community in fragile and conflict affected states."



“The Ethics Centre has experience and standing and it’s a pleasure to endorse it wholeheartedly as it seeks to scale and grow.”

David Gonski

He's an education reformer, lover of the arts, pioneer of philanthropy and frequently referred to as one of the best-connected business people in the country. His board roles include Chair of ANZ Bank, UNSW Chancellor and President of the Art Gallery of NSW Trust.

David feels very strongly about the need for The Ethics Centre. “All enterprises today must look beyond what's legally permissible and ask the question, ‘What is morally and ethically correct?’”, he explains.

He believes an ethics centre adds value to society by shining spotlights on ethical problems, ensuring the right people are involved in decision making, and providing the independence often required to come to a solution acceptable to all stakeholders.

David also thinks it's vital to examine community issues that apply more broadly than to just one enterprise. He explains, “In that way it sets a standard of careful examination leading to potential solutions that benefit our whole society.”



"I love that The Ethics Centre is that independent voice, the impartial challenger, a critical friend, a commentator engaging people in debates asking 'What is the society that we want to live in?'"

EMILY

Emily & Robert Albert

He's a lawyer who was at the helm of a family-owned publishing and recording business behind classics like AC/DC, John Paul Young, Cat Empire and The Easybeats. She's Robert's niece, a sustainability and social impact strategist, Executive Officer of Alberts' philanthropic arm, mum of two, a former Ethics Centre staff member as well as long term supporter. The Alberts provided a much-needed home for the Centre for eight years to 2013.

Robert supports the Centre because, as the world gets more globally integrated, he believes ethics are more critical than ever. "Life is so much more complex these days, we're facing and tackling problems we never imagined", he explains. "In this environment, we really need a place that demands us to stop, reflect and see the bigger picture of our actions."

Emily sees the Centre's independence as a significant plus, helping to achieve gains where others can't. She explains, "The Centre is not aligned to business, government or interest groups so it can objectively hold a mirror up to society and say, 'Let's examine what's going on here'. We can be so busy getting on with things that we don't stop to reflect on bigger questions like, 'Why are we doing this?'"



"The Ethics Centre has incredible outreach into all sectors of the community – politics, corporates, not-for-profits, government. It's quite remarkable."

CAROL

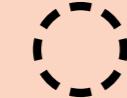
Carol & Alan Schwartz

He helped establish a not-for-profit dedicated to quality aged care in his community, and is a blazing advocate for changing attitudes to life after 65. She started her life as an entrepreneur, pioneering one of Australia's first aerobics studios. Now she's on the Board of the Reserve Bank of Australia and Chair of the Women's Leadership Institute Australia.

Alan and Carol like to support organisations and initiatives where a lot of leverage is achieved with the funds they provide. They want to see real impact. "If you dig deeply into The Ethics Centre, you see their work has a huge multiplier effect – influencing the behaviour of individuals, and then collectively, of corporations and of government", Alan explains. While ethics might not seem urgent in the cacophony of vital causes, they believe there's too much at risk – culture, society, even the future of our planet – if we don't work at it.

Everything we do comes
back to our purpose –
to bring ethics to the
centre of everyday life.

The Ethics Centre remains the only organisation in the world
providing practical guidance on complex ethical issues at all
levels of society.



Across our counselling, ethics advice and education, live events, free ethics helpline and advocacy campaigns, here's a snapshot of just some of the projects we're most proud of.



Primary school children who opted
out of weekly scripture class were
denied an opportunity to engage in
meaningful activity.

THE ETHICS CENTRE RESPONDED TO AN APPROACH BY PARENTS AND WORKED, AGAINST SOME STRONG OPPOSITION, TO HELP EFFECT LEGISLATIVE CHANGE THAT OFFERED ETHICS AS AN ALTERNATIVE TO IDLENESS.

Primary Ethics has gone from being just a dream eight years ago to a thriving institution fostering critical thinking that enables doing what's right. Highly trained volunteers guide around 40,000 children each week in more than 500 NSW schools, from Kindergarten to Year 6.

Intensifying polarisation of society –
left vs. right, liberals vs.
conservatives, secular vs. religious.

THE ETHICS CENTRE ACCEPTED AN INVITATION TO RUN INTELLIGENCE SQUARED (IQ2) DEBATES – SUCCESSFUL IN LONDON AND NEW YORK – IN AUSTRALIA.

IQ2, now a regular event at Sydney Town Hall, is in its eleventh year. All generations from all walks of life can assemble quarterly to hear vigorous, provocative, informed and respectful debate by experts on topics shaping our society's future. Pre and post voting shows the potency of reasoned argument.



