MOSS invites you to attend a two-day Corporate Responsibility and Sustainability Leadership Workshop led by CSR and Sustainability Specialist Ian Heath.

Do you know how to imbed CSR into business strategy?
Are you challenged by where to start and how to prioritise the issues?
Do you know how to manage complex relationships?
Do you understand the role of business in civil society?

MOSS invites you to attend a two-day Corporate Responsibility and Sustainability Leadership Workshop, led by CSR & Sustainability Specialist Ian Heath, that will help you develop your own CSR road map and convert knowledge and perceived knowledge into deliverable day-to-day action.

Brisbane: Thursday 23 – Friday 24 October, 2008.

Numbers strictly limited to 15 per workshop.

Who should attend?
This workshop is designed for General Managers, Company Directors, CSR Managers, Public Affairs Managers, Communications Managers, Marketing Directors, Risk Managers and all executives commissioned with designing CSR strategy from multi-nationals to medium and small enterprises.

What others have to say about the workshop.
I found the MOSS CR Stakeholder Engagement Workshop provided many perspectives and tools to assist HBOS. An added bonus is that MOSS presents an absolute first rate ability to provide the most up to date global perspectives, and networks in the CR space.

Russell Workman, Manager Corporate Responsibility HBOS Australia.
Working in an environment with multiple stakeholders and competing interests it is critical to identify and understand all stakeholder groups and how best to communicate and influence them. This workshop provided practical tools and frameworks that did just that.

Bill Petch, Marketing Manager, Barnardos Australia.

The MOSS Stakeholder Engagement Workshop makes sense of CSR essentials and puts it into an accessible process.

Steve Drury, Steve Drury Communications.

About Ian Heath.

Ian Heath has over 20 years of international experience working in Australia, Europe, North and South America, SE Asia and Africa. Now centrally located in Asia, Ian works with individuals, companies, governments and community groups to improve environmental sustainability and increase profitability. Ian holds a Masters Degree in Business Administration, a Post Graduate Diploma in Commerce and a Bachelors Degree of Applied Agricultural Science.

Ian is adept at assessing business feasibilities and risks as well as developing systems-approaches for managing and reporting business performance and risk. With a whole-of-organisation-wide perspective, he assists companies in ensuring sustainability planning and reporting is integrated into existing management systems in order to avoid corporate social and environmental responsibilities operating in “silos” which ultimately can lead to lower staff motivation and productivity, increased costs and negative impacts on corporate reputation.

Ian has also undertaken a range of environmental and economic impact assessments in a broad range of sectors including energy, transport, forestry, water, fisheries and agriculture.

About the Workshop.

The primary content of this workshop is provided by Sharon Jackson – Director Carlton CSR and Associate Faculty Cranfield University’s School of Management (UK). Sharon designs ground breaking CR Leadership programs for leading business schools, senior executives and boards to enable innovative leadership of profitable and responsible businesses that contribute to both the environment and society. MOSS are most grateful to Sharon for allowing us to deliver her program content in Australia.

Investment.

Workshops are limited to 15 only delegates and registrations are accepted on a first in basis.

- Early Bird – MOSS/Finsia members $1,195
- Early Bird – Non MOSS members $1,596
- MOSS/Finsia members $1,495 including GST
- Non MOSS members $1,895 including GST

Early bird registration closes 30 August unless already sold out.

Price includes: Full workshop notes and papers, arrival tea and coffee, morning and afternoon and lunch daily. For more information email info@moss.org.au call 03 9846 7629 or refer www.moss.org.au – upcoming events.
8.45am  Registration and arrival tea and coffee.

9.00am  Welcome.

9.20am  Ethics and values.
- Theory and exercises to understand value and ethics in every day decision making.
- Discussion on buying patterns based on values and perceptions.

10.30am Morning Tea and informal discussion amongst participants.

11.00am Corporate and transversal responsibilities.
Corporate governance, policies and frame works and how to apply them.
- Turning values into value.
- Retaining and leveraging value.
- Incorporating ethics and values in every day decisions.
- Understanding the opportunity of organisation reinvention.
- Understanding connection between innovation and new market opportunities with risks in issues of ethics, diversity and transparency.
- How to deal with internal issues. How to deal with external issues.
- How I can make policy a reality.
- How will I know if things are starting to go wrong.
- Personal accountability, coaching and leadership.
- Ability to question myth V reality and challenge own internal propaganda.

12.30pm Lunch.

