

AUSTRALIAN CENTRE FOR CORPORATE SOCIAL RESPONSIBILITY

Presents:

Two Outstanding Executive Learning Opportunities

Program 1:

ExperienceCSR

An award-winning e-learning business simulation that teaches participants how to develop and implement effective CSR strategy and tactics

Thursday 19th July 2007

Program 2:

Communicating CSR: Walking the Tightrope

A two-day practical workshop that teaches participants the essentials of credible CSR communications

Thursday 26th and Friday 27th July 2007

Who should attend:

These workshops are essential for communications professionals, managers and consultants working in corporate social responsibility, sustainability, public affairs, government relations, community relations, human resources, organisational learning and change management, marketing, corporate governance, investor relations, business development, finance or operations.

BOOK BOTH PROGRAMS AND SAVE!



ABOUT THE WORKSHOP

ExperienceCSR is an award-winning e-learning business simulation that teaches participants how to develop and implement CSR strategy and tactics.

ExperienceCSR places learners in the role of CSR Advisor to a hypothetical company called SkyTech that is struggling to define its role as a corporate citizen. While considering business ethics, the environment, employee relations, human rights, and community investment, participants must successfully create and implement a CSR strategy that appeals to the company's various stakeholders.

ExperienceCSR teaches best practices by challenging participants to work in teams to overcome the most pressing business challenges. It focuses on facilitating organisational change and building management capability.

WHERE
Cliftons, Upper Ground Level, 440 Collins St, Melbourne

WHEN
Thursday July 19th, 2007, 9.00am - 5.00pm

AGENDA

Morning

- Overview of CSR theory and CSR change model
- Introduce SkyTech case study simulation
- Interview SkyTech stakeholders
- Understand CSR tactics
- Build your CSR implementation program

Afternoon

- Implement CSR plan for SkyTech and revise based on feedback from the system
- Discuss critical success factors in the simulation and real world CSR programs
- Apply concepts to your own CSR initiatives

After ExperienceCSR you will be able to:

- Identify the Five Pillars of CSR
- Create a customised CSR plan for your organisation
- Make CSR real by implementing your plan
- Manage stakeholders and resistance to CSR

LEARNING OBJECTIVES

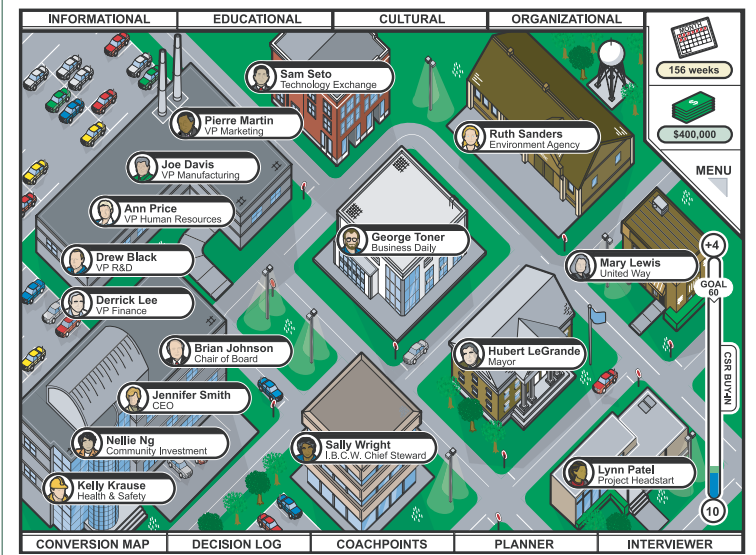
This online tool enables learners to:

- Explore corporate social responsibility theory and resources
- Experience theory in action in a sophisticated business simulation
- Reflect on simulation results and identify opportunities to improve
- Apply learning to real world CSR projects with decision supporting tools
- Share knowledge with peers in a collaborative space

ExperienceCSR was developed by ExperiencePoint Inc. in cooperation with St. Michael's College at the University of Toronto and is available in Australia exclusively through the Australian Centre for Corporate Social Responsibility.

