



ACCSR 2012

PUBLIC WORKSHOP PROGRAM



WHY MATERIALITY MATTERS: MAPPING YOUR WAY TO A BETTER UNDERSTANDING OF YOUR COMPANY'S SUSTAINABILITY PROFILE

MELBOURNE | 16 FEBRUARY
2.00PM – 5.30PM



WHAT DOES 'MATERIAL' MEAN IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT? HOW CAN YOU USE THE MATERIALITY PRINCIPLE TO DEVELOP BETTER SUSTAINABILITY STRATEGIES AND REPORTS?

Companies are familiar with the financial accounting principle of materiality. In the GRI and other frameworks, however, companies are increasingly expected to report on their material issues in the context of sustainable development. What does 'material' mean in this context and how can material issues be identified? What happens when a company's assessments of what is material differ from those of its stakeholders? How are materiality assessments used in helping a company fine tune its business strategies and stakeholder engagement? How can materiality assessments be tested and assured?

These and other materiality issues will be the subject of a special half-day Master Class led by ACCSR Senior International Associate Paul Hohnen. Participants will learn:

- The relationship between financial and non-financial concepts of materiality
- What materiality means and why it is important in the CSR context
- How leading companies map their material issues
- The role of stakeholder engagement
- How materiality assessments can be assured using AA1000
- How to develop a materiality approach for your own organisation.

A former Australian diplomat, Paul is known internationally for his work in the CSR and sustainable development fields. He was recently invited to author a materiality course for the Accenture Supply Chain Academy and has been closely involved in the development of many of the world's leading CSR frameworks and initiatives.

MASTER CLASS PROGRAM:

- Defining materiality and its relevance
- Developing a materiality approach
- Identifying key principles and guidance frameworks
- Mapping stakeholders and material issues
- Techniques for ranking stakeholders and their issues
- Reviewing and assuring materiality assessments
- Communicating materiality assessments
- Practice developing a materiality assessment

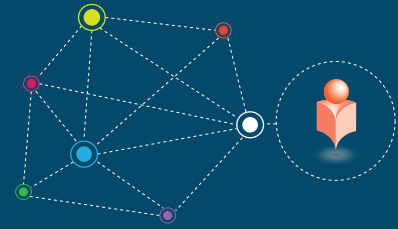
A ONE-TIME SPECIAL MATERIALITY
MASTER CLASS WITH INTERNATIONAL
SUSTAINABILITY EXPERT PAUL HOHNEN

PLACES LIMITED

BOOK THIS WORKSHOP AT:
www.accsr.com.au/learning



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ACCSR WORKSHOP PARTICIPANTS SAY...

“Paul Hohnen’s expert knowledge of global best practice in corporate responsibility has given our people valuable insights into the future challenges for our business.”

*Renee Hancock, Corporate Responsibility Manager,
ANZ Bank*

“Great international perspective and case studies, great to have such a wealth of experience to draw from.”

“Really knowledgeable and set the context.”

“Highly engaging and knowledgeable.”

“Really great perspectives given on a global scene.”



PAUL HOHNEN IS AN ENGAGING AND MEMORABLE PRESENTER KNOWN INTERNATIONALLY FOR HIS WORK ON CSR AND SUSTAINABLE DEVELOPMENT

ABOUT ACCSR

The Australian Centre for Corporate Social Responsibility helps organisations create lasting value through responsible business strategies and productive stakeholder relationships. Our unique capability-building approach helps organisations identify and understand their social responsibilities, capacity and impact and develop strategies and tactics to reduce social risks and improve both performance and social responsiveness. Our learning programs build individual capability for managing social responsibility and underpin the professionalisation of the corporate responsibility management function.



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