



# More than just a Walk in the Park:

## Boral's 2004 Partnership with the Juvenile Diabetes Research Foundation



Thank you to all Boral employees as well as your families and friends for supporting Boral's partnership with the Juvenile Diabetes Research Foundation

(JDRF). The efforts of all involved – walk captains, walk champions, walkers, suppliers, donors, golfers, guessers, bakers and other supporters – are certainly worth celebrating.

In 2003, Boral was awarded JDRF's inaugural Freedom Award for being the highest corporate fundraising team. We raised an extraordinary \$82,000, which set a new benchmark for other companies to aim for. Through fundraising activities and participation in the 2004 Walk to Cure Diabetes, our team has delivered another overwhelming result to help find a cure.

More than 800 corporate teams participated in the 2004 Walk for a Cure. This year, Boral was a

National Walk Leader together with Australia Post, Ford Motor Company, IBM, Spotless, Optus and Westpac. Clearly our efforts last year spurred on a few large companies to deliver fundraising results in excess of \$100,000 each, which was a tremendous result and beyond the expectations of JDRF.

In no other year had a corporate team raised in excess of \$100,000, but this year, three companies exceeded the mark. And it is quite extraordinary that the Boral team has again outperformed the 'competition' and delivered the highest contribution. Congratulations!

Through our unrelenting efforts to support JDRF, our team has contributed another \$170,000 to the Foundation. Around 90% of these funds came directly from employee fundraising activities and contributions by Boral team walkers.

Our partnership is an outstanding success story. It deserves to be shared and celebrated. But clearly the real celebrations will come when the funds that we have raised result in a cure for the terrible disease known as Type 1 or Juvenile Diabetes, which affects over 140,000 Australian children and adults.

I hope you and your families enjoy this souvenir of our 2004 partnership activities. Again congratulations on your outstanding achievement and please let me know if you have feedback on our partnership with JDRF or if you have any ideas for future activities.

Best regards,

Rod Pearse  
CEO and Managing Director



Thank you to Giovanna Romeo and Rosanne McMaster for their assistance with this special feature.

## 2 Aligning with our Corporate Objectives



Champions, Captains and Boral Management receiving the Freedom Award for being the top Corporate Fundraiser in 2003.



The Boral team participating in the tug-o-war on Walk Day.

### Our focus on Sustainability

Boral, like all large organisations, receives hundreds of approaches by community groups, seeking funding and other support. Clearly we cannot partner with everyone who needs support and we believe it is more beneficial to focus our efforts on working closely with fewer community partners to maximise the benefits for our partners and for Boral.

JDRF has been Boral's preferred charity for the past two years and this community partnership complements our other Australia-wide partnerships with Landcare & Conservation Volunteers Australia; Outward Bound Australia; The Bangarra Dance Theatre; and Taronga Zoo.

Our support programs are intended to make a meaningful contribution to the social well-being of the community and without doubt Boral's contribution to JDRF is making a real difference.

It is also important that the values and culture of our community partners are well matched with our



own corporate values. These Values: Leadership, Respect, Focus, Performance and Persistence have all been well demonstrated through the success of our partnership with JDRF.

Our partnerships are designed to provide employees with the opportunity for hands-on involvement. And in the case of our partnership with JDRF, we do this in a very simple way - by asking employees and their families to raise money for the charity. But it is more than this. It is about focusing on family, health, teamwork and having fun.

Boral's 82 Walk Champions and Walk Captains from around the country have worked together as a team and worked in their own business teams to provide motivation, organise activities and share ideas so that we could all have a bit of fun, work together as a bigger Boral team and at the same time raise some money to help find a cure. In addition, we have taken on a leadership role with several Boral staff members accepting invitations to be on JDRF state walk committees.



# 3 Boral walking all around Australia to cure diabetes



The South Australian Team.



Sydney walkers outside the Boral marquee.



Playing a game of volleyball in South Australia.



Having fun at the Brisbane Walk.



Boral employees and families participating in the Walk Day Challenge.



The Sydney walkers strolling through Centennial Park.



Brisbane walkers.

