

Stockland and social value creation

National Forum for Australia's Wellbeing

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Stockland's ESG Strategy



Decarbonisation

A practical, 1.5 degree aligned pathway to Net Zero emissions



Circularity

Principles to make resources stay useful, longer



Social impact

Enhancing our social impact by design



Resilience

Adapt and regenerate for community resilience



Net Zero targets¹

- Net Zero Scopes 1 & 2 in 2025
- Most material Scope 3 emissions intensity halved by 2030
- Net Zero Scopes 1, 2 & 3 by 2050



Social value target²

- Over \$1.0bn of social value creation by 2030

1. Roadmap for achieving our decarbonisation targets and the material assumptions, uncertainties and dependencies associated with those targets, are set out in Stockland's Climate Transition Action Plan (CTAP) 2023,
2. We define social value creation as our intentional effort and investment to deliver social, economic and/or environmental benefits for our communities and broader society. Stockland's social value target and Social IQ Tool has been informed by global and domestic frameworks.

A new definition for social value in Stockland



By redefining what social value means within Stockland, we can drive alignment across the entire organisation on how to deliver outcomes that benefit local communities and broader society and increase collaboration and accountability for doing so at scale.

Definition of Social Value

Social value relies on the intention to make a positive differential impact through community investments, business innovation activities and procurement for social impact¹

Social Value is the value created through **intentional effort or investment** by a business to deliver outcomes that **benefit local communities and/or society** through **social, economic and environmental** means.

Changes in wellbeing of individuals and families or increases in community resilience, in alignment with government expectations²

Investments and activities that are aligned to outcomes in recognised global and local wellbeing frameworks

Boundaries of Social Value

Because of Stockland's reach and wide-ranging impact, it is important that we clearly define the boundaries of our social value creation.

To do this, our social value framework has been aligned with (a) recognised international and domestic wellbeing frameworks and (b) government priorities on key social issues to define the key social value outcomes to measure.

Selected wellbeing frameworks

Below are key recognised wellbeing frameworks that we have used to compile and classify the outcome domains used. We have used a colour coding to match similar outcome domains.

OECD Wellbeing Framework	ACT Wellbeing Budget	Amplify Social Progress Index Framework	Tasmania Wellbeing Budget (in development)	NZ Living Standards Framework ³	Canadian Index of Wellbeing
Work & Job Quality	Access & Connectivity	Nutrition & Basic Medical Care	Being loved and safe	Cultural capability ⁴	Community vitality
Housing	Economy	Water sanitation	Having material basics	Engagement & voice	Democratic Engagement
Health	Education & life-long learning	Shelter	Being healthy	Environmental amenity	Education
Knowledge & Skills	Environment & climate	Personal Safety	Learning	Family & friends	Environment
Environment Quality	Governance & institutions	Access to Knowledge	Participating	Health	Healthy Populations
Subjective Well-being	Health	Access to Information & Communications	Having a positive sense of culture & identity	Housing	Leisure & culture
Safety	Housing & home	Health & Wellness		Income, consumption & wealth	Living standards
Work-life Balance	Identity & belonging	Environment Quality		Knowledge & skills	Time use
Social Connections	Living standards	Personal Rights		Leisure & play	
Civil Engagement	Safety	Personal Freedom & Choice		Safety	
Natural Capital	Social connection	Inclusiveness		Subjective wellbeing	
Economic Capital	Time	Access to Advanced Education		Financial & physical capital	
Human Capital				Human capability	
Social Capital				Natural environment	
				Social cohesion	

United Nations Sustainable Development Goals	Australian National Government	State Government	NSW State Government
Housing & Home	Affordable housing		
Education	Increasing social and affordable housing with a particular focus on vulnerable populations in priority areas (e.g. care leavers, education)		
Access & Connectivity	Supporting student wellbeing and quality teaching		
Health & Wellbeing	Investing in mental health and wellbeing services		
Community & Wellbeing	Investing in community development and social infrastructure		
Safety & Security	Investing in safety and security services		
Environment	Investing in environmental protection and management		
Economy	Investing in economic development and growth		
Society	Investing in social infrastructure and services		

Social Impact by design



Our Social Impact by Design Framework is designed to enable **evidence based, impact orientated** decision making. Quantification of social value created is supported by Stockland's Social IQ tool, which forecasts social value for each stakeholder group in financial terms enabling Stockland to bring social outcomes alongside commercial feasibility in investment decisions along every stage of our value chain.

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Social Needs Analysis

1
Inputs

Community Collaboration

2

Solution Design

3

Outputs

Social Value Reporting

6

Measurement

Social IQ

5

Outcomes

4
Delivery of Social Value

We believe in a better way to live

1. Social Needs Analysis

Prepare a Social Needs Analysis for our communities using external research, community engagement reports and internal data so that we understand what matters most to our local communities and where there is unmet need.

