

Intro ([00:07](#)):

[Inaudible]

Speaker 2 ([00:10](#)):

80,000 by 2030 in 30 cities. Another company that's really that is driven is a company that I know in the UK called NEC. They have brands such as Ted baker, cos Speedo. So they have, they call me [inaudible] and they are very cognizant of the, all the human rights abuses the child labor issues. And they've try to mobilize the whole, all the stakeholders to address it and then manage to redefine what what are the human rights standards that should be in place in the sporting and power industry and their book hot to eliminate Charlie, but in the soccer ball industry in Pakistan, this is this tribe and society flourishes, and there's so many reasons to do good. We talked about the child feeding. Mcdonald's just new markets, new distribution channels. It builds you a better brand. It helps you to streamline your operations, reducing costs because you are more transparent and you are more compliant as supply chain.

Speaker 2 ([01:22](#)):

Let me tell you the story. This is in two old sixties, and this was a company that was Trevor trendsetter. And this kid [inaudible] was sitting down for an interview with a magazine it's called the saloon magazine. And the interviewer asked him, you know, what is the secret of their success? And he talked about his friends, marketing strategy and customers, and he said, we go out to the pool kids, we'd go out to the attractive, get with a great attitude. And a lot of friends, a lot of people don't belong in our club and they can't be low. I'll be exclusionary [inaudible]. And then he went on to say, I had good looking people because we want to market to cool looking people who don't look into anyone at the day, what happened, anybody [inaudible] horrified, especially when he went on to say that I only want the thing [inaudible].

Speaker 2 ([02:34](#)):

And so she never you're managing to love, but it was too late. The flames and you know what happened in 2006 and in 2013 and apart the seal was that the story just continues. It doesn't go in foster. I have to go, how is your interview? And we didn't hear the last a couple of years later, the American customer satisfaction index did another study. And you know what, it's still one of American retail brands, business needs to change. And yes, this new role. And at 19 minutes, you just need to be cognizant of this very famous quote by futurist is popular. But the illiterate of the 21st century will not be those who cannot read and write. But those who cannot learn [inaudible] volatile, uncertain, complex volatility is here to stay. And the future is chaotic.

Speaker 2 ([03:50](#)):

Just, just think about it. We all this disruptive technology, we have a climate catastrophes, political uncertainty, and the fourth industrial revolution is here already. And it is kind of accessorized by this cyber physical world caused by the merging of digital, physical, and knowledge pills. Yes, with some prof in some very profound ways. We need to ask ourselves, I'll be ready for the impact of emotion. Just consider the technology blockchain, such tremendous potential who would have imagined 10 years ago, digital startup partnering with the UN. This is happening right now, 11 blockchain startups, nine men with the SDGs, looking at solutions from [inaudible] financial, really sure to happen. They'll be another lovely story. This is a Swiss startup Pope precipice in, in looking to provide rocking refugees with digital ID so that they can access education and financial services and alone the thousand blabbing to benefit

from this pilot running the refugees now in relation of the dish, these are the traditional safe havens for them.

Speaker 2 ([05:13](#)):

And, and as many of you know, one of the big status minorities containment in the world is not cheap. It's great. It's a tool like all tools to Docksider, and it can get tremendous from drop deals to trafficking, to sponsor sometimes hackers because criminals much prefer to see that it's a lot less cumbersome and still be, do this. We can take whole computer systems hostage and demand instant payment in Bitcoin, or B cannot drop dealers who sell [inaudible] Oscar remaining location and a cost. You have human track traffickers who can just long enough critical mass, not as evil, but just as questionable games such as any you have. So this is a game, a game, a digital game where you can collect, you can read any country. It was launched in December, 2017 and like, oh, internet sensations is gone. And it's based on the [inaudible] and check off \$2.5 million has been trying to factor already.

Speaker 2 ([06:48](#)):

I still have this content's going for over a hundred thousand dollars. So you have a situation where people are using an asset of questionable value by something which is [inaudible] so welcome to the digital world. So business can be good. It can be kind of good. You can get forceful [inaudible] we need to challenge business leaders that we know as to what is the purpose of my business. Is it, you know, do I have a mission, a vision that is beyond me, I and myself, or do I have a reason or purpose that lists and inspires to all as people ask me what makes a company great. They create value for society. They solve the most commons and they make money to purpose driven company needs to be checked. This whole notion that business is only here to make money, just self transcendent. There are tons of automated and they are prepared for the tectonic shifts in social expectations. And they are really family business from a formative entities, focus on profit, maximization and effectiveness to China's call me, always have a contract in society. And as we know, the Adelaide festival ideas tend to just ask and the answers. So we need to work together collectively to sweep a bit shocked and try to create a model that all deliver.