## 2004 WALK FACTS

- The Walk was held in Sydney, Melbourne, Canberra, Adelaide, Brisbane, Perth, Wollongong and Newcastle
- Over 2,500 Boral employees, families and friends walked nationally
- A total of 82,000 people participated in the Walk across Australia
- 454 corporate organisations participated in the Walk across Australia
- The Walks in Sydney and Melbourne are the biggest walks in the world
- \$170,000 was raised by Boral in 2004
- \$82,000 was raised by Boral in 2003
- Boral was the top corporate fundraiser in 2003 and 2004
- In 2004 at this stage \$2.4 million has been raised across Australia for Juvenile Diabetes research.

## 4 Rufus 'too much to bear' tour

As part of Boral's fundraising efforts, Rufus (and his sister Rufy) visited hundreds of Boral sites. Here is an excerpt from the diaries they kept.

### Cement Division

*Date: 2.8.2004 Place: BCSC - Galong Mining, NSW*



Rufus went on a tour of the quarry, and met all the employees and had a look at the different jobs they all do - Sharon in the office; Hayley driving the 769 Dump truck, Darren's excavator 345 Cat; Matt loading dump truck with Cat 330 excavator in pit, Stan, Hayley, Josh and Matt going for morning tea.

*Date: 25.8.2004 Place: De Martin & Gasparini Homebush Bay, NSW*



It was with much fanfare and blowing of trumpets that Rufus arrived at the waterfront offices at Homebush Bay. Women, young and old came running to catch the first glimpse or have the first cuddle of our most welcome guest.

While he was in the store he was kitted out so he could go out on site, hard hat, gloves and sunglasses. He confided to Phil, our plant engineer (who was giving the tour) that he had always wanted to be a "lollipop" man so he was given his very own "Stop Go" sign - boy was he happy. There was a little problem with the right size gumboots, but in the end all was ok.

### Plasterboard Division

*Date: 5.8.2004 Place: Camellia, NSW*



During the week Rufus worked on a forklift in the Plasterboard Plant, visited the Forming Hea and carried out general duties in the plant. A great time was had by all.

*Date: 24.9.2004 Place: Poynter Primary School, WA*

On Friday I took Rufus to school for show and tell. Mum and I told the class about Juvenile Diabetes. He stayed for the day. My teacher was pleased that I was involved with JDRF. Georgia Rice (daughter of Brett Rice).

### Clay & Concrete Products Division

*Date: 1.9.2004 Place: Hamersley Range Room, Burswood Casino Resort, Perth WA*

Rufus is introduced to 50+ Midland Brick Company staff attending the presentation 'Completing the Turnaround' by Keith Mitchelhill. Handed to Gale Gibb to take care of Rufus during his stay.

*Date: 26.8.2004 Place: Masonry Kempsey, NSW*



Rufy arrived at Kempsey on Wednesday 25th August. We held a BBQ in her honour on the Tuesday and Wednesday which was attended by many. We also had a competition, "how many lollies in the jar" and two entries won first prize.

For another fundraising idea, Kempsey has been offering a personalised brick for \$5.00 each. This has gone extremely well and over 100 bricks have been ordered.

*Date: 31.9.2004 Place: Roofing Wyee, NSW*

Rufy arrived at Boral Roofing Wyee on Tuesday, 31 August at 10am. What a relief! We had been concerned about Rufy as we had heard she had gone AWOL at Byron Bay. Can you blame her wanting to stay longer in such a beautiful region? 'God's country', The Central Coast, has embraced Rufy and her cause.

During her stay at Roofing - Wyee, Rufy was inducted by Adam our Workplace Safety Leader and given a tour of the Terracotta Roof Tile Plant. The crew were eager to show her the plant operating from the pressing control panel to packing accessory tiles and transporting finished product to the yard.

*Date: 6.9.2004 Place: Masonry Prospect, NSW*



During her time here at Prospect, Rufy operated a block machine, had smoko with the boys from the plant, helped in customer service answering the telephones and serving customers at the counter - what a help and she didn't complain about anything we asked her to do.

