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 2019 Salary Survey, valued at $249
✓ Social Media Pack: post of your choice on our LinkedIn, Facebook and Twitter accounts.
1,202,928+

Total Annual Reach

64,300 Unique subscribers
1,075,328 Unique web visits
63,300 Social followers

News Edition
38,100+ subscribers

Careers Edition
41,700+ subscribers

Twitter
33,700+ followers

LinkedIn network
5,500+ followers

Facebook
24,100+ likes

Partnerships
30,000+ exposure

Good Business Edition
23,900+ subscribers

Webinars
2,450+ attendees / year

Website pageviews
3.87 million+/ year

Figures correct for 1/08/18 - 31/07/19
Cultured community

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

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

77% are in senior management roles*
  - 32% CEOs
  - 45% Senior Management

$120k - $160k annual household income

74%+ Female

Values

95% believe that organisations have a social obligation

*Based on 2017 Salary Survey of 1357 respondents
Kerrie Brooks
Business Development Manager
kerrie@probonoaustralia.com.au
(03) 8080 5650
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.