



ACCSR 2009 WORKSHOP PROGRAM

Our 2009 workshop program covers the essentials of corporate social responsibility including:

- International Frameworks for CSR
- Integrating Business Strategy and Sustainability
- Sustainability Reporting
- Stakeholder Engagement and Influence
- Building Effective Partnerships
- Communicating CSR
- CSR Strategy and Tactics (ExperienceCSR)
- Sustainable and Ethical Procurement

ARE THESE WORKSHOPS FOR ME?

You can choose from a range of workshops to suit your needs, from foundation courses to more advanced classes. Just pick which workshop best suits your needs.

Foundation Programs: Suitable for beginners and for those working in non-CSR roles who need to gain an understanding of the fundamentals of CSR.

Intermediate Programs: Suitable for those who have a basic understanding of CSR or who have CSR accountabilities in their organisation.

Advanced Programs: Suitable for senior managers with at least 2 years of experience in CSR.

CAN I GET A QUALIFICATION BY ATTENDING THESE WORKSHOPS?

Yes. Attending four days of ACCSR workshops meets the attendance requirements for one of the four compulsory units of the Graduate Certificate in Corporate Responsibility, offered by La Trobe University's Graduate School of Management. For more information on the Graduate Certificate please see www.latrobe.edu.au/gsm

WHAT KIND OF ORGANISATIONS ATTEND ACCSR WORKSHOPS?

ACCSR provides you with the opportunity to network and share knowledge with your peers. Our workshop participants include people from companies, government businesses and departments, not-for-profit organisations, universities and business associations. For a full list of participating organisations please see www.accsr.com.au/learning.

WHO WILL I LEARN FROM?

ACCSR's faculty includes national and international CSR experts.

WHERE CAN I FIND MORE INFORMATION?

Go to www.accsr.com.au/learning, call 03 9826 1767 or email workshop@accsr.com.au

ABOUT ACCSR

ACCSR builds competitive advantage through corporate social responsibility.

Our 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.



accsr

Australian Centre for Corporate Social Responsibility

2009 WORKSHOP PROGRAM

ACCSR'S INTERNATIONAL GUEST WORKSHOP SERIES

ACCSR is committed to bringing you leading-edge CSR knowledge and expertise from around the world. Spaces for our International Guest Workshop Series fill quickly so book now to reserve your place. These workshops are suitable for intermediate and advanced level practitioners.

International Frameworks for Corporate Responsibility with Paul Hohnen



Confused by the number and variety of CSR frameworks out there? In this one-day workshop Paul Hohnen will guide you through the major international frameworks for corporate responsibility and what they mean for Australia.

Having played a key role in developing the global CSR architecture over the past 20 years, Paul is ideally placed to help you:

- Understand the major international frameworks for corporate responsibility, reporting frameworks and management systems
- Demonstrate how the frameworks can be applied
- Learn about the latest international thinking in getting the best from these frameworks
- See how global frameworks can be applied in an Australian context.

"Paul is an excellent facilitator and I enjoy his style and vast knowledge of the topic."

Integrating Business Strategy and Sustainability with Dr. Sanjay Sharma



Sometimes controversies come looking for organisations that are quietly minding their own business. Other times the nature of the business creates controversies. This workshop gives managers the tools to identify and prioritise the actors and issues in a way that leads straight to resolution strategies. You will learn how to identify core and peripheral groups, how to discover valuable potential allies, and how to diffuse confrontation while moving towards collaboration.

This one-day workshop will be of interest to companies, government agencies and NGOs that need to understand the socio-political risks they face.

"Bob was excellent at engaging with real and relevant examples to illustrate more theoretical points."

Co-Creative Stakeholder Engagement with Ann Svendsen



Ann Svendsen will help you enhance your skills in building and convening stakeholder networks. The two-day workshop will explore leading-edge thinking and tools for productive stakeholder engagement to help you build high-trust stakeholder relationships.

Workshop participants will gain the insights, knowledge and skills necessary to:

- Build high trust stakeholder relationships
- Convene networks for high impact solutions
- Plan a co-creative engagement process.

Ann is from the Centre for Sustainable Community Development at Simon Fraser University in Vancouver. Hundreds of managers in Australia, Canada and the US have completed this course with Ann and it has been so effective it is now part of the core curriculum of the prestigious Centre for Corporate Citizenship at Boston College.

"The stakeholder mapping strategies were a great tool to prioritise activities. I really liked the group sessions where we worked on applying the concepts to practical examples."

An Introduction to Sustainable and Ethical Procurement with Mallen Baker



New ACCSR Program

How do you identify and manage risk in your supply chain? What are the best ways to embed social responsibility in your procurement?