*Date: 21.9.2004 Place: Bricks Scoresby, VIC*



Rufus had a lovely day at the Scoresby Brick Plant! Helping out with the deliveries in his safety vest and hard hat, in the sales office selling lots of bricks and contributing to a great fundraising morning tea.

### Timber Division

*Date: 16.8.2004 Place: Maxwells Creek Mill, NSW*



I had a wonderful time at Maxwells Creek. The staff that I met were truly generous and my host Karen, was lovely. I had a great time and I hope that one day I may be able to return but for the moment I will have to make do with the photos I took. A big thank you to the Wombat Club for their donation.



*Date: 17.8.2004 Place: Heron's Creek Mill, NSW*



Had a great trip in the car from Maxwells Creek to Heron's Creek with some good looking blokes. The conversation was informative especially around sawing of Timber and grading of flooring material. Those blokes from Heron's Creek and Kempsey really know their business.

*Date: 31.8.2004 Place: Grafton Parquetry Mill, NSW*



I arrived at a wonderful place called Grafton. Here I was greeted by a wonderful site manager and his great team of employees. These

people are really friendly and know their stuff. They showed me around and I worked in the production line for a while and at the end of the day we had a meeting and these people donated some money, and told me they had already raised \$310 when they auctioned off a holiday. This was really good news, I hope other sites can be as generous. Anyway I had to rush off so I got my photo taken with the team and went on my way to Koolkhan ... thanks heaps champions.



*Date: 10.9.2004 Place: Nammoona Mill, NSW*



We started the morning with a Safety Talk where I met all the workers that keep Boral going (so Garry said). I spoke to the workers about Juvenile Diabetes, then we got into some hard work down in the yard, where I helped treat poles and put them onto trucks. By the time that had finished it was time for lunch. The best BBQ yet. I got a photo of the crew and thanked them for their hospitality, then it was time to get back into my box and go to Murwillumbah.

PS. It is true that Nammoona does keep Boral going. Thanks Nammoona.

*Date: 23-27.9.2004 Place: Boral Hancock Plywood, Ipswich, QLD*



I arrived at Ipswich late Thursday afternoon. What a hot place that was! I had to sit through a management meeting which was full of hot information - but my lips are sealed. I was taken for a lovely stroll along the Bremer River where the mill sits and I was also taken for some joy rides in forklifts - boy was that fun! For lunch on Monday we enjoyed some yummy pies that were bought in the pie drive to raise funds for diabetes. With my tummy nice and full, I'm going to take a nap during my journey to Cooroy.

*Date: 8.10.2004 Place: Woodville Warehouse, SA*



I arrived mid morning in Adelaide and it turns out my arrival was eagerly anticipated. Stuart and Colleen greeted me and were quick to show me around. Bob (the boss) was away so I got to be 'boss' for a little while. Roy (the truck driver) showed me his truck. We had a party for lunch, I even got my own honey dipping sauce - mmmm. Yum!! The guys in the warehouse showed me how to use the drop saw. I even had to wear ear muffs and safety glasses - I looked so cool! I went for a spin on the forklift too. They really treated me as a guest. It's just a pity I couldn't spend more time there. Thanks for having me at Woodville, I had a great time, hope to see you again some day.

### Australian Construction Materials

*Date: 9.8.2004 Place: Orange Grove Quarry, WA*



Oh boy, what an exciting day! After my safety induction, I got dressed up in all my PPE and went all around the quarry site. I got to go on a dump truck, to the plant room, to the weighbridge and then had morning tea with the workshop boys! Even though they act all tough, I got plenty of cuddles everywhere I went.

*Date: 17.8.2004 Place: Linwood Quarry, SA*



I attended the Transport Drivers safety meeting and now I think I would be the most safety minded bear in Australia. All the drivers were very pleased to see me and I had my photo taken with them next to a great big front end loader.

*Date: 18.8.2004 Place: Linwood Quarry, SA*



Following on from the transport safety meeting I was fortunate to meet all of the quarry workers in action and learnt all about safe "isolation and tag out" procedures at the crushing plant and this is evident by my photo placing an isolation tag and lock on the fired plat.

