



CORPORATE SOCIAL RESPONSIBILITY

Thiess **can** make a difference

A proposal by
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October 2007



Thiess' Community Investment is set at approximately 1 per cent of annual net profit before tax. That investment is divergent and representative of community interests, ranging from health and education through to arts and sporting achievements.

Last year Thiess' operating profit before tax was \$178 million. Our investment level in community partnerships and donations during the same period was \$1.4 million.

Thiess Sustainability Report – October 2007

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In the last financial year, Thiess' \$1.4 million Community Investment program was underspent by \$1 million and was distributed across

- | | |
|-----------------------------------|---------------------------------------|
| ■ Arts 11 % | ■ Health and emergency services 15.5% |
| ■ Community 23 % | ■ Industry 22 % |
| ■ Education 8.5 % | ■ Sport and recreation 7% |
| ■ Environment and conservation 7% | ■ Other 6% |

Despite this significant investment, the company has no national program of engagement and no single 'rallying point' thus, while Corporate, Business Units and Projects have a range of worthwhile, localised activities Thiess as a single entity has no aggregated traction and no specific cause with which it has strong association.

Perhaps more importantly, Community Investment is not always clearly aligned to business objectives.

The facts are frightening

- Melanoma has risen from no. 11 to no. 3 on the nation's list of cancer killers, preceded only by breast and ovarian cancer in that order
- Melanoma is the most dangerous and aggressive form of skin cancer
- All Melanomas are malignant
- Melanoma affects all ages
- The only true cure for Melanoma is early detection and removal
- The depleted ozone layer may predispose Australians more so to the disease
- There seems to be some correlation between incidence and episodes in subjects who, as children, are heavily sunburnt.

Malignant Melanoma is known as the “silent killer”

Melanoma – no. 3 On the cancer killer list

The rate of growth in Melanoma in Australia has been phenomenal.

Melanoma diagnosis has had a 64% increase in its prevalence in the last 2 years.

(Cancer Council Australia).

At this point in time Queensland leads the modern world and all western countries in the number of diagnoses and related deaths from Melanoma.

Melanoma has moved in recent years from no. 11, on the cancer killer list, to no. 3.

Australia has the highest rate of Melanoma in the world among males.

(Australia's Health 2004, AIHW)

Incidence statistics by state in Australia for males:

- 54.3 new male cases of Melanoma occurred per 100,000 population in New South Wales 2000
- 40.7 new male cases of Melanoma occurred per 100,000 population in Victoria in 2000
- 74.0 new male cases of Melanoma occurred per 100,000 population in Queensland 2000
- 56.3 new male cases of Melanoma occurred per 100,000 population in Western Australia 2000
- 44.7 new male cases of Melanoma occurred per 100,000 population in South Australia 2000
- 41.8 new male cases of Melanoma occurred per 100,000 population in Tasmania 2000
- 49 new male cases of Melanoma occurred per 100,000 population in Australian Capital Territory 2000
- 37.5 new male cases of Melanoma occurred per 100,000 population in Northern Territory 2000

(All statistics: AIHW & AACR 2003, Australia's Health 2004, AIHW)

Incidence statistics by state in Australia for females:

- 34.8 new female cases of Melanoma occurred per 100,000 population in New South Wales 2000
- 33.8 new female cases of Melanoma occurred per 100,000 population in Victoria 2000
- 51.5 new female cases of Melanoma occurred per 100,000 population in Queensland 2000
- 37.9 new female cases of Melanoma occurred per 100,000 population in Western Australia 2000
- 35.2 new female cases of Melanoma occurred per 100,000 population in South Australia 2000
- 40.6 new female cases of Melanoma occurred per 100,000 population in Tasmania 2000
- 32 new female cases of Melanoma occurred per 100,000 population in Australian Capital Territory 2000
- 27 new female cases of Melanoma occurred per 100,000 population in Northern Territory 2000

(All statistics: AIHW & AACR 2003, Australia's Health 2004, AIHW)

Melanoma - the most dangerous and aggressive form of skin cancer

All Melanomas are malignant and they can go undetected for some time. They metastasise quickly.

Unfortunately, Melanoma does not itch and is not uncomfortable in the early stages and this is why it is known as the silent killer. By the time they become noticeable or uncomfortable, even after removal they have a high probability of metastasising, and so even following detection, it may be too late if not removed promptly.

Melanoma - affecting all ages.

Despite the statistical information above, they affect all ages although recent research shows that a higher number of younger people are being affected by this insidious disease.

The only true cure for Melanoma is early detection and removal.

Melanoma does not respond well to normal cancer treatments such as chemotherapy, radiotherapy and interferon therapy.

The only true cure is early detection and removal.

Late or delayed detection leads to a worsening prognosis and outlook of mortality.

Melanoma - The “silent killer”.

Melanomas grow rapidly, radially and vertically without any discomfort (at least in the early stages) – the only visible signs being the A, B, C, D, E of Melanoma

A: Asymmetrical skin lesion.

B: Border of the lesion is irregular.

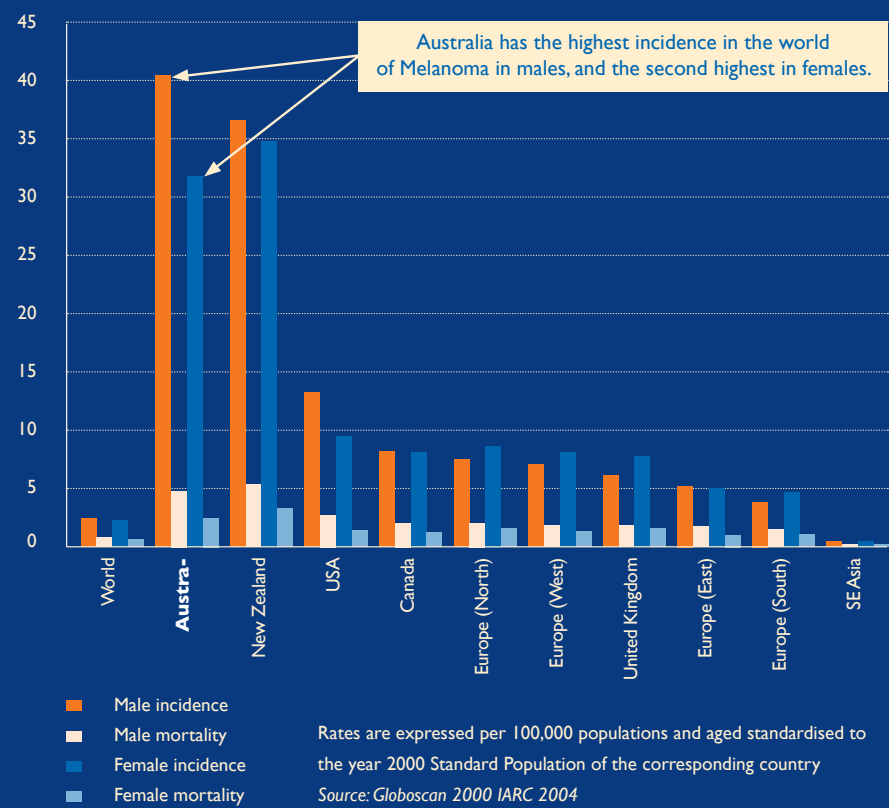
C: Colour: Melanomas usually have multiple colours.

