

2022-23 Accountability Report

REPORTING THROUGH OUR VALUES

**LET ME
BE FRANK.**

This report was developed on Aboriginal lands of the Dja Dja Wurrung and Wurundjeri Woi Wurrung people of the Kulin Nation, whose sovereignty was never ceded.

We recognise that First Nations people have deep knowledge and experience of resilience and sustainability that is critical to heal country, people, and communities. Despite the ongoing impacts of colonisation, First Nations people are still generously sharing knowledge and working towards reconciliation and treaty. For this, we pay our respects and deep thanks to First Nations elders past and present and extend this to all First Nations people. We endeavour to learn from and lift up First Nations expertise in our work.



We live, work and play on Aboriginal land. 1% of our income is paid to Traditional Owners. We encourage everyone to Pay the Rent.

Let Me Be Frank is a member of 1% for the Planet. We donate 1% of our annual income to environmental organisations. We are proud to be part of a global network that is accelerating smart environmental giving.

INTRODUCTION



Hello and thanks for reading our very first Accountability Report.

When I established Let Me Be Frank I wanted to build a people-centred business that knows where it stands, what it stands for, and lives its values. In pursuit of this, Amy, Lucy and I operate with radical transparency - open books, open discussions, collaborative decision making.

This report is a chance to share some of these insights with our clients, our partners, and our sector. We want to demonstrate some of the ways we run a business with purpose and meaning – hopefully this might inspire people to start their own or work with us or with other businesses doing good in the world. We aren't a certified B Corp or Social Enterprise (yet – maybe one day) but we know that we are making a positive impact in the way we operate and the type of work we do.

Let Me Be Frank is a private company. I am the sole director. But what it really is, is a group of bloody awesome people doing truly wonderful things together, and with a lot of partners and we are really proud of that.

We originally called this an Impact Report but, as always, we've been ruminating on the idea as we have been writing and have reframed it...

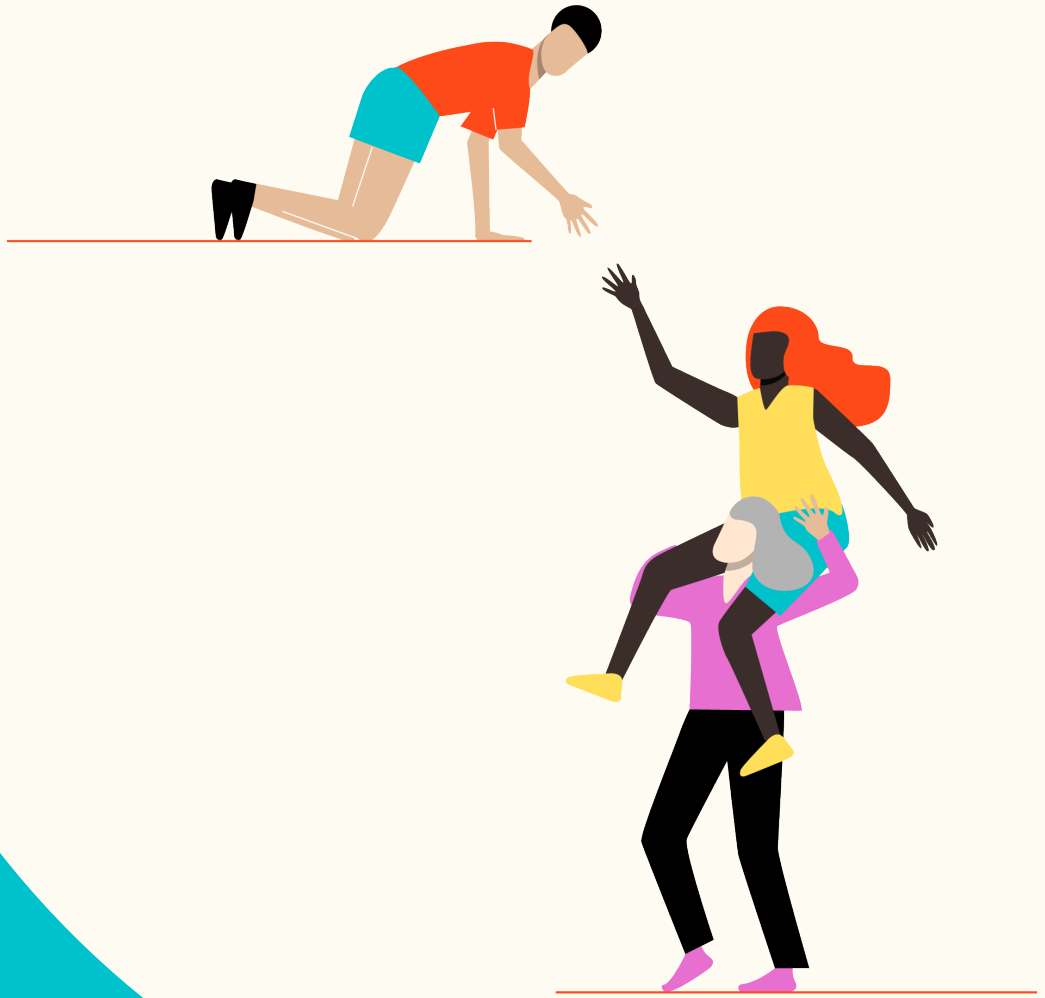
This is our Accountability Report. It is the outcome of our annual process to evaluate if and how we are living and working according to our values.