1.00pm Sustainable development – licence to operate. Learn when and how to say NO and be prepared to manage the consequences - managing different viewpoints whilst maintaining integrity.
- How to manage / operate in weak governance regions to engage with relevant stakeholder groups and preserve reputation.
- Scope and back-cast critical incidents to espouse triple bottom line disciplines.
- Application to supply chain, innovation, recruitment and retention, reputation and risk.
- Recognising red flag warnings and when to take definitive action.
- Understanding corporate policy as related to own day to day functional reality.

2.30pm Stakeholder identification and mapping.
This segment will help you understanding the broader risk and opportunity related to stakeholder mix. You will understand what stakeholders matter the most and what really matters to them.
- Stakeholder theory, mapping and measurement including Ethical Consumer Index, GMI poll on boycott, other relevant opinion informer materials related to participant industries.

3.00pm Afternoon Tea.

3.15pm Understanding country or industry specific business environment: legal, media and regulators.
During this segment, you will learn a philosophy for managing conflict in order to leverage values diversity. You will learn the value and importance of being accepted into local networks, the value of authenticity and congruent integrity – how to handle bribery and other local customs. Case studies will illustrate unexpected facts, risks and opportunity related to variations in country culture.

5.00pm Day 1 program ends.
**PROGRAM – DAY 2**

8.45am  Welcome tea and coffee.

9.00am  Welcome back and Day 1 recap.

9.15am  Stakeholder mapping activities.
     - Case study 1.

10.30am Morning Tea.

10.45pm Stakeholder mapping activities continued.
     - Action planning for prioritised stakeholders.
     - Monitoring and evaluating stakeholder engagement approach.
     - Tool to plan and evaluate corporate philanthropy programs.
     - Tool to evaluate and compare community investment programs.

12.30pm Lunch.

1.00pm Stakeholder mapping activities continued.
     - Case study 2.

2.45pm Afternoon Tea.

3.00pm How to anticipate crisis and reputation risks – the role of the corporate communications and the technical director.
     - Case studies.
     - Identify skills and tools needed to deliver accountability and operation within expected limits.
     - Aligning internal and external communications.
     - Emerging standards.
     - Understanding direct link with poor governance and weak ethics with risks and growth.

4.00pm Final wrap up – questions.

4.30pm Close.

** Due to the broad spectrum of stakeholder relationships in business today, content may be adapted to suit the needs of each workshop. Therefore, the workshop content and order may differ from that listed.

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How to register.

Please complete and fax or email back the enclosed registration form today to hold your place.
I’d like to attend the How to Develop Your Own CSR Road Map workshop at:

☐ Perth: Monday 13 – Tuesday 14 October, 2008
☐ Melbourne: Thursday 16 – Friday 17 October, 2008
☐ Sydney: Monday 20 – Tuesday 21 October, 2008
☐ Brisbane: Thursday 23 – Friday 24 October, 2008

Please supply name(s) of those attending: ____________________________

CONTACT DETAILS (Please print clearly)

Name: ____________________________ Position: ____________________________
Company: ____________________________
Address: ____________________________ Post Code: ____________________________
Phone: ____________________________ Email: ____________________________

Special Dietary Requirements: ____________________________

Our understanding and experience in the following topics is as follows:

<table>
<thead>
<tr>
<th>Stakeholder Mapping:</th>
<th>How to imbed ethics and values into everyday decision making:</th>
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<tbody>
<tr>
<td>Beginner</td>
<td>Intermediate</td>
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INVESTMENT (Please print clearly)

☐ I am a MOSS member
☐ I am a Finsia member
☐ I am a non Member
☐ Early Bird MOSS/Finsia members $1,195
☐ Early Bird non MOSS members $1,596
☐ Standard Registration post Aug 30 MOSS members $1,495 incl. GST
☐ Standard Registration post Aug 30 non MOSS members $1,895 incl. GST

Early Bird registrations close 30 August unless already sold out. Price includes: Full workshop notes and papers, arrival tea and coffee, morning and afternoon tea and lunch both days.

Please note: Numbers are strictly limited to 15 per workshop and are accepted on a first in basis – so book today. 10% cancellation fees apply.

PAYMENT DETAILS (Please print clearly)

☐ Direct Deposit Models of Success & Sustainability Pty Ltd Westpac Bank, BSB: 033 009 A/C: 319 414

☐ Cheque Please make all cheques payable to Models of Success & Sustainability Pty Ltd and post to: MOSS, 22 Clontarf Crescent, Templestowe VIC 3106

☐ Visa ☐ Mastercard (Please note credit card payments attract a 4% service fee.)

I am paying the following amount $ ____________________________ (Tax invoice receipts will be issued.)

Cardholder’s Name: ____________________________
Card Number: ____________________________ Valid to: ____________________________
Signature: ____________________________

We look forward to seeing you there!