



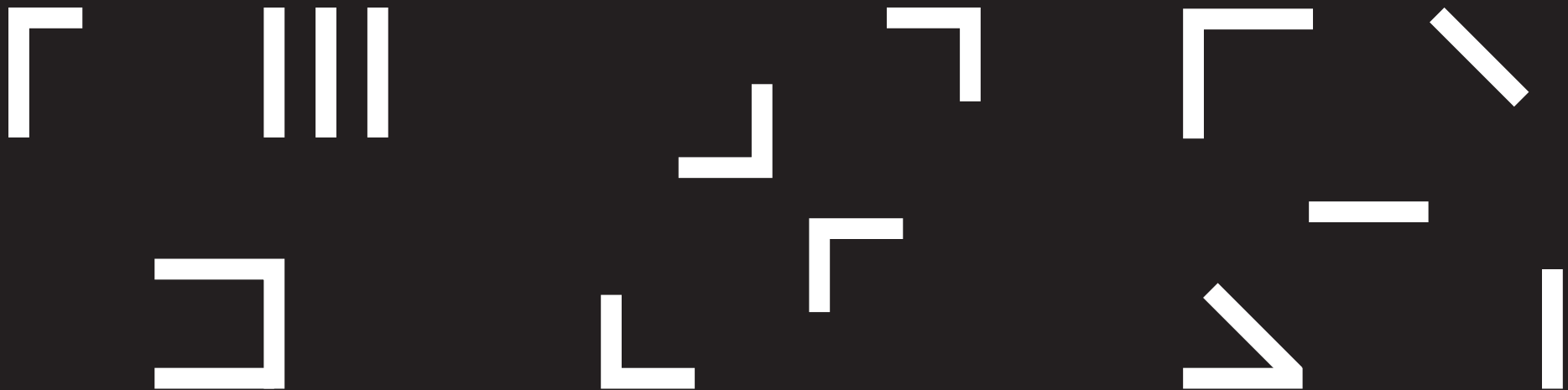
THE ETHICS CENTRE

Annual Review 2017–18



Who We Are, What We Do & Why We're Here

The Ethics Centre



The Ethics Centre is an independent not-for-profit organisation that advocates for a more ethical society. We recognise the importance of critical thinking, moral reasoning and careful, considered decision making, and deliver activities that support and enable people to make better decisions.

When things go wrong in our society, or when people are confronted with a difficult decision, they often turn to The Ethics Centre for help. We help individuals and organisations who are struggling to navigate through an ethical dilemma. In ways visible and invisible, known and unknown, we provide support and guidance to people in their moments of crisis. Such people – and there are many – have nowhere else to turn.

Our Ethical Framework



Our Foundation

THE UNEXAMINED LIFE
IS NOT WORTH LIVING.

— SOCRATES —

Our Purpose

To bring ethics to the centre of everyday life.

Our Vision

A world where we know ourselves and others: where we have the courage to stand up for our values and principles, the wisdom to explore the complex and unknown, and the imagination and heart to strive for the very best we can be.

Our Work

We deliver innovative programs, services and experiences to bring ethics to the centre of professional and personal life. Our activities span live events, ethics consulting and education, a free ethics helpline and advocacy campaigns.

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

Our Values & Principles

Be for Humanity.

People matter most. Every person has intrinsic dignity and deserves respect. We'll reject ideas or views that aim to deny the humanity of others.

Know Your World. Know Your Self.

Socrates believed that the unexamined life is not worth living. Questioning who we are, being conscious of what we think and do, and being alive to what's good and right is what makes us ethical beings.

Imagine with Intent.

Finding solutions to ethical challenges requires imagination. We'll honour the philosophical traditions that inform our work with a commitment to apply them to our increasingly complex world. We'll never stop creating better solutions, better futures and better ways to be in the world.

Listen.

Listening is the foundation for mutual respect and understanding. Being open to others makes us worthy to respond. We provide opportunities for all voices to be heard – including the silenced or ignored.

Demand the Best Reasons.

There is plenty of bad reasoning in the world: we won't contribute to it. We create opportunities for people to explore diverse and often challenging ideas to support deeper thinking, good choices and better outcomes.

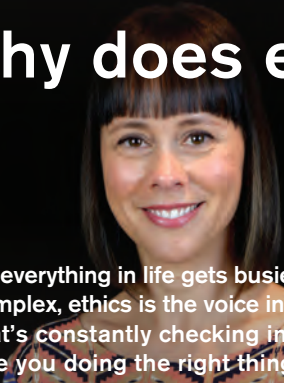
Be Courageous.

Ethics demands courage. We won't shy away from hard truths, avoid uncomfortable topics or compromise our independence. We won't trade doing what's right for what's easy – or profitable – even if it pits us against public opinion or the powerful.

Walk Your Talk.

Living ethically is not about telling people what to think and do: it's about living with integrity. Be who you say you are.

Why does ethics matter to you?



"As everything in life gets busier and more complex, ethics is the voice in my head that's constantly checking in, asking: 'Are you doing the right thing here?'"



"For me, ethics is about striving to have good relationships with the people around you."



"We all want a better world. Our different ideas about how to get there are what makes it interesting."



"Ethics suggests there is more to us than meets the eye – something that unites us all."



"Ethics helps us understand ourselves, and the impact of our behaviours on others."



"Ethics teaches me how to be, do, and love good."



"Ethics is imaginative - it pushes me beyond thinking 'What should we do?' to 'What could we do?'. That call to be creative is compelling."



"My kids are going to make decisions that set the course for their lives. Ethics will help them make choices that are right for them."



"In this rapidly changing world we're bombarded by polarity. The need to connect with ethics is more important than ever."



"Ethics matters because it allows us to be the best that we can be."



"Ethics helps us make better choices, be better people, and have a better world."



"Ethics is a system designed to create the best outcomes for you and the world."



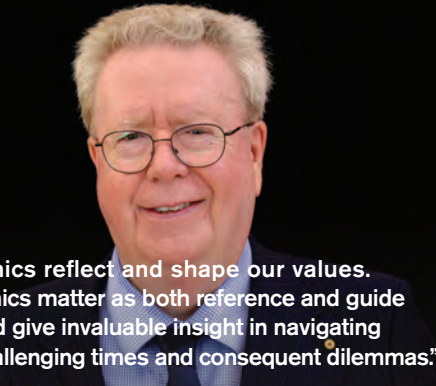
"Sometimes it's hard to decide what to do. Pausing to consider ethical considerations helps us make good decisions, which usually make for a better outcome."



"We live in a society based on trust. Without it, government, commerce, international relations, professions will not work. Ethical behaviour creates trust."



"Because I want what I do to help leave my community and the world in a better place than it is currently in."



"Ethics reflect and shape our values. Ethics matter as both reference and guide and give invaluable insight in navigating challenging times and consequent dilemmas."



"Ethics influences everything we do and helps me better understand myself, others, and the world we live in."



"Ethics are our moral principles."



"We're social creatures and more and more frequently, because there are more and more of us, we experience conflict. Ethics helps to negotiate those tensions."



"Ethics is at the centre of what makes a meaningful life. As human beings we are unique in our ability to choose what matters most."



"Ethics is part of every conscious and unconscious decision we make."



"Ethics is the route to a more humane, culturally vibrant, and contented society. It's the tide that lifts all boats."



"Ethics teaches us how to improve as individuals and as a society."



"Ethics matters to me because it allows decisions to be made which are fair and reasonable."



"Ethics is something we 'do' every day – even if we don't realise it – and allows us to live with principle and purpose."



"Because one day I'll be dead, I want to make sure I spend my time being, and doing, good."



"It is only when we live an examined life that we live a fully human life."