This two-day workshop, for heads of procurement, procurement managers and CSR managers, will introduce you to the key social and environmental issues in the supply chain. You will learn how to:

- Resolve dilemmas in the supply chain
- Build supply chain issues into the design stage of your products
- Develop priorities through a risk-based approach
- Gather and manage information from suppliers
- Build an action plan.

Based in the UK, Mallen Baker is a writer, speaker and strategic advisor on corporate social responsibility. Mallen is former Development Director of Business in the Community, the world's largest CSR membership organisation and is the Founding Director of the Business Respect CSR email newsletter. He chairs Kingfisher plc's Stakeholder Advisory Panel, and was a board member of CSR Europe from 2006-2008.

FOUNDATION PROGRAMS

■ Introduction to CSR

This half-day workshop provides an understanding of the key concepts of CSR and how it is practiced around the world. It is ideal for people beginning to work in CSR or working in non-CSR roles who need to gain an understanding of the fundamentals of CSR.

Key questions discussed at the workshop will include:

- What is the 'right way' for my organisation to do CSR?
- What are we already doing in CSR and where are the gaps?

■ Foundations in Stakeholder Engagement

This one-day workshop introduces you to the concept and practice of stakeholder engagement. You will learn how stakeholders can create or mitigate new forms of risk or opportunities for organisations and the role of stakeholder engagement in managing issues.

Key questions discussed at the workshop will include:

- Who are our stakeholders and why do they matter?
- How can stakeholders bring risks or opportunities to our organisation?

■ NEW ACCSR PROGRAM: Introduction to Partnering

A key element of an effective corporate responsibility strategy for business in today's society is partnership. But for many, the journey into partnering is one into uncharted territory - with questions such as who do we partner with? What are the opportunities and risks?

This one-day workshop will help answer these questions. Participants will experience 'the partnering game' a specially-created simulation to enable participants to experience the major components of the partnering cycle - exploring, building and maintaining partnerships.

The workshop is suitable for business and not-for-profits alike seeking to partner for the first time or for those new to working in the area. The workshop will enable you to:

- Define and understand the drivers and classifications of partnerships, within the context of CSR
- Experience the major components of effective partnership
- Understand the role and skills of a partnership broker
- Benchmark your own existing or potential partnerships.

■ Foundations in Sustainability Reporting

Learn the essentials of sustainability reporting. This one-day workshop is ideal for first-time reporters and covers the emerging architecture for reporting, including the Global Reporting Initiative (GRI) and AA1000 assurance frameworks.

Participants will be introduced to the elements of a good sustainability report and the relationship of reporting to CSR program elements; specifically vision, strategy and stakeholder engagement. The workshop includes consideration of the report's scope, involvement of stakeholders in the report development and issues in internal data collection.

Key questions discussed at the workshop will include:

- Why are we reporting and who are we reporting to?
- How do we make decisions on report scope, audiences, frameworks and format?

INTERMEDIATE PROGRAMS

■ ExperienceCSR

How do I set up and implement an effective CSR strategy? How can I understand and manage CSR issues? In what ways can I improve my existing CSR strategy?

If you need answers to these questions join us for this one-day workshop which provides a safe environment to experiment with CSR strategy and see the results via an interactive business simulation that helps practitioners across a range of backgrounds and experience levels understand and manage corporate social responsibility.

Your facilitator will take you through CSR change management best practice so that you are ready to review, improve or introduce CSR strategy and tactics in your own organisation. In the workshop you will:

- Learn how to get buy-in from a range of stakeholders for your CSR plan
- Explore CSR theory and resources
- Share knowledge with peers in a collaborative space.

■ Communicating CSR

In this one-day workshop you will learn how to credibly communicate CSR to a range of stakeholders and create a more trusting environment for better business performance. You will also hear case studies from leading practitioners on best practice in CSR communications.

In the workshop you will:

- 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.

"A very beneficial workshop, which provides tools that can be immediately employed to further the understanding of and business case for sustainability in every type of organisation."

Bronwyn Neeson, Global Communities Consultant, PricewaterhouseCoopers

"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

"Leeora's level of knowledge of CSR on the national and global scale is exceptional. ACCSR workshops are relevant to both the corporate and NGO sectors."

Ruth Wright, National Partnerships Manager, Greening Australia

"An excellent 'how-to' step by step interactive learning experience for people setting up a CSR strategy for their business unit or organisation."

