Welcome to the 2005 Corporate Social Responsibility Summit.
“Exploring the Business Horizon”

Program

November 30 - December 2, 2005 The new Hilton Sydney
www.csrsummit.com
Welcome to the 2005 Corporate Social Responsibility Summit.

It is our pleasure to have you with us for Australia’s Inaugural CSR Summit. We hope you will find these few days stimulating and engaging as well as gaining valuable knowledge and insights through the case studies presented, workshops, presentations and networking opportunities.

Our sincere thanks go to our many sponsors, supporters and speakers, who have made this event possible. I would like to particularly thank our major sponsor, the team from Professional Public Relations, who have gone well above and beyond the call of duty to ensure this event’s success. It has been an absolute pleasure to deal with such a committed, enthusiastic and dedicated team. Thank you!

I would also like to extend an extra special thanks to all our international speakers who have taken a week from their busy schedules to be here with us. I know I speak for all delegates when I say how grateful we are to you all, for so freely sharing of your expertise, experience and time.

And last but not least, thank you for seeing the value in this program and for coming along. It’s been a pleasure putting it all together. Feel free, in fact we encourage you, to give us feedback on what you like, how we could improve for the future, and what sort of follow up education and networking you desire to help you achieve your goals.

On behalf of the whole CSR Summit team we wish you every success on your CSR journey!

Anne-Maree Huxley
CSR Summit Director
"Corporate Social Responsibility is no longer something business can safely put on the backburner. It is becoming recognised as an important driver of innovation, a new way to get into fresh markets, a means for companies to differentiate themselves and can be significant in attracting investment. CSR is also a good way for businesses to engage staff and the community and, properly implemented, can lead to reduced costs and improved profitability. As Australia’s leading industry organisation, Ai Group is pleased to support Australia’s Inaugural CSR Summit”

Heather Ridout, Chief Executive, Australian Industry Group

Introduction

Australia’s Inaugural CSR Summit is the country’s first comprehensive series of events that brings media, government and business leaders together to:

- Explore and define what CSR is and why it’s a better way of doing business
- Show how CSR delivers improved business performance and is the key to sustainability
- Engage in debate and explore the emerging challenges for business around socially responsible business practices, measurement and reporting
- Share best practice, world first case studies and key learnings
- Help companies get started on the journey to improved profitability and sustainability by sharing the processes and tools required so they can manage their social and environmental performance in the same way they do their economic or commercial performance
- To provide leadership and guidance to aid in the future growth and prosperity of our country.

Organisations using the global framework for CSR are today at the cutting edge of business

If fully integrated and embedded, CSR delivers:

- Ease of recruitment and retention of highly skilled employees
- Enhanced reputations and improved share price
- Identification of new products and markets
- Innovation and improved operational performances
- Supply chain advantages
- Brand differentiation
- A more sustainable business, community and environment
- Reduced regulatory intervention
- Competitive advantage
- Cost savings and avoidance of costly litigation
- Access to capital.
Corporate Responsibility is not a fad, it is an imperative

Business and society are interdependent. The wellbeing of one depends on the wellbeing of the other. Australia’s Inaugural CSR Summit sets out the business case for CSR

We live in an increasingly complex and sceptical world. Corporate scandals, stock market downturns, uncertain economies and the threat of terrorism have all diminished trust in the corporate sector and its leaders. Companies have had to address this, individually by demonstrating their positive impact on society and collectively by developing comparative, meaningful measures by which to report their progress against.

Corporate Responsibility is not a fad, it is an imperative with an ever growing list of Australian and international companies benefiting from its initiatives. It is accepted wisdom for the mainstream and increasingly recognised as a driver of innovation, a new way to enter fresh markets and a means for companies to differentiate themselves and to make them more competitive in an increasingly global business environment.

So – what is CSR?

According to the World Business Council for Sustainable Development, CSR is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of the life of the workforce, their families as well as the local community and society at large.

Some say the dynamic behind CSR is that everyone wants to make money and everyone wants to get to heaven. CSR is an attempt to reconcile these conflicting desires.

CSR is no longer viewed as an indulgence. It is the safe haven for businesses looking to engage staff and the community and to build their reputation. Properly implemented it can lead to reduced costs and improved profitability. A comprehensive CSR program is fast becoming the business distinction between companies that are out for business and companies that are out of business.