Speaker 3 ([08:49](#)):

[Inaudible]

Speaker 4 ([08:50](#)):

It's the future, because we're to find out, please introduce the rest of the panel Kara out in the spa chain, beverage company, Sarah Gunn, and the founder of Smith university. So I think you've got charge you get to share,

Speaker 5 ([09:18](#)):

And we've got second one.

Speaker 4 ([09:23](#)):

This is deliberately unscripted, lots of stuff this morning. So when you hear a little bit from our three guests and they're gonna tell us a little bit about their answers to question equal societies, reflecting on their the organizations they work for or how they use or any purpose, any reflections on that? Maybe start again. Thank you. It's a great pleasure to be here. My experience as a big whole has been really

fascinating. So I'm originally from Australia, but I spent the last four years working in the United States for [inaudible] education institutions for the glory international universities. [inaudible]

Speaker 4 ([10:10](#)):

Working in for profit of higher education youth as should be space. Education is the cornerstone of any phrase, a hundred percent. It is the thing that will address a lot of the challenges around to us before [inaudible] class and beyond our which markets our universities to be successful in is kind of exciting Brazil, Chile, Mexico group, whether it's a growing middle class without access to quality higher education. So our company has been able to come into these kind of harsh and create a holiday affordable and accessible institutions. It's really interesting to think about what is the place for us to really demonstrate purposeful. It's like you cannot be successful in the longterm in education. If you don't care about you see so many for profit higher education institutions rightfully about business because their focus is disproportionately around problem, but we try and [inaudible] when you talk about that being a purpose and that being a [inaudible], but coming into the [inaudible] what that meant for us was every single one of institutions spread impossible in 20 countries enrolling more than 1 million students, every single campus, every single institution.

Speaker 4 ([11:45](#)):

How do you go through the medical assessment that wasn't a rigorous and intense process that exposes them. And it makes look not just at that additional, which is around charitable contributions and scholarships and discounts and things like that. It makes you think about how do you manage your mind about how you recruit a staff how you pay your staff about the benefits you offer about the services you provide to the students is incredibly comprehensive. It was an absolute game changer for us. How do we benchmark impact the final thing to say about this? Cause it's not just about measuring what you, what you measure for us to know, how do we establish an ambition for ourselves around you have people that have their last rashes? So the easy thing that the vehicle helps us assess is, is how are we tracking even really conditional estimation? What it, it doesn't put pressure on us to do is to think about what is our ambition for everyone of those students. We wanted every single one of those graduates plus study businesses as a force. But I understand that that's their responsibility and an opportunity. They have to use the skills and experience that they acquire through one of our schools as to really create change.

Speaker 2 ([13:09](#)):

My 15 year old son is at home on a fortnight. What are you talking about? Condoms probably asked me, I think it's pretty dirty kids probably consider, Hey, I'm at a new, well, I'll just stay in my purpose [inaudible]. so [inaudible] is a company that Andrew had for 30 years and 60 years ago, I recognized that I had the opportunity through my business operations, Tuesday, my client event differently. So that every event that global events managers leave the holidays measurable impact behind. And the collaborative who has experienced homelessness, the first place I went to was one of the shelters here in Atlanta. And I say, your people that you're caring for that might like your job in the industry. Our only requirement is that I come to work with Chu. I don't need to work on paying people for their time and energy and their commitment to having been interviewed.

Speaker 2 ([14:26](#)):

I am capable of giving back and doing a job. And those two things together [inaudible], and it's not like other than hardness [inaudible] that they have something to give back. And ultimately that's what it's all about. It's about belonging to a community. And we have [inaudible] [inaudible] outcomes for people,

either carpeting on the floor even lashing into the vehicle. We aren't far away from they're going to be equal, but we can't be indeed far away from the head for about 18 months because the whole why's the very big crisis. And and I have skills delays recognize that they're the floor model and that is, that [inaudible] is loud. And anyone can do that. We do that, but on the same budget we could act onboarding is right around [inaudible] lane profits. Okay. So however, what we have now, the court recognized that we don't need a designated Kara all out, all out [inaudible]. so we have now had to go through and imagine that being a a charity arm and actually yesterday after 18 months from the tax office to say, we won't have to go to the foundation. And what we are able to do now is philanthropy through the foundation on board care or [inaudible] we actively so that's why [inaudible] done this a lot and we'll do our on an hour.