*Date: 10.9.2004 Place: Darwin Concrete, WA*



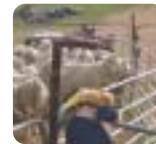
Spent today in the concrete batch. I was very busy, so I had a great time watching the loader and the concrete trucks. Ron and Mark organised a 'concrete' BBQ for me at lunch. Got to meet all the drivers. Enjoyed the sausages, even the chilli one! Off to Jenny Bisset's house for the weekend.

*Date: 27.9.2004 Place: Unanderra, Golf Course, ACT*



Monday 27th was spent at the golf course, where Rufy met up with Jack (the youth ambassador Canberra) and of course Jasper the giant jelly baby. She spent the rest of the day riding around in the drink cart, which was easy to drive!

*Date: 1.10.2004 Place: Emu Plains Transport, NSW*



Rufy arrived by TNT on Friday 1st October at 2.30pm. Very wet day! Our depot ended up with a huge lake out the front. Luckily, Rufy didn't get drenched.

Unfortunately we had to cancel our BBQ due to the inclement weather. Rufy spent the long weekend with us here at Emu Plains and enjoyed the country atmosphere. The highlight of the weekend was going to the Rugby League Grand Final with Ken Taylor, on Sunday night.

### Boral Limited

I visited Human Resources, Corporate Affairs, Corporate Development and the MD's Area.

Look what I got up to...



What a great day to join this area ... someone had bought Krispy Kreme donuts - yippee!



Rod Pearse is away so I'm CEO.... Kay can you send this memo out ... For Corporate Affairs ... the Annual Report is due ... Mmmm, what a great looking 2004 annual report. Time to sit quietly and



proofread it for Anna. This is our sustainability report which is a new concept this year.

Later on I helped Giovanna, Ceridwen and Marg sort and send the t-shirts out for walk day. Phew glad that task is over for another year.

Wahooo the Olympics - can't believe I'm actually at the Torch Relay with Margot and Giovanna.



# 6 Fundraising highlights

Each division came up with some exciting and unusual activities to raise money and awareness for Juvenile Diabetes – raising a fantastic **\$170,000**.

Boral is the highest corporate fundraising team. To celebrate our fundraising achievements we would like to share some success stories.

**Boral ACM, Canberra** organised a successful golf day, raising over \$12,000.

**Boral Shared Services, Prospect** celebrated 'Christmas in July' with raffles and an Olympic lunch; raising over \$3,000.

**Boral Limited staff at AMP Centre** had a monthly schedule of fundraising activities, including an Easter egg raffle, mufti days, bake offs and a trivia night.

**Boral Timber's team in Auburn** raised more than \$9,000 with jelly baby and baby photo guessing competitions, pizza days and sausage sizzles.

**Boral Formwork & Scaffolding in Queensland** convinced clients to contribute and ran raffles with prizes that included Gold Coast accommodation and tickets to the Indy race.

**Boral Windows, Geebung and ACM, Milton** recruited friends to help them raise funds.

**Boral Timber at Nandroya** and other offices in Queensland sold over 200 packets of jelly babies and cooked delicious pikelets. On Walk day, an 'After-Walk Breakfast' at the Noosa Yacht Club bolstered the fundraising.

**Boral Plasterboard, NSW** offered some fabulous accommodation prizes in their raffle.

**ACM NSW** sold huge quantities of chocolates and jelly babies and also held a 'Footy Friday BBQ' at Greystanes House.

**In Victoria, ACM, Masonry, Roofing, Timber, Bricks, Plasterboard and Cement** worked together to run several events; raising over \$20,000. They included BBQs, a handball competition, pancake launch breakfast, selling jelly babies, morning teas, supplier donations, lunches, mufti days, a day-off-work raffle, Grand Final sweep and Cadbury chocolate fundraisers.

**Plasterboard Port Melbourne and Roofing Springvale** held a 'Dress Up In Your Team



Colours' day. Some participants painted their faces to get into the spirit of the day.

