



Work Inspiration Program, WA

In today's business landscape, corporate social responsibility (CSR) is not just a buzzword; it's an essential component of a company's brand identity. Companies are increasingly recognising the importance of giving back to the communities where they operate, to create long-term value for both society and the business itself. Cedar Woods' partnership with The Smith Family highlights our commitment to CSR, which forms part of our ESG strategy.

ABOUT THE SMITH FAMILY

The Smith Family is a national children's charity committed to improving the lives of young Australians in need through education. Founded in 1922, the organisation has a long history of supporting Australian families experiencing disadvantage.

The Smith Family believes that education is one of the most powerful change agents. They work to create opportunities for young Australians by providing long-term educational support that helps them to stay in school, complete their studies, and move on to further education or employment.

The Smith Family addresses a significant challenge in Australia: the persistent educational inequality faced by children from low-income families. According to their research, children from disadvantaged backgrounds are more likely to start school behind their peers, struggle to keep up, and eventually leave school early without the skills and qualifications needed to succeed in life. This educational gap can lead to a lifetime of reduced opportunities and a higher likelihood of experiencing poverty as adults.

OUR SPONSORSHIP COMMITMENT

Recognising the critical role that education plays in shaping the future of young people and society, over the last four years Cedar Woods has committed to sponsoring 100 students through The Smith Family's *Learning for Life* program. Our sponsorship covers students at the primary, secondary, and tertiary education levels in all four states in which we operate.

Our sponsorship supports students at every stage of their educational journey, from primary to tertiary levels. In primary school, it helps children access school essentials and the extra support they need to get the most out of their education. As they advance to

secondary school, The Smith Family's programs encourage young people to connect the skills they learn in the classroom to career and educational opportunities in their post-school years. If students go on to tertiary education, our sponsorship provides additional support and mentoring for these young people to continue their studies and, eventually, take the first steps in their chosen careers. Throughout these stages, a Family Partnership Coordinator works closely with each student and their family to problem-solve any barriers to education.

THE IMPACT OF OUR SPONSORSHIP

Our sponsorship with The Smith Family is about more than financial support; it's about creating lasting change in

the lives of young Australians. With this help, students are encouraged to stay in school and succeed in their studies with the goal of achieving better employment prospects in the future. The positive ripple effect can be significant—often leading to securing better jobs, earning higher incomes, and ultimately breaking the cycle of disadvantage for themselves and their families.

The impact on these students can be profound - they gain not only the resources needed to succeed but also the confidence, motivation, and aspirations to aim higher and achieve more. Knowing that someone believes in their potential and is willing to invest in their future can serve as a powerful motivator, inspiring them to overcome the challenges they face.



Birdge to Brisbane, QLD

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WE OPERATE.

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Work Inspiration Program, WA

ENCOURAGING STAFF ENGAGEMENT

Cedar Woods’ partnership with The Smith Family goes beyond our financial contributions. We believe in the power of staff engagement to amplify the impact of our sponsorship and create a deeper connection between our staff and the charity we support. Over the last four years, we have implemented several initiatives that provide staff with opportunities to get involved with The Smith Family on a number of different levels:

The Dream Run Fitness and Fundraising

The Dream Run is an annual month-long fitness challenge where our team participates in a walk or run to raise funds for The Smith Family. This event

not only promotes health and wellness among our staff but also fosters a sense of camaraderie and shared purpose as they work together to support a cause they believe in. The funds raised through The Dream Run provides students with the resources they need to succeed in school.

Career Talk

The *Career Talk* program involves our staff visiting schools in the communities where we operate, to deliver presentations about property industry and their career journeys. These presentations are designed to inspire students to think about their future careers and the steps they need to take to achieve their goals. By sharing their personal career experiences and professional insights, our staff helps to broaden students’ horizons

and encourage them to pursue their ambitions with confidence.

Work Inspiration

As part of our commitment to giving back, Cedar Woods hosts a 1-day workplace experience for a group of students at our state offices and selected project sites. This *Work Inspiration* program provides students with a unique opportunity to learn about our company, what we do, and how we operate. They get to see firsthand the work that goes into our projects and gain valuable insights into the various career paths available in our industry. By showcasing our projects and business operations, we hope to inspire these students to consider property career pathways and provide them with industry insights.

ALIGNMENT WITH COMPANY VALUES

Our partnership with The Smith Family is a natural extension of our company's values and our vision to be one of Australia's leading developers renowned for performance and quality. We aim to play a positive role in society over the long-term, not only through our products and services, but also through behaving responsibly in our markets and communities.

We believe that we have a responsibility to contribute to the well-being of the

communities in which we operate, and our sponsorship is one way we are dedicated to fulfilling this responsibility.

BUILDING A BRIGHTER FUTURE

Cedar Woods' investment in sponsorship with The Smith Family is more than just a charitable contribution; it's a commitment to creating a brighter future for young Australians and a more equitable society. By supporting 100 students on their educational journey, we are helping to break the cycle of disadvantage, improve future

employment prospects, and empower the next generation to reach their full potential.

Through our employee engagement initiatives, we are also leveraging our sponsorship to create meaningful connections between our staff and the communities where we operate. This not only amplifies the impact of our sponsorship but also strengthens our company's culture and reinforces our commitment to corporate social responsibility.



Work Inspiration Program, SA

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