How are we demonstrating that we are Connecting, Curious, Just, Radically Transparent, Kind and Fun? You'll have to read on to find out!

As always, if you've got any questions – just ask!

A handwritten signature in black ink that reads "K. Nue". The signature is written in a cursive, flowing style.

Kate, Director



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CONNECTING

At Let Me Be Frank, we believe our real strength lies in how well we work together. We seek to put egos aside, actively hand over knowledge, and focus on outcomes. We always want the best person to do the work. If that's not us, we make introductions and step out of the way. We celebrate our partners, our clients, our team.

CONNECTING AT EVENTS

WE HAVE LOVED THE RETURN TO IN-PERSON EVENTS!

This year Let Me Be Frank, in partnership with [Green Planet Sport](#), hosted the:

[Net Zero Sport Summit](#) thanks to support from [City of Melbourne](#) and [Wilson](#)
[Circularity in Sport](#) thanks to support from [SV](#), [Game On Recycling](#), [ANZRP](#), and [Wilson](#)



Kate hosted the [Chartered Accountants of Australia and New Zealand](#) IT&T discussion around Environmental Social Governance (ESG), the cost of data, climate change and the influence of technology where she was joined by Charlie Knaggs from Environmental Resources Management (ERM) and Terence Jayaretnam from EY.



We had a ball and learned heaps working with our amazing clients on the following community facing activities:

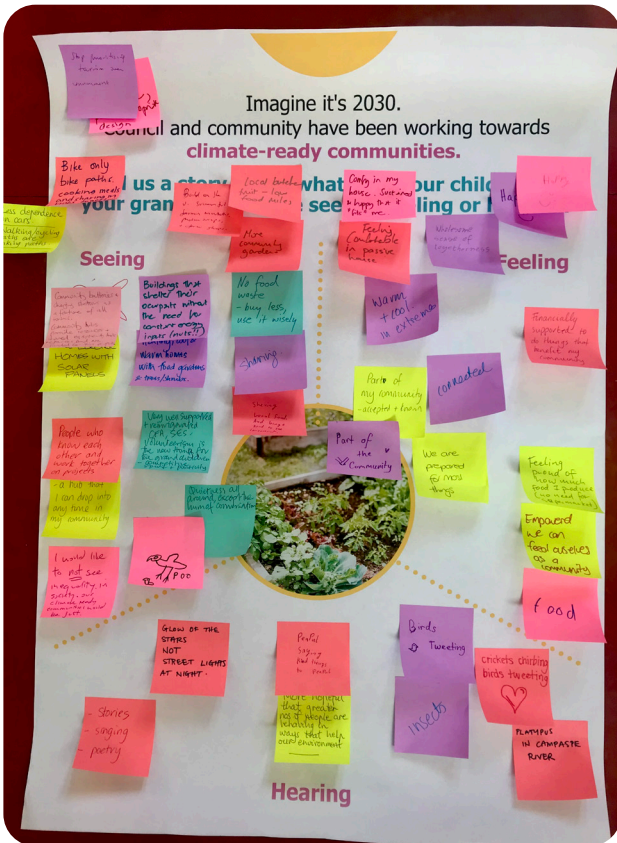
Hearing community perspectives on [Mitchell Shire's](#) urban forest at the [Seymour Community Open Day](#), [Seymour Alternative Farming Expo](#), [Wallan Olde Time Market](#), Kilmore Customer & Library Service Centre, and the amazing and insightful [Youth Council](#). A project delivered in partnership with [Urban Forest Consulting](#)