Gerard Moran from **Plasterboard Victoria** persuaded his best customers to chip in and raised over \$8,000, aided by a sausage sizzle at Bunnings.

**Boral Roofing, Springvale**, held a pancake breakfast and a handball competition. Donations, jelly baby sales and golf games helped to raise \$1,500.

The boys from **Midland Brick** caused a sensation when they used their creativity to dress up and produce a Manpower-style calendar, which sold like hot cakes. The local newspaper also featured the Midland Brick ladies limbering up for the Walk, helping to raise local awareness.

Additionally, employees caught swearing had to drop at least 50 cents into a swear jar.

Margaret Durda from **Boral Bricks, Kempsey** arranged morning teas, BBQs, guessing competitions and even the kidnapping of Rufus – negotiating his safe return for a \$70 ransom. Margaret and Warren Berry hand carved names into bricks to create souvenirs from the Kempsey plant. Over 140 bricks were sold to raise funds.

Tim Doherty from **Boral Scaffolding, Queensland** auctioned himself off in a raffle to complete odd jobs. Tim says he is "a real Aussie supporter", but he was won by "a mad English supporter" who forced him to wear 'the enemy's' shirt.

**The Cement Division's** Softball Challenge at Berrima, NSW, attracted entrants from Formwork & Scaffolding, De Martin & Gasparini, Blue Circle and Concrete; raising more than \$3,000.

**Timber NSW and Victoria** staged BBQs and jelly baby guessing competitions.

**Boral Formwork & Scaffolding NSW** organised a successful trivia night and had a great time in the process.

**ACM Queensland** raised \$12,000 from a golf day and other initiatives including meat tray raffles, a sausage sizzle, selling jelly babies and a money tree (tree with scratchies).

Anna from **DeMartin & Gasparini** at Homebush put her cooking skills into practice and organised a lasagne lunch on site. Other initiatives contributing to the \$1,000 raised included a raffle and jelly baby guessing competitions.

**ACM SA** raised about \$5,000 from fetes and BBQs, and by Ian Ball influencing suppliers to donate.

Sally Adams organised 'the Walk' in **Newcastle**. About 80 walkers attended and \$2,500 was raised from a raffle.

Wayne May, Sales Supervisor from **Construction Materials, Illawarra** sourced donations from customers, organised a golf day, sold balloons and raffled a basketball signed by a local basketball team. Overall, Construction Materials Illawarra raised \$2,500.

A bake off was organised by Krissy Edwards **ACM Head Office, Sydney**. During her weekends she baked sweets to sell to her colleagues at work on Mondays.

**Boral Information Technology** sold jelly baby merchandise (bears, pins, pens and pedometers) at Greystanes House, Prospect, raising over \$1,200.

**ACM WA** customers donated \$9,000. A further \$4,000 was raised through bake offs, a Friday 13th lunch, casual days every Friday, multicultural food days, pool and dart competitions, and Cadbury chocolate fundraising.

**Plasterboard WA** raised \$6,000, mainly by auctioning wine and organising raffles. They also received donations from customers.

# 7 Where does the money go?

## What is Juvenile (Type 1) Diabetes?

Juvenile diabetes is an 'autoimmune' disease in which the immune system mistakenly turns on itself, destroying the insulin-producing beta cells in the pancreas and removing the body's ability to produce insulin, a hormone critical for life.

Sufferers are dependent on multiple injections of insulin each day for the rest of their lives, just to survive.

Juvenile diabetes usually begins in childhood or early adulthood, although it can occur at any age. With around 140,000 children and adults with type 1 diabetes, Australia has one of the highest rates of the disease in the world.

Even when treated with insulin, juvenile diabetes can cause devastating side effects. People who have had type 1 diabetes for more than 20 years suffer from serious and potentially fatal health complications.

## What is the JDRF?

The Juvenile Diabetes Research Foundation was founded in the US in 1970 by parents of children with juvenile diabetes who set out to find a cure for type 1 diabetes and its complications.

From these humble beginnings, JDRF has become the world's leading non-profit supporter of juvenile (type 1) diabetes research worldwide. Based in New York, JDRF incorporates an international network of more than 100 chapters and affiliates, including JDRF Australia.