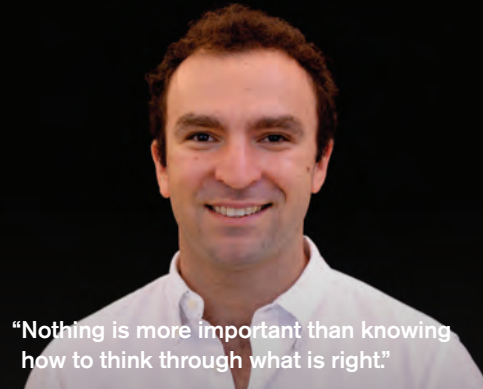
"Each person has limitless potential to be extraordinary. Ethical competence is key to expressing that potential."



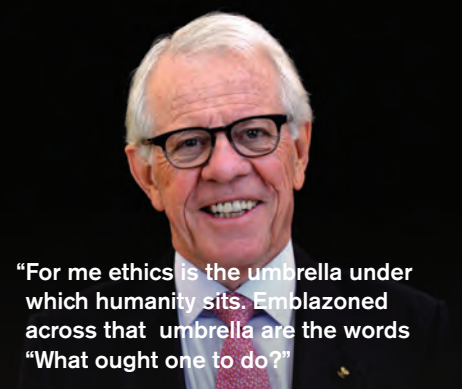
"Ethics is the compass we can use to navigate an increasingly noisy and individualistic world with respect and kindness for others."



"Ethics helps me navigate the important and complex decisions in life."

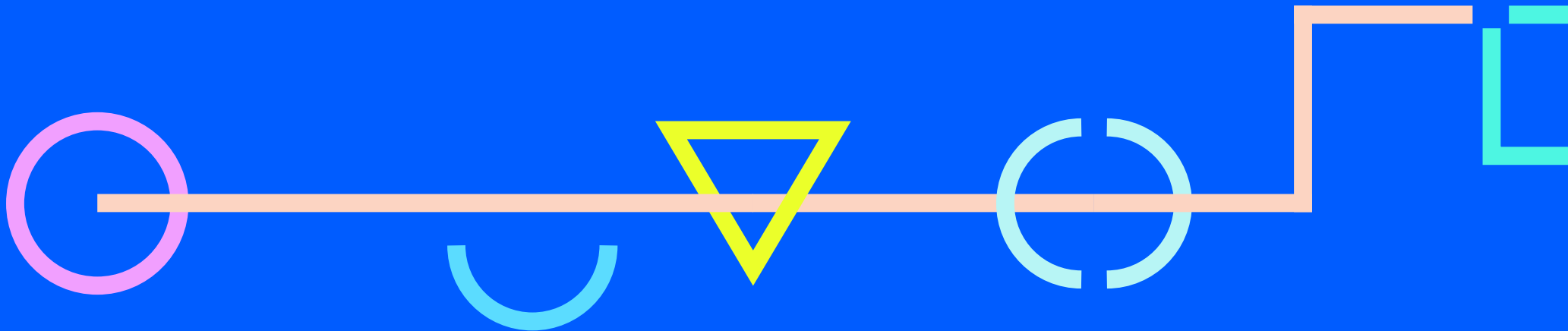


"Nothing is more important than knowing how to think through what is right."



"For me ethics is the umbrella under which humanity sits. Emblazoned across that umbrella are the words 'What ought one to do?'"

2017-18 Reflection



By any measure, we are entering the ‘Age of Ethics’.

After decades of managing risk by relying especially on regulation and surveillance, society has finally come to recognise the core role played by culture and its dependence on strong ethical foundations. Powerful new technologies – gene editing, artificial intelligence, robotics, additive and subtractive manufacturing (to name but a few) – are on the cusp of radically re-ordering society. Hundreds of thousands of people will have their employment disrupted, governments will have an unprecedented capacity to monitor and control their citizens, new forms of life will emerge – not from evolution, but as a result of conscious design. The ability to wage war will be decoupled from the limitations of flesh and bone – waged by machines that need not rest, that are immune to pain, that can operate in environments that no human could withstand. This is just a small sample of what is to come.

What is before us need not be dystopian. The new found powers of human kind could create a world of plenty; a world in which no person is bound in servitude; in which all share equally in the earth’s bounty and in which drudgery and toil are replaced by a life of relative peace, prosperity and human flourishing.

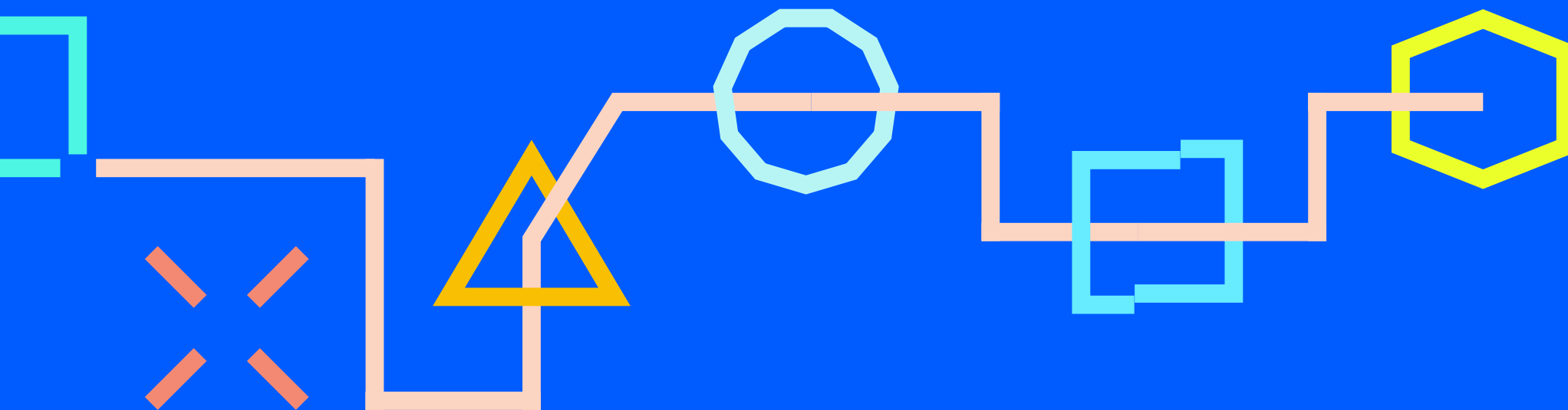
Some might say that the more hopeful option has always been available to us. Others might dismiss this positive vision as the latest example of forlorn, utopian thought.

The point is that we have a choice about the type of future that is to come.

As I have observed elsewhere, technical mastery divorced from ethical restraint is at the root of all tyranny. What we choose not to do is as important as our deeds.

At an earlier time, we might have relied on the guidance offered by established institutions: when politics was animated by a concern for the public interest, when faith groups practised what they preach, when businesses understood that they are part of and contribute to civil society. Unfortunately, too much of that older world has been found wanting, revealed in practice to be hypocritical to a point where its legitimacy has been called into question.

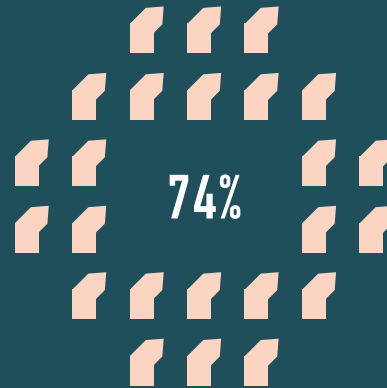
The crumbling of this infrastructure has been a sad spectacle to witness; made worse by the fact that those most responsible for the decline have been, for the most part, blind to their betrayal of the core purposes that they were meant to serve. Generally, too many good people lost their way.



