

# American Express Australia

[www.americanexpress.com](http://www.americanexpress.com)

---

## Service

Design, implementation and evaluation of multi-year strategic corporate social investment programs, taking account of global standards, auditing, stakeholder engagement; strategic positioning, internal implementation and measuring and reporting.

---

## Scope

### 01 CSR project 2007

Brokerage of a multi-year corporate social investment partnership in line with AMEX's business interests. The result of this engagement is Bizness Babes, a niche micro-loan programme for young women which is supported by a partnership between the Red Cross Australia, the Bodyshop Australia and AMEX Australia.

Bizness Babes enables young mothers, who would otherwise not have access to lines of credit to obtain business loans. The aim is to move these young women and their families towards economic independence on their own terms. Bizness Babes was launched on International Women's Day, 8 March 2007 at the Maritime Museum in Sydney. The first round of loans was awarded late 2007.

[www.biznessbabes.com.au](http://www.biznessbabes.com.au)

### 02 CSR project 2004

Brokered and designed multi-year international community project in line with business case and including employee engagement strategy including:

- Researched top five national social issues for positioning to employees;
  - Identified project of national scope with emphasis on partner's institutional readiness to deliver and manage the expectations of the corporate partner, in particular regarding employee engagement/volunteering; and
  - Negotiate two-year partnership between AMEX Foundation and local non-profit partner including employee engagement strategy reflected in Memorandum of Understanding.
- 

## Contact

If you would like to discuss any aspect of Momentum's services, please email [ulrike@momentumpartnerships.com](mailto:ulrike@momentumpartnerships.com) or call +612 9699 7427.