

MORE THAN 500 MANAGERS PARTICIPATED IN THE STATE OF CSR ANNUAL REVIEW, MAKING IT THE MOST SUBSTANTIVE REPORT OF ITS KIND IN AUSTRALIA.

ACCSR's **The State of CSR in Australia - 2008 Annual Review** tracks the growth and development of corporate social responsibility in Australia.

This report is the first of its kind to:

- Quantify the ways in which CSR creates different business outcomes to enhance organisational performance, and
- Benchmark CSR salaries and employment

The research provides actionable insights for organisations aiming to:

- Measure the drivers and establish the business case for CSR
- Establish the value of CSR within the organisation
- Integrate CSR with business strategy
- Increase effectiveness of the CSR function
- Use CSR to enhance business performance

THE REPORT IS AVAILABLE IN TWO VOLUMES

VOL 1 CSR Drivers of Business Outcomes and Performance: The Business Case in Numbers

VOL 2 Working in CSR: Salaries, Roles and the CSR Profession in Australia Today

More details are available at www.accsr.com.au

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Australian Centre for Corporate Social Responsibility

ABOUT THE AUSTRALIAN CENTRE FOR CORPORATE SOCIAL RESPONSIBILITY

ACCSR helps organisations build competitive advantage and solve problems in the CSR domain. ACCSR provides proven advisory, research and training services in corporate social responsibility to a wide range of clients in the business, government and social sectors.

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STATE OF CSR

Announcing the release of:
THE STATE OF CSR IN AUSTRALIA
2008 Annual Review

An Australian Centre for
Corporate Social Responsibility
publication

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VOLUME 1

CSR DRIVERS OF BUSINESS OUTCOMES AND PERFORMANCE: The Business Case in Numbers

The research provides a model that all CSR practitioners can use to demonstrate the value of CSR to business performance.

CSR managers frequently struggle to make the business case for CSR. Developing a sound business case is more pertinent than ever, as companies face budget restrictions and a global financial meltdown with the potential to threaten CSR achievements and impacts.

The State of CSR research measures the impact of CSR on performance and quantifies different paths to success for all types of organisations, including companies, non-government organisations and government businesses.

The report shows how to reliably use CSR capabilities to improve business performance.

VOLUME 2

WORKING IN CSR: Salaries, Roles and the CSR Profession in Australia Today

Despite negative global economic outlooks, CSR is a robust and growing field of employment.

The research findings show trends in CSR activities and budgets, and that CSR roles offer management opportunities with good salaries.

- The majority (59%) of CSR managers earn \$60,000 or more
- Half of the organisations surveyed (50%) continued to create CSR roles over the past 12 months, despite the global financial crisis
- More than one quarter (28%) of organisations participating in the research expect to create at least one more CSR role in the coming 12 months.

The report provides powerful first-time information on the job market and professionalisation of CSR.

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