

# Courting Corporates: How to Keep the Spark Alive When Objectives Change

PHILANTHROPY & PARTNERSHIPS TRACK

Leila Davis & Suzy Scheiblin

Taronga Conservation Society Australia

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Philanthropy & Partnerships  
Track

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# Acknowledgment of Country

*Always Was, Always Will Be*

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# Introduction

Leila Davis



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# Introduction

Suzy Scheiblin



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# Setting the Stage

- Citi as a Case Study
- Tangible takeaways
- Keep partners sticky
- Being dynamic
- Chocolate for questions



# Citi Partnership: The Beginning

- Pre-Covid
- Site heavy benefits for customers
- Light touch with ESG



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# Citi Partnership: Multi-faceted

- Staff engagement
- Client events
- Money-can't-buy

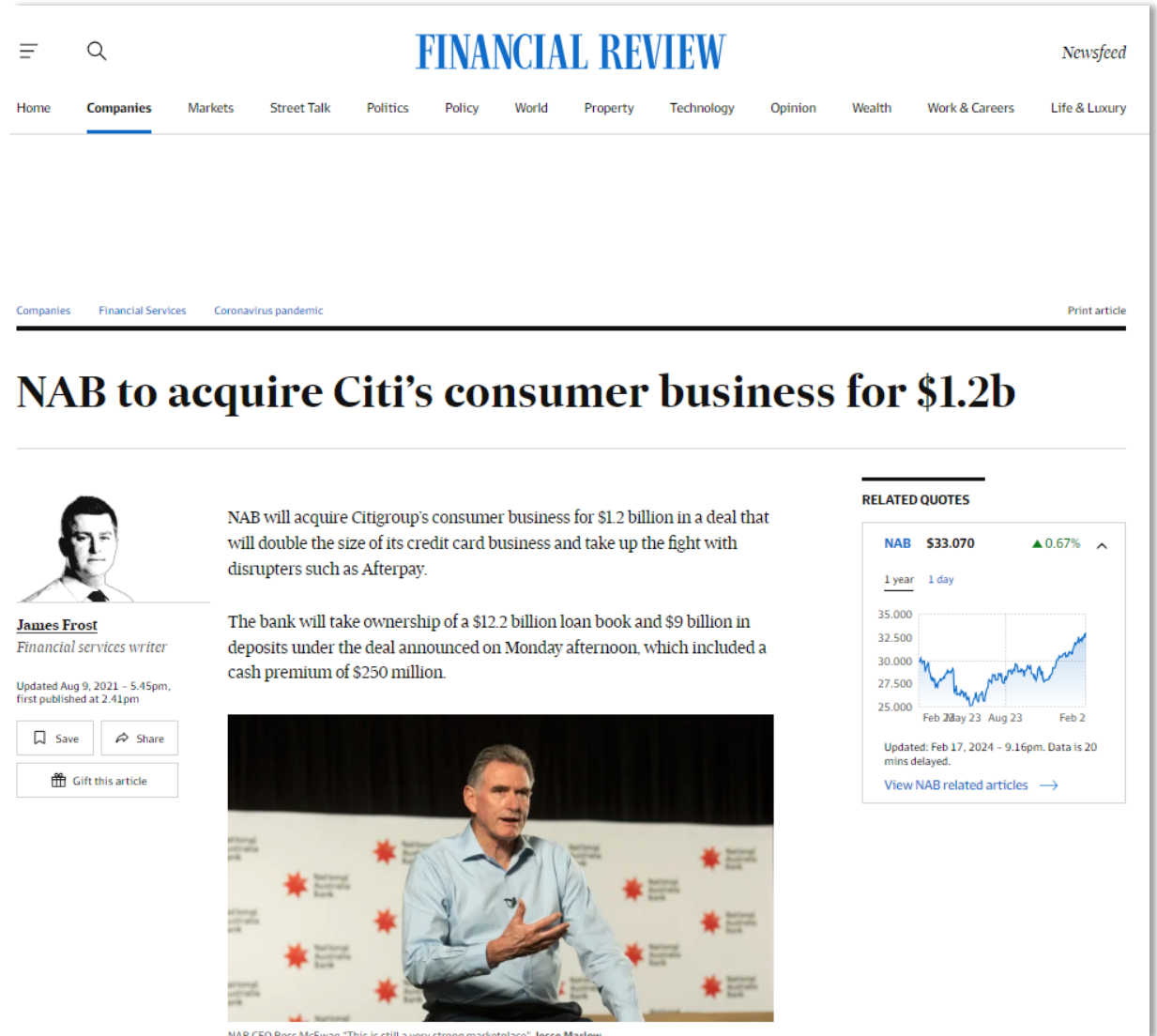


# Citi Partnership: Koalas





# Citi Partnership: Action-Packed First Year




The screenshot shows a news article on the Financial Review website. The page layout includes a top navigation bar with a search icon, the site name 'FINANCIAL REVIEW', and a 'Newsfeed' label. Below this is a horizontal menu with categories: Home, Companies, Markets, Street Talk, Politics, Policy, World, Property, Technology, Opinion, Wealth, Work & Careers, and Life & Luxury. The article title is 'NAB to acquire Citi's consumer business for \$1.2b'. The author is James Frost, a financial services writer. The article text states that NAB will acquire Citigroup's consumer business for \$1.2 billion, doubling its credit card business and competing with Afterpay. It also mentions a \$12.2 billion loan book and \$9 billion in deposits. A related quotes section shows a line chart for NAB stock price, currently at \$333.070, up 0.67%. A photo of NAB CEO Ross McEwan is shown at the bottom.

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## NAB to acquire Citi's consumer business for \$1.2b

  
**James Frost**  
Financial services writer


Updated Aug 9, 2021 - 5:45pm, first published at 2:41pm

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NAB will acquire Citigroup's consumer business for \$1.2 billion in a deal that will double the size of its credit card business and take up the fight with disrupters such as Afterpay.

The bank will take ownership of a \$12.2 billion loan book and \$9 billion in deposits under the deal announced on Monday afternoon, which included a cash premium of \$250 million.




NAB CEO Ross McEwan "This is still a very strong marketplace". Jesse Marlow

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**NAB** \$333.070 ▲0.67%

1 year 1 day



Updated: Feb 17, 2024 - 9:16pm. Data is 20 mins delayed.

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# Citi Partnership: Then Everything Changed