2. Community Collaboration

Involve our local communities more in designing solutions that address their local needs. The views of our community are part of our evidence base for solution design.

3. Solution Design

Identify opportunities to build places, provide services and make procurement decisions that address unmet community needs using our Social Investment Framework and solutions matrix.

4. Delivery of Social Value

Using steps 1 to 3 enables us to optimize social value creation at an asset and project level through evidence-based decision making guided by evaluation criteria within our Social Investment Framework.

5. Social IQ

Quantifying the impact of our intentional investments and effort using our Social IQ tool at project, asset and/or enterprise level.

6. Social Value

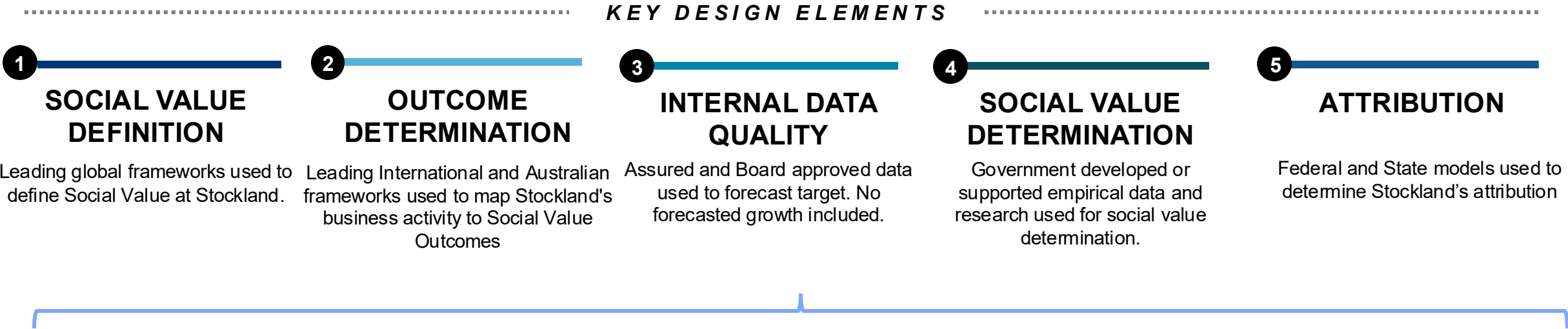
Reporting: Report publicly and transparently on our impact against our commitments. Learn to improve future investments.

Social IQ: Impartiality designed into every key element



Five key design elements underpin the integrity of Social IQ.

What differentiates Social IQ is credible, leading third party frameworks and empirical data and research built into every stage of the tool's design; from how we define Social Value, through to identifying and mapping globally recognised social outcomes against core business activity, through to determining value and attribution.