D: Diameter: moles greater than 5 mm are more likely to be Melanomas than smaller moles.

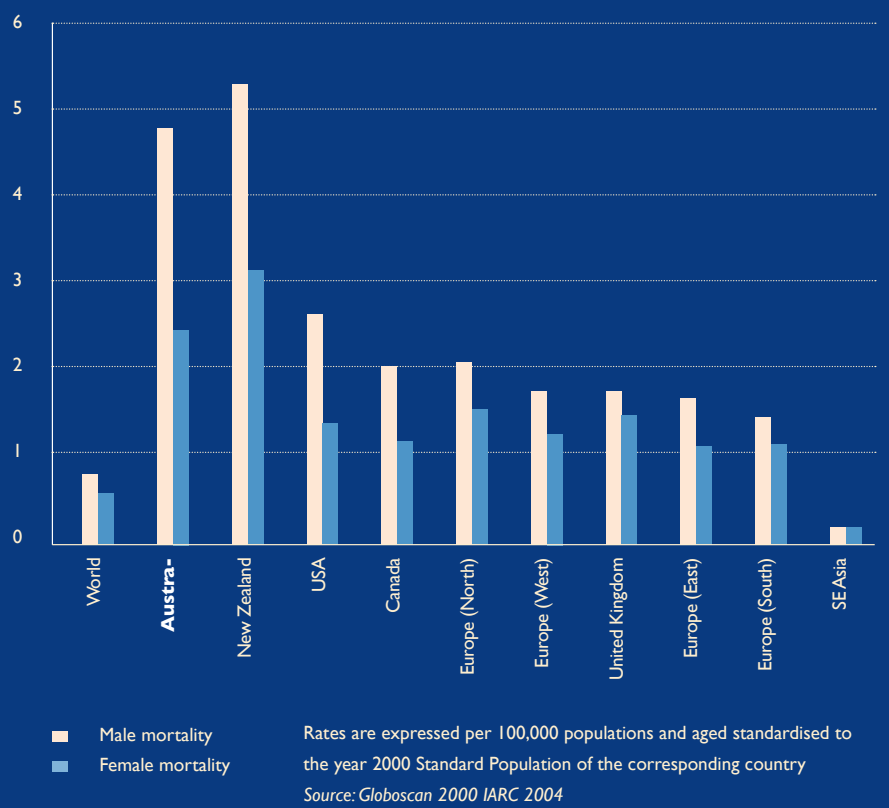
E: Evolution: The evolution (i.e. change) of a mole or lesion may be a hint that the lesion is becoming malignant – or – Elevation: The mole is raised or elevated above the skin.

If not detected early, due to the high rate of metastasise and related spread, Melanoma has become known as the “silent killer”.

Global ranking of incidence / mortality rates of Melanoma



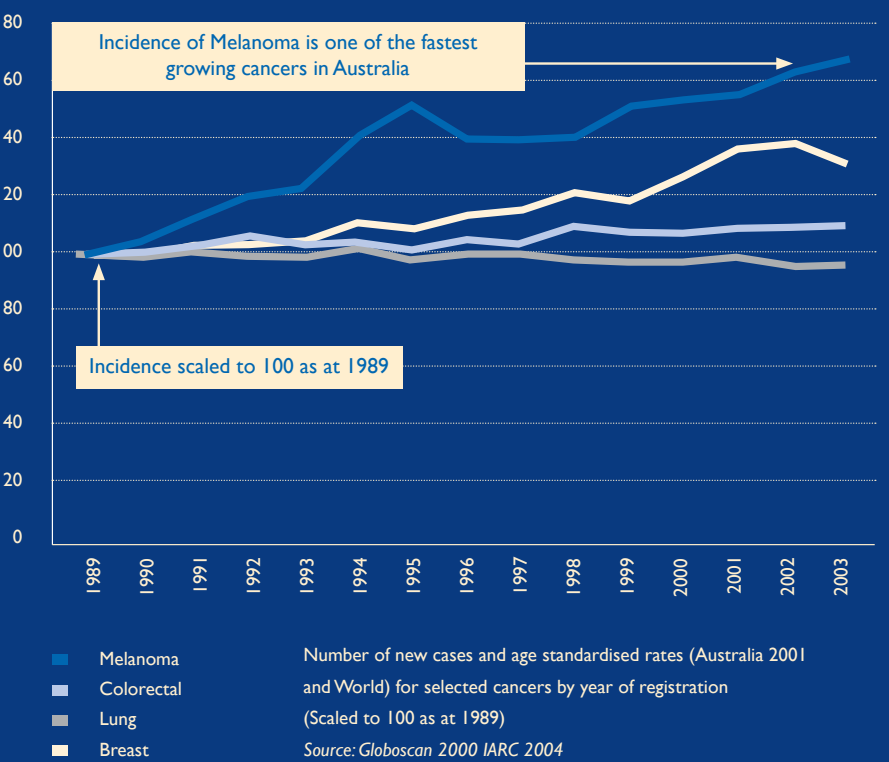
Global ranking of mortality rates of Melanoma



Comparison of cancer incidence in Australia



Comparison of cancer incidence in Australia



What are the issues?

- Often referred to as the silent killer
- Melanoma doesn't hurt nor itch (until it's too late)
- Rarely do they bleed (until it's too late)

**If not detected early,
a life is unnecessarily and
brutally cut short**

Silent Killer

In the family of skin cancers Melanoma is the most deadly, yet in its early stages it has the least number of side effects, i.e. it does not bleed, it does not weep and is really not that visible unless you are specifically looking out for it or you have a trained eye at best.

