

WORKING IN CSR

DR LEEORA BLACK
MANAGING DIRECTOR, ACCSR

Presentation to Monash University
Arts/Humanities Postgraduate Careers Forum
17 September 2009

CSR IS A SERIOUS BUSINESS



"That's enough on reducing our carbon footprint, Stevens.
Wilson, any luck on finding a new planet?"

DEFINING CSR

Social Responsibility



Social responsibility is the responsibility of an organization for the impacts of its decisions and activities on society and the environment, through transparent and ethical behaviour that

- contributes to sustainable development, including health and the welfare of society
- takes into account the expectations of stakeholders
- is in compliance with applicable law and consistent with international norms of behaviour; and
- is integrated throughout the organization and practised in its relationships.

(extract from ISO CD26000, CD 1)

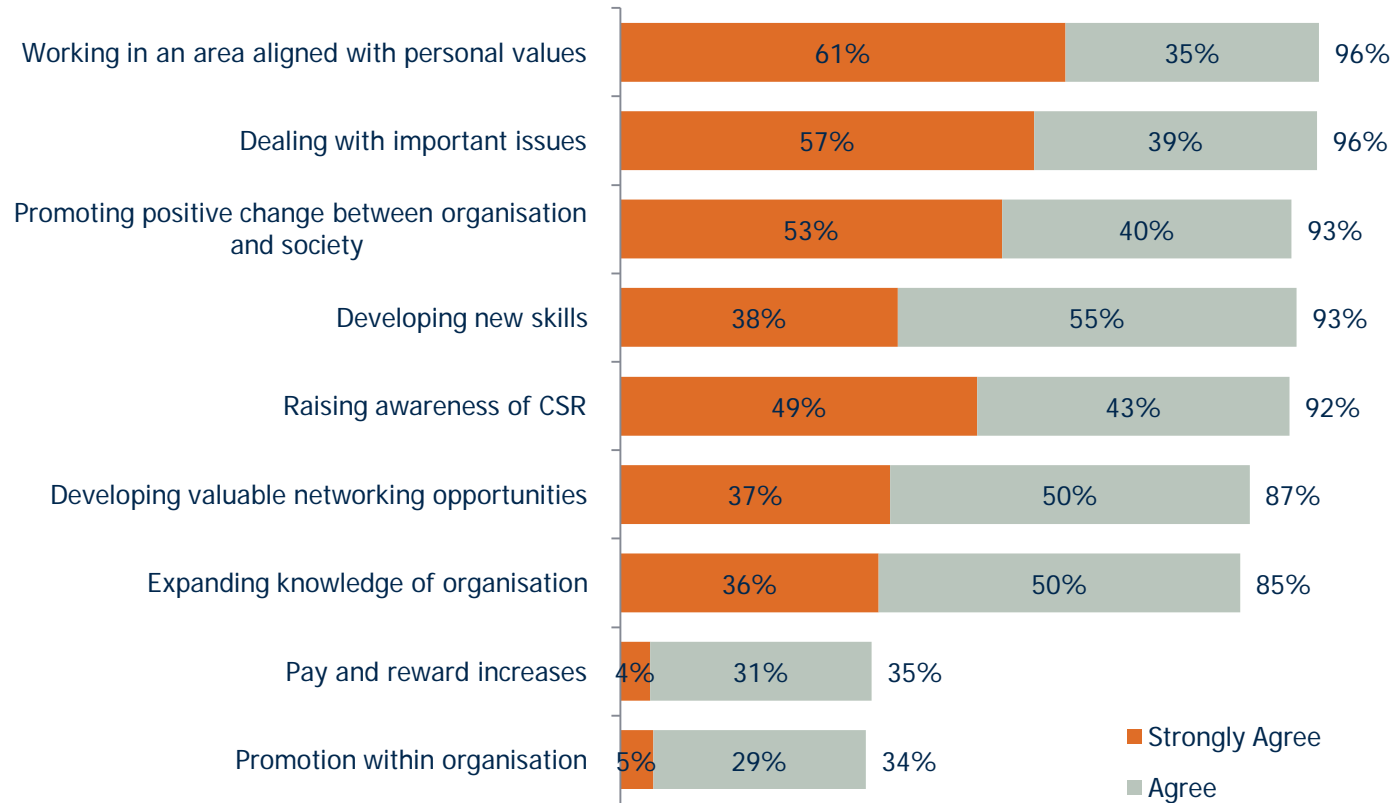
WHO WORKS IN CSR

	%
Gender	