In the last 30 years, JDRF has provided more than US\$680 million in grants for diabetes research, including almost AUD\$50 million in Australia. With this significant level of funding, JDRF has been associated with virtually every major scientific breakthrough in type 1 diabetes research to date.

## JDRF Research in Australia

In 2003/04 JDRF funded \$8.8 million (US \$6.1m) of research grants in Australia, an increase of \$0.5 million over the same period last year. This funding was awarded to 27 researchers at 15 Australian institutions.

JDRF-funded researchers in Australia have made important strides in efforts to restore blood glucose control, treat, predict and prevent complications and slow or prevent onset of the disease altogether.

The support provided by Boral and its employees to JDRF has enabled JDRF to continue to fund the best Australian research into finding a cure for juvenile diabetes and its complications.



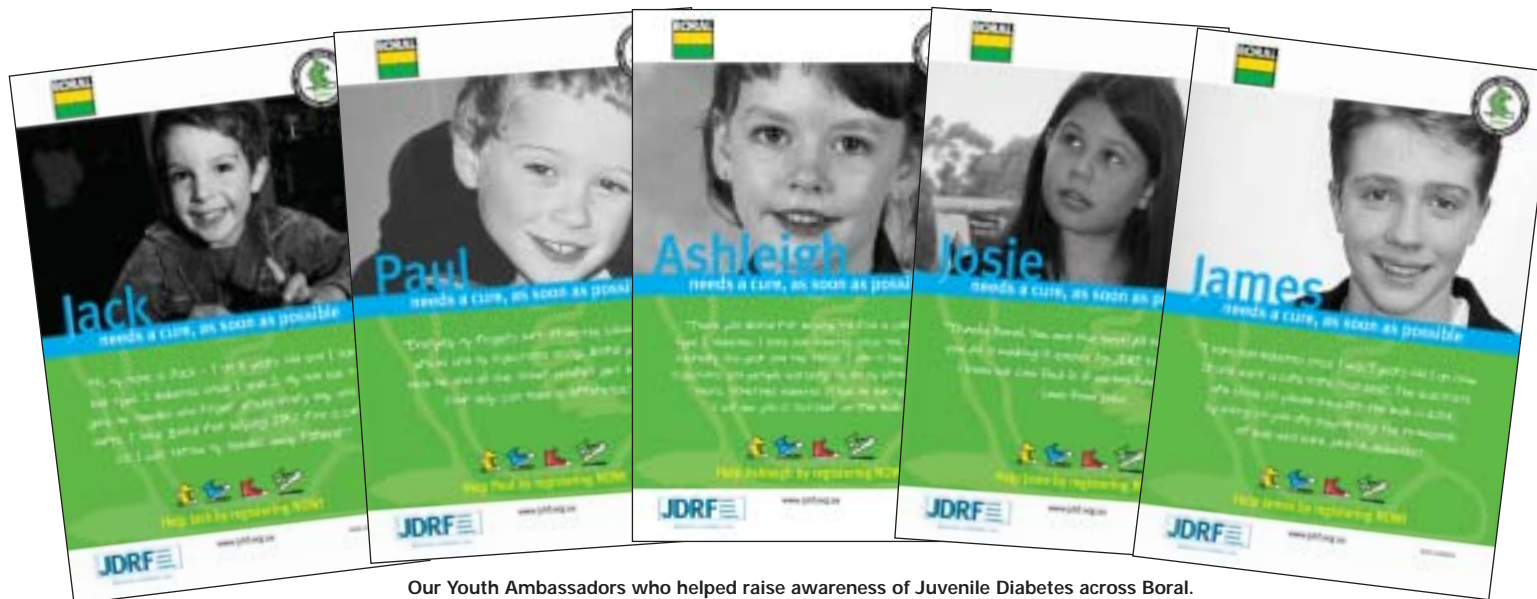
Natalie being presented with her award at her father's workplace.

## T-Shirt Competition Winner

Nine year old Natalie Carter won Boral's 'Walk to Cure Diabetes' T-shirt design competition.