Speaker 3 ([17:22](#)):

[Inaudible]

Speaker 2 ([17:25](#)):

Please tell me. Yes. okay. So my name is Carrie Allen and we were born in concepts in may of 2016, Orlando [inaudible] and all of these events were coalescing at the same time. I'm really quite distressing and I'm a strategic marketer by trade. So some in Australia are going to craft your company. I had no idea, and I started having alcohol industry and I was pretty devastated by when I discovered so many things that I discovered is the drivers of growth in the alcohol industry and alcohol deliberately market to young emerging drinkers. And even under age drinkers where they say they, they do more. So what I thought was interesting was that 80% of beer sold in Australia is sold to two comedies. Both of those companies, the multinationals and brands that are not Australian. And one of the CME is on byline by and has the diversity.

Speaker 2 ([19:09](#)):

And they control one is three beers in the world and 45% of the world's beer profit. And so as a strategic partner, I find this really interesting. So I started looking at the issue of drivers of growth and who 18 to 24 year olds are. And then my daughter and my nephew, and people that I love and care about. And I started wondering what I did not alcohol could be good. And so unlike most beer companies that it started craft beer companies, independent companies, and started to use in the door. Rose Kansas was one of the top mavens in Australia. It happened by some very good friends. We started talking about alcohol, but we started talking about alcohol as a cultural force. And we said, what would happen if we create totally different lines of alcohol valleys? That was May, 2016 in November, we launched the most successful alcohol crowd funding campaign in Australia's history. [inaudible]

Speaker 2 ([20:32](#)):

And, and before we knew it, we had characters distortionary journey. And like in case of like events we still lose, but our business is born from values genuinely. And our values are this broad strokes, individually, social equity and inclusivity. And then underneath that, every single thing that we do falls. And what would you want to do to do more than anything else was to build this brand that would talk to the interns of the beer industry, the alcohol industry, 18 to 24 year olds and put on cans. I put cans in hands does values. And so the way we decided to translate those values is with our millennial team and rose and I are co-founders and grandmothers of this team, our oldest employee is ready. And so what that meant in terms of getting values on Cannes was to link to social issues that our millennial team felt

very passionate about, and then to translate those social issues into messages, and then to find frontline organizations that are utilizing to make the world a better place in relationship to those issues.

Speaker 2 ([22:01](#)):

And so 4% are wholesale sales and 10%. Our address sales goes to organizations that we align that doesn't organizations that work. So we supported the campaign and generated \$20,000 in funds. Across the American period, we don't donate money to master refugees. We donate money to yesterday, new climate coalition. And if you look at our products, each one of our products hasn't messaged that is aligned to that social issue. So we're we're an alcohol company, but we're an alcohol company absolutely dedicated to be, to put it back into alcohol, because if we ask ourselves every single day Australia get the alcohol company or the industry really wants, which is a \$15 billion industry. So are we getting, we want, when we look at the shadow side of alcohol in Australia, are we proud of what we are doing as a nation of consumers? Or did we get the alcohol industry we deserve because you are passive in terms of exercising power and choice.

Speaker 2 ([23:17](#)):

And the kind of capacity that I'm talking about is supporting makers who don't make responsibility, makers, who say you guys were gonna make high 80, the products we're going to put a Lusher and really taste. You have those that question. I did want to say something about equal status. We are well on the road to finishing our first division [inaudible] 12 months. And we will get there and we'll get there probably within the next three months, but for us to start with whether or not you want to equal community. But what we did say is that it was going to be the responsibility of our directors to make profit for shareholders, but not at the expense of DVT, our employees, the environment, and a social good. And I love the court, but we didn't need the court to tell us, and that's what we need to do. And we didn't need me or to tell us that our employees, our family needed to be shareholders. And didn't tell us that it needed to support the social issues and the organizations that fight to make things better. And you don't have to tonight,

Speaker 3 ([25:05](#)):

[Inaudible]

Speaker 4 ([25:05](#)):

Sorry, I'm going to have time for questions in about five minutes. I want to just maybe ask you to reflect on what you've just heard. And I might even send the frame a little bit. The question that sits with me, both the UK, your presentation carries is it's so good to do this. Why is it more the economy work for this way? Sanitation would be half of all sales in the decimal point region, right? Yeah. [inaudible] how do they, how do we start a conversation that end as well? Or is it all going to be [inaudible]

Speaker 2 ([25:52](#)):