Male	42
Female	58
Age	
25 or under	3
26-34	22
35-44	39
45-54	25
55+	11

	%
Education	
PhD	3
Masters	33
Bachelors	46
Grad Diploma/Cert	12
Secondary Education	3
Other	3
Academic Discipline	
Science incl. physical, biological, chemical	8
Social sciences, humanities, arts	15
Engineering	5
Information technology and computing	1
Education	3
Environmental sciences or engineering	4
Medical and health sciences	1
Law, justice & law enforcement	6
Economics	5
Business, commerce and tourism	27
Marketing and public relations	7
Architecture, building & construction	1
Journalism	3
Other	14

Source:
ACCSR, 2008.
"The State of CSR in Australia"

WHY WORK IN CSR



Q92-100: This question examines the opportunities available by working in CSR/Sustainability. Please indicate the extent to which you agree or disagree with the following statements?

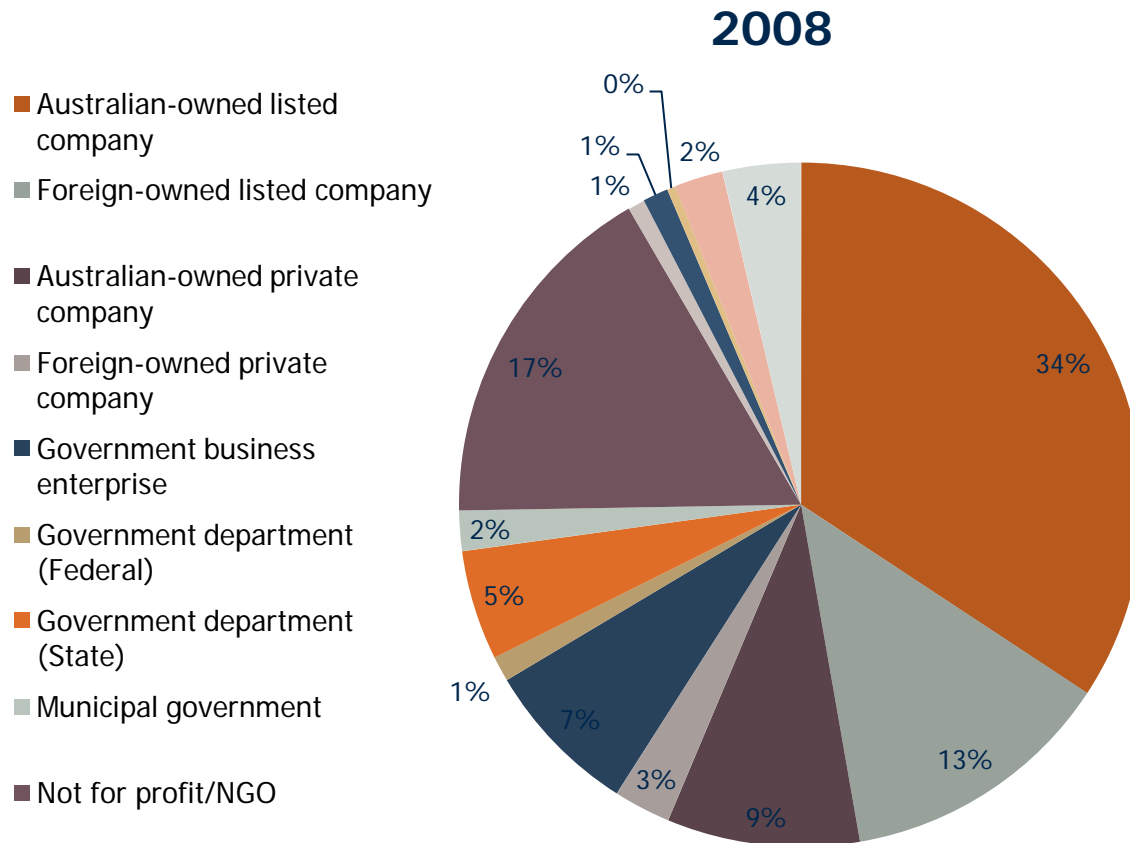
Base: Total responding (range 314-323 depending on attribute)