In the case of basal or squamous carcinoma – these skin cancers are more obviously detected with outward symptoms of weeping, itchiness, etc which results in the likelihood of earlier detection.

If Melanoma is not detected in its early stages, the diagnosis outlook is poor.

Skin Cancer – A broad subject

The Cancer Council Australia has done a very good job of making Australians aware of the need to “slip, slop, slap”.

However the significant rate of growth in Melanoma as a singular carcinomic stream is such that it requires a dedicated, coordinated, national effort.

Due to the nature of the disease and its insidious rapid growth, with high probability of metastatisation, which leads to a poor outlook, there is a strong case for a coordinated national effort focussing on the singular disease stream of Melanoma.

The disease is indiscriminate.

The probability of acquiring this disease is high amongst all Australians. It is not only caused by exposure to the sun.

Therefore, there is a strong case that can be made for a high level, sustained public awareness campaign that brings together all sectors of our society in an effort to combat this insidious disease.

The present efforts are insufficient

There are already a number of efforts being made in each state between various authorities, institutions and organisations.

However the high rate of growth of this disease, and the very deadly nature of it, warrants a renewed approach, pulling together every facet of our community in a dedicated, nationally driven program.

There are multiple examples of singular efforts that at best could be described as those of extremely well meaning and committed individuals and groups. However this is resulting in much dissipation of energy, effort and resources, whilst we fall well short of what is required in order to bring about sustainable, national change in the course of this disease.

Proliferation of Trusts and Foundations

There is a proliferation of family trusts, foundations and specialist funds that have been established as a result of someone being touched by Melanoma.

As a result, a number of these structures, as the years pass for the reason of their inception, struggle to sustain themselves and maintain the intensity of effort with the passage of time – this is clear dissipation of our national resources, energy and effort whilst the intention and commitment remains.

**There is an
indisputable need, and
a compelling case for
a national effort**

**The time is right
for a fresh national
approach to this
national issue**

What is happening?

■ Current effort is

- dissipated
- duplicated
- replicated
- uncoordinated
- fragmented

Dissipated Effort

Despite the efforts of the Cancer Council Australia, its divisions, and/or the many foundations established in relation to skin cancer, and/or Melanoma, including the many research and fundraising foundations that have been founded (attached to hospitals and centres of treatment), there is still no significant, uncoordinated national effort in relation to - [tackle Melanoma head on](#).

Duplication and Replication

Pages 22 and 23 show the organisations that have been established in relation to Melanoma and the different focusses they have.

Some are state and regionally based, some are attached to teaching and treatment hospitals, and some are privately established foundations, although there are many more in this category than listed.

There is clearly significant duplication and replication of effort whilst this disease grows at what some would say is an uncontrollable and alarming rate in our community.

Despite the outstanding work and achievements of these organisations there is a clear case for a [more focussed, comprehensive and effective national response](#).

Fragmented Effort by Well Intentioned Individuals

There are a number of family foundations that have been formed as a result of either having been touched by, or having lost someone to Melanoma. For example:

- *The Melanoma Awareness Foundation* was founded by Missy Saleeba as a result of losing her husband Matt to Melanoma soon after their marriage (refer page 18 and 23).

- *The Emily Tapp Foundation* was founded by parents, Geoff and Louise White, in remembrance of their daughter Emily Tapp, who they lost to Melanoma.

Both of these foundations are dedicated to doing the same thing. However the founders of both have realised that their efforts have been fragmented. They lack critical mass, and the difficulties and associated costs of maintaining their organisations with appropriate financial reporting and other regulatory requirements is “crippling”.

A National Solution is Required

The Melanoma Foundation of Australia will provide the critical mass, the governance, compliance and specialist expertise that will harness and mobilise the energies and passion of Melanoma warriors to concentrate on raising awareness and fund raising in their areas of influence – after all, it’s what they want to do and it’s what they do best!

Only a national foundation can present a united front to government, industry, the media and the nation. Only a national foundation can tackle Melanoma head on.

Only through a collaborative and coordinated effort will a difference be made

Partnerships will make the difference

What needs to be done?

Only through a coordinated national effort that engages:

- governments at all levels
- the private & philanthropic sectors
- the community, and
- those who have been touched by the disease

will Australia be able to harness the resources that are required to make a difference.

**In partnership we can
attack this disease
with a united front,
and so tackling it head on**

A National Approach

With the growth of the disease, its affect on our youth, the time is now right for a coordinated, national approach.

Leadership vacuum

This can only be done with national leadership comprising support from the Australian Government and the Corporate sector.

The Melanoma Foundation of Australia will raise funds from the :

- Private
- Government
- Philanthropic, and
- Commercial Sectors

The MFA will bring together every and all sectors of the community to direct their energies towards [tackling Melanoma head on](#).

Such a coordinated effort and therefore concentration of resource allocation, through the provision of a nationally managed resource, to both raise and collect funds from every sector of the community and then direct them, will truly focus a national effort mobilising the passion, energy and commitment of those who have been touched by this disease.

The Melanoma Foundation of Australia

A national organisation:

- without borders
- committed to changing the course of Melanoma nationally
- driven by people who have been touched by this disease, and who are committed to making the difference

– **the case is indisputable** –

– **the opportunity is tempting** –

A national effort driven by a partnership approach with:

- those who have been affected or touched by the disease
- the medical and allied health professions
- private enterprise
- philanthropic sector
- governments at all levels
- those who want to make a difference

**Thiess has a strong
chance of changing
the course of this
insidious disease**

Thiess - Sun Smart system of work

Thiess has been touched by Melanoma in the most dramatic and high profile of circumstances.

Thiess already has plans

The Thiess' Health and Safety specialists recognise that as a company whose operations are predominantly outdoors it is already developing Thiess – Sun Smart System of Work – to deal with the management of Ultra Violet radiation which seeks to minimise the incidence of skin cancer and skin damage within its:

- Workforce
- Contractors working at its sites
- Visitors to its sites

...and the plans are

Thiess Sun Smart System of Work will:

- Influence and define the behaviour expected of employees, contractors and visitors to company sites in relation to UV radiation practices
- Provide working environments that support exemplary UV radiation protection practices
- Incorporate UV radiation exposure assessment into normal work practice including:
 - UV radiation levels
 - Identify tasks and roles that present UV radiation risks
 - Determine time and duration during which certain tasks will be undertaken
 - Provide appropriate work shading
 - Minimise reflective surfaces such as water, glass, sand, rock, concrete, snow, corrugated steel or aluminium roofing

Thiess can lead and make a difference

Thiess can play a major role in reducing Melanoma in Australia.

