We open 2020 with bushfire appeal fundraiser - blueAPACHE

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Details:

I'd like to start by welcoming everyone back, I hope you all had an enjoyable break and are feeling refreshed after the holiday season. Sadly 2020 commenced on a sober note, the devastating impact of the bushfires across our country had our staff returning to work wanting to acknowledge the situation and support our community. I was humbled when approached by our staff to run a fundraising luncheon on a national level in support of the bushfire relief efforts – aptly coinciding with the Australia Day long weekend, the team effortlessly ran the national initiative where our staff's cash donations were matched by us dollar for dollar and donated to Vinnies. Our fundamental values are the keys to our success in delivering secure and efficient systems to our partners, to achieve this, our people need to wow and witnessing the positive culture our staff are exhibiting and driving, not just from a commercial perspective, but humanitarian level certainly makes me proud of our organisation and the community we have become. Entering our 22nd year, our focus for innovation, urgency to deliver with full accountability is at our core – and these drivers remain our unique value and offering that continues to resonate in market as we welcome a number of new partners to the blueAPACHE family in 2020. As our partner ecosystem grows, so does our investment in our processes, people and systems – with an improved calling queue system activated in our service centre to better serve our partners, as well the relocation of our Sydney operations to a new purpose built office in Alexandria. The space fitted with the latest in collaborative technology was built on the ethos to empower our intelligent workforce. In the coming months we will host a formal unveiling and invite all our Sydney partners to join the celebration as we toast to our office of the future. Best of luck for the year ahead. Chris Marshall

What did you do to open 2020 in response to the bushfire crisis?

Our staff organized a national fundraising luncheon over the Australia Day long weekend to support bushfire relief efforts. Staff made cash donations that we matched dollar for dollar, with the combined total donated to Vinnies.

Who initiated the bushfire fundraiser within your business?

The fundraiser was initiated by our own staff, who approached leadership wanting to acknowledge the bushfire situation and support their community; Chris Marshall described being humbled when staff proposed running the fundraising luncheon.

Which charity received the proceeds of your bushfire fundraiser?

The proceeds from the fundraiser—staff cash donations matched dollar for dollar by us—were donated to Vinnies (St Vincent de Paul Society).

What operational changes were you making in 2020 as its partner ecosystem grew?

As its partner ecosystem grew, we increased investment in processes, people and systems, including an improved calling queue system in its service centre and relocating its Sydney operations to a new purpose-built office in Alexandria fitted with the latest collaborative technology.

What milestone were you marking in 2020 ?

In 2020, we were entering our 22nd year, with a continued focus on innovation and urgency to deliver with full accountability as core drivers of its market value.

Did you plan any event related to its new Sydney office?

Yes, in the coming months we planned to host a formal unveiling and invite all its Sydney partners to celebrate the new office, described as the 'office of the future.'