Try the ExperienceCSR demo at:

<http://www.accsr.com.au/html/expcsr.htm>



SkyTech wants to do the right thing but doesn't know where to start. It's your job to create a social responsibility strategy that balances profit with human rights, community service and business ethics. Then it's up to you to implement the strategy in the face of resistance and tight budgets and timelines.

WHAT PARTICIPANTS HAVE SAID ABOUT ACCSR WORKSHOPS

"The course provided valuable information on how we might further evolve our systems for more effective CSR measurement and management." *Craig Richardson, CFO, Coca-Cola Amatil New Zealand*

"The industry case studies and other workshop participant's opinions and anecdotes were extremely relevant to consolidating workshop messages presented by ACCSR. The workshop far exceeded my expectations!" *Eloise Aschberger, Sustainable Investment Manager, Lend Lease*

"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*

"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*

"The workshop provided a guiding light through the fog that covers the CSR landscape." *Gareth Widger, Corporate Communication Manager, CSBP Ltd (a subsidiary of Wesfarmers)*

"It provided the opportunity to reflect on where your program is, and strategies to enhance it." *Rob Gill, Public Affairs Manager, Aviva Australia*

Communicating CSR: Walking the Tightrope

ABOUT THE WORKSHOP

Research shows that corporate social responsibility is a key driver of an organisation's reputation, yet public trust in corporations has never been lower. Two out of three people think large companies don't really care about the social and environmental impact of their actions. What's more, they don't think companies should talk too much about their good deeds either. It's self-serving and not very credible. How can a communications professional walk the tightrope?

This essential hands-on learning program explores the paradox of CSR communications and provides indispensable guidance on effective CSR communications. Learn how to credibly communicate your CSR approach to a range of stakeholders, so you can create a more trusting environment for better business performance.

WHERE

Melbourne Business School, 200 Leicester Street, Carlton

WHEN

Thursday 26th and Friday 27th July 2007, 9.00am – 5.00pm

DAY 1

The Challenge of CSR Communications

What are the driving forces and trends behind corporate social responsibility? What do employees, NGOs, investors, customers and governments want from companies and how can companies deliver? What are the stakeholder and organisational challenges that shape the effectiveness of our CSR communications? How should we understand new forms of social and environmental risk and what this means for communications planning?

Managing CSR Issues

A case study of 20 years of press coverage of issues in the Australian banking industry shows that despite the best efforts of issues managers, issues don't go away. This ground breaking longitudinal study challenges issues management orthodoxy and shows why corporate social responsibility requires a different approach. This case study could change your thinking about your most effective response to CSR issues in your industry or company.

The CSR Communications Framework – Inside Out

Based on change management and communications best practice and a range of studies of CSR communications, this three-step framework shows you how to solve the paradox of CSR communications: how to communicate your organisation's CSR programs and achievements without appearing self-serving and risking stakeholder cynicism. Learn about the key CSR communications tactics for different stakeholders, including the use of sustainability reporting, and internationally recognised frameworks for social responsibility.

CSR Communications, Organisational Identity and Reputation

How can you use the CSR Communications Framework to influence your organisation's reputation? Stakeholder responses to social responsibility programs and communications are like a metaphorical mirror for organisations. When employees look in this mirror, they see an image of their organisation. How employees see your organisation influences the way others see you, too. This session shows how the CSR Communications Framework is a dynamic tool for reputation formation and change.

DAY 2

Practitioner Showcase:

The CSR Communications Framework in Action

Learn via practitioner case studies which demonstrate how some of Australia's leading companies have understood and implemented strategies to address their CSR communication challenges.

Communicating Climate Change Strategy

Participants will be introduced to a range of climate change strategies based on the choices of reduce, offset or invest in renewable.