Thiess is well placed

It has the national (and international) presence; it has access to significantly aligned clients, suppliers and joint venturers from whom it can generate significant financial, in kind and work practices support. Thiess is also well known to all levels of Government and the media to an extent that it can generate the critical mass to effectively raise awareness, promote early detection and improve the diagnosis of Melanoma [to tackle the disease head on.](#) [zz](#)

Thiess...founding sponsor and workplace champion

The Melanoma Foundation of Australia sees Thiess as the Australian workforce test bed for exemplary work practices that clearly align with and leverage the company's Sun Smart System of Work efforts.

**Thiess is well placed
to raise awareness by
introducing a Sun Smart
System of Work to
Australian industry.**

Thiess – A national Corporate Social Responsibility profile

Thiess is aware that contracts are no longer awarded solely on the basis of capability and price.

“Thiess has substantial mining experience and has demonstrated commitment to the highest standards of safety management, which is of utmost importance to our company.”

Tarong Energy, CEO Helen Gluer.

Winning business is more than price and capability

It is increasingly apparent that consideration is also being given to sustainable environmental, financial, community and work practices. Thiess competes successfully in the marketplace on the basis of capability and price yet has a low sustainability and environmental profile. Indeed, the scope of Thiess operations is poorly recognised (anecdotal) and a succinct description of the “business it is in” is debated at the highest levels of Thiess management.

Leveraging Thiess’ involvement

Raising awareness of Thiess’ operations and profile particularly through support for the Melanoma Foundation of Australia will:

- Align the company as a wholly owned subsidiary of Leighton Holdings Limited
- Provide analysts and the finance sector with sufficient information to ensure share prices as much as possible accurately reflect the value of Thiess’ capacity, capability, potential and scope of operations
- Provide Thiess with a vehicle through which it can associate itself with the major projects in which it is involved
- Provide Thiess with a ‘cause’ to interact with communities throughout Australia and the countries in which it operates
- Provide Thiess employees with a major partnership in which they can be proud of their combined company/workforce achievements
- Position Thiess as a high profile employer of repute in order to attract and retain personnel
- Endear itself to a significant portion of the Australian community

- Align the company with a strong Australian and Queensland heritage
- Provide the company with a major cause of national significance that will rally business units, projects and joint ventures into a common Corporate Social Responsibility Force.

SPONSORSHIP ASSESSMENT FORMULA

1. REACH - What is the reach of the proposal and its geographic boundaries?

LOCAL	REGIONAL	STATE	NATIONAL	INTERNATIONAL	TOTAL POINTS	
0 - 30	30 - 40	40 - 60	60 - 90	90 - 100	90	

2. NAMING RIGHTS

NONE	* PARTIAL	MAJOR	SOLE	NO COMMS INFRASTRUCTURE	TOTAL POINTS	
0 - 25	25 - 50	50 - 75	75 - 100	DISCOUNT BY 50%		
				TOTAL AFTER DISCOUNT	90	

3. STAFF APPEAL - To what extent will this proposal resonate with staff? Would they contribute and organise?

LOCAL	REGIONAL	STATE	NATIONAL	INTERNATIONAL	TOTAL POINTS	
0 - 30	30 - 40	40 - 60	60 - 90	90 - 100	80	

4. BUSINESS CASE - In what way does this proposal directly support the achievement of any or all of our business objectives?

GRATUITY	VOCAL - NO IMPACT	INDIRECT / PARTIAL	DIRECT IMPACT	STEP CHANGE	TOTAL POINTS	
0 - 20	20 - 40	40 - 60	60 - 80	80 - 100	95	

5. MEDIA - What media exposure will our company get for its involvement? * How newsworthy is this proposal?

LOCAL	REGIONAL	STATE	NATIONAL	INTERNATIONAL	NO IN-HOUSE COMMS DISCOUNT	TOTAL POINTS
0 - 25	25 - 75	75 - 90	90 - 100	100	DISCOUNT BY 50%	90
** Newsworthiness increases points within the cell**					TOTAL AFTER DISCOUNT	90

6. LEVERAGE - To what extent would our support be leveraged to increase the financial income of the project?

UP TO TWO TO ONE	BETWEEN THREE & FIVE	BETWEEN SIX & EIGHT TO ONE	NINE TO TEN TO ONE	TEN TO ONE	TOTAL POINTS	
0 - 30	30 - 50	50 - 90	90 - 100	100	100	

7. AFFINITY / SUPPORT - To what extent are we able to generate wider support?

CLIENT	JV PARTNERS	SUPPLIER (MINOR)	SUPPLIER (MAJOR)	TOTAL POINTS		
0 - 20	20 - 60	60 - 80	80 - 100	80		

8. PROFITS - What is the track record of the beneficiary? Whats the profile etc bonafides of senior personnel?

START UP: UNTESTED	START UP: TRACK RECORD	ESTABLISHED 5 YEARS OR MORE	ICONIC: MAINSTREAM	ICONIC: DYNAMIC	TOTAL POINTS	
0 - 20	20 - 40	40 - 60	60 - 80	80 - 100	40	

9. ADMINISTRATION RATIO - What percentage of the organisation's income is spent on administration?

MORE THAN 60% ADMIN	40% TO 60%	20% TO 40%	20% TO 10%	VOLUNTARY LESS THAN 10%	TOTAL POINTS	
0 - 10	10 - 50	50 - 75	78 - 90	100	80	

10. EXIST STRATEGY - To what degree will the withdrawal of Thiess sponsorship affect the reputation of Thiess and the future of the beneficiary?