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The bank's two-year partnership with Taronga Zoo and its support of the [National Gallery of Australia's 2020-2021 Know My Name program](#) were unlikely to be renewed once they reached the end of the agreements, Ms Skildum-Reid said.

Companies Media & Marketing

## Citi sponsorships at risk as it exits retail banking: strategist



**Miranda Ward**  
Media writer

Apr 18, 2021 - 1:51pm

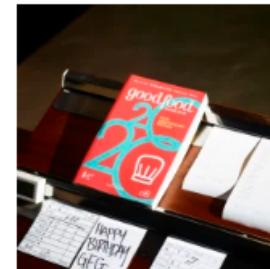
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Citigroup is likely to exit any sponsorship arrangements that do not provide value to its investment banking business as it prepares to end its 36-year run in retail banking, a sponsorship expert has warned.

Corporate sponsorship strategist Kim Skildum-Reid said while "on the surface" some sponsorships may appear to stop making sense when considering the consumer, they can be ticking boxes for staff or institutional customers.

"But I would be really surprised if they continued on with some of these that have heavy consumer aspects to them," Ms Skildum-Reid said.



Citi is the co-presenting partner of the Good Food Guide, Australia's most trusted restaurant guide. Kristoffer Paulsen

# Citi Partnership: The First Renewal

## A Different Organisation with Different Objectives



### Sponsorships

Our vision is to be the preeminent banking partner for corporate, commercial, investor, and public sector clients with cross-border needs.

Our Company	Our Mission	Leadership	<b>Sponsorships</b>	Financial Information	Regulatory Disclosures	History	Global
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Taronga >

### Taronga Conservation Society Australia

Paralympics Australia >

Citi is proud to be Principal Partner of Taronga Conservation Society Australia and a supporter of Taronga's reef recovery restoration and research.

In Australia, Taronga is the leading organisation in applying cryopreservation technologies to reef management, restoration, and research. This work is essential to saving genetic diversity and regenerating our reefs.

The Great Barrier Reef is one of the world's natural wonders and plays an important role in our global economy and ecosystem. Citi Research shows US \$44 trillion of economic value generation is moderately or highly dependent on nature loss. Australia ranks in the top 10 countries worst impacted by nature loss, with events in reefs, like coral bleaching, being key contributors to this damage. Supporting reef recovery work is a uniquely Australian way that Citi can deliver on our global commitments to minimise



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For Immediate Release  
Citigroup Inc. (NYSE: C)

August 16, 2022

## Citi partners with Taronga to tackle biodiversity crisis

Sydney – Citi has today announced it is extending its partnership with Taronga Conservation Society Australia until 2024, working together to solve the increasing threat of biodiversity and habitat loss.





