



Australian Centre for Corporate Social Responsibility

SERVICES OVERVIEW

The Australian Centre for Corporate Social Responsibility is Australia's leading specialist corporate social responsibility services provider. Our advisory, learning and research services in corporate social responsibility (CSR) help a wide range of clients from global business leaders to industry associations, public sector entities and non-government organisations.

ACCSR helps clients develop strategic advantage through CSR. Whether your company is a recognised global CSR leader or just beginning its journey, you need the knowledge, tools and support to embed and strengthen your company's CSR capabilities.

ACCSR can help you to:

- Build better relationships with your stakeholders
- Develop a stakeholder relations strategy
- Equip your managers and team with CSR knowledge and skills through our popular learning programs
- Develop the business case and build buy-in for CSR for your organisation
- Create a CSR strategy that supports your business goals
- Create an operational framework for CSR to suit your organisation's unique culture and identity
- Plan, report or evaluate your sustainability report
- Develop a CSR performance management framework
- Improve social performance and reputation

Our CSR advisory services, learning programs and research will help your company achieve real improvements that create value for you and your stakeholders.

ACCSR

*Leaders in CSR Research,
Learning and Strategy*

CSR ADVISORY SERVICES

ACCSR's advisory services can help you to:

- Develop CSR frameworks, policy and strategy, and establish CSR structures and performance indicators
- Participate in stakeholder engagement, including stakeholder mapping, dialogue planning and facilitation
- Report and communicate CSR policies, including planning and writing sustainability reports, developing reporting indicators and implementing CSR policies and communication
- Benchmark activities and performance against international guidelines such as the Global Reporting Initiative

Our unique capability-building approach

ACCSR's approach is to empower clients to achieve higher levels of social performance. Our major tools are developed and tested in rigorous university research settings with the deep involvement of business.

CSR Management Capacity®

CSR Management Capacity® is a framework for internal CSR diagnostic and strategy work. It enables you to develop a robust CSR framework by examining the CSR risk, capabilities and value drivers for your organisation. The result for clients is the development of a strategic framework that improves your CSR, supports business strategy and draws on the unique culture and identity of your organisation.

CSR Management Capacity® uses both qualitative and quantitative methods to develop CSR goals and strategy, identify CSR risk and value drivers, and improve social performance.

Developed and tested in a five-year university research program involving 160 Australian organisations, CSR Management Capacity® was designed in Australia and assessed for Australian CSR practice.

Stakeholder 360®

The Stakeholder 360® is a framework for external diagnostic and strategy work. It improves clients' strategic decision-making, develops effective CSR strategies and reduces socio-political risk.

The Stakeholder 360® is a measurement and management tool designed to assess and improve the quality of a company's relationships with its stakeholders. It uses both qualitative and quantitative methods to measure the sources of social capital in firm-stakeholder relationships and to develop socio-political network maps of stakeholder relationships and issues.

Equipped with information on the topography of the community's political alliances and divisions, you can build sound stakeholder relationships and CSR strategy. Developed and tested in a five-year university research program on three continents, the Stakeholder 360® is designed for use in both the developed and developing world.

"ACCSR's stakeholder research helped us to think about sustainability in a more holistic way. In the past we tended to deal with stakeholders on an issue-by-issue basis. Now we look at the links between our stakeholders and the issues we share with them as an interconnected network. This gives us new ways of improving business sustainability."

*Mike Roberts,
General Manager, Corporate Relations & Strategic Marketing,
Transurban Limited*



CSR LEARNING SERVICES

Knowledge and skill development

ACCSR's popular CSR learning programs have helped hundreds of managers guide their organisations to higher levels of social performance and CSR achievement. Attend one of our public programs or design an in-house program for your team by combining your choice of modules from our learning menu, or ask us to create a customised workshop for your team.

La Trobe University partnership

Earn credit towards a university qualification through ACCSR's partnership with La Trobe University Graduate School of Management. The Graduate School of Management recognises four days of ACCSR workshops and an assessment component as one elective unit (subject to students meeting entry requirements). For information, email leorablack@accsr.com.au

Annual conference

ACCSR holds an annual conference on the major trends and policy developments affecting corporate social responsibility and sustainability. Check www.accsr.com.au for more information.