SOLELY RELIES ON THIESS - REPUTATION RISK	SOLELY RELIANT ON / DIMINISHED REPUTATION	SURVIVAL- REPUTATION NEUTRAL	SURVIVAL & ENHANCED REPUTATION	TOTAL POINTS		
0 - 10	10 - 30	80 - 70	70 - 100	90		

TOTAL POINTS 835

- Key
- < 400 points

400 - 600 points

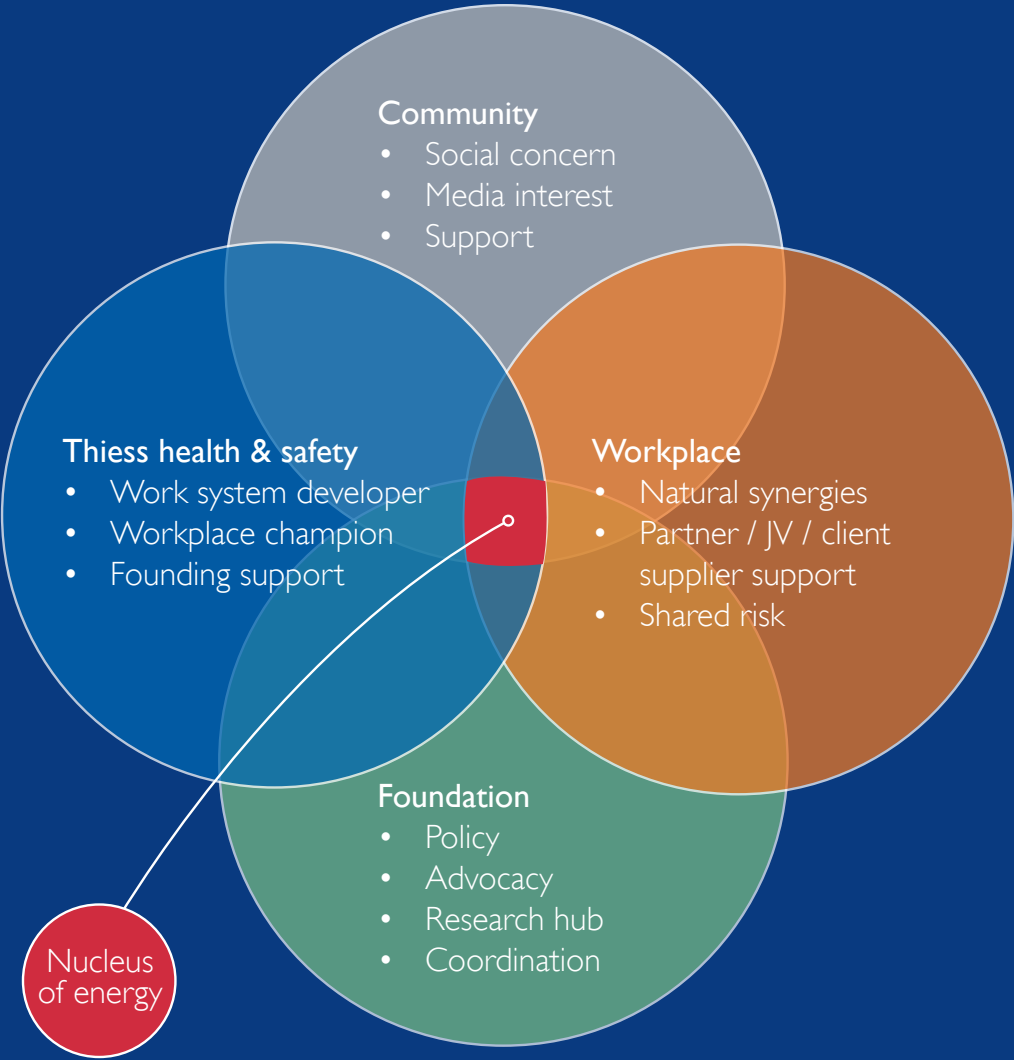
600 - 750 points

750 - 900 points
- Local involvements - no more than \$500 from thiess

Media coverage mandatory - eg. report to internal newsletter \$2000

Media coverage newsletters - political consideration - state office to be notified

Corporate to be notified for whole of Thiess potential



How will the Melanoma Foundation of Australia make a difference?

Foundation's Mission

- To reduce the impact of Melanoma in the Australian community
- To represent the interests of those who have been affected by Melanoma