TYPES OF PEOPLE IN CSR

<p>Expert</p> <p>Specialist, technical skills & knowledge</p> <p>Derives satisfaction from delivering quality of work</p> <p>Focuses on individual development</p>	<p>Activist</p> <p>Skills are collaboration and questioning</p> <p>Derives satisfaction from social change in their work</p> <p>Focuses on societal development</p>
<p>Facilitator</p> <p>Skills are managerial in nature</p> <p>Derives satisfaction from effective facilitation through work</p> <p>Focuses on team development</p>	<p>Catalyst</p> <p>Skills are mainly visionary and political</p> <p>Derives satisfaction from focusing on strategic change</p> <p>Focuses on organisational development</p>

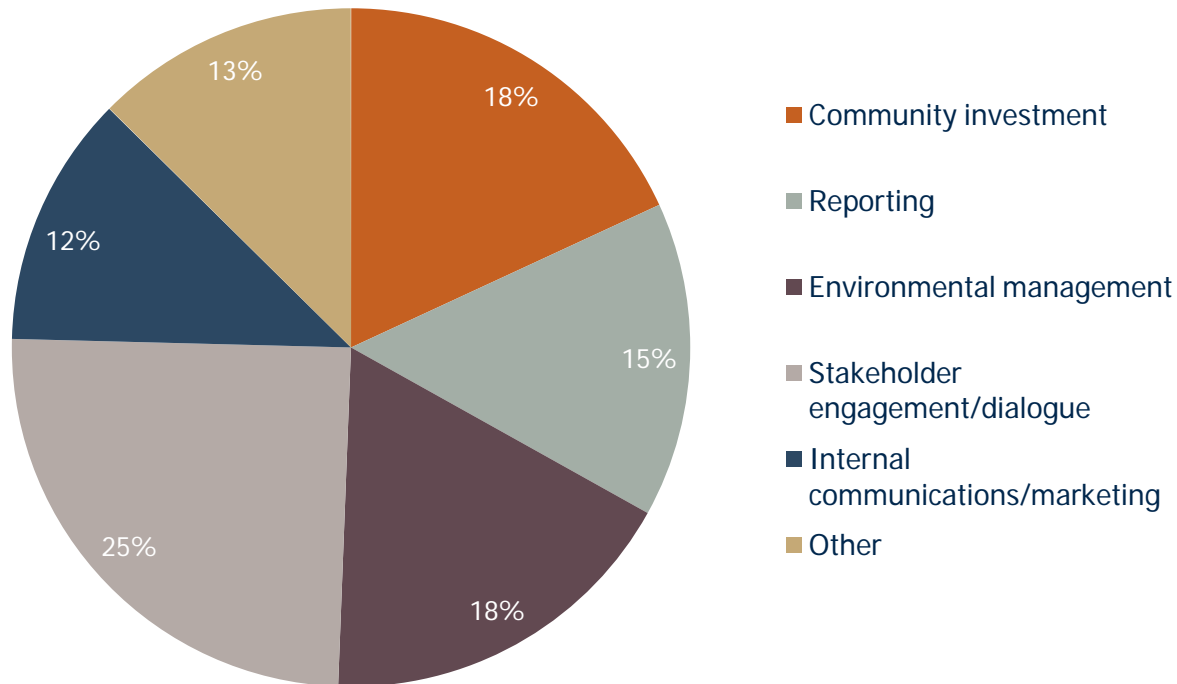
Source: Visser, W. 2008. Making a Difference: Purpose-Inspired Leadership for Corporate Sustainability and Responsibility (CSR).