More than goodwill, corporate community involvement or strategic corporate philanthropy, CSR is a genuine attempt by a company to build meaningful relationships with the corporate sector and the rest of society. It’s a commitment to the environment, the community and employees. It is recognition that organisations depend not only on quality, price and uniqueness but on how cumulatively they interact with their workforce, the community and environment. Companies are no longer just judged by their inputs. They are now also judged but by their outcomes: the difference it makes to the world and its collective stakeholders.
So – why is it important?

Ordinary consumers hold a dim view of corporate Australia. The recent Grey World Wide “Eye on Australia Report” noted that 55 per cent of Australians think big corporations have no morals or ethics. It also noted that 92 per cent of Australians believe that a great brand comes from a company with values and ethics. CSR helps organisations develop programs for change. It helps them to understand the morals, ethics and expectations of their collective stakeholders and how to communicate with them in a way that is meaningful.

CSR is a journey rather than a destination and as society’s expectations of business continues to get more demanding, the sooner companies start out the better.

One of the primary reasons CSR drives such positive impacts is because of its measurement and reporting processes. It’s true – what gets measured gets managed and CSR is proving to be the 21st century’s leading management tool. As James Wolfensohn, former President of the World Bank said, “Sceptics who saw corporate social responsibility as nothing but a management fad are witness to its graduation to a mature and crucial management discipline”.

And CSR is not just for the big companies. SMEs can equally benefit from socially responsible practices, particularly the manufacturing sector who are under increased pressure to reduce their environmental impacts.

The tools and knowledge that will be gained from attending Australia’s Inaugural CSR Summit will assist business, government and community leaders to develop a vision for the future and a blueprint for a more sustainable and financially rewarding future.

“All over the world, the issue of Responsible Business is becoming more important. As the latest Globescan global survey 2005 shows, the gap between expectations of the responsibilities of business and perceptions about the actual CSR performance of business, are growing. That is why - as my colleague David Grayson, who will be speaking at the summit, says - “CSR must be built-in to business purpose and strategy rather than being a bolt-on to business operations.” Business in the Community is delighted that an Australian headquartered business - Westpac - came top of this year’s Corporate Responsibility Index and exemplifies a company which tries to embed CSR. I hope the Australian CSR Summit will help other Australian businesses to develop their Corporate Responsibility skills.”

Julia Cleverdon CVO CBE, CEO - Business in the Community, UK
Program
Pre-Summit Optional Free Introductory Workshop Tuesday Nov 29

2pm – 5pm
Drawing Room, Round House, University of Sydney, Anzac Parade - Kensington.

Sharon Jackson – Managing Director Carlton CSR, Associate Faculty Cranfield School of Management UK.

What is CSR, how has it come about and what does it mean to you and your business?
CSR is a complex subject. The term and meaning of CSR is often misunderstood and misused. This free optional three hour introductory workshop aims to lift the veil on CSR, providing an ideal background for newcomers to this new and exciting management paradigm to enable them to gain maximum benefit from the Summit.

Day One   Wednesday Nov 30

Welcome to Day 1 where we aim to provide an overview on corporate social responsibility for the whole management team from the CEO and Board of Directors through to the Senior Managers who are responsible for driving business strategy and those commissioned with the role of fulfillment.

8.45am
Official opening and welcome.

Day 1 Facilitator
Dr Ken Hudson – Founder and Director The Idea Centre.

Dr Hudson is one of Australia’s leading experts on innovation and imagination. He combines over 16 years senior management experience with organisations such as Citibank (product manager) and American Express (marketing director) with a Ph.D. on the topic “Designing a Continuously Creative Organisation” at The University of Western Sydney (School of Social Enquiry and Lifelong Learning) in 2001. He founded The Idea Centre in 1996.

9.00am – 10.05am
Ray Anderson – Founder and Chairman Interface Inc (Live link from the USA).

This case study is corporate social opportunity at its best, depicting how one man’s epiphany can change an entire industry...this story IS the business case for CSR!
As featured in the movie The Corporation, Interface has a goal is to be the first fully sustainable corporation, with a zero footprint by 2020. But to reach its goal, Interface, which operates in 100 countries with more than 5,200 staff, had to completely rethink its business philosophy and redesign its entire production systems and processes globally. This is the vanguard of the future for the industrial world. A must attend presentation for all CEOs and Boards.

10.05am – 10.35am
Morning tea, networking, free health assessment, visit trade exhibition.

10.35am – 11.50am
David Grayson OBE – Director Business in the Community (UK); Principal BLU; Director Strategic Rail Authority; Co-founder - Project North East (UK).