Understanding the delightfully ambitious and equitable community vision for [Yarra's](#) climate response through a series community and stakeholder workshops



Supporting low carbon, climate resilient home retrofits, and connecting with engaged households, with [Evitat](#) at the [City of Casey Home Renovators Expo](#)

Bringing together apartment owners and managers at the [Unlocking Sustainable Strata](#) launch hosted by [City of Yarra](#) and [Merri-bek City Council](#), to worth through some of the challenges and opportunities they face



Documenting community climate action priorities, and opportunities for Council and community to collaborate, on the [Macedon Ranges Shire Cooler Changes](#). A project delivered in partnership with [Once Upon Tomorrow](#)

Co-hosting a community climate change workshop with [Mt Alexander Shire Council](#), [Rob Law Consulting](#) and [Wararack](#) to support the development of a new [Climate Change Strategy](#)

Emceeding a panel discussion for the [Richmond Football Club](#) and [City of Yarra](#), exploring the role and opportunities for sport to Kick Climate Goals

Facilitating a series of community focus groups in beautiful Bellingen, to evaluate their [work to build community resilience](#).



CONNECTING THROUGH IDEAS

WE'RE IN A CLIMATE EMERGENCY AND FACING A PLETHORA OF INTERRELATED SOCIAL CHALLENGES.

We need to move forward as quickly as possible. This is a time to show your hand. To share information, ideas, and failures so we can all get more done faster.

In this spirit, we are writing opinion pieces as [Frankly](#).

This year we published:



[Are council climate plans working?](#)



[Council and community programs getting us to net zero](#)

If you're picking up what we're putting down, please follow us on [LinkedIn](#) so we can keep sharing ideas.

"I love working with you all. This is a reflection of leadership as a team that is truly collaborative and regenerative."

ANNABEL SIDES
Green Planet Sport

MAKING CONNECTIONS

Between us we have worked in the environmental sector for decades, and through that work we are lucky to know a bunch of high-performing legends. We love making introductions and seeding collaboration between them.

A few examples from this year are:

Building the [Climate Action in Sport Community of Practice](#), where sports people, administrators and volunteers learn from each other

Introducing [Surfers for Climate](#) and [Goodbye Gas](#). When we learned that 65% of tradies swim or surf during or after work, we knew these two great organisations could do great work together.

Introducing [Wilson Sporting Goods](#) to [Koorie Academy Basketball](#) for collaboration and sponsorship

Facilitating collaboration between councils and [Strata Communities Association Vic](#) to work on sustainability in apartments

Connecting apartment owners to sustainability suppliers and services

Introducing [Bass Coast Shire Council](#) to [Merri-bek's](#) Electrify Everything community of practice

ADVOCACY



Photograph sourced via Unsplash.com | Sigmund

Did you know that in inner Melbourne, 79% of our homes are medium and high-density apartments, units, and townhouses? The combined complexities of shared spaces and infrastructure, owners corporations, and strata legislation, means that “standard” sustainability advice and programs just aren’t relevant to these multi-residential homes. People who live in these buildings - whether they rent or own – need tailored information and solutions.

This has been the focus of our advocacy work over the last year and ongoing. We met with councils, representatives across the Victorian Government, the Clean Energy Finance Corporation (CEFC) and the strata sector to highlight the needs and many opportunities for multi-residential communities to participate more actively in Victoria’s emission reduction targets and adaptation goals.

“When our CEO said ‘I love this strategy’ I knew we were onto a winner with our Climate Change Strategy. Amy and the team were fabulous to work with, keeping us on track, guiding us toward best practice community engagement, keeping us accountable and producing a strategy that is both aspirational and realistic, and clearly captures and communicates Council’s role in the broader community’s climate response. I would be delighted to work with them again.