We don't have time, but I have plenty of thoughts as to how you grow. It really depends on like this. I think people here want to be changed agents. So in a way, the speeding and some of us have this fault, that intention [inaudible]. And so you really need to get out of the echo chamber. That's something I'm trying to push myself a little bit. And if you remember, I had that that I said, no business is impossible. Generate revenues, build brand new deals cause mitigate risk. And it really depends on for, for this wonderful panel, all four of those quadrants, didn't, didn't resonate so much as just one group, but depending on who you speak to, whether it'd be a CFO or an operations person, you just need to think

that I arguments. and, and then you know, if I want to speak to somebody and he's really not interested in all this touchy feely stuff, [inaudible] organization, so all my pot, I'm trying to do better at the different arguments, because as you rightly pointed out, it's just the tip of the iceberg. That's maybe why it this week and we maybe need to, so that more of us could really look to models.

Speaker 4 ([27:39](#)):

[Inaudible] I mean, I guess the other question I advise having satellite sector, so you're all working within your individual organizations. And obviously we have the legal network that has a, particularly a particular method for accrediting various businesses. But beyond that, what else do we need to actually make this sort of [inaudible]? okay.

Speaker 2 ([28:09](#)):

But we didn't have comedy in terms of progression programming strategies. So we operate like a, for profit very seriously that have yours on Friday. And I think that's really important. We're not asking for handouts. We're not asking for favors. We are on a mission in 14 days. We opened our first group up in Adelaide. One of the features of that product is probably first five in Australia. That's been deliberately designed to be safe for women. And we are also raising money right now for our first brewery. We created all jobs in south Australia, [inaudible] next year. We wanted to create a hundred we're aggressive in terms of our vision. We're passionate and you're committed. And I think this, this new breed of business that's that's an emerging and part of it is in response to the millennial workforce.

Speaker 2 ([29:17](#)):

It's changing the world because millennials will be 30% of the workforce by 2025. And w key decision makers in 20, 30 and 47% of them prefer to buy from brands that if we get approached by Piaggio, which is the world's largest distill any company by number the card. And we presented our to the top [inaudible] in London and stayed with us and we presented to different cars, topics that Jeremy, and what they're interested in understanding is what we are doing in this brand. And I'm just saying Passover, what are the things that administered there had criminal requires had product asked us, what can we do to be more like you guys, aside from a big focus on the smell, two

Speaker 4 ([30:31](#)):

Responses to that one is we need to make that [inaudible]. And one of the biggest challenges is take what is brutal and said, this is a business that takes business seriously. This is a business that sees business as can be addressed all over the world and has a genuine commitment to doing things differently, but there's still not enough of a market that really understand their value proposition. That is something that shouldn't eradicate. And so all we can do to make that work visible and student choice, whether it's education or alcohol or events or anything else. so many people in Australia will be open to this, but I just don't understand. Well, it goes to that. We can talk about the, the contrast to that is that you mentioned the very stuck within the restrictions, the process, and we need to remember these processes imperfect. They should just be imposed on us. We shouldn't be rose out as such. And this is sort of score for used into this focus of the school to, there are fundamental things that are [inaudible] equal assessment. We can, we can track and get credit for all of the volunteering hours that our staff but we can't claim any of that dress student. So we, we choose in essence design curriculum, create learning experiences for students that have academic outcome. That's not a part of the assessment. So the [inaudible] but it's a star [inaudible]

Speaker 2 ([32:42](#)):

Tuesday, Tuesday, Thursday. I think we could make a really easy [inaudible] exactly what I mean by that [inaudible] [inaudible] models. [inaudible] I can't fulfill my purpose and [inaudible] either there's one option or you can [inaudible], I'll, I'll do that anyway, but I think that it might be easy for big business to engage with you. You don't have to take all your big bulk, right. Take that done. What am I hearing? what would be some valuable lessons about the week? you know, a lot of the second thing I'm thinking is amplification, and I'm going to sound a bit corny, but to be here talking [inaudible] panel of female entrepreneurs, you know, flagging and steadying rockets myself and another friend comment on that, we need to give the economy a voice and, and then be brave eat, right? So we really industry experts on an initiative of the Adelaide city council that all, everything will eventually help in CDN by 2025, we'll be carbon neutral and then, right. And then ambition. And that's fantastic to kind of we are a member with a company in south Australia that you [inaudible] Thursday, then I wanted to date, you know, write policy around. [inaudible]

Speaker 2 ([34:55](#)):

Building an equitable economy to everyone. Everyone has the job and have the world

Speaker 4 ([35:11](#)):