2017-18 Highlights



More than 6,000 people engaged with the ethical dimensions of life via 21 public events



Calls to our Ethical Call counselling helpline increased by 74%



37 organisations became founding members of our new Ethics Alliance, raising the standards of ethics in business



Around 90,000 people engaged with the articles published on our site, helping readers delve deeper into the critical issues of our time



IQ2 Australia debates entered their 10th year, and broke all previous attendance records



A further 320,000 people engaged with the debates via ABC radio and podcasts



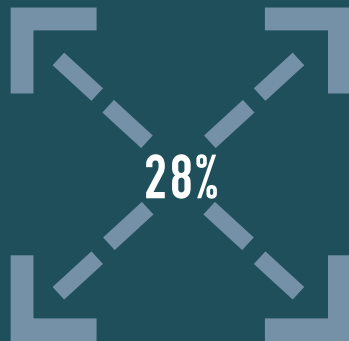
Almost 9,500 hours of Ethics Centre videos were watched on YouTube



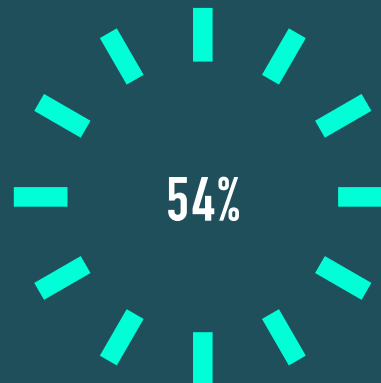
Awarded Optus My Business Awards Training & Education Provider of the Year 2017



Formed a new partnership with UNSW to reignite the new-look Festival of Dangerous Ideas at Cockatoo Island in November 2018



Ethics advice and education were delivered to 68 organisations, 28% more than the year before



Our business following on LinkedIn increased by 54%, demonstrating increased appetite for business-related ethics guidance

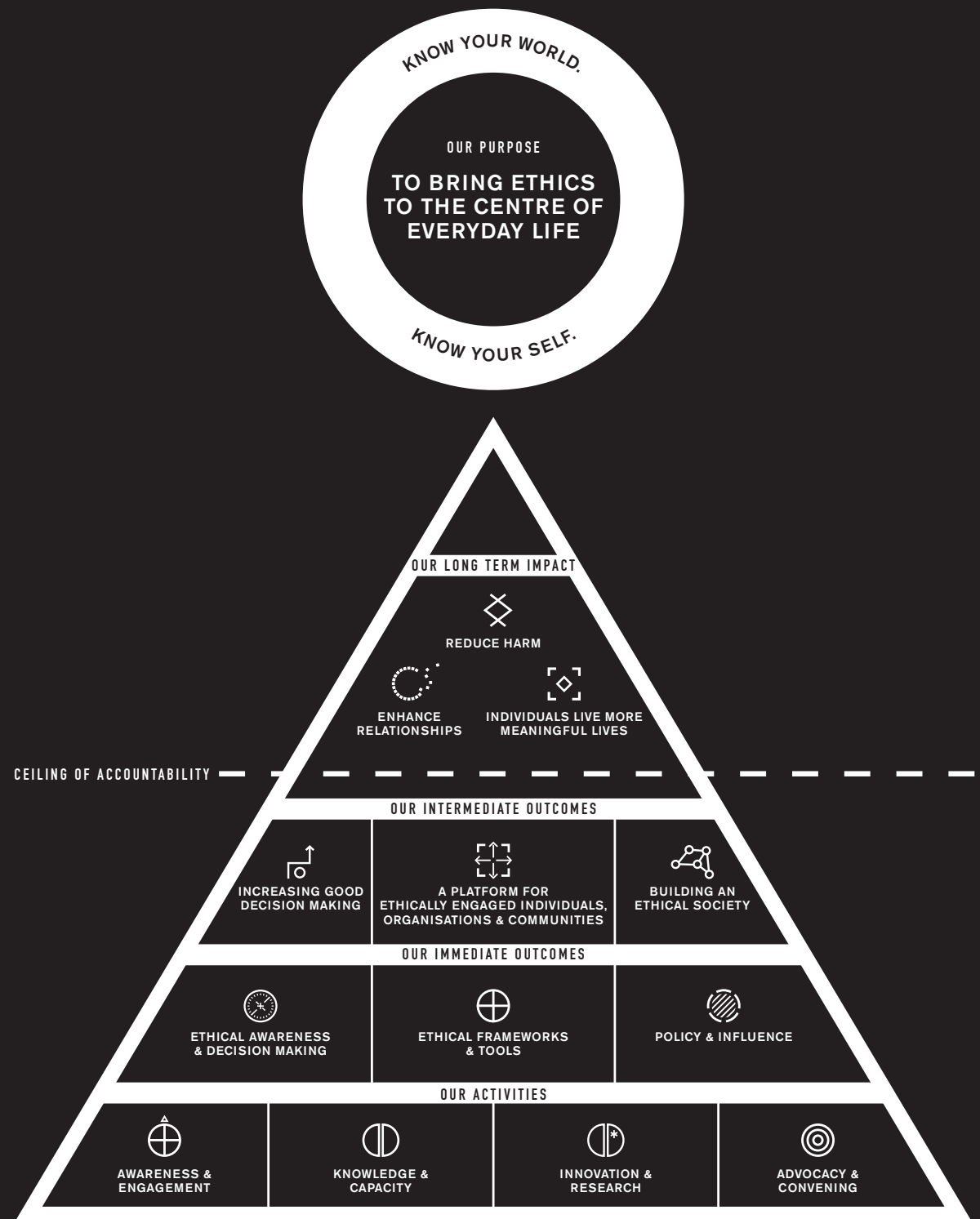


More than 250,000 people visited The Ethics Centre website. 87% of them were first time visitors to our work

Our Theory of Change

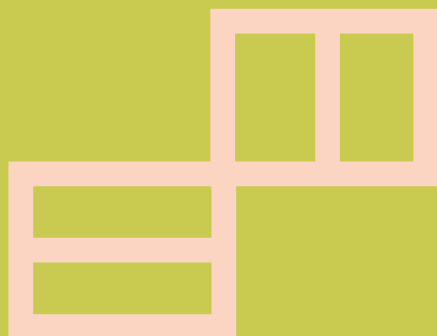
WE BELIEVE THAT TO BRING ETHICS
TO THE CENTRE OF EVERYDAY LIFE:

- + Individuals, organisations, and communities require a clear sense of self, including their ethical framework of purpose, values and principles
- + The practice of inquiry, imagination, reflection and action is fundamental to responding to ethical ambiguity and complexity, and maintaining strong relationships
- + Open debating and discussion of ethical issues is critical for an informed and fair society
- + A safe and accessible space for ethical reflection is needed for the broadest range of the community, including those most vulnerable to ethical failure
- + All parts of society, including individuals, organisations and communities need to be engaged – we cross-pollinate, accelerate change and maximise our impact
- + Our purpose, values and principles must align with our systems, culture, character and behaviour
- + The neutrality and independence of The Ethics Centre is essential to enabling individuals, organisations and communities to lead a more ethical life, without judgement

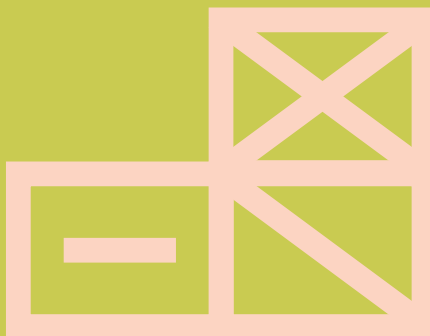


Measuring Outcomes

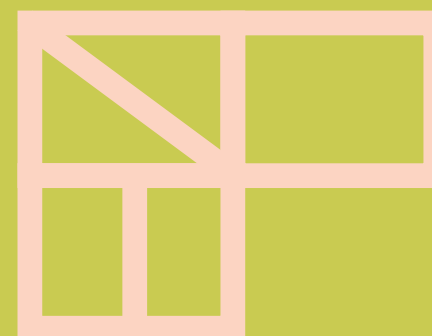
What follows in this report is a selection of our activities across 2017-18 that deliver the three 'Intermediate Outcomes' shown in our Theory of Change:



INCREASING GOOD DECISION MAKING



BUILDING AN ETHICAL SOCIETY



**A PLATFORM FOR ETHICALLY
ENGAGED INDIVIDUALS,
ORGANISATIONS & COMMUNITIES**

As a “for purpose” organisation it’s important we focus our attention on the purpose we uphold, and the social change we seek; and that we measure our effectiveness in achieving this change. By understanding our thinking behind how change occurs, and giving evidence for it, we will be better able to develop and manage our programs.