The Business Case for CSR. How corporate social responsibility is really a corporate social opportunity. An exciting source of creativity and innovation that can lead to corporate social opportunities in the form of innovation in products and services, access to new markets, building new business models (how products are conceived, developed, marketed, distributed, financed, staffed etc.) and how opportunities are commercially attractive.

David will challenge business, and those engaged with business to think about CSR in a very different way..., as an authentic and genuine commitment to environmental and social responsibility, as ethical business practices and a new route to market, one that is not only sustainable, but profitable.

11.50am – 12.35pm
Martin McKinnon
Former Qantas Marketing Director now CEO Brand Advantage

CSR from the Brand Perspective. Qantas Spirit of Australia Case Study - Marketing Driven CSR at it’s best. As the head of Brand Advantage, Martin leads the brand/customer relationship management of many Australian companies such as NAB and Qantas through sport, social and community sponsorship and engagement programs. He joins us to share one of Australia’s greatest success stories. A must attend for all CEO’s and Marketing Directors.

12.35pm – 1.35pm
Lunch, networking, free health assessments, visit trade exhibition.
1.40pm – 2.40pm

Tess Finch-Lees - Director of The Global Effectiveness Group (UK).

The Invisible Hand of Exclusion: Diversity Brought to Life. The concept of “diversity”, by its very nature, will mean something different from one country, company and individual, to the next. Effective management of diversity involves the ability to see differences as an opportunity, not a problem, which can be harnessed in a proactive way in order to optimise business benefits. Tess will focus on the pivotal role of leaders i.e. CEO and board of directors, HR, as well as recruitment, marketing and advertising professionals, in actively promoting practices of inclusion.

2.40pm – 3.40pm

Janet Blake – Head of Global CSR - British Telecom (UK), a global services division that concentrates on multi-site organisations which are headquartered in Europe but have global ICT and solutions requirements.

World First Case Study - How BT integrated CSR within the telecommunications industry globally. Janet will share how CSR can improve marketplace performance using quantified evidence and examples from BT’s experience in both the consumer and business markets. She will highlight the challenges of a fast-changing business and explain how to implement global CSR practices whilst maintaining the balance between local and global business needs. BT has some 102,000 people across 49 countries including 90,000 employees in the UK where BT is one of the largest employers.

3.40pm – 4.10pm

Afternoon tea, networking, free health assessments, visit trade exhibition.

4.10pm – 4.40pm

James McCausland - Richard Oliver International (Risk Management arm of insurance broker Willis Australia) and Director, We The People (Aus.).

What is a reputation worth? Will CSR and reputation management really raise our share price? From running finance magazines and communications for the American Stock Exchange in New York to holding various high profile positions within Australian media from Finance Editor of the Australian Business Editor and Business Manager of the Age, James knows a lot about how and why share prices fall. In more recent years James has specialised in Reputation and Crisis Management and will share how reputation management (as part of the mix of your CSR program), will help protect and build your share price.

4.40pm – 5.30pm

Programs for change. We take a look at several outstanding programs that are changing lives, helping to rejuvenate our communities and/or the environment.

Christine Birchall – CEO Money for Life.

Financial stress is the single highest stress factor in today's society. Money for Life is an independent financial literacy training program for corporations to help employees make informed decisions about the use and management of their money.

Frank Ryan – CEO Vox Bandicoot developers of Sustainability Street.

Sustainability Street looks at individual social responsibility bringing people together in local communities to learn about ecological sustainability and to develop community programs. The programs consistently result in 20-30 per cent reduction in waste, water and energy; extraordinary, locally devised and developed group projects as well as wonderful new connections and friendships with neighbours and other local community groups. The results from such a simple initiative will astound you!

Peter Pychtin – CEO North East Quadrant and Director Live N Learn Foundation.

The Live N Learn Foundation is breaking down the pattern of homelessness and unemployment through an exceptional Public-Private Partnership (PPP) between the Dept. Housing, CFMEU, Youth Accommodation Australia and the corporate sector by providing accommodation, mentoring, education and/or employment to help break the jobless-homelessness cycle that is facing many of today's disadvantaged.

Henry O’Cleary – CEO Greenfleet.