DARREN FUZZARD
CEO Mount Alexander Shire

OUR CLIENTS

It’s long been clear that [diversity drives innovation](#). As a small business comprised of three women with a lot in common, we’re always conscious of ensuring we understand different perspectives and aren’t simply living in an echo chamber. We look for diversity in our partners and our clients and we actively seek to educate ourselves about how best to work with diverse communities across the country. We strive to acknowledge and address the systemic disadvantage so many people face.

Working in rural, urban and suburban areas, with large and small organisations, local and state governments, as well as in the not-for-profit and private sectors, helps us learn and cross pollinate.

We would like to thank our amazing clients for trusting us to collaborate with them and their communities on a range of important projects. This year we worked with [Bellingen Shire Council](#), [City of Yarra](#), [Merri-bek City Council](#), [Mt Alexander Shire Council](#), [Blacktown City Council](#), [Australian Grand Prix](#), [Macedon Ranges Shire Council](#), [Barossa Council](#), [Darebin City Council](#), [City of Casey](#), [Gray Puksand](#), [Mitchell Shire Council](#), [Game On Recycling](#), [ANZRP Evitat](#), and [Bayside City Council](#).

And we didn’t do it alone.
We worked with incredible partners.



ANNABEL SIDES
[Green Planet Sport](#)



MAREE GREENFELL
[Once Upon Tomorrow](#)



MEG CAFFIN
[Urban Forest Consulting](#)



ROB LAW
[Rob Law Consulting](#)



[Strata Communities Association VIC](#)



NATASHA LUDOWYK
[Ludowyk Evaluation](#)

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CURIOUS

The world is an amazing place and so are all the people in it! We approach our work and our relationships with an open and curious mind - ready to listen deeply, follow the evidence and learn together to produce real solutions to the problems that matter the most to people and our planet.



It's often hard to find time to engage in formal learning in a small business.

We spend a lot of time learning on the job! We do have a study leave policy and the team has attended a range of formal and information professional development this past year. We don't think this is a full list but it is what we can remember/ find in our diaries (note to selves – set up some slightly better tracking systems for the next report!)

Showcasing Community Social Capital Initiatives to Prof Daniel P. Aldrich

IDAHOBIT Online: Introduction to LGBTQIA+ Inclusion

Offshore wind – opportunities and challenges

Regenerative Songlines Australia - Yarning Circle

Deep Collaboration / Collaboration for Impact

Women in Sport

Sports Environment Alliance Summit

Discover how Scorecard can support your LGA to reduce householder energy costs and improve health



EACH OF US IS ALSO CURIOUS OUTSIDE OF WORK. HERE'S SOME RECOMMENDATIONS FOR OTHER CURIOUS MINDS!

EY Report: [Enough - A review of corporate sustainability, in a world running out of time](#)

Climate Council: [One Year On – From the climate election to climate action](#)

[Amy Thunig](#) for a great perspectives on education, Indigenous rights, social justice and academia

[The Restart Project Podcast](#) – All about the right to repair movement, from the UK



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KIND

Often undervalued, our kindness and compassion drives and challenges us to understand. It helps us communicate and work with each other, our clients and the communities they serve, for the very best outcomes. If we think a project or approach is unlikely to achieve its goals, we'll always be frank - but we do it with kindness.

BUILDING A KIND BUSINESS

Trust and kindness allow us to speak freely with each other, which is essential when we're working on new approaches. Kindness also supports us through the deeply scary realities we face every day in our work to address environmental and social justice. It can be heavy.

Having built a trusting professional relationship with both Amy and Lucy, in previous work places, they came to mind as Let Me Be Frank grew. Amy joined the team in October 2022, followed by Lucy in March 2023. Each of us seek to live our values in the way we communicate and work together. We have had some big, hard conversations with each other. Conversations we've only be able to hold positively because of the level of trust and kindness we cultivate together. We feel very lucky to have each other.

We understand that lives don't always fit into boxes. Our days are always flexible so we can prioritise the things that matter most that day or week. Sometimes the priority is work, sometimes it's kids, partners, friends, or family, sometimes it's our health, and sometimes it's an external/personal project. Kate often finishes work at 3:30pm on Tuesdays to pick up her kids and coach their basketball team. Amy doesn't work on Fridays because that's when her acro group trains. Lucy works part-time so she can pursue her creative career.