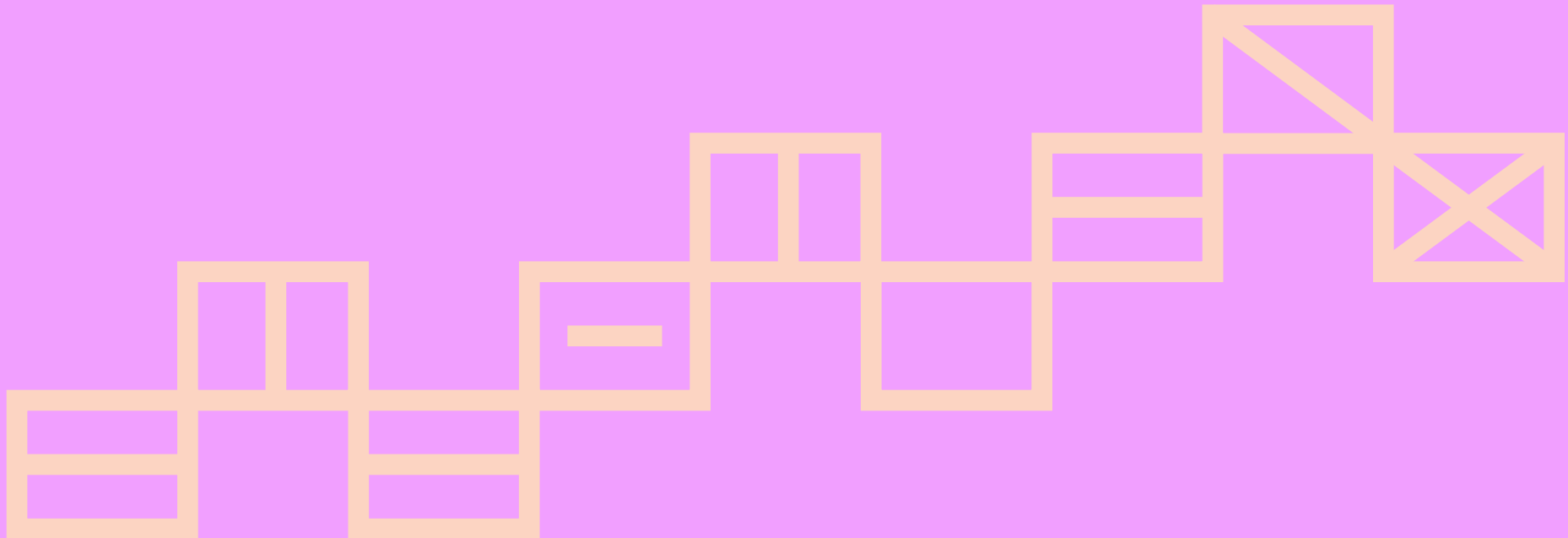
Our Theory of Change describes how we believe our interventions will create a change in society. It identifies the desired long-term impact, and then works back from there to identify all the activities we need to deliver, and the outcomes we need to achieve, for our goals to be realised. It also articulates how these relate to one another.



“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.”

Amile, with her parents David Heard & Justine Jarvinen – Donors

Increasing Good Decision Making



By developing knowledge and capabilities in ethical reflection, judgement, imagination and courage, we provide a foundation for ethical decision making and action. We help individuals, organisations and communities to better understand their purpose, values and principles, creating better ethical outcomes to everything they do. Here is a sample of six activities we did in 2017-18 that equipped our community to make better, more ethical, decisions.



FINANCIAL SERVICES

Critical Thinking for a Critical Service

Across the financial services sector, professionals must navigate a course between organisational policy, sales cultures, client interests, and the law. If the evidence presented at the Hayne Royal Commission is anything to go by, that navigation too often fails, with disastrous consequences. Unethical practices have flourished across a number of major banks – and in many cases, these practices went unreported or ignored.

The Ethics Centre has worked closely with major financial providers to build the capacity for recognising, preventing and navigating conflicts of interest so that professionals in the sector can challenge the culture and systems that sustain negligence and misconduct.



AOC

Ethical Culture Starts at the Top

The Australian Olympic Committee (AOC) is the custodian of the Olympic ideal in Australia and one of the peak bodies in sport. Facing a litany of public problems spanning bullying and harassment, poor morale and controversial decision making, in 2017 the AOC asked The Ethics Centre to undertake a review of its culture.

Not shying away from harsh truths, The Ethics Centre developed a roadmap to improve culture and decision making across the organisation. In a courageous act of radical transparency, The AOC made our report public and accepted all 17 of The Ethics Centre's recommendations.

This year we've continued to contribute to the change management process at AOC, delivering interactive workshops that actively reinvigorated its culture by imparting tools for reflective practice and perspective taking, while rallying staff, athletes and leadership behind a common purpose.



SCA

Perspective Taking & Ethical Decisions

Southern Cross Austereo (SCA) is one of Australia's largest entertainment companies, with capacity to reach 95% of the nation through its TV, radio and digital platforms. It has a fast-paced, competitive work environment where critical reflection can be swamped by the adrenaline of live broadcasting and constant pressure to shock, amuse or entertain.

When a London nurse committed suicide after a prank on 2Day FM, SCA asked The Ethics Centre for specialist support. We designed group and one-on-one training that helped staff recognise ethical issues in their work and the importance of values and principles, and to develop skills in perspective taking that help navigate difficult decisions.

This work has put ethics on the agenda for household names such as Hamish & Andy, Dave Hughes and Eddie McGuire. Years after the initial tragedy, we continue to provide ethics training to SCA producers and presenters.



ETHI-CALL

A Structured Approach to Problem Solving and Decision Making

Ethi-call is the Centre's unique free helpline – staffed by a dedicated team of volunteer counsellors who have extensive experience in managing complex and challenging ethical dilemmas. It's accessed every day by people from all over Australia, and even all over the world. At the heart of Ethi-call is a desire to help people navigate difficult decisions using a structured process. Some relate to work, others to personal matters. In the past year we've invested in new technology and made some dramatic improvements to the delivery of Ethi-call. We've developed a new training course and brought a new cohort of counsellors into the team.

“Ethi-call has helped me make the most difficult decision of my life to-date. I am so incredibly grateful that the service exists.”

Ethi-call Caller, January 2018



EDITORIAL

Shining Light in Dark Places

Every week The Ethics Centre publishes articles addressing the pressing themes and stories of the day. The work is produced by a number of Ethics Centre staff members including Dr Simon Longstaff, and often seeks to examine the ethical angle of major news stories. Sometimes our work is published in major media. Sometimes it is published on our website or social media channels. Some of it is delivered to our subscribers or Ethics Alliance members in our regular e-newsletters. Either way, our editorial reaches the people who need it – shining a light and helping people to unpack the major issues and decisions of the day. In the past year, we've published almost 70 articles to a readership in the hundreds of thousands.