Greenfleet is a not for profit organisation that plants trees to offset emissions for individuals and/or organisations. Originally developed to offset new car emissions, but now providing calculators to help all Australians determine and offset emissions against air travel, car and home emissions. These trees are not harvested, providing support not only to offset greenhouse gases, but to reduce salinity, erosion etc, provide support to native animals and leave a legacy for all Australians.

Chris Robb – MD Sporting Spectrum.

Health and well-being can be fun. Sporting Spectrum design and implement events to deliver teamwork, boost staff morale, create networking opportunities and reward employees with a focus on maximising participation, ensuring the activities are suitable for all ages, fitness and interest levels.

5.30pm – 7.30pm

Cocktail Party – Keynote address, networking, ideas exchange, free health assessments, visit trade exhibition.
Day Two  Thursday Dec 1

Welcome to Day 2 – a how to training for those commissioned with the role of business fulfilment.

Day 2 Facilitator

John Morton BA (COMM.) - General Manager Professional Public Relations (PPR) Sydney.

Keynote address – WHY CSR is important to Government and Media. As the Head of CSR for the BBC, former head of the BBC's political and parliamentary affairs, Policy Consultant to Downing Street on Urban Policy, Commissioner for Racial Equality, Trustee of the National Family and Parenting Institute, Trustee for Volunteering England, Chairman of UK’s Crime Concern, Communications Strategy and Policy Advisor to the Metropolitan Police Commissioner and Non Party Political Peer for the House of Lords equips Michael to share valuable insights into the importance of media and government leading the CSR agenda. A must attend event for all media, government officials and advisors.

6.30am – 7.00am

Optional Yoga with Sporting Spectrum for those staying in house

8.00am – 12.00pm

Interactive workshop

Dr. Leeora Black – MD Australian Centre for Corporate Social Responsibility.

James Chisolm - Director and Co-founder ExperiencePoint Inc (Canada).

What is CSR and how do you apply it? With the assistance of Canadian developed ExperienceCSR (an award-winning e-learning business simulation that teaches participants to understand the five pillars of CSR), learn how to integrate CSR into strategic planning across an organisation and comprehend the skills and techniques for leading corporate cultural changes. Delegates will work in small groups 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 support tools
- Share knowledge with peers in a collaboration space.

12.00pm – 1.00pm

Networking lunch and free health assessments, visit trade exhibition.

1.00pm – 1.40pm

Critical Choices. Could a journey into the future transform your organisation? Lessons from the past are not enough any more. Even learning from the present is often too late. It's time to learn from the future. And quickly.

There's a growing corporate culture gap between organisations of the past, who were accustomed to making their own decisions behind closed doors and those of the future, who will share their decision-making with more and more stakeholders. Jan will help us explore the future so organisations can leap that corporate culture gap, turning the challenges of tomorrow.

1.40pm – 2.30pm

Why and how you gain buy in from the board and senior management and why reporting is so critical. As a former CEO of Greenpeace Australia, Director of the Greenpeace International Climate Change Campaign based in Amsterdam and Director of Social Development and Environment for Premiers NSW and now head of Community and Environment for Australia’s Largest Insurance Company, Lynette draws on her depth of experience to share how to build a business case and get support and buy in form the board and other key stakeholders.
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<th>Time</th>
<th>Activity</th>
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<tr>
<td>2.30pm – 2.45pm</td>
<td>Mastering Authenticity and Rapport. In an effort to enhance your communication with stakeholders, International performance coach Gary ‘Elijah’ Wohlman will give you tips to command attention and compel others to action with your presentations. He will also show you ways to develop ease and confidence, providing you tools to create congruency between your words, gestures and voice.</td>
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<td>Gary Wohlman PhD International Performance Coach and Speaker-Trainer.</td>
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<td>2.45pm – 3.30pm</td>
<td>Panel Discussion – You Manage what you measure. Learning’s and benefits of measurement and reporting. Each of our panelists are specialists in their own right using measurement and reporting to help improve various aspects within business.</td>
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<td>Dr Simon Longstaff, Executive Director – St James Ethic Centre.</td>
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<td>Eric D’Indy – Director of Marketing and Corporate Affairs Mission Australia.</td>
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<td>Lord Michael Hastings CBE – Head of CSR for the BBC (UK) Chair Crime Concern, Independent Peer House of Lords.</td>
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<td>Eva Cox - Senior Lecturer, UTS, Faculty Of Humanities and Social Sciences, teaching policy analysis studies, social research methods, gender issues, social planning and community development.</td>
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<td>3.00pm – 3.30pm</td>
<td>Afternoon tea, networking, free health assessments, final visit to trade exhibition.</td>
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<td>3.30pm – 4.00pm</td>
<td>What it takes to create change and how to embed CSR into the DNA of an organisation. Having developed and implemented complex integrated CSR programs for Lend Lease, Westpac and now National Australia Bank, Linda shares key learnings.</td>
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<td>Linda Funell-Milner - CSR Consultant and Chair of the GRI (Global Reporting Initiative) Initiative Stakeholder Council.</td>
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<td>4.00pm – 4.45pm</td>
<td>Panel discussion and facilitated workshop - How to embed CSR into an organisation, facilitated by Linda Funell-Milner. Panelists include Sharon Jackson, Lord Michael Hastings and Janet Blake.</td>
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<td>4.45pm – 5.30pm</td>
<td>This interactive session will show you that:</td>
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<td>• unleashing imagination and inventiveness have no boundaries</td>
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<td>• observation, response and perception are the keys to being connected</td>
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<td>• ideas are generated through play and experimentation</td>
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<td>• creativity is nurtured through learning and practice</td>
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<td>David Sequeira – Creator of ArtBusiness – a facilitated program that opens participants up to new ways of thinking and operating.</td>
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8.00am – 9.00am
Lord Michael Hastings CBE – Head of CSR for the BBC (UK) Chair Crime Concern, Non-Party-Political Peer House of Lords.

