

WHY THIS WORKSHOP?

Measuring up in the brave new world of corporate social responsibility has never been more vital or urgent for Australian business. International codes, norms, standards and frameworks are proliferating and have important implications for measuring and reporting/communicating corporate social responsibility. Unfortunately, many managers lack the skills and knowledge to implement rigorous and methodical analysis of the impact of CSR strategies on their business, leaving their organisations at risk from new sources of moral and even legal liability. This practical workshop will empower you to Measure Up! and ensure you deliver best outcomes for both your organisation and your stakeholders.

WHAT YOU WILL GAIN

- Insight into the global trends and latest developments shaping CSR and sustainability and their implications for Australian business
- Learn to critically evaluate the array of standards, methodologies and measures for social responsibility.
- Understand the principles and processes for measuring intangible aspects of CSR.
- Learn about validated methods for measuring CSR and identify meaningful metrics for your organisation's CSR.
- Develop a CSR measurement and evaluation plan for your organisation.
- A workbook containing the workshop slides, additional background information AND a step-by-step guide to developing and implementing your own CSR measurement plan.

WHO SHOULD ATTEND

This workshop is essential for managers working in corporate social responsibility, sustainability, finance, public affairs, community relations, human resources, marketing, general or line management, external affairs, employee relations, public relations, governance, investor relations and business development.

PLACES ARE LIMITED! REGISTER NOW

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.

What participants said about our workshop in 2004

"The workshop was interactive and produced excellent dialogue."
Rose Gigliotti, Group Manager Internet/Intranet, National Australia Bank

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"The stakeholder identification was most valuable; understanding who are the stakeholders and what the stakes are and what they want."
Edward Pinceratto, Health Safety Environment and Community Manager, BHP Billiton

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"Varied perspectives, theories and experience provided a wider view prior to my setting up a stakeholder engagement plan."
Sam Miller, Research Analyst, Mercy Health & Aged Care

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"I expected a good program and I got one."
Bob Dalton, Group Manager, Community & Land Management, WMC Resources



FOR MORE INFORMATION

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PO Box 2371
Caulfield Junction VIC 3161
AUSTRALIA

The Australian Centre for Corporate Social Responsibility

Presents:

MEASURING UP!
In the Brave New World of
Corporate Social Responsibility

19 - 20 May 2005



Responsibility Has Long Tail

The first man to fill a 44-gallon drum with raw asbestos tailings won their company-organised competition at Wittenoom in 1962. In 2005 four are known to be dead of, and three are fighting, asbestos-related diseases. The fate of the other three is unknown.



Australian Centre for Corporate Social Responsibility

ABOUT THE WORKSHOP

In this intensive, hands-on workshop with recognised international and national CSR experts you will get the most up-to-date information on global CSR standards and measures, understand the international trends that will affect your business and learn how to develop and implement robust CSR measures that inform better decision-making.

WORKSHOP VENUE

Melbourne Business School
200 Leicester Street, Carlton, Victoria

PROGRAM – DAY 1

9.00am – 5.00 pm

Understanding the big picture

- Events and developments underpinning the emerging partnership between business and society to harness the positive forces of capitalism
- The latest on international norms, policies, frameworks and standards
- Impacts on the Australian business environment

Principles of measurement and evaluation

- Validity and reliability
- Measuring tangible and intangible effects
- Measurement framework for CSR

New measures that work

- Measuring CSR capabilities
- Measuring social capital
- Linking measures to performance

PROGRAM – DAY 2

7.00am – 1.00 pm

Special keynote breakfast address by Paul Hohnen, CEO of Sustainability Strategies

Towards 2010:

Will Australian Business Measure Up on the Global CSR Stage?

Fresh from the first meeting in Brazil of the ISO Working Group on Social Responsibility, Paul Hohnen's special briefing on the standards, codes and policy norms driving corporate behaviour is essential for any manager interested in interpreting the organisational implications of the rapidly evolving CSR and standards landscape.

After breakfast, apply what you have learned:

Develop your CSR measurement plan for your organisation

- Determine how your business and your stakeholders can meaningfully measure social performance
- Setting measurable CSR objectives
- Deciding what and when to measure
- Putting it all together
- Reporting progress

SESSION LEADERS

Paul Hohnen

CEO of Sustainability Strategies of Amsterdam, Paul is visiting Australia exclusively for ACCSR's "Measuring Up!" workshop. An expert on international CSR and sustainable development law and policy, and a recognised bridge between NGOs, business and government, Paul is a global leader in the development of sustainability strategies that leverage the complex links between markets, politics and ecosystems. Formerly Strategy Director for the Global Reporting Initiative (GRI) and an Australian diplomat to the OECD and European Union, Paul sits on the International Standards Organisation Working Group on Social Responsibility, is an Associate Fellow of the Royal Institute of International Affairs (Chatham House), and is a member of the Henderson Global Investors, London, Advisory Committee on socially responsible investment.



Dr Leeora Black

Managing Director of the ACCSR, Leeora's work focuses on analysing and solving complex CSR issues and problems, building organisational CSR capacity and strategy, and CSR measurement. Leeora advises global firms, government businesses and social sector organisations on integration of CSR into business operations and strategies, communications, issues management and reputation. An Honorary Research Fellow in the Faculty of Business and Economics at Monash University, her doctorate pioneered new methods of CSR measurement.



REGISTER NOW - Places are limited!

Complete this form and fax to **(03) 9576 1517** or post to P.O. Box 2371, Caulfield Junction, Vic, 3161. Bookings must be secured by payment in full, no later than 16 May, 2005.

Your name: _____

Your company's name: _____

Your position: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

YOUR INVESTMENT*

Early bird (payment received before 29/04/05)
\$1,700.00 + 10% GST = \$1,870.00

After 29/04/05
\$2,000.00 + 10% GST = \$2,200.00

After 29/04/05, 2 or more from the same company
\$1,700.00 each + 10% GST = \$1,870.00 each

* Includes participation, workbook, morning and afternoon teas, lunch on Day 1 and breakfast on Day 2. Travel and accommodation is the participant's responsibility. Accommodation may be booked directly with Melbourne Business School.

METHOD OF PAYMENT

Please note that full payment must be received by 16 May 2005.

Charge to: Visa / Bankcard / Mastercard

Credit Card Number: _____

Expiry Date: _____ CCV Number: _____

Amount: _____

Cardholder Name: _____

Cardholder Signature: _____

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

Bank Transfer: Westpac Banking Corporation

Branch Code: 033059

Account No: 288767

Please quote participant name and WSM as reference.

Cancellations

Substitutions are welcome at any time. Cancellations prior to 29/04/05 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.