Public programs

ACCSR provides essential programs in corporate social responsibility strategy, covering the basics to advanced management of CSR. Topics include: Introducing CSR, Reporting CSR, Measuring CSR, Stakeholder Engagement, CSR Strategy and Communicating CSR. In addition ACCSR holds regular workshops with overseas and Australian experts.

Check upcoming dates and new programs at www.accsr.com.au

In-house programs

Our customised in-house CSR workshops and training programs are suitable for teams from your organisation. Choose from our learning modules menu to create your own program or ask us to develop a customised program for you.

Learning modules menu:

1. Introduction to CSR
2. Managing CSR Issues
3. The CSR Communications Framework
4. Understanding Stakeholder Engagement
5. Understanding Stakeholder Relationships
6. Integrating Stakeholder Engagement
7. Predicting Stakeholder Action
8. Understanding Stakeholder Coalitions
9. Introduction to Stakeholder Dialogue
10. Introduction to CSR Measurement
11. Measuring CSR Capabilities
12. Measuring Social Capital
13. CSR in the Supply Chain
14. CSR Reporting

For the full in-house catalogue email workshop@accsr.com.au or call +61 3 9826 1767

ExperienceCSR

ACCSR is proud to offer the highly acclaimed e-learning program, ExperienceCSR, from ExperiencePoint Inc. of Toronto. ExperienceCSR is an award-winning program that teaches participants how to develop and implement corporate social responsibility strategy and tactics. The program focuses on facilitating organisational change and is available in Australia and New Zealand exclusively through the Australian Centre for Corporate Social Responsibility. In this one-day workshop participants learn how to create a customised CSR plan for their organisation and apply learning to real world CSR projects with decision-supporting tools. Try the ExperienceCSR demo at www.accsr.com.au/html/expcsr.htm

For information: workshop@accsr.com.au

LEARNING PROGRAM TESTIMONIALS

"A great opportunity to get the team focused on the wider implications of CSR throughout the Corporation and help stimulate new thinking in an enjoyable way."

Elizabeth Rich, Manager Corporate Social Responsibility, Australia Post

"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 workshop enabled me to focus on exactly where we are at with our CSR and assisted me to identify the need to become more strategic in our thinking".

Geoff Manchester, Director and Co-Founder, Intrepid Travel

"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

"A great way for existing CSR practitioners to explore their current approach and learn new ways of implementing their CSR strategies."

Joanna Ivers, Group Adviser Corporate Social Responsibility, National Australia Bank



CSR RESEARCH SERVICES

ACCSR's track record in innovative and applied research means that our solutions, programs and advice are always based on sound, factual knowledge.

Our commission research provides clients with the knowledge they need to achieve their goals. Recent examples include research on corporate-business partnerships for The Education Foundation, a case study on Westpac's Cape York partnership for the Global Compact Learning Forum, a guidance paper on CSR for the Australian Council of Super Investors, and projects for ASX-listed and government owned corporations.

We conduct public benefit research to increase understanding of CSR and we participate in public debate about business and society.

Research papers are downloadable from www.accsr.com.au/html/resources.htm and include industry reports on the role of the CSR Manager in Australia and our Tracking CSR occasional papers.

Our researchers have doctoral qualifications in corporate social responsibility and social science methods and are experienced in both qualitative and quantitative methods. We also draw on our international, interdisciplinary network of scholarly colleagues.

ABOUT ACCSR

Established in 2003, ACCSR is a specialist CSR advisory, research, and executive development firm. Managing Director Dr Leeora Black founded the firm with the mission of supporting companies to achieve superior social performance that helps drive business success.

Adopting a capacity building approach, ACCSR helps organisations to 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.

ACCSR's approach is grounded in the disciplines of strategic management and organisational change management

ACCSR's Sustainability Report

To read ACCSR's Sustainability Report go to: www.accsr.com.au/html/sustreport.htm

ACCSR is a registered Organisational Stakeholder of the Global Reporting Initiative (GRI) and supports the mission of the GRI to develop globally accepted sustainability reporting guidelines through a global, multi-stakeholder process.



ACCSR is a member of the Global Compact, which provides the world's most widely endorsed set of principles on corporate social responsibility.



FOR MORE INFORMATION

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