CSR EMPLOYERS



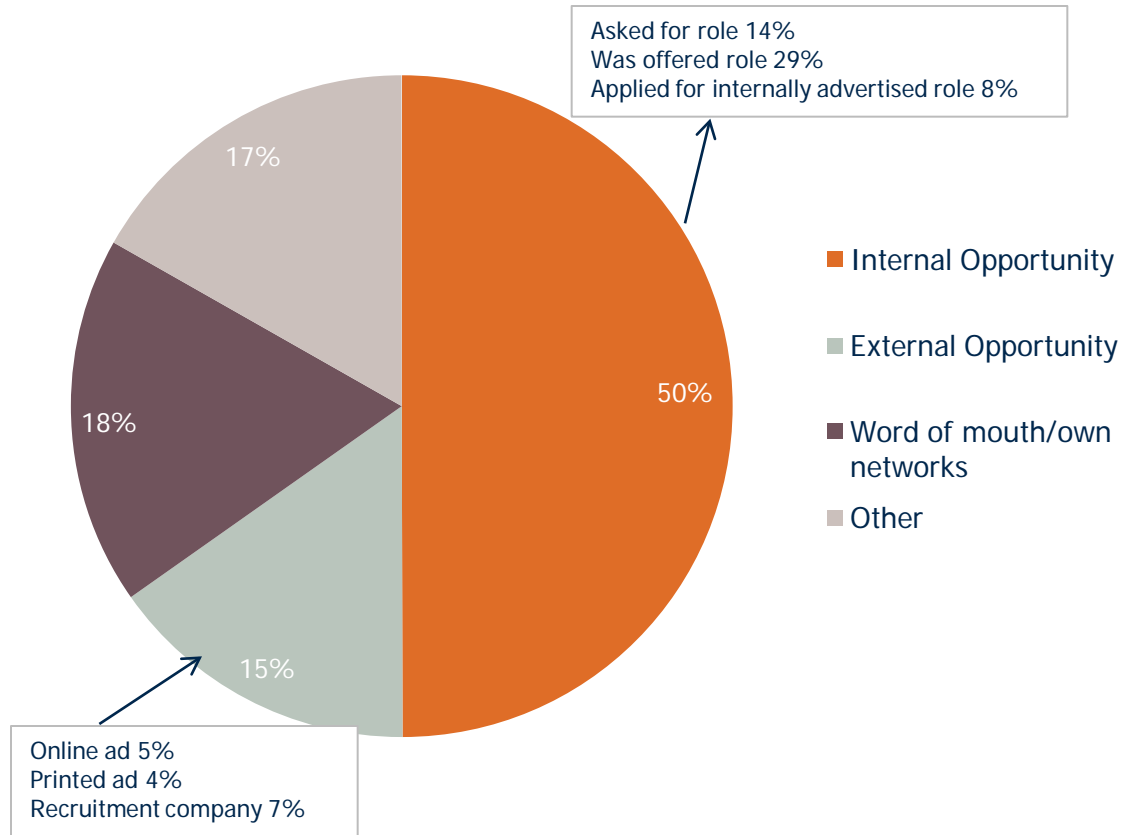
Q6: What type of organisation do you work for?
Base: Total Respondents (2008: 516) (2007: 129)

KEY CSR ACTIVITIES



Q102: What CSR activity do you spend most time on?
Base: Total responding (326)

CSR JOB SOURCE



Q84: How did you find your current job?
Base: Total responding (328)

For more information

www.accsr.com.au

Good luck!