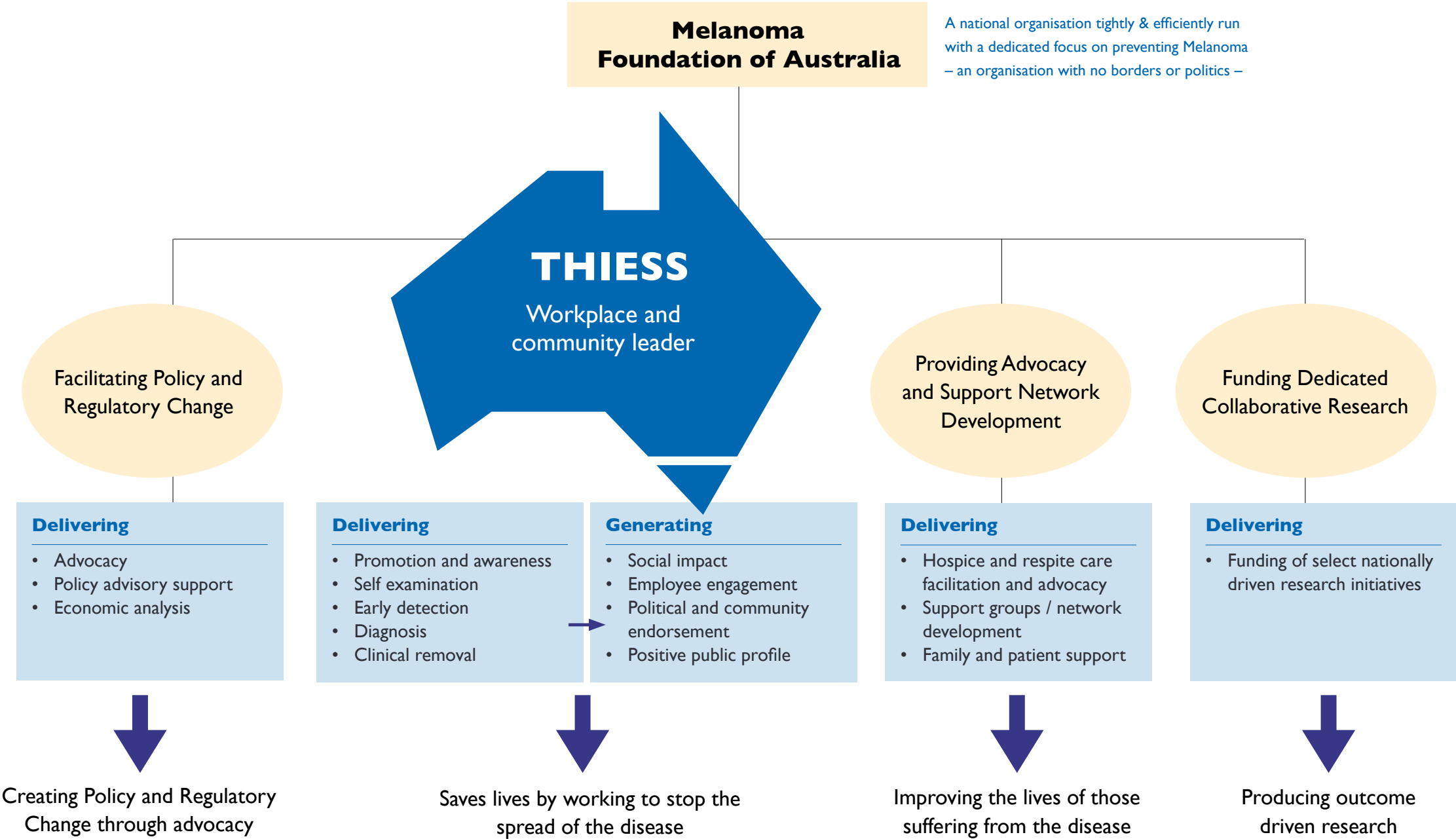
Four Clear Objectives

- 1 Promotion, Awareness, Early Detection and Clinical Removal (where required)**
Raise community awareness about the risks and signs of Melanoma, thereby encouraging prevention and earlier detection of the disease and so saving lives.
- 2 Advocacy for Service Provision**
Increase the understanding of the unique medical and psychosocial needs of people with Melanoma, their families, carers and to work with governments and other community agencies to ensure they are met.
- 3 Policy Advice and Representation**
Act as a voice for those who have been affected by Melanoma and provide expert advice on issues relating to the disease in order to inform public policy, regulation, health service planning and community understanding.
- 4 Research**
Encourage and fund collaborative research into the causes, prevention, detection, treatment and management of Melanoma that avoids duplication and complements grants made by government and other bodies.

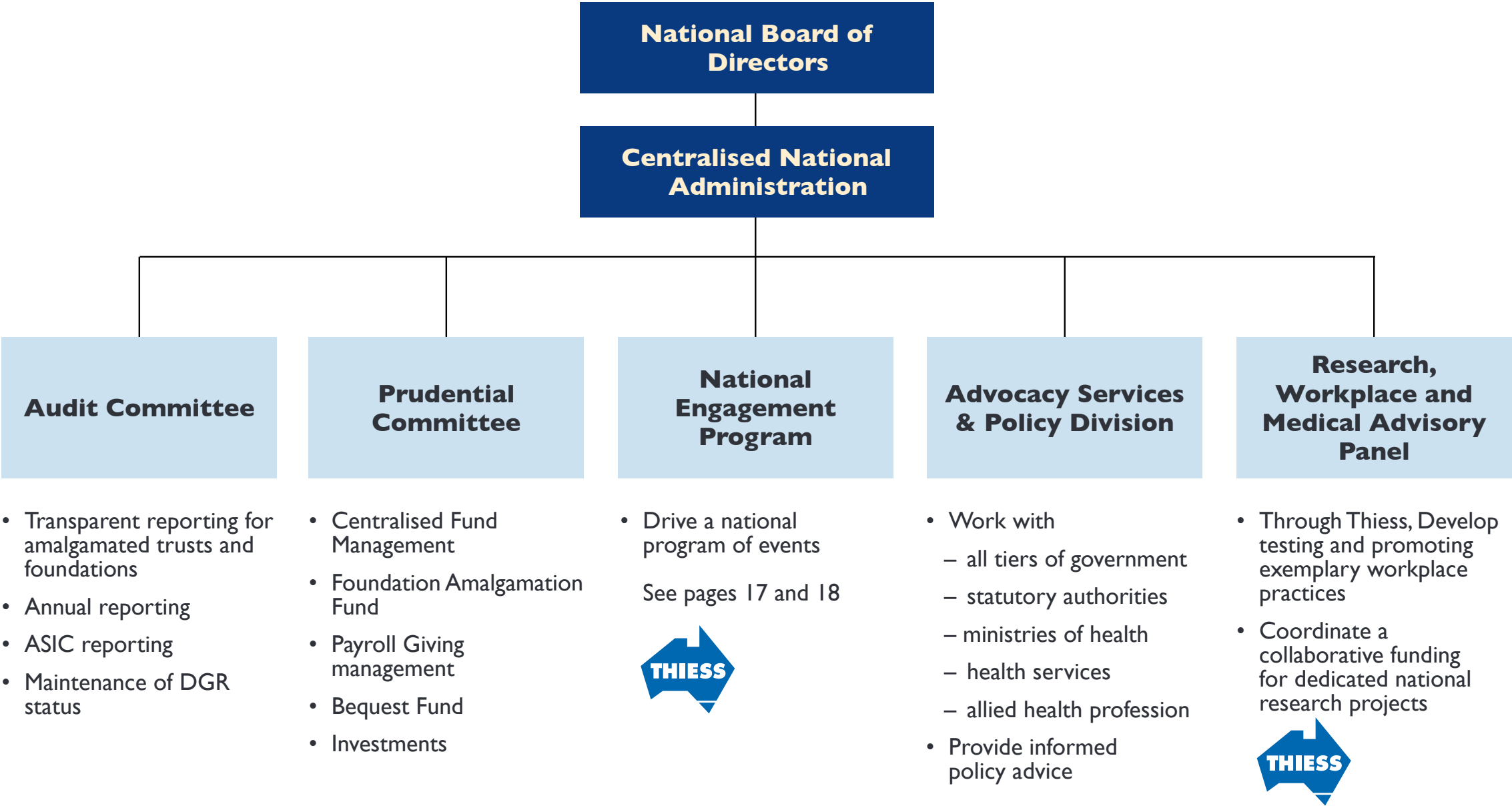
Matched by a 4 point delivery plan

- 1** Drive a National Education and Awareness Program for Early Detection
- 2** Provide Advocacy and Support Network Development
- 3** Facilitate Policy and Regulatory Change
- 4** Fund Dedicated Collaborative Research