FODI

Increasing division and dissent over issues of critical importance to our society, including free speech, immigration and climate change.

THE ETHICS CENTRE CREATED A SAFE SPACE FOR OPEN CONVERSATIONS ON THE ISSUES THAT LIE AHEAD... AND CALLED IT THE FESTIVAL OF DANGEROUS IDEAS.

Over 150,000 people have attended the festival since it began in 2009. FODI provides a critical safe space to engage with controversial perspectives on the most important, and often most confronting, issues of our times.



ADVOCACY

Widespread indifference to Indigenous inequality in Australia.

THE ETHICS CENTRE PROVIDED A PLATFORM FOR SEVERAL GREAT THINKERS TO DEBATE RACISM (RACISM IS DESTROYING THE AUSTRALIAN DREAM, IQ² 2015).

Indigenous journalist Stan Grant's impassioned plea for equality went viral online. Media descriptions included "iconic", "explosive", "Australia's greatest anti-racism speech". The speech has been viewed many millions of times online.



ADVICE

A global investment climate where returns trump social responsibility.

AMP CAPITAL INVITED THE ETHICS CENTRE TO HELP THEM DESIGN A ROBUST ETHICAL INVESTMENT FRAMEWORK AND DEFINE CLEAR NO-GO INVESTMENT BOUNDARIES.

AMP Capital divested \$600m from tobacco and from manufacturers of munitions, landmines, chemical and biological weapons.



BFO

Loss of trust in our financial institutions during the global financial crisis.

TO AN INDUSTRY OF FIERCE FINANCIAL COMPETITORS, THE ETHICS CENTRE PROPOSED AN ETHIC OF SHARED VALUES – THE BANKING AND FINANCE OATH.

The Oath has been widely adopted by people at every level from all the major banks in Australia, and other financial industry leaders. Signatory numbers continue to flourish year on year.

ETHI-CALL



Nowhere to turn for those stuck
and struggling to know what to do
when facing an ethical dilemma.

IN 1991 THE ETHICS CENTRE ESTABLISHED ETHI-CALL, A FREE AND INDEPENDENT NATIONAL ETHICS HELPLINE FOR ALL.

Thousands have been guided through their toughest challenges in their work, family or social lives by highly trained counsellors. Post-call feedback shows the service relieves distress and helps callers find a path forward.

COUNSELLING



Families continually torn apart
as dying loved ones suffer and
what to do is deeply disputed.
Tragedy of impending loss
compounded by tragedy of
family rupture.

THE ETHICS CENTRE ESTABLISHED A COUNSELLING SERVICE: OFFERING PRACTICAL GUIDANCE THROUGH PRINCIPLES OF APPLIED ETHICS, PRACTISED FOR NEARLY 30 YEARS.

"Really measured, prudent and thorough...
and very compassionate."

ONE FAMILY'S FEEDBACK

SHADES OF RED & BLUE



The breakdown of principled
disagreement – replaced by
venomous attacks and bullying.

THE ETHICS CENTRE WENT TO THE BITTER HEARTLAND OF THE 'LEFT' AND 'RIGHT' OF POLITICS, THE USA, TO DEMONSTRATE THAT CIVILISED DEBATE (AND DISAGREEMENT) IS STILL POSSIBLE.

Shades of Red & Blue was held in New York, drawing people from across the political divide to model a better approach. "It's very interesting that it's an Australian group at the core of this event. If a liberal, or conservative, or American group had tried to put together an event like this, many of us would have come with a bit of distrust to begin with."

Yael Eisenstat, Geopolitical & Global Security Expert

BESPOKE TRAINING



A culture that encouraged
sensational radio content, which led
to the suicide of a London nurse
following the 'Royal prank call'.

THE ETHICS CENTRE WAS CALLED IN TO PROVIDE BESPOKE ETHICS TRAINING AT SOUTHERN CROSS ASTEREO.

More than 240 staff have been trained to recognise ethical issues at work, develop skills to better navigate difficult situations and work against a culture of laughs at any price.



“Ethics was one of my favourite subjects at school. We weren’t told to do this or do that, but to really think and listen to others about tricky, not straight-forward issues. We talked about what was morally right in different circumstances. There were lots of questions, and lots of different points of view, like from politics or different cultures. We’d try and answer them in the most ethical way possible.”