SHORT & CURLY

Helping Kids of Today Become Decision Makers of Tomorrow

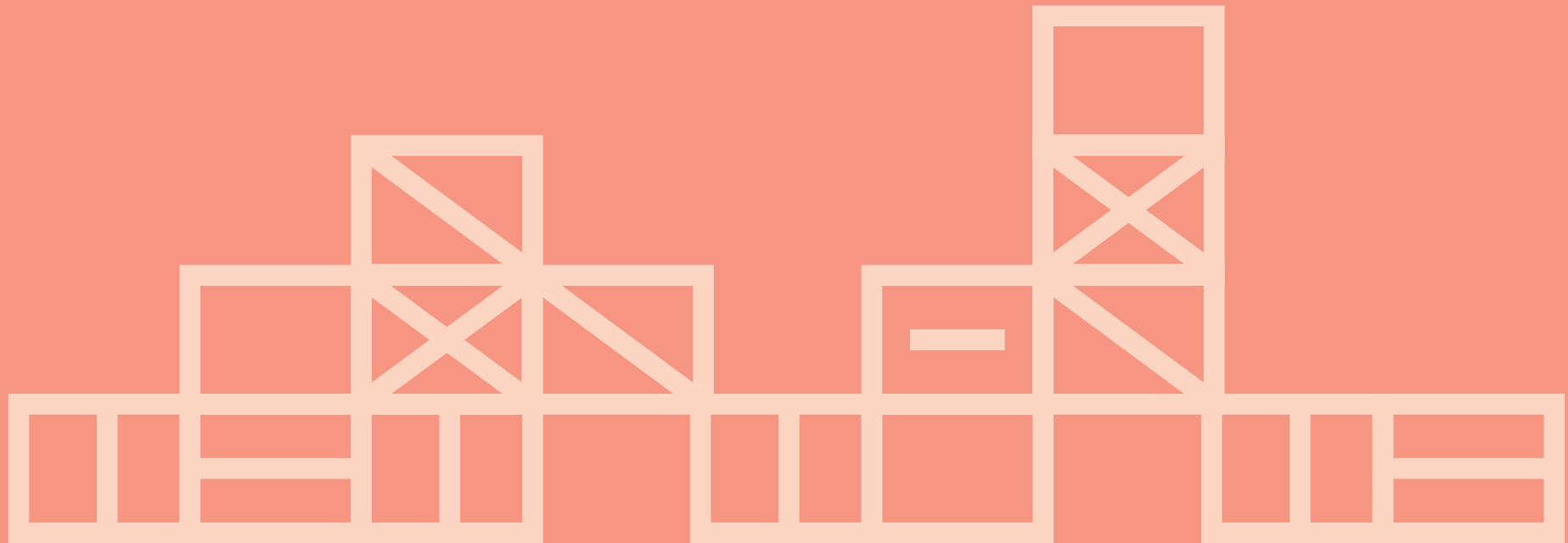
In a few short years, children currently attending primary school will be entering the workforce. Before we know it, they'll be making major decisions in their personal lives and their careers. We believe it's critical to instill a passion for ethics and the skills for critical thinking into current and future generations of young Australians – because better decisions make for a better society. For two years, The Ethics Centre's Dr Matthew Beard has featured as resident ethicist on ABC podcast called Short & Curly, currently the number one Kids & Family podcast on iTunes. Its fast-paced and fun-filled take on the issues children face has made it a runaway success – with almost half a million downloads in the past year, and close to a million since it started. Over the past year, Matthew and Short & Curly Producer Kyla Slaven have been working on their first book version of the popular podcast, set for release in October 2018.



“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 & Robert Albert – Donors

Building an Ethical Society



Our work provides the insights, frameworks, forums and tools to allow individuals, organisations and communities to make better decisions. We help people deal with ambiguity and complexity; navigate differing opinions; respectfully resolve conflict; and better understand themselves and others. Here is a sample of six activities we did in 2017-18 are helping to build the ethical infrastructure of our society.



FINANCIAL SERVICES COUNCIL

Ethical Foundations for Finance

The Financial Services Council (FSC) is a leading peak body in Australian financial services. It sets mandatory standards for members and develops policy for over 100 businesses spanning retail and wholesale fund management, superannuation, life insurance, financial advisory networks and licensed trustee companies. Operating across many different services, FSC required a code of ethics to promote shared values across contexts, and inform its code of conduct.

The Ethics Centre worked with FSC to develop a Code of Ethics to act as a central reference point for all of its members. The document commits over 100 companies to upholding foundational values including commitment to client interests, fairness and equity, trustworthiness, high standards of conduct, freedom from conflicts of interest, and acting in accordance with the law.



MANAGING CULTURE

Showing Australian Business How it's Done

In good organisational cultures, values and principles are well understood and shared by employees, shareholders and customers. In poor ones, bad behaviour is tolerated, trust is eroded and the effects can be catastrophic. The Ethics Centre has explored this subject for many years, developing frameworks and methodologies for measuring and improving culture. We've played a significant advocacy role as well, arguing for boards to accept responsibility for setting the tone at the top.

In 2017, The Ethics Centre partnered with the Governance Institute, the Institute of Internal Auditors and Chartered Accountants Australia to produce *Managing Culture: A Good Practice Guide*. The publication examines challenges in identifying, setting, driving and maintaining culture standards in organisations. The report has been widely read and well received, making an important contribution to ethical business practice.



PAPUA NEW GUINEA

The Challenge of Drawing People Together

Facing a complex political environment amidst significant technological change and growth, the Papua New Guinean (PNG) government has established an ongoing relationship with The Ethics Centre to help build leadership capacities across the country. Working in collaboration with the PNG Government, The Ethics Centre has developed a program to promote PNG's National Public Service Ethics and Values-Based Leadership and Management Capability Framework.

Reaching 36 officials across the country, the program has now had far-reaching consequences. By investing in the skills and capabilities of leaders across PNG government agencies, The Ethics Centre has helped build better teamwork, communication and leadership practices in order to enhance service outcomes for the PNG people.



ETHICAL LEADERSHIP



Better Health Outcomes

The Australian Orthopaedic Association (AOA) is the peak professional body for orthopaedic surgeons in Australia. Like all surgical associations, they carry the responsibility of promoting professional standards in specialist surgery across Australia. In practice, this means calling out instances of misconduct, awarding instances of exemplary practice, and promoting leadership.

The AOA commissioned The Ethics Centre to engage a broad cross-section of AOA members in order help it develop and refine a new ethical framework. By carrying out this work, the AOA elicited a deep sense of its own purpose and shared values, laying solid ground for future projects with strong community and collaborative focus. The organisation recently launched a large initiative to promote shared values and collaboration across the healthcare sector, in order to drive better patient outcomes in Australia.



ETHICAL PROFESSIONAL PROGRAM



Training for Financial Services Professionals

The Financial Services sector faces the acute challenge of navigating conflicts between the law, organisational policy, and duties of best interest for the client.

The Ethical Professional Program (EPP) is an intensive training module designed to strengthen good decision making, improve trust and relationships and deliver better outcomes for clients. The program equips today's professionals to navigate through the complexities of doing business and delivers tools for balancing client, organisational, and regulator demands in decision making.

Developed by The Ethics Centre developed in 2015, EPP has now trained almost 2,000 professionals at a number of leading institutions. The program's success was acknowledged in November 2017 when the Centre was awarded Education and Training Provider of the Year at the Optus MyBusiness Awards.