How organisations can and should gain media support for CSR programs. Michael will share why it’s important for media to lead the charge of corporate responsibility and how to engage them. The BBC are among the first media organisations in the world to provide CSR and TBL reporting. A must attend event for all media and public affairs managers.

9.00am – 9.45am
Frank Ryan – CEO Vox Bandicoot.

The importance of language when communicating to stakeholders. Vox Bandicoot is one of Australia’s leading environmental education companies, working with global corporations such as Ford, IBM, Bosch and all levels of government, schools and communities since 1988. This experience has led them to develop communication tools that will help business, government and community groups alike communicate more effectively both internally and externally. A must attend for all internal and external communications managers.

11.00am – 11.50am
Dr. Leeora Black Managing Director Australia Centre for Corporate Social Responsibility.

Effective CSR communications. Leeora presents the latest international findings on effective CSR communications. A must attend for all PR, Public Affairs and marketing managers.

10.30am – 11.00am
Morning tea and networking.

8.30pm - 9.30pm
Psychologist Wendy Bloom and Corporate Coach Alicia Power.

How to fulfill your visions beyond expectations. Psychologist Wendy Bloom and Life Coach Alicia Power will introduce you to skills in how to drive superior levels of performance, invoke innovation, activate core motivation in your team, maintain personal integrity under pressure and develop creative vision.

7.30pm – 10.30pm
Dinner, networking and skill enhancement workshop.

11.50am – 12.20pm
Dee Cameron & Domenic Britten Directors Company Dee.

The practical realities of implementing CSR from the inside out. After three days exploring every aspect of CSR, Dee Cameron and Dominic Britten of Company Dee examine the key elements needed to make your CSR strategy a practical reality. Dee and Dominic specialise in communicating with internal stakeholders — employees, management, suppliers, shareholders — so that CSR communications and interactions are creative, consistent and measurably successful. They share their extensive experience on how to integrate diverse media and communication channels, to create a compelling CSR company culture.
8.00am – 9.00am
Tess Finch-Lees  Director of The Global Effectiveness Group (UK).
How to build a world class company and international leaders through understanding and managing diversity. As consultant to FTSE 100 companies and previously manager of the Global Diversity Network (a knowledge sharing forum for global heads of diversity including Barclays, BP, Cable and Wireless, Dow Chemicals, HP, Kodak, Philip Morris and Shell), Tess will examine the crucial role of HR processes (eg performance management, defining competencies, recruitment, training and development, employee engagement etc) in promoting a safe, inclusive and productive work environment.

9.00am – 10.00am
Sharon Jackson – Managing Director Carlton CSR  (UK); Associated Faculty Cranfield School of Management (UK).
The greatest challenge of today’s employers – recruiting and retaining quality employees. Sharon addresses how CSR is enabling employers to keep, engage and excite their greatest resource with case studies from around the world.