[Inaudible] points. Last question for me, I'm going to try it and say, if you can sort of [inaudible] last question for me very quickly. So apart from sending UTC university, using your hands, coming in, buying new batteries, what's one thing that this audience can do when they leave here to get you understand their Bible. And you think about that. I'll give you time to think about that question in the audience. No, we don't have any more [inaudible]

Speaker 5 ([35:41](#)):

I played with this giant

Intro ([35:42](#)):

Government legislation to change corporate

Speaker 2 ([35:55](#)):

Directors three years. And I think in the middle of the night, people on terminals round table, [inaudible] in UK, same [inaudible] have the cognitive model. Well I had the opportunity to do bring it on and you know, anyone in the room, you know,

Speaker 4 ([36:52](#)):

[Inaudible] [inaudible] what I liked about that is [inaudible] the corporation because your tastes, the company. That's amazing. Brilliant. Any other questions?

Speaker 5 ([37:22](#)):

Thank you so much for the great insights. My question is that transformation kind of builds on the initial question. I think the long game is, you know, the human systems are working away or one of the founding vehicles, great crowds of pets. But I also think there are these key leaders that maybe we can put in a policy sense that makes the supplier system transform. That might be looking at the government saying you're not going to give preference to particular types of organizations, just some

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really interesting quotes, because I think the idea of time passing and inequality, worsening I'm optimistic about the future, but it does seem that it's gradual, rather than this ticking, quite perhaps that we might be able to reach

Speaker 4 ([38:11](#)):

[Inaudible].

Intro ([38:13](#)):

I can make the statistic is 78% of companies, south Australia, intergenerational changes. And then going back to the whole, what can we do to make sure that the next generations in this company and how can they transform companies for the longevity and then to produce high productivity and grow industry in south Australia?

Speaker 2 ([38:53](#)):

Thank you for the question. Yeah, family businesses about 70% of GDP unemployment and number it's Australia in Australia and actually across the world and you find in Latin America, the numbers. And one of the reasons I chose to live in this neighborhood was because of, I felt that if you want to change, people can change and family distances because of that intrinsic inter-generational nature and the character of these generation I natural advocates for more conscious capitalism. And even if some of them are not wired the way my esteem that is still not the next gen. So for whatever reason, I know [inaudible] Germany and I do find it, that things, Jen, just get they're so easy. They want a little bit companies, is that MySpace. So, so that's easy, but it's convincing the parents. So you need to get them to the effects, documentation that is skilled and get them to do a Ted talk to be able to the second thing is to be able to say why this is good for this.

Speaker 2 ([40:10](#)):

And I had found you know, the other question is that, how do you change your world at its simplest? We can divide a society. We are the pioneers. People want to change because it's the right thing to do. And then we have the, the second root cause we called this prospectus. They did both all the time. It's because it's the cool thing to do. And then it'd be empathetical which I called sector who will follow the pioneers and perspectives because of the same thing. So again, the message for anyone for the night audience, many of the things Jen are already pioneers get and the facts and the argumentation and the skills so that they can read the rest of

Speaker 4 ([40:53](#)):

Maybe some more interesting Christmas conversations that I did a table, which is in January. We're nearly out of time. We've got the time. Maybe I'll take two, last questions I'm playing together. And then we'll ask the parents. Okay.

Intro ([41:33](#)):

[Inaudible]

Speaker 2 ([42:54](#)):

Yeah, just a comment on that. In Singapore, we don't have this thriving community of about eight now, but when the first big coffee the, she actually did that said before, she said, because there's Kevin sits in

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the house, it was thinking about how should I set up for, how should I apply my people epicenters should of, so just do it and still you have a company already, and it sort of gives you the framework as to how I can't do them at a company at a point in time. So that's one important I could use the world bank. I could use the Brookings Institute that the numbers are somewhat similar. I guess I'm not so fixated on the actual number, but on the trend. And there Denver Cato Institute was another [inaudible] and it was interesting because when I looked at the Cato Institute numbers and I juxtapose them with the world bank numbers, we could actually see that as poverty percentages fell, the rise of economic activity was going up, you know? And so you have that spike, especially, I think of of often ideas that with the fall of central planning and opening China and, and actually one of the key reasons why so many people when to die policy Mr. Because China opened up its markets and, and that kind of activism, Chinese almost capitalism really helped to, to get people out of poverty. So I am in a passionate to be there 10 minutes.

Speaker 4 ([44:34](#)):

Excellent. Any final, final points? I think we are perilously out of time. Could you please join me? Thank you. [inaudible] The next session will be session on space as five o'clock.