ETHICS COUNSEL



Addressing Individual Behaviour

Sometimes good people make bad decisions; impacting on lives with devastating financial loss, health problems and acute emotional distress. Ethics Counsel is an intensive counselling program for professionals who need to make better decisions and act more ethically in their professional life. The program builds capabilities in ethical reasoning by encouraging perspective taking, empathy, and reflection. In a series of one-on-one sessions, individuals unpack and explore particular transgressions and gain new skills to guide their professional practice.

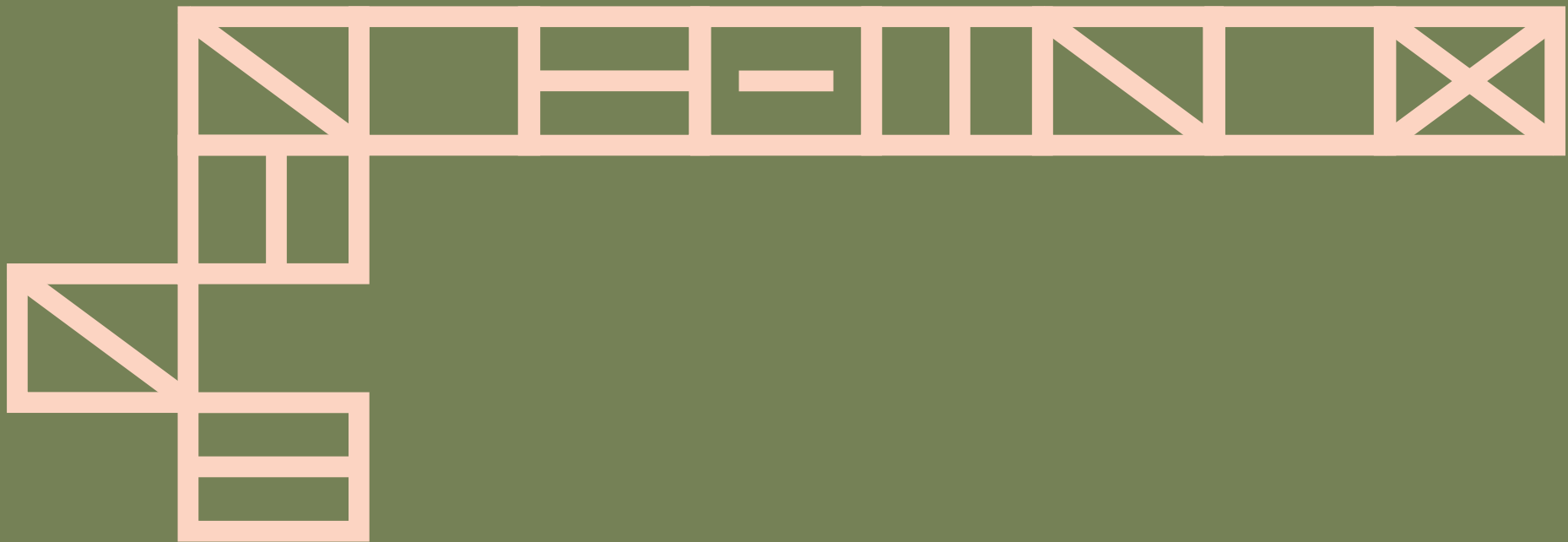
We've offered Ethics Counsel for six years across various industries with great success. The program ensures participants are supported emotionally and intellectually on their journey to better understand their professional identity, make amends for prior wrongdoing and participate in better decision making, now and into the future.



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

Alan & Carol Schwartz – Donors

A Platform for Ethically Engaged Individuals, Organisations & Communities



Our work creates and fosters individuals, organisations and communities that can safely, respectfully and confidently debate ethical issues. Through our events and forums we provide opportunities for the difficult issues in life to be fully explored, and build a critical intelligence that generates collective solutions to complex problems.



BFO

Rebuilding Foundations of Trust

As the finance industry faces challenging times, the Banking and Finance Oath (The BFO) provides individuals working in the sector with a mechanism to reflect on what it means to behave ethically, and with integrity. Rebuilding public trust in the industry starts with the individual. The Oath focuses on the personal responsibility of everyone to do the right thing, even if that means challenging strong organisational forces. Not only is there is a groundswell of individuals committing to the Oath, but there is also a willingness amongst those individuals to support each other to live that commitment fearlessly.

The growing awareness of what it means to take The Oath has resulted in the BFO, gaining momentum as a galvanising force uniting banking and finance professionals who are passionate about the continual improvement of ethical standards within the industry.



THE ETHICS ALLIANCE

Businesses Improving Ethical Standards – Together

One of the proudest achievements of The Ethics Centre this year has been the launch of The Ethics Alliance – a community of organisations dedicated to raising ethical standards. Alliance members receive tools, insights and guidance from The Ethics Centre, including regular newsletters and the invitation to attend a series of curated gatherings and events. But perhaps more importantly, they get to share their own experiences and learn from each other. At the core of the Alliance success story is a simple idea: ethics isn't competitive, it's collaborative. We can all be good at it, but in order to do that, we need to understand how it can be put into daily practice. In less than a year, we're proud to count some of Australia's biggest and best-known companies as Ethics Alliance members.



PUBLIC POLICY

Advocating Ethical Policies

The Ethics Centre advocates for ethics every single day. We're frequently asked to comment on the ethical dimension of issues in the media via interviews and articles, and are regularly invited to speak at conferences and other events, both public and private.

We also actively advocate for ethics to the people shaping our laws and regulations. This year, we made a submission to the NSW Parliamentary Working Group on Assisted Dying. Addressing the Voluntary Assisted Dying Bill 2017, we set out some of the primary ethical considerations and pointed out potential inconsistencies. We also made a submission to the Federal Government supporting the legalisation of 'medicinal cannabis'. Our argument was a simple one: governments have a positive duty to prevent and relieve the suffering and distress of their citizens. Low-THC cannabinoids are either harmless or contribute positively to the well-being of individuals.



PRIMARY ETHICS

The Power of Critical Thinking

Seven years ago, The Ethics Centre founded Primary Ethics to deliver ethics classes in NSW primary schools – originally to provide an alternative to religious education. Today, the program is an unqualified success, with a rapidly expanding cohort of volunteer teachers attending 450 government schools across the state to conduct classes with 40,000+ school children.

Primary Ethics helps children to develop skills in self-reflection, moral reasoning and critical thinking. Trained volunteers use a discussion-based format to encourage kids to weigh up their own values and principles, the interests of others and the consequences of their actions. Primary Ethics is not only helping to develop the capacity for good decision making, it's also building the essential ethical infrastructure of society, arming a generation with the skills to think for themselves.



IQ2

Going from Strength to Strength

Intelligence Squared (IQ2) debates are a great demonstration of our community engagement. These lively and much-loved events are affordable, accessible, and enriching for people of all ages and points of view. This year – our ten year anniversary – we tackled important subjects such as the #MeToo movement and artificial intelligence.

In 2018, we welcomed a new IQ2 sponsor, Australian Ethical Investments and achieved our largest-ever audiences. In addition, over 300,000 people listened to the debates via ABC radio and podcasts, and we entered into a new agreement that will allow all our debates to be viewed for free via SBS OnDemand. Next year, we hope to take IQ2 on the road to Melbourne.



THE ETHICS OF...

Taking Ethics to the People

'The Ethics of...' is our popular, sold-out event series that explores the everyday ethics of being human. We often think of "big" social issues like religion and biomedicine as the natural terrain of ethics. But our everyday lives and decisions are full of ethical choices that often go unnoticed or are deemed unworthy of reflection. This event series brings ethics back to the heart of being human. Set in intimate and welcoming spaces around Sydney, such as The Ethics Centre's CBD venue, art galleries and even a gin distillery, guests are invited to take part in rich and engaging conversations about the things that make us who we are. In the past year we've explored bias, consent, protest, intoxication, fashion, and creativity. And because The Ethics Centre is not your typical media outlet, we are free to go far deeper and ask the questions others might be too shy to raise.