10.30am – 11.15am
Brendan Penwarden N.D., MBA - Technical Research Manager, Health World; Director Diabetics, WeightWise and Penwarden Clinic. Penwarden Clinic and Executive Performance. Health and wellbeing in the workplace. Brendan takes a look at how we can improve productivity by improving the health and wellbeing of our employees. He will showcase best practice from around the world and throughout the three days of the Summit, Brendan and his team will also provide free health checks for all delegates willing to know their own personal health status! Nothing like knowing the status of your own health and how to improve it to help you consider options for your employees.

11.15am – 12.00pm
Kirien Withers – Director Spa Consultants International and SpaEscapes.com and Editor of Spa Australasia and Spa Life Magazines. A de-stress wellness strategy for all stakeholders will add healthy profits to your bottom line. Australians are STRESSED. The pressured working environment, speed of modern communications, fears about retirement and the threat of redundancy, a highly competitive society and ever-present concerns about financial responsibility are combining to produce a nation of individuals who admit it is now an urgent priority for them to learn how to escape from stress. One of Australia’s leaders in the health and wellness industry shares how organisations can both reduce the stress of employees and streamline with the new de-stress value system of shareholders and consumers, whilst comfortably adding healthy wellness profits to the bottom line.

10.00am – 10.30am Morning tea and networking.

12.00pm – 1.00pm
Lord Michael Hastings CBE – Head of CSR for the BBC (UK) Chair Crime Concern, Non-Party-Political Peer House of Lords and Tess Finch-Lees debates for the negative. Who do you think will win? Facilitated by Sharon Jackson.

The Great Media Debate. Are Media Really Responsible?
Lord Michael Hastings debates for the affirmative.

Stream 2 Human Resources

12.00pm – 12.30pm
Michael Traill – Founding CEO Social Ventures Australia. Work Life Balance. A growing number of employees feel there’s a fundamental gap between their work in the corporate world and the world of making a difference to the lives of others. Many want to find a work/life balance and make a genuine contribution to society but don’t know where to start. Former executive director of Macquarie Bank’s venture capital arm, Michael will present his unique perspective on creating a workplace that is responsive to the work/life balance needs of employees. He will draw on examples of how employees can connect their Hearts to their Heads so they become more inspirational, more visionary and more understanding leaders.
8.00am – 9.00am
Dr. Leeora Black - Managing Director
Australia Centre for Corporate Social Responsibility.

Social responsiveness capabilities are the critical internal resource that ensure your company can understand and meet its social responsibilities, adapt to changing societal values and expectations and build mutually beneficial stakeholder relationships. Understand how to deploy and measure internal CSR capabilities in this one hour workshop.

9.00am – 9.45am
Eric D’Indy – Director of Marketing and Corporate Affairs Mission Australia.

Navigating New Landscapes between the Not for Profit Sector and Corporate Australia. There is increasing focus on the role of collaborative partnerships between the business and community sectors to address key social issues. Eric will discuss how Corporate Social Responsibility has contributed towards this engagement between business and the community sectors, and what the requirements of charities will be within this engagement model going forwards. Will CSR contribute to re-defining the rules of engagement between the community and those two influential sectors?

9.45am – 10.30am
David Morrissey – Managing Director
ARTD and Australian Benchmarking Group and CCI Network.

Strategy and performance evaluation. Over many years, David and his team have developed many techniques for assessing effectiveness in non-commercial and social enterprises in health, the environment, youth affairs, training and education and other human services, with over 400 successful assignments. This workshop will provide practical steps and tools, to ensure you deliver real outcomes from your social investments and community partnerships.

10.00am – 11.00am
Morning tea and networking.

11.00am – 11.45am
Jan Owen – Executive Director, Social Ventures Australia.
Michael Traill – Founding CEO Social Ventures Australia.

How to assess the effectiveness of non-profit organisations. Businesses are familiar with the process of calculating their return on investment (ROI). Founder and former chief executive of the CREATE Foundation and the founding CEO of Social Ventures Australia, Jan will share how SVA has adapted and extended the practice to assess the effectiveness of non-profit organisations by creating a practical Social Return on Investment Toolset, supported by Macquarie Bank. It measures the total social and economic value a non-profit organisation generates and helps us to understand the relationship between the funds provided and the results achieved.

11.45am – 12.30pm
Tony Bonney – Executive Producer and Managing Director Podium – The Event Producer.
Jann Kohlman – Group Manager Sponsorship & Events Optus
Louise Ingram – Corporate Communications Manager, Nokia Australia.