Natalie is the daughter of Ken Carter, Yard Foreman at Boral Formwork & Scaffolding's plant at Sunshine, Victoria, and her design appeared on the back of the T-shirts worn on the Walk day.

A significant number of entries were received for the competition, and the judges said that the quality was extremely high.



Our Youth Ambassadors who helped raise awareness of Juvenile Diabetes across Boral.

# 8 Thank you – we made a difference



It is extremely rewarding to lead the Juvenile Diabetes sponsorship for Boral Limited. Our success is attributable to the dedication and teamwork of all Boral employees. Employees have demonstrated creativity in their fundraising efforts and involvement. It's great to see our involvement grow and for Boral to be involved in a cause that benefits both employees and assists JDRF to find a cure for diabetes. Congratulations to all Boral's Australian employees on their fantastic efforts! And we hope to involve our overseas colleagues next year.

**Giovanna Romeo**  
*Walk Leader, Boral Limited*

**Elizabeth Timins** at Boral Timber in Queensland was diagnosed with Type 1 Diabetes when she was just 11 years old. For Elizabeth her diagnosis was almost life threatening. She now keeps her diabetes under control with up to four insulin injections daily and needs to test her blood sugar levels seven times a day.



Elizabeth has learnt to live with diabetes and her work colleagues are very supportive. She must ensure she eats regularly to maintain her blood sugar levels. Elizabeth said, "I think Boral's involvement is great. More businesses should get involved, it is really fantastic".



Boral Plasterboard Victoria along with Bricks, Roofing, Timber, Cement, Masonry and ACM were delighted to be part of this worthy cause. What really impressed me was the positive attitude and diligence of our younger members of the team across all business units.

Within Boral it gives us many opportunities as follows:

- Giving something back to the less fortunate.
- Getting to know each other across different Business Units.
- Sharing each others skills and mindsets.
- Joint participation and building a solid morale base.
- Getting the wider Community involved (Business and Families).
- Having fun in the process.

What a great opportunity to give something back to the younger generation which are our future!

**Gerard Moran**  
*Walk Champion, Plasterboard Victoria*



Thank you, all of you.  
\$170,000! This is inspiring, not simply because of this amazing total, but how it was reached. 2,500 Boral staff members, families and friends registered for The Walk, with many more involved in organising competitions, multi days, raffles and even a 'worst tie day'. Having been involved throughout the year, I have been astonished and touched by the efforts of, not just Boral as a corporation, but the people within it, who gave so much of their time to help others. This means a lot to me, and what means the most is the effort you put into raising it. I am touched by the enthusiasm and ingenuity you showed along the way.

So thank you Boral, and all who were involved in helping on our journey toward a cure. Congratulations, and (hopefully!) see you next year. Sincerely,

**James Shepherd**  
*JDRF Youth Ambassador NSW*

As a parent of a child with Type 1 Diabetes for more than 10 years, I have seen many dedicated people helping JDRF raise funds for research towards a cure. Mostly, they have a family member with the disease, (usually a child), so their motivation is understandable. I am so thankful to the Boral community, many of whom don't have that connection with Type 1 Diabetes, for their extraordinary efforts leading to a fundraising total of more than double last year. With support from the most senior level, to the Walk Captains/Walk Champions, those who organised events, bought a raffle ticket or entered a guessing competition and of course those who registered for the walk and involved family and friends - thank you hardly seems enough. The money you have raised not only makes a huge contribution to JDRF research and progress towards a cure, but the spirit of generosity and teamwork which brought it about gives so much hope to those of us coping with diabetes on a daily basis. My heartfelt thanks go to you all.

**Sally Shepherd**

I am proud to be part of Boral in helping this worthy cause and trust that our contribution from fundraising has helped to change the lives of people with diabetes. I also believe that through the fundraising activities held during the year and the Walk day, this has encouraged employees to get together and socialise more, so in fact we also benefit as a team, from our involvement with JDRF.

**Julia Zongaro-Robich**  
*Walk Captain, ACM Western Australia*