A close-up, low-angle shot of a person wearing a VR headset and large headphones. The person's face is partially visible, looking upwards. The entire image is bathed in a strong red light, creating a futuristic and immersive atmosphere. The text "THE FUTURE" is overlaid in the center in a bold, white, sans-serif font.

THE FUTURE

The Future of Ethics in the World

We think a lot about the future at The Ethics Centre. We think about the rapidly changing landscapes of business, global politics, the media and science. We think about the role technology is already playing in our lives, and the dramatic leaps we will make in the years to come. We think about the ethical minefields arising from artificial intelligence, big data, robotics, nanotechnology and more.

At the frontiers of scientific development, there is much that is unknown and unresolved. Developing technology that takes account of human values will be an interesting challenge in the years ahead. We believe that The Ethics Centre has a vitally important role to play in assisting society to create a technology-enabled future that also adheres to carefully crafted ethical principles.

But there's another way of talking about the future.

We also like to imagine a future for society in which ethics is a central consideration. A world in which ethics is widely understood by the community; a world in which our insights, tools and approaches are made available to organisations of all shapes and sizes; a world in which our events are staged nationally, and where our content is accessible to all, via multiple media, at no cost. We imagine a world where Ethical Call, our free counselling helpline, is widely embraced, and where a majority of Australian companies are motivated to join the Ethics Alliance.

Somewhat ambitiously, perhaps, we imagine a world in which ethics is taught in primary school, secondary school and university, and where all young leaders receive training in good decision making. We imagine a society with a robust ethical infrastructure. You may read this and imagine these things to be hopelessly unrealistic, but we don't. Our long term strategic plan specifically contemplates this future, and every year we edge closer to this goal.

Needless to say, we face monumental obstacles in achieving this. The Ethics Centre receives no government funding. It's true we charge fees for some of our work, but the money we make from our clients falls a long way short of paying for all our plans and the services we provide at below cost or for no fee at all. By necessity, we make a small budget go a long way.

As we approach a landmark year – our 30th anniversary – we're more determined than ever to secure the funding that will allow us to build a future with ethics at the centre of everyday life. We won't be spending much time looking back on past achievements in our 30th year: we're focused on the road ahead – a road that stretches as far as the imagination can see.

Our Supporters

Heartfelt thanks go to all our members, donors, partners, pro bono service providers and volunteers. With their support we're building a better world where everyone makes more ethical decisions. Just as you rely on The Ethics Centre to provide maps and compasses that lead the way to living ethically, our work depends on people who care enough to invest time and money in a future with ethics at the centre of everyday life. With ongoing loyalty and generosity, this future is possible.

Please consider supporting our work.

As an independent not-for-profit, we don't receive any money from the government to help pay our bills or support the work we do. We rely on donations from donors and sponsors – people like you.

If you want to see more reflective, balanced discussions and moral decision making in our banks, health services, emergency services, schools, universities, sporting clubs, workplaces and media, then now is your chance to invest in something you believe in.

This is your opportunity to contribute to positive change.

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

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.

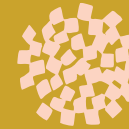
We are working hard to raise \$5m by 2020 to further our existing programs and fund new ones – to extend our reach and amplify our impact. These funds will;



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.



Expand ethics education programs for children in Australian schools.



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



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

Let's invest in our future together.

“It's not just about money. It's really a disposition of heart. When you support The Ethics Centre, you support its purpose and the benefit of your gift has an exponential effect which ripples across generations, throughout communities, even around the world.”

Tony Berg AM – Donor & Ethics Centre Director

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.

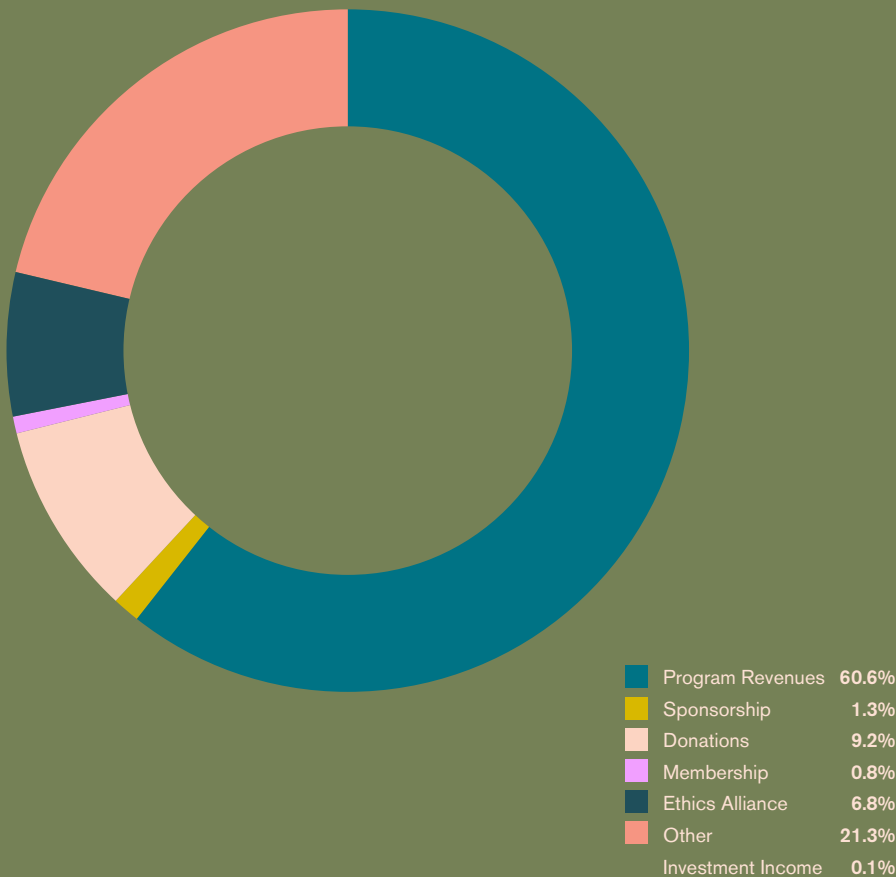
For more information, please contact our Head of Philanthropy, Hilary Blackman:

T: 02 8267 5740 E: hilary.blackman@ethics.org.au

Financial Performance

The Ethics Centre is fortunate enough to receive income from donations, membership fees, ticket sales and speaking fees. We also operate a consulting practice which receives fees from clients in the public and private sectors for 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 2018



Funding Sources:

Program Revenues: \$2,873,278

Income received from consulting services, retainers held in relation to consulting, ethics education learning programs, event ticket sales and counselling services.

Sponsorship: \$62,916

Income received from corporate sponsors in support of the programs being undertaken.

Donations: \$435,287

Income received from fundraising appeals.

Membership: \$38,254

Income received from members of The Ethics Centre, as part of the annual membership subscription.

Ethics Alliance: \$320,617

Income received from members of The Ethics Centre, as part of the annual membership subscription.

Investment Income: \$3,133

Income received from bank interest and copyright fees.