The Woo Factor – Making your CSR program really engage with Corporate Partners and the Community. Are you approaching corporations for sponsorship and not getting the favourable results you expect? When rolling out your CSR programs, are you experiencing less support from your stakeholders than you hope? If so, you might be overlooking the marketing and brand imperatives of the corporations you are approaching and not fully leveraging all of the opportunities that exist for you in creating a unique relationship that can be mined for character filled and meaningful touch-points with your stakeholders. This session offers the opportunity to explore the challenges and pitfalls for both agencies and corporations in designing and implementing the correct strategies to deliver a substantial ROI for all.
11.15am – 12.00pm  
Rob Coombs – President and CEO  
Interface Asia Pacific.

Environmental Case Study - Interface Inc.  
Industrialism developed in a different world from the one we live in today: fewer people, less material well-being, plentiful natural resources. What emerged was a highly productive, take-make-waste system that assumed infinite resources and infinite sinks for industrial wastes. So what's the solution? Rob will show us in detail how Interface are working to becoming the first sustainable corporation, and eventually a restorative enterprise.

8.00am – 9.30am  
Dr. Brett Cohen  
BSc (Chem Eng)  
PhD (UCT) - Complex Systems and Sustainability, Department of Chemical Engineering, University Sydney.

Measurement isn't enough.  
In this 90 minute interactive workshop you will learn what to consider in assessing your organisation's performance towards sustainability, how to measure and report your impacts, critically assess the measurement results and use them in strategic planning and decision making.

9.30am – 10.00am  
Mark Jacobsen – Director Corporate Recycling, the Green Schools Network and Repeal Products.

How companies can be more Environmentally Sustainable when dealing with waste.  
What happens to waste plastic in Australia? What solutions are there for waste plastic?  
Mark will share several case studies where Australian companies are getting good mileage from waste management.

10.00am – 10.30am  
Morning tea and networking.

10.30am – 11.15am  
Cameron Smeal - Environmental Manager GELITA Australia.

Environmental Case Study - GELITA Australia.  
GELITA Australia is considered to be the most water efficient gelatine manufacturing plant in the world. They treat all their own waste, producing valuable bi-products to support their agro-forestry / animal feeding programs, making themselves highly sustainable and self sufficient. They hold one of the first “outcomes based” environmental operating licences issued by the Queensland Environmental Protection Agency, is certified to the international standards of ISO9001 (quality systems), HACCP (food safety) and ISO14001 (environmental management). This case study is must attend session for all manufacturing environmental managers.

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12.00pm – 1.00pm  
Janet Blake – Head of Global CSR  
British Telecom (UK), a global services division that concentrates on multi-site organisations which are headquartered in Europe but have global ICT and solutions requirements.  

A new era in Corporate Volunteering.  
Karen shares what Pro Bono Australia's experience has been of online volunteering and what the next generation developments in Volunteering may look like. Carey will showcase a new body, incorporating highly successful Business in the Community and new Australian corporate volunteering programs initially working in the areas of youth and education. Simon will provide some background and detail about Australia Cares, which aims to become the pre-eminent organisation focused on connecting business with community need.

12.30pm – 1.00pm  
Janet Blake – Head of Global CSR  
British Telecom (UK), a global services division that concentrates on multi-site organisations which are headquartered in Europe but have global ICT and solutions requirements.  

A new era in Corporate Volunteering.  
Karen shares what Pro Bono Australia's experience has been of online volunteering and what the next generation developments in Volunteering may look like. Carey will showcase a new body, incorporating highly successful Business in the Community and new Australian corporate volunteering programs initially working in the areas of youth and education. Simon will provide some background and detail about Australia Cares, which aims to become the pre-eminent organisation focused on connecting business with community need.

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Stream 5  Supply Chain

8.00am – 10.00am
Matthew Warnken - Projects Director for Warnken Industrial and Social Ecology and Director Wise Briefing Notes.

Greening the Supply Chain – approaches to upstream and downstream supply chain management. Increasingly organisations are becoming aware that their impacts are not limited to those that arise directly from immediate operations. In line with the Pareto principle, supply chain impacts beyond the ‘factory fence’ can account for 80 per cent of all environmental and social impacts. At the same time this creates a powerful opportunity to leverage sustainability outcomes through ‘greening the supply chain’. This workshop will explore:

- mapping upstream and downstream actors in the supply chain
- identification of impacts related to supply chain elements
- approaches and tools to maximise supply chain opportunities for positive impact.

10.00am – 10.30am
Morning tea and networking.