Francesca Hunter, Program Consultant, National Australia Bank Learning

REGISTRATION FORM | COMPLETE THIS FORM AND FAX TO **03 9826 8993** OR POST TO:
SUITE 605, 10 YARRA STREET, SOUTH YARRA VIC 3141 OR SCAN AND EMAIL TO: WORKSHOP@ACCSR.COM.AU

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

Organisation and Address: _____

2009 WORKSHOP DATES AND PRICES

No. of people	Please tick date of workshop as appropriate	Duration	Earlybird Fee per person*	GST	Subtotal per person	Standard Fee per person	GST	Subtotal per person	Subtotal by no. of people
International Guest Workshop Series									
	International Frameworks for Corporate Responsibility with Paul Hohnen <input type="checkbox"/> 6 Feb, Sydney <input type="checkbox"/> 9 Feb, Brisbane <input type="checkbox"/> 11 Feb, Perth <input type="checkbox"/> 13 Feb, Melb	One-day (9.00pm - 5.00pm)	\$700	\$70	\$770	\$950	\$95	\$1,045	\$
	The Politics of Stakeholder Influence with Bob Boutilier <input type="checkbox"/> 29 July, Melb <input type="checkbox"/> 4 August, Sydney	One-day (9.00am - 5.00pm)	\$700	\$70	\$770	\$950	\$95	\$1,045	\$
	Introduction to Sustainable and Ethical Procurement with Mallen Baker <input type="checkbox"/> 8-9 Oct, Melb <input type="checkbox"/> 12-13 Oct, Sydney	Two-day (9.00am - 5.00pm)	\$1,700	\$170	\$1,870	\$2,000	\$200	\$2,200	\$
	Co-Creative Stakeholder Engagement with Ann Svendsen <input type="checkbox"/> 9-10 Nov, Melb <input type="checkbox"/> 12-13 Nov, Sydney	Two-day (9.00am - 5.00pm)	\$1,700	\$170	\$1,870	\$2,000	\$200	\$2,200	\$
Foundation Programs									
	Introduction to CSR <input type="checkbox"/> 5 March, Melb <input type="checkbox"/> 5 May, Melb <input type="checkbox"/> 7 July, Melb <input type="checkbox"/> 2 Sept, Melb	Half-day (9.30am-12.30pm)	\$400	\$40	\$440	\$450	\$45	\$495	\$
	Foundations in Stakeholder Engagement <input type="checkbox"/> 24th March, Melb	One-day (9.30am-4.30pm)	\$700	\$70	\$770	\$850	\$85	\$935	\$
	Introduction to Partnering <input type="checkbox"/> 31 March, Melb <input type="checkbox"/> 10 Sept, Melb	One-day (9.30am-4.30pm)	\$700	\$70	\$770	\$850	\$85	\$935	\$
	Foundations in Sustainability Reporting <input type="checkbox"/> 21 April, Melb <input type="checkbox"/> 11 Sept, Melb	One-day (9.30am-4.30pm)	\$700	\$70	\$770	\$850	\$85	\$935	\$
Intermediate Programs									
	ExperienceCSR <input type="checkbox"/> 6 March, Melb <input type="checkbox"/> 11 June, Sydney <input type="checkbox"/> 3 Sept, Melb	One-day (9.30am-4.30pm)	\$800	\$80	\$880	\$950	\$95	\$1,045	\$
	Communicating CSR <input type="checkbox"/> 30 July, Melb <input type="checkbox"/> 5 Aug, Sydney	One-day (9.30am-4.30pm)	\$700	\$70	\$770	\$850	\$85	\$935	\$
	Amex surcharge 2% if applicable								\$
	Deduct 10% from total if you are booking 4 days of programs at the same time								\$
	TOTAL								\$

***Earlybird fee:** Paid in full one month prior to workshop date

METHOD OF PAYMENT

Bookings are subject to the availability of places.

I have read and understood ACCSR's registration policy (Please see below. Places cannot be confirmed unless this box is ticked)

Credit card: Visa Mastercard Amex (Please note a 2% surcharge applies to Amex cardholders)

Card number: _____ **Expiry Date:** _____ **CCV Number*:** _____

Amount: _____ **Cardholder Signature:** _____

* The CCV number for your MasterCard or Visa card is the three-digit number on the back of your credit card, immediately following your main card number. For American Express, it is the four-digit number on the front of your credit card, to the right or left above your main credit card number.

Cheque: Made payable to the Australian Centre for Corporate Social Responsibility **Bank Transfer:** Westpac Banking Corporation
Branch Code: 033059 **Account Number:** 288767 quoting participant name and WS09 as reference.

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

ACCSR'S REGISTRATION POLICY: Cancellations: Substitutions are welcome at any time. Cancellations in writing four weeks before each workshop date will receive a 50% refund. No refunds applicable after this. **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.