



Hummingbird Insight Sustainability Report 2025

Document description:
Sustainability Report (STBi-aligned)

V122/12/2025



Business name: Hummingbird Insight Pty Ltd

ABN: 64612454823

Reporting period: 1 October 2024 – 31 December 2025

Location: Sydney, Australia

Employees: 11 (SME)

1. About This Report

This Sustainability Report has been prepared by Hummingbird Insight Pty Ltd (“Hummingbird”) to demonstrate our commitment to sustainable, responsible business practices. The report is designed to align with **STBi principles** for small and medium enterprises: **Simple, Transparent, Balanced and improvement focused**.

The report covers our environmental, social, and governance (ESG) performance during the reporting period and outlines measurable actions for continuous improvement.

2. Business Overview

Hummingbird Insight is a locally owned SME supplying healthcare-focused customer insights and behavioural science market research to the pharmaceutical and healthcare industry. Through research with health care professionals and patients we help our clients develop sales, marketing and support services. By listening to the patients and healthcare providers our clients can offer support services that are needed through the management and treatment of many health conditions.

Our operations include interviews and workshops mainly conducted via Zoom, online communities and online surveys with our panel of over 75,000 Australian healthcare providers. With staff working in a hybrid manner between home and our shared office at WeWork, Hummingbird have a paperless clean desk policy and use the cloud to analyse data and produce reports and workshops to help our clients make the best possible business decisions.

Our purpose is to provide reliable insights and expertise to our clients while supporting our team and improving patient journeys.

3. Sustainability Governance

Responsibility for sustainability sits with the Managing Director, supported by the Operations Director. Sustainability performance is reviewed annually as part of business planning.

Key governance practices include: - Compliance with relevant Australian Commonwealth, State and Local environmental laws, policy, practices, regulations and legislation, and industry-specific legislation.

4. Material Sustainability Topics

Through internal discussions with staff and management, we identified the following priority areas:

- Energy use and greenhouse gas emissions
- Waste reduction and recycling
- Employee wellbeing and safety
- Ethical and equitable staffing

These topics reflect areas where Hummingbird has the most significant impact and ability to influence outcomes.





5. Environmental Performance

Hummingbird have continued hybrid work between home and the WeWork shared workspace in Sydney.

5.1 Energy and Emissions

- 100% Green electricity - Electricity use is minimal with a maximum of one day per week in our shared office.
- Encouraged staff to implement solar energy when working at home
- The team use public transport and electric vehicles to travel to and from work.
- Flights – carbon neutral

Outcomes: - Continued low energy use and near zero emissions.

Future actions: - Continued commitment to working efficiently with consideration to our environmental performance remaining at our current level.

5.2 Waste and Recycling

- Paperless workplace – all work stored on cloud
- Zero waste to landfill
- Plastic free building – All reusable containers, wipes, towels and kitchen utensils
- Green cleaning

Actions taken: - Purchased reusable products and removed all plastic and disposable kitchen utensils, bags, containers other than toilet paper where recycled products are used.



About your building



Data table

Impact Category	Quantity	Unit of Measure	Calculation Description
Greenhouse Gas (GHG) emissions	0.002	TCO ₂ e	Emissions are made up of Scope 1 and 2 as per the GHG Reporting Protocol
Electricity consumption	301	kWh	Total kWh consumed for the building / total building desk number x Member desk total
Natural gas consumption	0	kWh	Total kWh consumed for the building / total building desk number x Member desk total
District heating consumption	0	kWh	Total kWh consumed for the building / total building desk number x Member desk total
General Waste / Mixed Recycling	25 / 23	kg	Total building waste & recycling created by the building / total building desk number x Member desk total
Water usage	4.9	m ³	Total water used for the building / total building desk number x Member desk total

*Where no value is shown for Natural Gas or District Heating, the building's heat source is from Electricity only.





