



Australian Centre for Corporate Social Responsibility

COUNTING WHAT COUNTS: *Measuring the Heart of CSR Performance*

With Dr Robert G. Boutilier

Associate at the Centre for Sustainable Community Development at Simon Fraser University, Vancouver, & President of Robert Boutilier and Associates

AND

Dr Leeora Black

Managing Director Australian Centre for Corporate Social Responsibility

Melbourne: Monday 16 April 2007
9.00am - 5.00pm

Sydney: Thursday 19 April 2007
9.00am - 5.00pm

VENUE

Melbourne: Melbourne Business School
200 Leicester Street, Carlton

Sydney: Macquarie Graduate School of Management,
Level 6, 51-57 Pitt Street, Sydney

In this intensive, hands-on workshop you will learn how to count what counts in corporate social responsibility. This workshop will take you through a CSR performance measurement framework that puts stakeholder relationships at the heart of CSR measurement. Learn how to map stakeholder networks and issues. Use stakeholder and issue maps to predict and manage socio-political risk. Gain insight into the latest thinking in social capital and the globally validated Stakeholder 360™ measurement and engagement framework.

WHO SHOULD ATTEND THIS PROGRAM

This workshop is essential for managers working in corporate social responsibility and sustainability, corporate relations, compliance or organisational development. No prior knowledge in measurement is assumed so the program is suitable for all types of management background.

ABOUT ACCSR

The Australian Centre for Corporate Social Responsibility is Australia's leading CSR research, executive learning and strategic advisory firm. The Centre's 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.

PROGRAM

You will learn:

- How to choose the right measure for the task at hand
- To understand the differences between tangible and intangible measures and their strategic significance
- To understand the intersection between measurement, reporting and performance improvement
- How to measure the quality of stakeholder relationships through analysing social capital
- How to interpret stakeholder and issue maps to guide managerial decision-making
- How to integrate analyses of stakeholder networks and issues to predict socio-political risks to companies and guide community development efforts

ABOUT THE FACILITATORS

Dr Robert G. Boutilier

Robert Boutilier, Ph.D., is an Associate at the Centre for Sustainable Community Development at Simon Fraser University, Canada, and President of Robert Boutilier and Associates. He applies concepts like social capital and network analysis to the challenges organisations face in managing stakeholder relations and promoting community development, particularly in developing countries.

Dr Leeora Black

Director of the Australian Centre for Corporate Social Responsibility, Dr. Leeora Black is a leading authority on integrating social responsibility into business operations and strategies. Her work focuses on analysing and solving complex CSR issues and problems, building organisational CSR capabilities, stakeholder engagement and CSR measurement. She works with listed companies, government businesses and social sector organisations on building the social responsibility of business and solving complex CSR problems.

Register for this ACCSR workshop and get free membership in ACCSR's Learning Network, CSR Connect.ED. CSR Connect.ED will help you stay connected and discover more about corporate social responsibility.

ACCSR
Leadership in CSR Research,
Learning and Strategy

REGISTRATION FORM

COMPLETE THIS FORM AND FAX TO (03) 9576 1517

OR POST TO SUITE 420, ST KILDA ROAD TOWERS, 1 QUEENS ROAD, MELBOURNE, 3004



Name _____ Name _____
Job Title _____ Job Title _____
Email _____ Email _____
Phone _____ Fax _____ Phone _____ Fax _____

Organisation _____ Address _____

(Photocopy this form for additional registrations)

Which workshop will you be attending?

Melbourne, Monday 16 April 2007 Sydney, Thursday 19 April 2007

FEES (Workshop fee includes participation, morning and afternoon teas, and lunch.)

Number of People	Description	Fee per person	GST	Subtotal per person	Subtotal by number of people
	Early bird - group Two or more from the same organisation. Pay by 16 March 2007	\$750	\$75	\$825	\$
	Early bird - single Pay by 16 March 2007	\$800	\$80	\$880	\$
	Standard - group Two or more from the same organisation. Pay by 13 April 2007	\$850	\$85	\$935	\$
	Standard - single Pay by 13 April 2007	\$900	\$90	\$990	\$
	TOTAL				\$

Method of Payment

(see workshop registration policy below)

Please note that full payment must be received by 13 April, 2007. Bookings are subject to the availability of places.

Credit card: Visa Mastercard

Card number _____ Expiry Date _____ CCV # _____

Cardholder Signature _____ Amount _____

Cheque: Made payable to the Australian Centre for Corporate Social Responsibility

Bank transfer: Westpac Banking Corporation

Branch code: 033059

Account no: 288767 quoting participant name and WSB07 as reference.

ACCSR SEMINAR REGISTRATION POLICY

Cancellations: Substitutions are welcome at any time. Cancellations in writing prior to 3/4/07 will receive a 50% refund. No refunds applicable after this date. Indemnity: Should for any reason outside the control of the ACCSR the venue or speakers change or the event be cancelled the ACCSR will endeavour to reschedule, but the client hereby indemnifies and holds the ACCSR harmless from and against any and all costs, damages and expenses including legal fees which are incurred by the client. The laws of the State of Victoria govern this agreement in all respects.

The Australian Centre for Corporate Social Responsibility is a registered business name of Synergy Communications Pty Ltd, ABN 71007029610

WHAT PARTICIPANTS HAVE SAID ABOUT ACCSR WORKSHOPS

"The workshop was a great learning experience. CSR is not just for corporates. Public authorities have broader responsibilities in how they operate and deliver to their communities."

Dr Robyn Leeson, Manager, City Sustainability, City of Melbourne

"Great opportunity to consider and learn about strategic benefits of an integrated approach to corporate social responsibility management."

Ros Williamson, Director, Organisational Development & Corporate Communication, CSL Limited

"For an emerging field, it was great to get such an interesting, interactive overview that enables you to learn through participation."

Jane Calvert, Media & Community Relations Advisor, Transurban

"An excellent workshop highly recommended to all those wishing to develop a CSR strategy for their organisation."

John Kazanas, Marketing & Communications Manager, Member's Equity Bank

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