How Thiess *WILL* make a difference



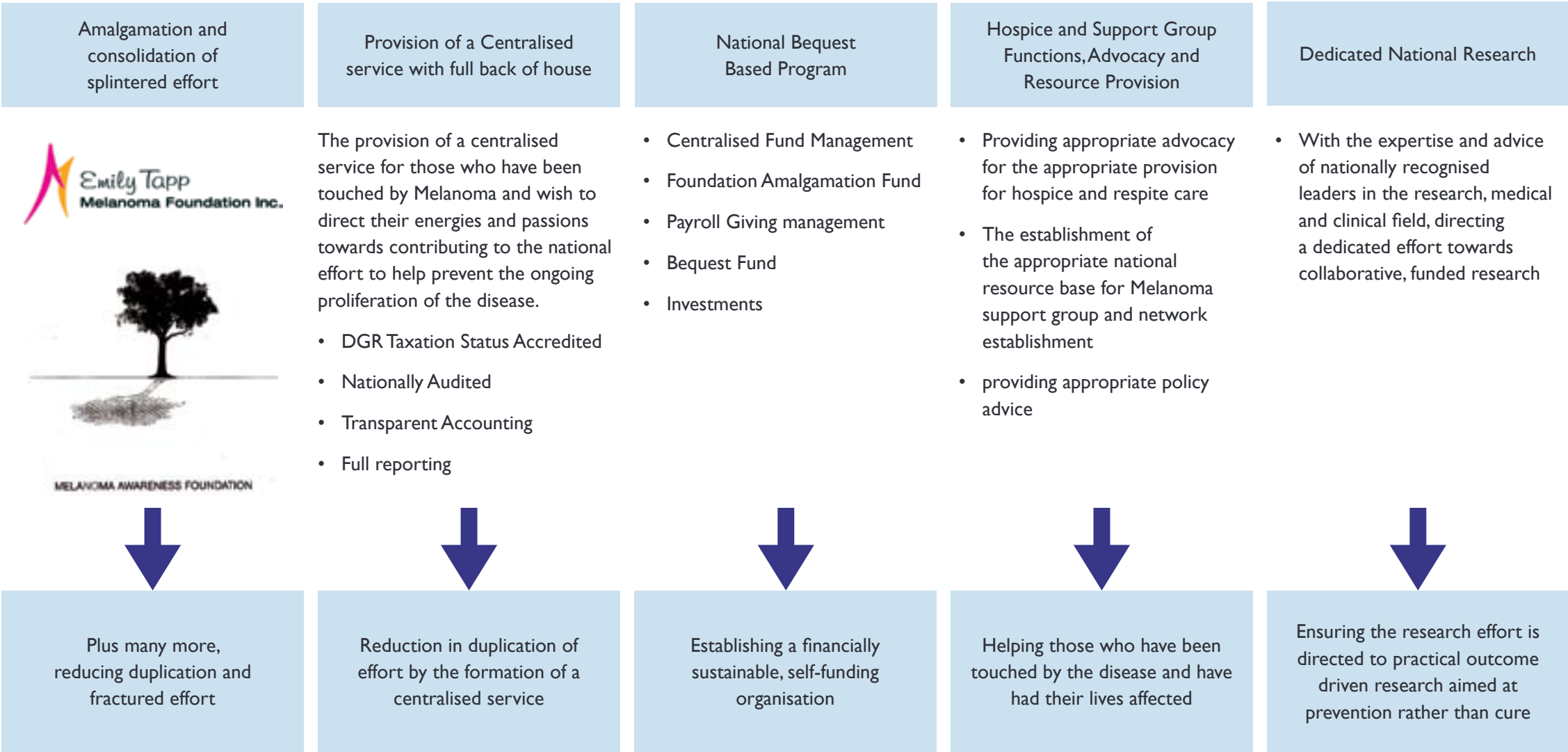
MFA – A streamlined, sustainable, national organisation



MFA – Harnessing the emotional energy of those touched by Melanoma

Melanoma Foundation Australia

Galvanising the energy, passion and emotional forces of those who have been touched by Melanoma



How the Melanoma Foundation of Australia will make a difference

A difference will be made by delivering:

- Ongoing national activities
- A National Engagement Strategy

Delivered by a 10 point delivery strategy

THIESS

National Activities – Ongoing

1. Spring Racing Carnival Program

Spring Racing Carnival Melanoma campaign. Commencing 2008.

2. Matt National Annual Golf Tournament

Melanoma Awareness Testimonial Tournament – already with a 3 year history and ready for duplication in every state and territory in the country and so its nationalisation.

3. Australia Day MelaNoMore Campaign

Commencing 2009.

4. MelaNoMore March Against Melanoma

A Melanoma awareness walk, held in March, in its second year of development and ready for duplication in every state and territory in the country and so its nationalisation.

5. Celebratory Fundraising Launch of AFL Football Season

A bookend opening fundraising luncheon to celebrate the commencement and anticipation of the opening round of the AFL season. Planning its inauguration in March 2008.

National Engagement Strategy

THIESS

6. Nation-wide Schools Program

Engaging every private and public school, in every state and territory.

7. Parliamentary Engagement

The establishment in every parliament in every state and territory and in the national capital with the formation of “MelaNoMore Parliamentary Committees” made up of parliamentary members who have been touched by Melanoma.

THIESS

8. Engagement of Local Government

Engagement of local governments across the country, in every state and territory to establish policies committed to reducing the incidence of Melanoma.

9. Establishment of a National Melanoma Database

Refer to Appendix 5 for the very early list of prominent people with Melanoma, who have been touched by Melanoma, and who want to make a difference.

THIESS

10. A National Workplace Engagement Program







Working in each state and territory to deliver a coordinated national response to ensure appropriate workplace policies are employed to avoid Melanoma.