6. Social Performance

Employees

Hummingbird employs 12 people see current employee chart below (22/12/2025)

Name	Title
Nayana Wade	Managing Director
Alena Maher	Senior Research Director
Lisa Lee	Senior Research Director
Debby Mulia	Senior Research Manager
Olivia Dell	Senior Research Manager
Thi Thao Nhi (Alex) Pham	Research Associate
Louiesia Harbord	Research Associate
Lisa Wang	Pharmacovigilance Manager (Part-time casual)
MaryAnn Patterson	Operations Director
Emmett Pocock (Casual)	Panel Administrator
Skye Leong (Casual)	Panel Administrator

Hummingbird Staff role changes 2025

Congratulations to team members who were promoted in the last year.

Name	Previous title	Current title
Debby Mulia	Research Manager	Senior Research Manager
Olivia Dell	Research Manager	Senior Research Manager

Hummingbird Insight Pty Ltd pay structure

All staff at Hummingbird Insight were paid at or above the Modern Award. Pay rates were reviewed in January and July 2025 against the award.

Hummingbird Insight Diversity and Equity Reporting

In 2025 Hummingbird Insight continued to foster a diverse and equal workplace.

- We are recognised by WEConnect and are a certified women's business enterprise. With a staff of 10, 9 of those staff are female. All Directors of the company are female.
- Hummingbird Insight continues to adopt a multi-cultural environment with our staff coming from diverse backgrounds. We share that diversity in food and stories of our experience.
- Hummingbird Insight employs 2 staff members on work visas.
- Hummingbird Insight have flexible working arrangements in place with Alena, Lisa L, Lisa W MaryAnn, Debby and Lisa to better help them manage family responsibilities.
- Hummingbird Insight supported those studying with flexible working arrangements in place for Olivia.





- Continuing to work from home after the return to office of most companies after COVID has enabled our team to continue managing career and family.

Employee induction and training

- All new employees completed a thorough induction on all onboarding training documents and courses which were documented in the General Training Matrix.
- All employees were thoroughly trained in monitoring for and reporting adverse events for all projects they worked on as recorded in the Adverse Events Training Matrix.
- All employees have signed they 'read and understood' all company policies and procedures during document reviews in February 2025 and on the spot for ad hoc updates. Copies of each document were supplied to the employee and stored in their staff records.
- All employees completed regular IT security courses with certificates for their records and saved in their staff files.
- All research staff received ongoing training in their area of work which is documented – both internally and through the Research Society and similar training organisations.
- Xero Reporting shows 3,319 hours were claimed to Learning and Development in the last 12 months between October 1, 2024, and September 30, 2025. This was 19.3% of the total working hours claimed.

KPI Appraisals and Performance Reviews

- Every 6 months all staff complete a self-appraisal, give feedback on their fellow team members and discuss their progress with their direct manager and the managing director. HBI ensures the appraisal process is an opportunity for all at Hummingbird to grow with a 3-way feedback process. This process was completed in February and August 2025.
- All appraisals were documented with clear and concise performance targets. KPIs are based on Hummingbird Vision and Values, individual goals, job description criteria and contribution to EBIDTA targets.
- The appraisal process is documented and signed using the KPI templates
- Employees were encouraged to share their achievements so they can be celebrated. Any specific issues or challenges were discussed to ensure corrective action was put in place to stop them recurring.
- Average working hours, overtime and any 'extra' duties performed over and above the job description were discussed and documented.
- Time was allocated to planning ongoing development and training relevant to the staff members' development. All team members were encouraged to document their 12-month training plan.

KPI Annual Bonus

Employees are offered an annual bonus scheme outlined below. This is a KPI based bonus and paid as a percentage of gross wage early in the following financial year. In the 2024-2025 financial year we achieved our targets and all staff were paid a bonus of between 7-10% of gross income in August 2025.

Employees received monthly email updates on revenue and profit with current EBIDTA. Employees received weekly updates on project level and project leads provide weekly project budget updates in our WIP meetings.

Bonus is allocated:

- 50% of the bonus is subject to Company Performance i.e. 50% based on revenue target of \$2M and EBITDA target of 18%, and
- 50% of the bonus is subject to your Personal Performance assessed during the twice-yearly KPI reviews





Birthday Free Days

In 2024 Hummingbird Insight introduced a 'free day' on employees' birthday or the next business day after their birthday.