**TARONGA  
INSTITUTE**  
OF SCIENCE AND LEARNING

**Entry** ↗

A GLOBAL CENTRE  
OF LEADERSHIP  
IN CONSERVATION,  
SCIENCE AND LEARNING



# Know What You're Good At

- Question asking – be curious!
- What can you sell
- What provides value
- Know who you are
- Do your homework – on your own organisation and on partners
- Package benefits in a usable format



# Communication, Expectations and Boundaries

- What are you delivering
- How and when are you measuring success
- Work to meet objectives across the organisation



# My Secret Sauce...

- What aces are you keeping up your sleeve if the cards are down





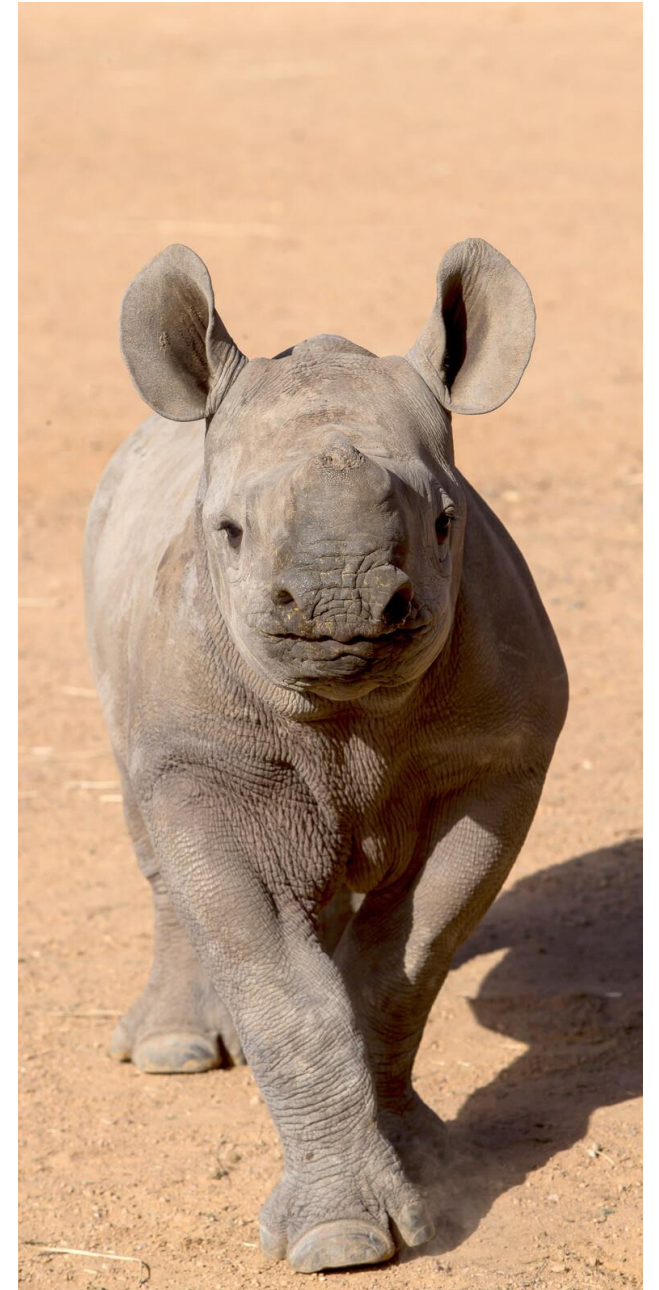


# Know When it's Time to Cut Your Losses

My experience in not letting go...  
When I tried too hard

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# What to Strive For

- Reach for long-term partnerships but understand not all will be
- Negotiate for longer first agreement
- Understand the value exchange
- Leave on good terms



# Recap

- Don't be just one thing
- Know who you are – and who you aren't
- Communication – before, during and after
- Know what success looks like for you and your partner



# Questions...



# Connecting

If you think of any questions or comments following the presentation, please feel free to connect via LinkedIn:

<https://www.linkedin.com/in/suzy-scheiblin>



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**Thank you**



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