We actively work to balance business and pet passions. Each of us have selected an area that we pursue through a combination of volunteer, in-kind, and paid work. For Kate it's climate and sport. For Amy it's sustainability and resilience in strata communities. For Lucy it's shifting industries and society to a circular economy.



“Thank you Kate and the Let Me Be Frank Team. Always a privilege to collaborate with like-minded and experienced operators such as yourselves. Onwards and upwards together!”

SONJA MARKOVIC
Evitat

“I love the way you walk your talk at Let Me Be Frank. Inspiring!”

MAREE GREENFELL
City of Melbourne

“JUST amazing! Its been an absolute pleasure collaborating with you on our disaster resilience project. Your vision shines bright through everything you do.”

MEGAN CHATTERTON
Owners Corporation Network

KINDNESS IN THE WORLD

We look for opportunities to lift up other people doing great work, and to prevent wasted resources. Sometimes this means we talk ourselves out of a job!

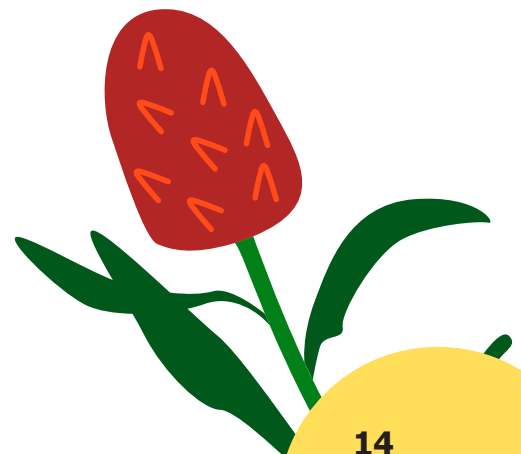
THIS YEAR WE HAVE:

Used our extensive knowledge of energy efficiency programs, to provide advice to the Efficient Electric Homes Alliance, helping them prioritise their investments (i.e. make sure their budget isn't chewed up by consultants!)

Begun working with Koorie Academy Basketball on how to reduce the impact of their events like Treaty Cup (currently seeking a sponsor to make the event carbon neutral next year?? HMU if you want to sponsor this!)

Written an advisory paper instead of a commercial proposal for a Community Energy Efficiency Programs RFQ. Collectively, we have many years of experience with these programs. Instead of bidding for the work, we wanted to share what we know to help strengthen the approach and outcomes.

Provided informal business mentoring to Once Upon Tomorrow and Green Planet Sport.



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JUST

We want to live in a world that welcomes, supports, and nourishes everyone. We play our part in creating this world through who we work with, how we deliver, who we employ, and where we spend money.



\$2600



Our donation to Seed Mob (Plus \$500 membership cost) through our membership for 1% For The Planet

\$11000

Our discretion budget with social impact suppliers this year. This includes B Corps, women owned and First Nations owned businesses.

\$550

Donations to Koorie Academy (\$300) and supported The Sobah and The Good Beer Co pozzible campaign (\$250) to champion First Nations custodianship of the Great Barrier Reef

\$2600



1% of our income to Pay The Rent



This is to certify

Let Me Be Frank Pty Ltd

offset 13.33 tonnes of CO₂-e with Greenfleet.

Your support will help us restore native forests and ecosystems, which provide crucial habitat for endangered wildlife, help counter the devastating impact of the bushfires, and reduce the impacts of climate change.

Greenfleet will plant enough biodiverse native trees on your behalf to offset these emissions.

Thank you for helping us grow our forests and grow climate hope.

Wayne Wescott | Greenfleet CEO

19/04/2023

Thank you

Greenfleet Offset Certificate for Net Zero Sport Summit

We bank with Bank Australia - a certified B Corp. Next year we will track our in-kind and pro-bono support more comprehensively!

Our operations are carbon neutral. We don't certify (yet). Instead we used the Greenfleet estimate of 10 tonnes per FTE employee and rounded it up to almost double. So for our 2.2 FTE we bought 40 tonnes of carbon offsets just to make sure we are more than covered.

All the events delivered by Let Me Be Frank are also carbon neutral and offset through Greenfleet.

It's not always easy to work sustainably and we faced some challenges this year.