AMELIE

Justine Jarvinen, David Heard & Amelie

She’s an energy sector innovator whose work seeks to transform and future-proof the industry... and volunteer lifesaver. He runs his own strategic consultancy and has followed the Centre since the ‘90s when, as a young graduate in his first role, he was absorbed by an ethics presentation by the Centre. Members since 2012, they’re regulars at our IQ2 debates, often with 12 year old daughter, Amelie, in tow.

Justine and David are worried about the lack of real thinking and discussion on the issues we face in the future. “The decisions we make today will have a profound effect on the world our children inherit from us”, explains Justine. “The Ethics Centre gives people opportunities and encouragement to hear other points of view before making their own decisions about the complexities that lie ahead”, says David. They support the Centre as annual donors because they’ve seen what convening power and passion can achieve. Justine tells us, “I was really impressed with the campaign for Primary Ethics. I saw it progress from a petition through to change in legislation, and then delivery into schools. It’s a fantastic example of The Ethics Centre’s advocacy leading to actual change in society.”



"To me, The Ethics Centre is like a collective social conscience. I don't know of anywhere else that does this. It's leading new thinking and driving real change."

JENNY

Rob & Jenny Ferguson

He's a business leader who's been CEO and Chairman of companies from finance to healthcare and everything in between. She began her career as a music teacher before becoming a restaurateur celebrated for her innovative cooking, and championing feminism. Together they've been part of the Centre community for more than 25 years through membership, financial support, guidance and beyond.

Rob and Jenny believe a more humane world is within reach, despite our many differences and world events that often suggest the opposite to be true. "Morality isn't absolute or objective. We all have different values and principles, and ethical behaviour comes from thinking broadly, critically and flexibly", Rob explains. They believe ethical decisions don't happen in a moment, and instead come from continually challenging ingrained perspectives. "We're proud to support the Centre's programs and especially those forums for debate that open doors to new thinking", says Jenny. "Guiding people to question what they think and do and be alive to what's good and right is imperative if the future is to have any hope."



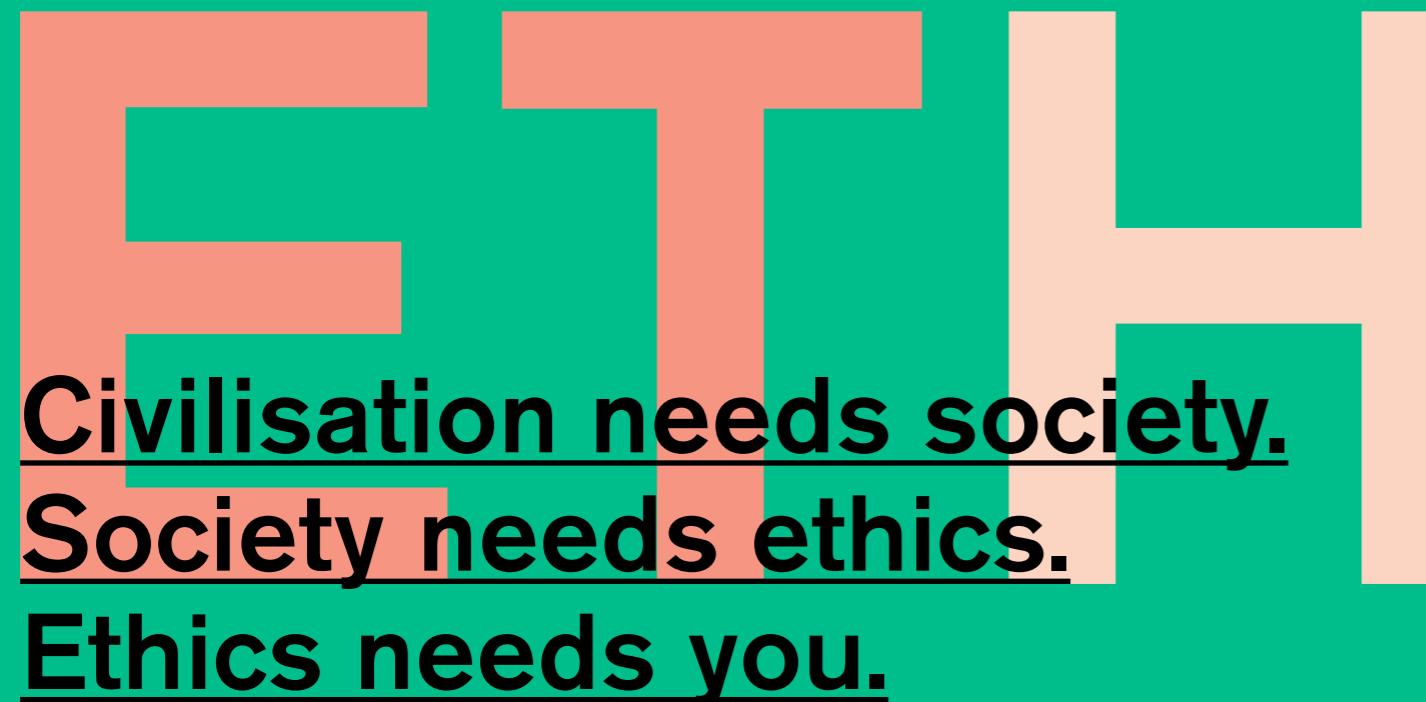
“The Ethics Centre enriches and nourishes lives in an otherwise messy, uncertain world cluttered full of misinformation!”