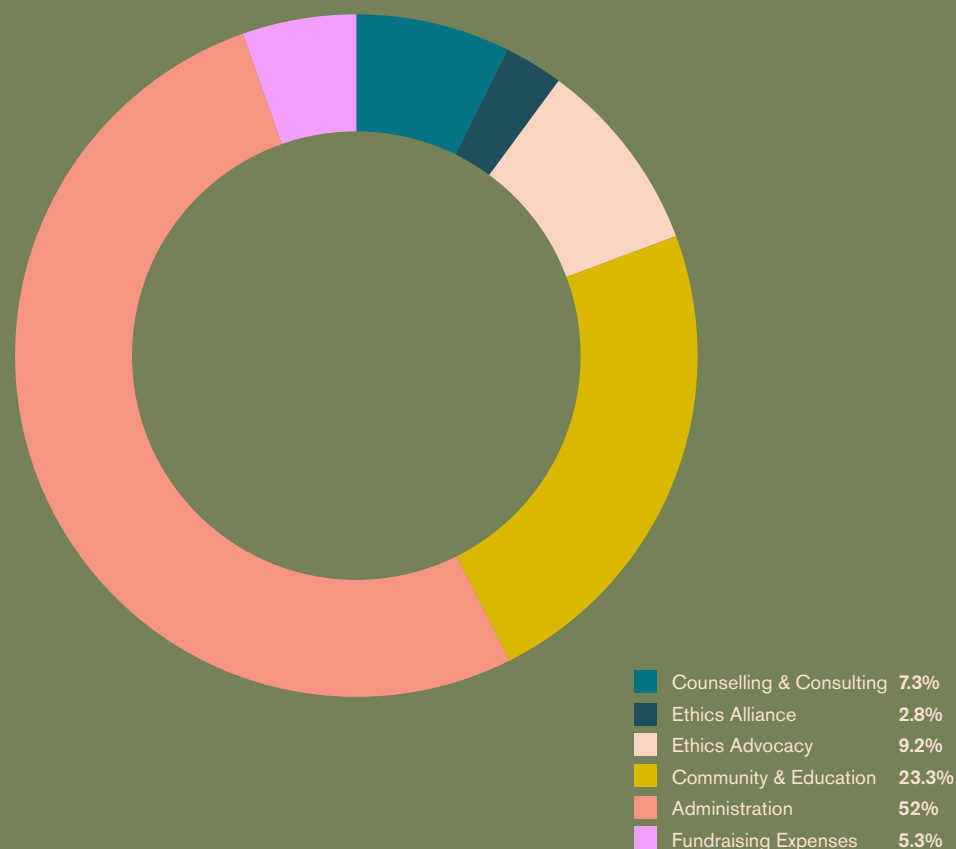
Other: \$1,009,910

Miscellaneous revenue and project funding.

Total \$4,743,396

In 2017-18, after two years of losses, The Ethics Centre made a modest surplus of \$143,000. Being a non-profit has many challenges and while our need and impact may not be as tangible or seem as immediate as other causes, we continue to place a priority on delivering change for a better, fairer and safer world. 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 Report are subject to audit. Read full detail in our Financial Report 2017-18.



Program Costs:

Counselling & Consulting: \$331,832

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: \$128,551

Includes staff and third party costs in relation to developing and promoting content, articles and curating public debates.

Ethics Advocacy: \$418,622

Includes staff and third party costs in relation to developing and promoting content, articles and curating public debates.

Community & Education: \$1,055,983

Includes staff and third party trainers in delivering education programs and staff costs associated with research.

Administration: \$2,354,742

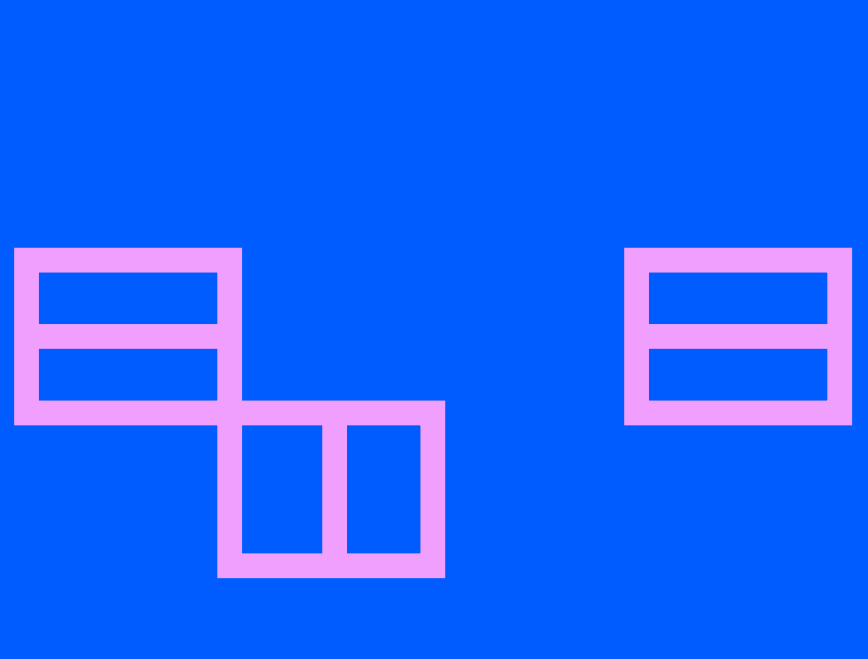
Operating expenses associated with administration, including staff, finance, IT, HR, professional services, telecommunications and general marketing costs.

Fundraising Expenses: \$240,998

The costs associated with attracting more support through donations, developing funding partnerships and the administration of fundraising activities.

Total \$4,530,728

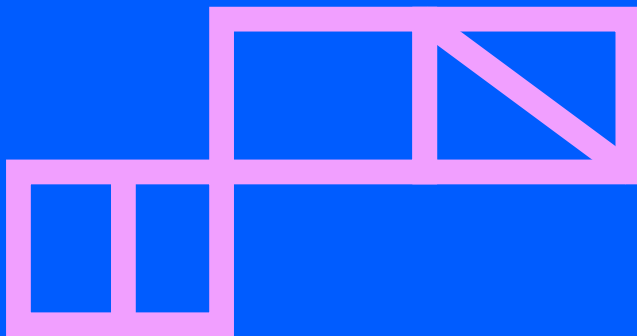
The Ethics Centre is a not-for-profit company limited by guarantee and is listed in the Australian Taxation Act as a deductible gift recipient (DGR). Our Constitution is available on our website.



The Centre is governed by a voluntary board of up to eleven directors who are elected by members at the Annual General Meeting. The board is responsible for appointing the Chair, Secretary and Treasurer and delegates day-to-day management to the Executive Director and Executive General Manager. During the 2017-18 financial year The Ethics Centre saw the appointment of one new director, Tony Berg, in November 2017. In February 2018 we welcomed two new board observers from the Observership Program, Ingrid Emery and Rachel Mulholland.

Caroline Lovell

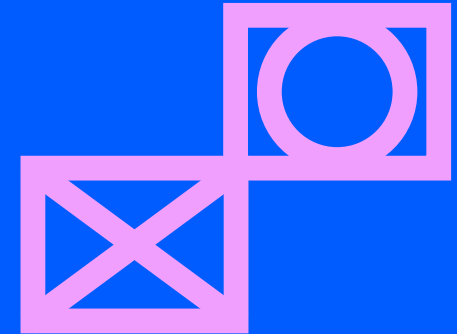
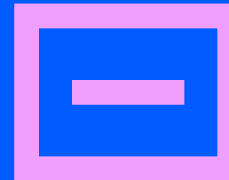
Secretary: Mary Anne Terry, Head of Finance & Operations



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 and Executive General Manager.



Management & Staff

The Centre's executive management is led by Executive Director, Dr Simon Longstaff AO and Executive General Manager, Ed St John. In June 2018, the Centre had 21 staff, five specialist educators and a pool of 20 trained Ethi-call counsellors.

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



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.

THANKS TO YOU
IT IS POSSIBLE