Bonus Annual Leave scheme

All Hummingbird staff are given 4 additional days leave per year over the Christmas break during the Hummingbird Insight shutdown from the last working day before December 25 and the first Monday after New Year's Day. These days are in addition to the public holidays during this period

Team activities

Staff Fun Days are organised by the Social Committee and are often organised around holidays or important Hummingbird anniversaries. During the period of October 2024 – December 2025 the following team activities were organised.

Date	Activity	Location	Event
December 2024	Night away at an Airbnb and dinner with a Secret Santa gift exchange to celebrate the team's efforts over the previous year.	Hunter Valley	Christmas
December 2025	Operations Team virtual catchup with lunch and small gifts exchanged to celebrate recruitment results.	Online	Christmas
May 2025	Lunch welcome to introduce potential team members	Pymont	Welcome staff member
May 2025	Team celebration of HBI birthday: cooking and cocktail making class	Potts Point	Company anniversary
July 2025	End of financial year lunch in Sydney	Pymont	EOFY celebration
July 2025	Operations Team virtual catchup with lunch and farewell for Grace and Ben and Welcome back for Emmett and Lisa W	Online	Staff member farewell & welcome
August	HBI Thailand dinner catchup with Alex in Bangkok	Bangkok	Staff member catchup
November	HBI Thailand Christmas catchup	Bangkok	Team Christmas celebrations
December	Ester Restaurant Christmas dinner	Sydney	Team Christmas celebrations

7. Health and Safety

Workplace health and safety is managed in line with New south Wales WHS regulations.

- Annual safety inspections conducted
- Annual staff workplace health and safety training and checklist completed
- Incident reporting process in place





Work from home – equipment

- All employees were provided with a laptop, dock and first-aid kit.
- Other peripherals were supplied as needed (including monitor, chair, keyboard, mouse, footrest, stand etc).

Workplace Incident and Accident Report

Hummingbird Insight have reported NO accidents or incidents in the last year.

Vaccination Program

Staff are encouraged to get COVID, Cold and Flu vaccination prior to Winter and to claim any cost as a reimbursement. Links to be provided in March 2025 encouraging booking through Chemist Warehouse.

8. Responsible Sourcing

We prioritise suppliers who demonstrate Compliance with labour laws, environmentally sustainable policies and source responsible materials - Minimal and recyclable packaging

During the reporting period, we reduced our use of disposable materials to 0% and increased use of recycled materials for the small amount of paper, kitchen and bathroom products.

Target: Continue to prioritise recycled products and responsible suppliers.

9. Ethics and Compliance

Hummingbird operates under a Code of Conduct covering: -

- Ethical business practices
- Equal opportunities and anti-discrimination
- Anti-bribery and corruption

There is a clear reporting and whistleblower process in place.

No breaches of the Code were identified during the reporting period.

10. Goals and Commitments

Area	Commitment	Target Date
Energy	Retain energy emissions	0% by 2026
Waste	Retain Zero waste to landfill	100% by 2026
People	Annual staff engagement	2026

11. Limitations and Future Improvements

As an SME, with most of the work conducted in team member's homes, our data collection systems are still developing. Some figures are based on staff self-reporting, utility bills and supplier information so estimates only. We are committed to improving data accuracy and transparency over time.





11. Statement of Commitment

Hummingbird Insight Pty Ltd is committed to continuous improvement in sustainability performance. This report represents our current progress and future direction in line with STBi principles.

Prepared by:

MaryAnn Patterson

Operations Director

Signed by:
MaryAnn Patterson
2ED4C4F5BB4F45F...

23-Dec-25 | 14:38 AEDT

Approved by:

Nayana Wade

Mrs Nayana Wade

Signed by:
Nayana Wade
E338A57BCF864DD...