We all felt like we spent too much time in the car. This was due to a range of factors including broken bodies (a knee reconstruction for Kate) and super expensive trains from Regional Victoria (for Amy to come from Castlemaine into Melbourne). Since Kate's knee has recovered and the Victorian Government slashed prices for regional train travel the team is largely back on PT or travelling actively.

Living our values outside of work, and working from home, has made some sustainability measures pretty easy – we all have solar and/or buy 100% Green Power, we compost, we recycle everything we can, eat a largely vegetarian diet, grow some food, we don't overheat our space (we heat ourselves instead – you should see Amy's battery powered vest that keeps her toasty! And Lucy and Kate love a good rug for their laps). Since LMBF moved into a co working space in Fitzroy it has been a bit challenging to shift behaviors of more than 15 other businesses – but we have managed to get soft plastics recycling working and next will be the organics!



"I loved the collaboration and idea sharing, and being on the phone I could actually feel the passion that folks in the room have for the topic. It was inspiring."

ATTENDEE FROM CIRCULARITY IN SPORT EVENT



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RADICAL TRANSPARENCY

We encourage frankness from clients, collaborators, and each other. This openness helps push the boundaries and develop radically effective solutions. We practice what we preach, reporting annually on how we are living our values (see this report!)



Real change requires real talk.

We share all the financial details of the business with the team each month (and they can all log in to the Xero account to have a look if they're curious how we are going). Kate prepares monthly reports that look at performance against budget, profit and loss statements, forecasting and the overall balance sheet. We find that this strategy reduces confusion and any potential anxiety for the team around financial performance and encourages open discussion around what is going well, what isn't and any changes we need to make. We are also open about salaries and review what we all feel is fair and equitable based on each of our responsibilities and hours.



We share our high-level financial performance publicly (see the next page of this report with the financial details) – not a common practice for professional services!

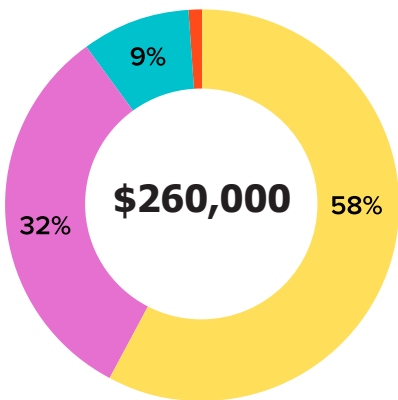
This Accountability Report is the first of what we hope will be many for Let Me Be Frank and it is a model for Radical Transparency we would love to see other businesses adopt in the future, even if that transparency is just internal. As a small business just getting started, we can't afford to go through a formal certification process like B Corp or Social Traders (yet), we hope this Accountability Report will provide the same (or an even greater) level of trust in Let Me Be Frank for our clients, our partners and our community.

FINANCIAL REPORT

In the spirit of Radical Transparency - we decided to show everyone our financials.

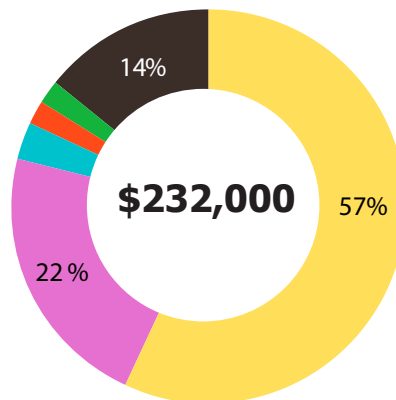
We are obviously still in the very early stages of growing as a business but we are really happy and proud of where we've gotten to by the end of our first full year of operating. We plan to build our equity next year so we are ready for more impact work.