Recommended opportunity for Thiess involvement

Timetable









The National Engagement Strategy

November	December	January	February	March	April	May
National Awareness Campaign						
						
1	2	3 	4	5		
Spring Racing Season	MATT Annual November Golf Tournament	Australia Day Campaign MelaNoMore	MelaNoMore March against Melanoma	Bookend Opening Fundraising Luncheon to Celebrate the Commencement of the AFL Season		
National effort through all major state, city and country race meetings during the Spring Racing Carnival.	Establishing a national Melanoma awareness golf day	Developing a countrywide focus on a national effort to protect our skin in the height of summer on Australia Day	Establishing a national walk day for people to march against Melanoma in the "MelaNoMore March in March in every single state or territory.	A dedicated season opening fund raising luncheon.		
Agreed Project Lead Mrs Anne Monteith, Melanoma Survivor and wife of Chief Executive of VRC, Mr Dale Monteith	Agreed Project Lead Missy Saleeba founder of the Melanoma Awareness Testimonial Tournament Refer to Appendix 4 for a snapshot of the MATT November Tournament	Proposed Project Lead State based Australia Day celebration committees	Agreed Project Lead Geoff and Louise White Refer to Appendix 3 for a snapshot of the MelaNoMore March against Melanoma	Agreed Project Lead Tony Coombs Event Manager		

A Five Tiered
National Engagement
Strategy



Recommended opportunity for Thiess involvement

Ongoing National Activities				
				
6 	7	8 	9	10 
Nationwide Schools Program	Parliamentary Engagement	Local Government Engagement	National Melanoma Database	National Workplace Engagement Program
State Schools National effort through all state based primary schools.	Federal Government Engagement Provision of national leadership through the formation of a national MelaNoMore Parliamentary Committee.	Engagement of local governments across the country to establish policies committed to dealing with Melanoma	National database of prominent people who have had, died or are presently diagnosed with Melanoma	Working in each state and territory with respective WorkCover authorities to ensure appropriate workplace policies are employed
Proposed Project Lead State Education Ministers	Proposed Project Lead Mark Vaile, Melanoma survivor	Agreed Project Lead David Pitchford Chief Executive City of Melbourne	Agreed Project Lead Simon Hulett Project Manager	Proposed Project Lead John Merritt Executive Director, WorkCover Authority
Private Schools National effort through all privately based primary schools.	State Government Engagement Provision of state and territory leadership through the formation of local MelaNoMore Parliamentary Committees.			
Proposed Project Lead Mr Paul Sheahan Headmaster Melbourne Grammar School	Agreed Project Lead Will Hodgman, Liberal Party leader, Tasmania			

Melanoma – A national scourge needing a national response

Thiess

Based on its currently formula of 0.05 % of annual turnover, Thiess would contribute \$2.4 million to its community investment program in the current year.

This proposal seeks founding contribution of \$200,000 immediately followed by two further installments of \$250,000 in November and February.

The annual contribution would then be \$650,000 a year for five years (indexed).

Through this investment Thiess would receive:

- Positioning and status as the founding national corporate partner
- Unique status as workplace champion (and workplace test bed)
- Recognition in stationery and marketing collateral as founding national partner and workplace champion
- Participation and high profile in the launch
- Extensive coverage and attribution in The Australian
- Director position on the national board
- Chairmanship of the foundation's communications and marketing committee
- Appropriate tax deductibility
- The right to claim founding partner status in perpetuity

Government funding

Though Thiess is well placed to influence its industry sectors, partners, clients and suppliers to support this initiative the Melanoma Foundation has already sought a once only contribution of \$25 million from the Australian Government to fund awareness and prevention programs.

This success of the program is not dependent on Australian Government support.

Every great journey starts with the first step....

Melanoma strikes all ages, genders and has no social or industry or sporting preferences or boundaries.

By taking Melanoma head on, Thiess reaches out to its employees, the wider Thiess community, clients, industry and the people of the nation.

This proposal is clearly aligned with business objectives and the Sun Smart messages that are being rolled out throughout Thiess sites.

This proposal provides the company with a perpetual legacy and with a cause that will not only raise the company's profile but do so in a way that is measured, dignified and highly ethical.

This proposal provides a national focus – a rallying point for every business unit, project and joint venture.

Recommendations:

- Thiess agrees to support the Melanoma Foundation with a founding contribution of \$200,000 immediately followed by two further instalments of \$250,000 in November and February.
- The annual contribution would then be \$650,000 a year for five years (indexed).
- The Managing Director directs all business units and projects to contribute 20 percent of their Community Investment program budget into this project from FY 2008-09 until 2013.

News potential



Paul Whittaker of The Australian believes in a national approach to tackling Melanoma head on and is aware that Thiess is considering involvement. He has appointed senior reporters, John Lyons, who prepared a program for the Nine network's Sunday Program in 2006 when he was its executive producer. Lyon's mother almost died from a Melanoma. Whittaker is aware of the degree to which Thiess has been 'touched' by Melanoma but has declined to run the story in consideration of family sensitivities.

The face of news...









This table represents an indicative extract of an extensive national database of high profile individuals who have been diagnosed with Melanoma.

Name	Occupation
Michael Clarke	Australian Cricketer
Stephen Larkham	Australian Rugby Union Player
Alan Jones	Radio Personality
Mark Vaile	Politician
Joanna Griggs	Media Personality
Bert Newton	Media Personality
Peter Beattie	Politician
Craig Wing	Rugby League Player
Ian Chappell	Former Test Cricketer
Rick Ardon	Ch 7 Weatherman
Lee & Janelle Freedman	Horse Trainer
Emma Carney	Former Triathlete
Rob Hulls	Deputy Premier, Attorney General of Victoria, Minister for Industrial Relations, Minister for Racing
Clint Robinson	Former Olympian
Karla Gilbert	Retired Ironwoman
Hayley Lewis	Retired Swimmer
Simon Humble	Owner / Chef Tutte Benne
Lisa Curry-Kenny	Media Personality

NB

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A national picture of a fragmented response

		Melanoma specific	National	State Based	Awareness	Promotion of Early Detection	Diagnosis & Appropriate Treatment	Education	Advocacy	Support	Fund – Research/ clinical Trials	Fundraising	Research	DGR Status
Melanoma Foundation of Australia		✓	✓	All	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
The Melanoma Foundation NSW		✓		NSW			✓	✓			✓	✓	✓	✓
Sydney Melanoma Unit Associated with The Melanoma Foundation NSW		✓		NSW			✓					✓	✓	
MASCRI In conjunction with The Melanoma NSW Melanoma And Skin Cancer Research Institute		✓		NSW			✓						✓	✓
Scott Kirkbride Melanoma Research Centre - WA		✓		WA	✓		✓					✓	✓	✓
The Adelaide Melanoma Unit		✓		SA	✓	✓	✓	✓					✓	✓
Peter MacCallum Cancer Foundation Melanoma & Skin Oncology Unit – VIC		✓		VIC		✓	✓			✓	✓	✓	✓	✓
Sydney Melanoma Diagnostic Centre		✓		NSW		✓	✓						✓	

A national picture of a fragmented response cont.

[illegible]