LINDY

David Moffatt & Lindy Shelmerdine

She's a Director of the Myer Foundation, a proficient horticulturalist and advocate for sustainable farming. He's an executive leader with more than 30 years' experience. They're avid adventurers who thrive on physical challenges. A year ago David broke his ankle; six weeks later he and Lindy competed in a multi-sport adventure race for charity.

Lindy and David believe there's now so much 'information noise' to try to make sense of, that people need tools to better understand how to make good choices, and avoid bad ones. "People tend to think it's just common sense, or they look to their faith-based or spiritual principles. But some decisions are far more complex and we need ethics-based frameworks to guide us", David explains. Lindy and David have supported the Centre over many years, most recently to boost a long-standing tool the Centre provides – Ethi-call. They see a service that supports people through difficult problems as vital and appreciate that it sets a foundation to tackle tough ethical decisions when they next arise.



Over the past five years, we've grown and consolidated, tripling our capacity and our community. But while The Ethics Centre no longer operates off the smell of an oily rag, its financial position remains tenuous.

Much of our work – including our ethics helpline, pro-bono counselling and ethics advocacy – operates at a loss or generates no revenue at all.



We receive no government funding. Our staunch independence, so vital to our effectiveness, quite literally comes at a price.

Without philanthropic support, we simply cannot extend our reach or broaden our impact. While we're nimble and work well on our toes, there's so much more we will achieve with your support.



Investing in our shared future.

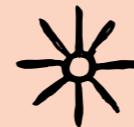


Like you, we care passionately about the world we leave behind for future generations. In this world of unprecedented change, complexity and self-interest, our children, those who lead and guide us, and the institutions we rely on, need ethics more than ever.



We are now seeking to raise \$5m to further our existing programs and fund new ones – to extend our reach and amplify our impact.

As a private ancillary fund, trust, foundation, individual, family or couple, your investment will ensure our work in bringing ethics to the centre of professional and personal life can continue. Philanthropy has helped facilitate some of The Ethics Centre's most remarkable achievements. Your gift could help:



Support groundbreaking research into the ethical challenges that lie ahead.



Develop critical thinking and decision-making skills in a critical mass through new online tools.



Facilitate community discussion about society's toughest issues through events like the Festival of Dangerous Ideas and our IQ2 debates.



Expand ethics education programs for children in Australian schools.



Build awareness of our free counselling helpline, to help guide people through their toughest challenges.

Let's invest in our future together.

Join Us

An ethical world requires participation. It needs a groundswell, a movement, an army of people pooling their energy to generate momentum.

By making a major donation you will enable us to plan an expansive future that will realise our ultimate vision – the better world we'd all like to live in.

"The Centre occupies a unique position in Australia's social and intellectual landscape – leading and framing national conversations, not only about who we are, but about who we want to be."

DAME QUENTIN BRYCE AD, CVO



Be a Big Thinker

Transformational gifts are investments in issues and ideas. As a major donor you'll enable game-changing projects and initiatives that will reposition ethics in society. Your major gift will create a distinct and tangible opportunity to alter the future.



Pay it Forward

You can contribute to a more ethical world for future generations by making a gift to The Ethics Centre in your will. With a notified bequest, you'll help ensure we can make significant additions to our education, advice and advocacy programs into the future.



Become a Catalyst

Catalysts sustain the Centre by giving \$5,000 each year. You will have immediate impact on our capacity to deliver more programs to larger and more diverse audiences, spreading ethical decision making tools and skills to those that need it most.

Contact us for a confidential conversation to discuss your interest and opportunities available for major donors.

Hilary Blackman, Head of Philanthropy
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We appreciate your generous support.



THE
ETHICS
CENTRE