CSR Communications Challenge Round Tables

Synthesise and apply your learning to your own organisation's challenges. How can your organisation use the CSR Communications Framework to leverage existing activity for greater impact or redress gaps that put holes in your credibility? A peer-to-peer learning experience that will put you on your mental (and physical) toes.

Conclusion

Where to now? Putting your learning to work

LEARNING OBJECTIVES

- Understand CSR and the role of communications
- Explore strategies that will allow you to manage CSR communications with confidence
- Learn about CSR communications tactics that work
- Discover insights from the latest research into CSR issues management
- Hear examples of best practice in CSR communications with key stakeholders
- Apply the CSR Communications Framework to solve your organisation's CSR communications challenges

SOME OF THE IMPORTANT QUESTIONS THIS WORKSHOP WILL COVER

- How should we communicate with our stakeholders that we are doing good things?
- When should we use direct and when should we use indirect communications?
- How can we get the most benefit from our corporate social initiatives?
- How can I make our CSR communications credible?
- What is the best way of communicating our CSR achievements to investors?
- Which stakeholders should be our primary focus for communications about CSR?

WORKSHOP LEADER

Dr Leeora Black

Managing Director of ACCSR, Leeora's work focuses on analysing and solving complex CSR issues and problems and building organisational CSR capacity and strategy. Leeora advises global firms, government businesses and social sector organisations on integration of CSR into business operations and strategies, communications, issues management and reputation.

Leeora has taught public relations at Monash University and RMIT and has published on CSR and communications in the Journal of Corporate Citizenship, the Journal of Public Affairs, the Journal of Communications Management and the Asia Pacific Public Relations Journal. She is an Honorary Research Fellow in the Faculty of Business and Economics at Monash University. Her doctorate pioneered new methods of CSR measurement.



REGISTER NOW - BOOK BOTH PROGRAMS AND SAVE!

PLEASE COMPLETE THIS FORM AND FAX TO: +61 3 9576 1517
OR POST TO: PO BOX 2371, CAULFIELD JUNCTION, VIC, 3161



Name: _____
Job Title: _____
Organisation: _____
Address: _____

Email: _____
Phone: _____ Fax: _____

Name: _____
Job Title: _____
Organisation: _____
Address: _____

Email: _____
Phone: _____ Fax: _____

Number of People	Description	Fee per person	GST	Subtotal per person	Subtotal by number of people
	Early Bird (Book and Pay before 19th June)				
	ExperienceCSR (1 day)	\$850	\$85	\$935	\$
	Communicating CSR (2 days)	\$1,700	\$170	\$1,870	\$
	Book both programs and save (3 days)	\$2,400	\$240	\$2,640	\$
	Standard Rate				
	ExperienceCSR (1 day)	\$950	\$95	\$1,045	\$
	Communicating CSR (2 days)	\$1,900	\$190	\$2,090	\$
	Book both programs and save (3 days)	\$2,700	\$270	\$2,970	\$
	TOTAL				\$

METHOD OF PAYMENT

Please note that full payment must be received by July 18th 2007. Bookings accepted subject to availability of places.

Credit card: Visa Mastercard

Card number: _____ **Expiry Date:** _____

CCV Number: _____ **Amount:** _____

Cardholder Signature: _____

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

Bank Transfer: Westpac Banking Corporation

Branch Code: 033059

Account Number: 288767 quoting WSCC0707 as reference

ACCSR REGISTRATION POLICY

Cancellations: Substitutions are welcome at any time. Cancellations prior to 30/06/07 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 71 007 029 610

ABOUT ACCSR

ACCSR is a leader in CSR research, learning and strategy. Our unique capability-building approach helps businesses identify and understand their social responsibilities, capabilities and impact and develop strategies and tactics to reduce social risks and improve both performance and social responsiveness. Our executive learning program focuses on capability-building for people who work in CSR and related roles.

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