



2025 – 2026

Strategy

Good Business.
Made Better.



Vision

A world where everyone gets the opportunity to thrive through meaningful work.

Purpose

We provide employers with expertise, guidance, training, measurement and evaluation support that enables them to create inclusive workplaces and maximise social procurement outcomes.

Value Proposition

Smarter Social Procurement
+ More Inclusive Workplaces
= Better Business

Values

- Excellence
- Integrity
- Innovation
- Inclusion
- Boldness

The Way We Work

- Celebrate creativity
- See the humour in things
- Be kind to one another
- Be bold in our pursuit of fairness
- Enthusiastically collaborate with partners and allies

The Fair Co. creates impact through:

Supporting fairer outcomes through social procurement.

We help organisations put social procurement into practice. Our work strengthens the social economy and creates job opportunities for people from diverse backgrounds.

Helping organisations meet ESG responsibilities.

We support businesses to understand and comply with ESG standards, legislation and frameworks, with a focus on positive social outcomes through social procurement and diverse and inclusive workplaces.

Reducing red tape that gets in the way of inclusive employment.

We work with peak bodies and industry associations to identify and challenge administrative processes that create unnecessary barriers to inclusion.

Raising awareness and understanding of the business value of inclusion.

We work to increase awareness of workplace inclusion and its benefits. Through content, campaigns and events, we engage business, industry and government to strengthen understanding and interest in inclusive practice.

Informing better policy and systems.

We provide trusted advice to government and industry to help shape policies, programs and frameworks that support inclusive employment and social procurement.