23-Dec-25 | 14:40 AEDT



Certificate Of Completion

Envelope Id: A9FB3DCF-3158-4A92-B160-A7BA5A72675B		Status: Completed
Subject: Hummingbird Insight Sustainability Report 2025.docx		
Source Envelope:		
Document Pages: 8	Signatures: 2	Envelope Originator:
Certificate Pages: 5	Initials: 0	MaryAnn Patterson
AutoNav: Enabled		L4 100 Harris St
Envelopeld Stamping: Enabled		Pyrmont, New South Wales 2009
Time Zone: (UTC+10:00) Canberra, Melbourne, Sydney		maryann@hummingbirdinsight.com.au
		IP Address: 58.161.68.180

Record Tracking

Status: Original	Holder: MaryAnn Patterson	Location: DocuSign
Dec-23-2025 14:35	maryann@hummingbirdinsight.com.au	

Signer Events

Signer Events	Signature	Timestamp
MaryAnn Patterson maryann@hummingbirdinsight.com.au Operations Director Hummingbird Insight Security Level: Email, Account Authentication (None)	<div>Signed by:  2ED4C4F5BB4F45F...</div> <div>Signature Adoption: Pre-selected Style Using IP Address: 58.161.68.180</div>	Sent: Dec-23-2025 14:37 Viewed: Dec-23-2025 14:37 Signed: Dec-23-2025 14:38

Electronic Record and Signature Disclosure:
Not Offered via Docusign

Nayana Wade nayana@hummingbirdinsight.com.au Mrs Nayana Wade Hummingbird Insight Pty Ltd Security Level: Email, Account Authentication (None)	<div>Signed by:  E338A57BCF864DD...</div> <div>Signature Adoption: Pre-selected Style Using IP Address: 203.220.231.2</div>	Sent: Dec-23-2025 14:37 Viewed: Dec-23-2025 14:40 Signed: Dec-23-2025 14:40
-----------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------

Electronic Record and Signature Disclosure:
Accepted: Oct-11-2024 | 16:50
ID: 96d04e1a-5b01-4ebd-bce8-043ef333f527

In Person Signer Events	Signature	Timestamp
Editor Delivery Events	Status	Timestamp
Agent Delivery Events	Status	Timestamp
Intermediary Delivery Events	Status	Timestamp
Certified Delivery Events	Status	Timestamp
Carbon Copy Events	Status	Timestamp
Witness Events	Signature	Timestamp
Notary Events	Signature	Timestamp
Envelope Summary Events	Status	Timestamps
Envelope Sent	Hashed/Encrypted	Dec-23-2025 14:37
Certified Delivered	Security Checked	Dec-23-2025 14:40
Signing Complete	Security Checked	Dec-23-2025 14:40

Envelope Summary Events	Status	Timestamps
Completed	Security Checked	Dec-23-2025 14:40
Payment Events	Status	Timestamps
Electronic Record and Signature Disclosure		

ELECTRONIC RECORD AND SIGNATURE DISCLOSURE

From time to time, Hummingbird Insight Pty Ltd (we, us or Company) may be required by law to provide to you certain written notices or disclosures. Described below are the terms and conditions for providing to you such notices and disclosures electronically through the DocuSign system. Please read the information below carefully and thoroughly, and if you can access this information electronically to your satisfaction and agree to this Electronic Record and Signature Disclosure (ERSD), please confirm your agreement by selecting the check-box next to 'I agree to use electronic records and signatures' before clicking 'CONTINUE' within the DocuSign system.

Getting paper copies

At any time, you may request from us a paper copy of any record provided or made available electronically to you by us. You will have the ability to download and print documents we send to you through the DocuSign system during and immediately after the signing session and, if you elect to create a DocuSign account, you may access the documents for a limited period of time (usually 30 days) after such documents are first sent to you. After such time, if you wish for us to send you paper copies of any such documents from our office to you, you will be charged a \$0.00 per-page fee. You may request delivery of such paper copies from us by following the procedure described below.

Withdrawing your consent

If you decide to receive notices and disclosures from us electronically, you may at any time change your mind and tell us that thereafter you want to receive required notices and disclosures only in paper format. How you must inform us of your decision to receive future notices and disclosure in paper format and withdraw your consent to receive notices and disclosures electronically is described below.

