Good Business

Highlighting business innovation and trends that create positive impact
A Sustainable Business Community

Good Business is designed to generate new interest and maintain the momentum of sustainable business practices in the Australian business community.

Education
Educating businesses about the value and process of implementing social frameworks and strategies into their business model.

News
Providing local and global news and information on all aspects of Corporate Social Responsibility (CSR), Shared Value and community engagement.

Members
Allowing member companies to profile their social achievements, strategies, reports, and share their learnings.
Good Business

Pro Bono Australia is dedicated to the global movement of business working towards integrated social objectives, which is why we started Good Business.

Good Business connects business practices, community engagement news and information with Pro Bono Australia’s national audience. Becoming a Good Business member means that you get to profile your CSR strategies, publish sustainability reports and share community involvement with employees, consumers, shareholders and investors.
**Good Business Membership**

Members join a growing and sustainable business community that operates through transparent and ethical behaviour.

**Membership:** $3,500/year

**Membership Includes:**

- ✓ Online profile promoting your organisation’s news, grants, partnerships, reports and events
- ✓ Logo on good business landing page
- ✓ Members highlighted in Good Business news
- ✓ Four-week MREC advertisement across Pro Bono Australia’s website, valued at $2,000
- ✓ Sponsored article promoted in one of our news services, valued at $935
- ✓ The 2018 Salary Survey, valued at $249
- ✓ Social Media Pack: post of your choice on our LinkedIn, Facebook and Twitter accounts.

**Online Profile Page**
Total Annual Reach

48,700 Unique subscribers
900,000 Unique web visits
49,200 Social followers
14,800 Media downloads
30,000 Partner network

Not for Podcast
10,000+ downloads

Print distribution
45,000 copies

Partnerships
30,000+ exposure

Webinars
4,800+ attendees / year

Website pageviews
3.6 million+ per year

Good Business Bulletin
18,300+ subscribers

Careers Edition
34,900+ subscribers

News Edition
33,000+ subscribers

Twitter
31,000+ followers

Linkedln network
3,200+ followers

Facebook
16,000+ likes

 Figures Correct as of 0Feb 2018
Cultured community

Pro Bono Australia’s primary audience consists of senior social sector professionals who are active in their community.

74%+ Female

70%+ Work at a not-for-profit organisation

Experienced

65%+ are in senior management roles or above

120,000 - 160,000 annual household income

Values

95% believe that organisations have a social obligation
A Voice For The Social Sector

We dedicate our time, energy and resources to support and enable the growth of an engaged and effective for-good society.