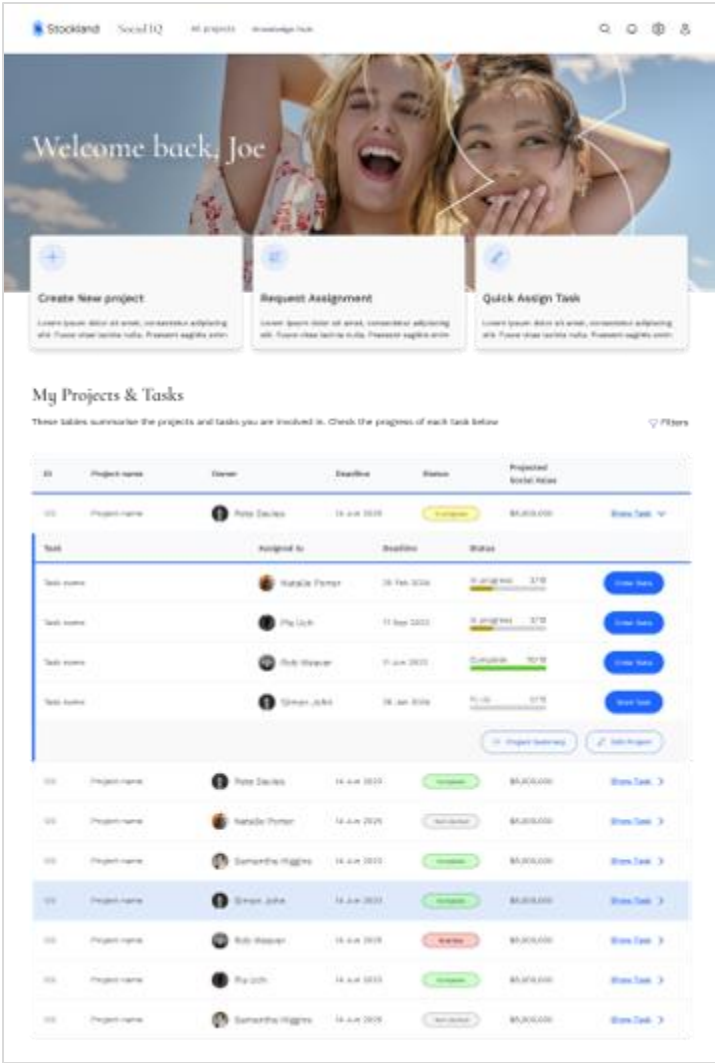
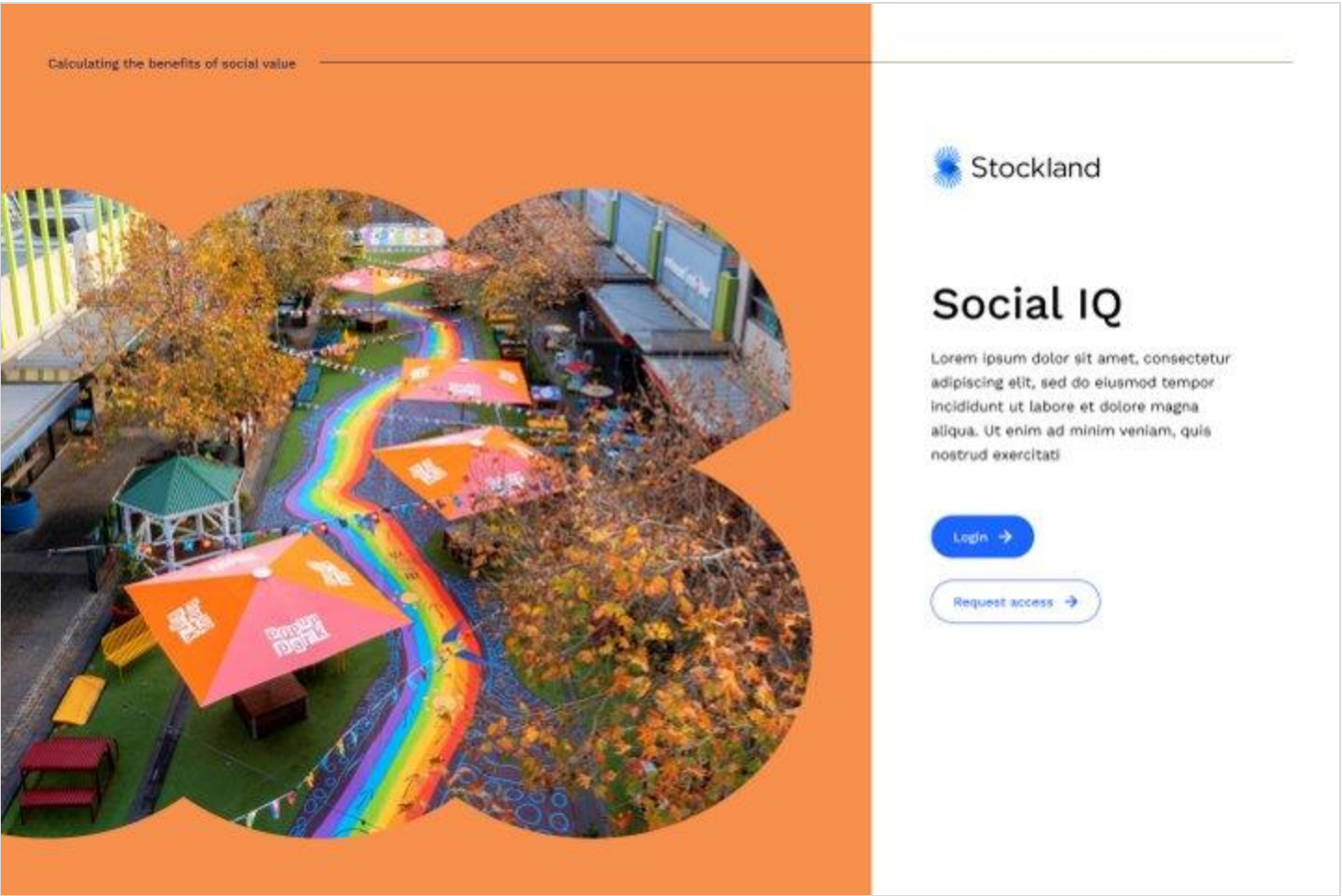


UNDERPINNED BY EY and B4SI ASSURANCE

Social IQ custom web app



A Stockland owned, built and maintained product that enables team members from across the business to collaborate on measuring and reporting social value generated through our assets and projects



Engaging outputs that are easy to digest