Consequences of changing your mind

If you elect to receive required notices and disclosures only in paper format, it will slow the speed at which we can complete certain steps in transactions with you and delivering services to you because we will need first to send the required notices or disclosures to you in paper format, and then wait until we receive back from you your acknowledgment of your receipt of such paper notices or disclosures. Further, you will no longer be able to use the DocuSign system to receive required notices and consents electronically from us or to sign electronically documents from us.

All notices and disclosures will be sent to you electronically

Unless you tell us otherwise in accordance with the procedures described herein, we will provide electronically to you through the DocuSign system all required notices, disclosures, authorizations, acknowledgements, and other documents that are required to be provided or made available to you during the course of our relationship with you. To reduce the chance of you inadvertently not receiving any notice or disclosure, we prefer to provide all of the required notices and disclosures to you by the same method and to the same address that you have given us. Thus, you can receive all the disclosures and notices electronically or in paper format through the paper mail delivery system. If you do not agree with this process, please let us know as described below. Please also see the paragraph immediately above that describes the consequences of your electing not to receive delivery of the notices and disclosures electronically from us.

How to contact Hummingbird Insight Pty Ltd:

You may contact us to let us know of your changes as to how we may contact you electronically, to request paper copies of certain information from us, and to withdraw your prior consent to receive notices and disclosures electronically as follows:

To contact us by email send messages to: maryann@hummingbirdinsight.com.au

To advise Hummingbird Insight Pty Ltd of your new email address

To let us know of a change in your email address where we should send notices and disclosures electronically to you, you must send an email message to us at maryann@hummingbirdinsight.com.au and in the body of such request you must state: your previous email address, your new email address. We do not require any other information from you to change your email address.

If you created a DocuSign account, you may update it with your new email address through your account preferences.

To request paper copies from Hummingbird Insight Pty Ltd

To request delivery from us of paper copies of the notices and disclosures previously provided by us to you electronically, you must send us an email to maryann@hummingbirdinsight.com.au and in the body of such request you must state your email address, full name, mailing address, and telephone number. We will bill you for any fees at that time, if any.

To withdraw your consent with Hummingbird Insight Pty Ltd

To inform us that you no longer wish to receive future notices and disclosures in electronic format you may:

- i. decline to sign a document from within your signing session, and on the subsequent page, select the check-box indicating you wish to withdraw your consent, or you may;
- ii. send us an email to maryann@hummingbirdinsight.com.au and in the body of such request you must state your email, full name, mailing address, and telephone number. We do not need any other information from you to withdraw consent.. The consequences of your withdrawing consent for online documents will be that transactions may take a longer time to process..

Required hardware and software

The minimum system requirements for using the DocuSign system may change over time. The current system requirements are found here: <https://support.docusign.com/guides/signer-guide-signing-system-requirements>.

Acknowledging your access and consent to receive and sign documents electronically

To confirm to us that you can access this information electronically, which will be similar to other electronic notices and disclosures that we will provide to you, please confirm that you have read this ERSD, and (i) that you are able to print on paper or electronically save this ERSD for your future reference and access; or (ii) that you are able to email this ERSD to an email address where you will be able to print on paper or save it for your future reference and access. Further, if you consent to receiving notices and disclosures exclusively in electronic format as described herein, then select the check-box next to 'I agree to use electronic records and signatures' before clicking 'CONTINUE' within the DocuSign system.

By selecting the check-box next to 'I agree to use electronic records and signatures', you confirm that:

- You can access and read this Electronic Record and Signature Disclosure; and
- You can print on paper this Electronic Record and Signature Disclosure, or save or send this Electronic Record and Disclosure to a location where you can print it, for future reference and access; and
- Until or unless you notify Hummingbird Insight Pty Ltd as described above, you consent to receive exclusively through electronic means all notices, disclosures, authorizations, acknowledgements, and other documents that are required to be provided or made available to you by Hummingbird Insight Pty Ltd during the course of your relationship with Hummingbird Insight Pty Ltd.