INCOME



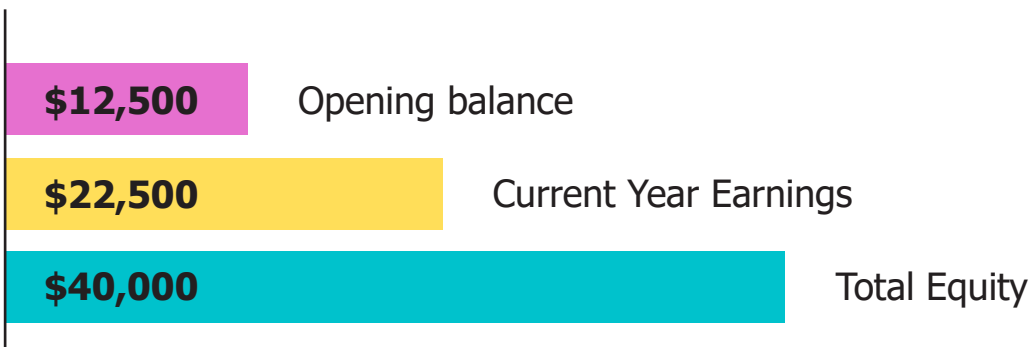
● Local Government	\$152,000
● Commercial	\$82,000
● NFP	\$24,000
● Other	\$2,000 (1%)

EXPENSES



● Staff	\$132,000
● Subcontractors	\$50,000
● Donations	\$6,440 (3%)
● Software	\$4,800 (2%)
● Rent	\$4,200 (2%)
● Other	\$23,560

EQUITY



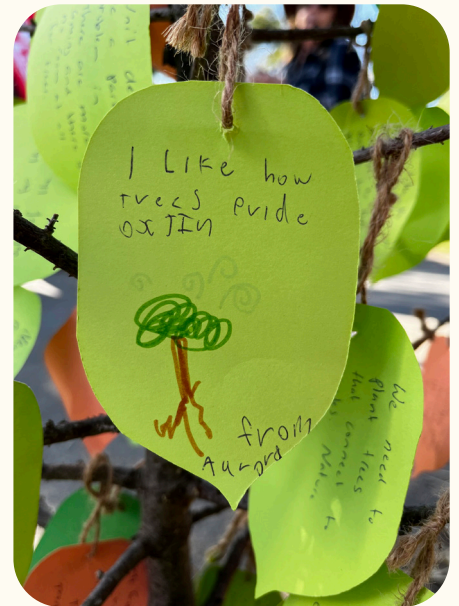
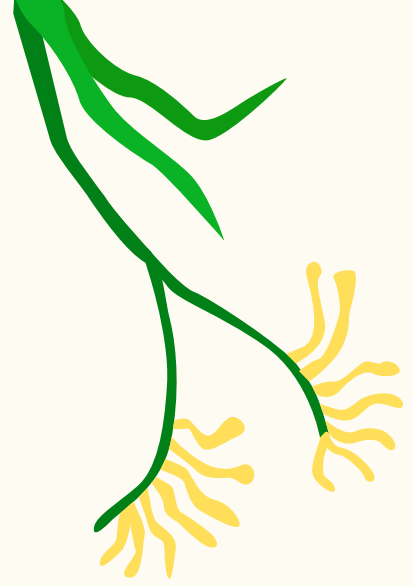


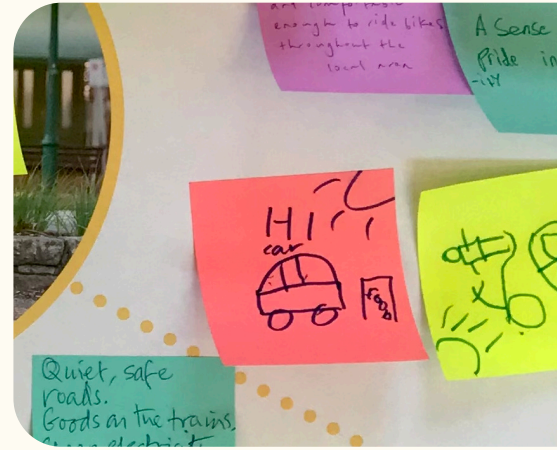
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FUN

Despite the heaviness of the issues we seek to address in the work we do, we're not afraid to laugh. We seek brightness and fun to build relationships, open the gate to creativity, and generate the next big idea.

We love to meet clients and collaborators to share a coffee and a chat, and we love getting together for a meal and a giggle as a team.





At Let Me Be Frank, we co-create strategy, culture, and action with businesses, communities, and governments who want a just future now, for people and for the planet.

If you share our vision and our values we want to work with you! What are you working on?

LET ME BE FRANK.

letmebefrank.com.au
+61 438 030 112
hello@letmebefrank.com.au