10.30am – 11.15am

Supply Chain Case Study – Insurance Australia Group. Helping suppliers run more sustainable businesses. Insurance Australia Group (IAG) insures one in three cars and one in three homes in Australia and pays out over $11 million in claims every day. IAG has taken its approach to sustainability beyond its own operations by investing heavily in helping suppliers develop business plans, source good quality trainees, reduce workplace injuries and minimise their environmental impact. Paul will present a case study on how this approach has gained momentum within IAG’s business, the benefits achieved so far and the way forward in taking this approach to the next level.

11.15am – 12.15pm
Sharon Jackson – Managing Director Carlton CSR (UK); Associated Faculty Cranfield School of Management (UK).

Supply Chain is a proactive highway of influence for truly responsible business. Sharon will take delegates through the issues and solutions of the supply chain using tools as taught in the Cranfield University MBA and tools developed by the Chartered Institute of Purchasing and Supply in the UK.

12.15pm – 1.00pm
Kristina Holdorf – Environmental Print Consultant - Urban Fresh Services.

Building a Business Case Based on Corporate Values - Using the example of print procurement. Different not Difficult: The decision to implement a green supply chain may seem a little daunting and challenging. Successful engagement requires patience, persistence and an open mind, as well as willingness to overcome challenges such as listening to critics; identifying champions; securing buy-in from stakeholders; coordinating the activities of internal functions and suppliers; ensuring clear communication between internal functions and suppliers; addressing technical difficulties that can arise and hinder implementation; or confronting difficulties encountered in correctly specifying new materials and production processes.

This case study will look at how to clarify objectives and the core corporate values and goals that influence them. It will encompass Business goals from enhancing corporate reputation and supply chain integrity to driving social and environmental progress on the ground and at a global level.

Stream 6  Measurement and Reporting

8.00am – 9.00am
Dr Noel Purcell – Group General Manager, Stakeholder Relations.

The Pros and Woes of Reporting. Dr Purcell will draw on Westpac’s experience as a global sustainability leader and take a comprehensive look at the challenges and excitement of sustainability reporting. He will start with the still contested duties of directors to report on issues that materially impact future earnings prospects, and share experiences in seeking a pathway through emerging reporting frameworks. Dr Purcell will also look at the flipside of reporting including the burgeoning requirements of external ratings organisations and the issues of questionnaire fatigue and who’s “checking the checkers”. Finally he will touch on the key role assurance plays in getting to the heart of what is reported and why.
How global indexes track the financial performance of leading sustainability-driven companies worldwide. The Dow Jones Sustainability Indexes are the first global indexes tracking the financial performance of the leading sustainability-driven companies worldwide. Based on the cooperation of Dow Jones Indexes, STOXX Limited and SAM they provide asset managers with reliable and objective benchmarks to manage sustainability portfolios. Learn how this attracts investors and ultimately adds to the bottom line.

10.00am – 10.30am  Morning tea and networking.

10.30am – 11.30am  The importance of values in driving compliance and risk. Case studies and key learnings from the Australasian Compliance Institute.

11.30am – 12.30pm  The Corporate Responsibility Index – a management tool in CSR. The product of a business-led initiative, the Corporate Responsibility Index (CRI) was developed in response to the call for a reliable and standardised tool to examine how companies are managing, integrating and reporting on their impact on society and the environment, and to enable them to benchmark their performance against their peers.

12.30pm – 1.00pm  Social and Ethical Auditing.

1.00pm – 2.00pm  Lunch, networking.

2.00pm – 3.00pm  CSR and SME's. Since December 2001 David has been the part-time Principal of the BLU – the world's first, virtual corporate university for small business development professionals. The BLU has been established by the UK Government's Small Business Service and the Business Link operators. David shares key learning's around responsible business practices for all small to medium enterprises and companies that deal with small to medium enterprises.

3.00pm – 4.00pm  Problem solving made easy. After three days of intense learning, we know you may be feeling somewhat overwhelmed, not knowing where to start or how to effectively implement your new learnings.

4.00pm – 4.15pm  Summit closing remarks and summary of what's next.

4.15pm – 5.00pm  Summit Close for 2005 followed by Afternoon Tea and final networking session.
Please thank Australia's Inaugural CSR Summit Sponsors by using their services. Without them, this event would not have been possible.

Special Thanks to our many supporters who also made this event possible.

This event has been proudly presented by Investwell Consulting
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