MOSS and Mitchell Communication Group are delighted to present a breakfast briefing with Jerry Marston, Managing Director of leading CSR consultancy Positive Outcomes. Jerry will explain how Australian companies are successfully taking up the challenge of measurement, using LBG*, the international measurement framework for community investment, using best-practice case studies from Australia and internationally.

He will also cover the very topical issue of Voluntary Carbon Investments and whether and how these should also be included in your community contributions.

Are you confident you have the measure of your community investment program – the real value of your company’s overall contribution, and what it’s achieving both for the community and your business?

When: 8am – 10am Tuesday 23rd September
Where: Woodside Auditorium
Address: Woodside Plaza, 240 St Georges Terrace, Perth

* The London Benchmarking Group (LBG) is the internationally recognised framework for measuring and reporting community contributions. Now used by over 220 major companies worldwide, of whom 35 are Australian, and include ANZ, Telstra, Woolworths, Unilever, Foster’s, AGL, GPT, IAG and GSK.
Jerry Marston – Managing Director, Positive Outcomes.

Jerry’s career began in Vanuatu in 1973, where he worked for seven years in overseas administration. For the following twenty years he worked for four major companies in community affairs/corporate social responsibility roles; at Zurich Financial Services where he developed their award-winning employee volunteering programmes in the UK and in India; with retailers Littlewoods in the UK, Kingfisher in France, and with the major international leisure group Whitbread, in every case taking on the challenge of transforming their corporate social responsibility programmes in line with new business priorities. For three years he headed up Comic Relief, the UK’s most successful media fundraising charity.

He joined Australia’s leading CSR specialists Positive Outcomes in September 2006, after three successful years as a Director of the UK’s pre-eminent CSR consultancy, the Corporate Citizenship Company, where he had responsibility for the oversight and development of their growing international community investment portfolio. This included the strategic management of the London Benchmarking Group (LBG) now regarded as the international standard for measuring corporate community involvement, and successfully established and growing rapidly in Australia under Positive Outcomes’ stewardship. Jerry now heads up Positive Outcomes, whose client base includes Foster’s Elders, IAG, Cisco, Woolworths and Energy Australia.

Jerry was until recently on the board of Business in the Community in the UK and a board member of the Boston Centre for Corporate Citizenship. He currently serves on the board of the Harold Mitchell Foundation. Jerry is a modern languages graduate of Cambridge University, and fluent in French and Spanish.

The breakfast briefing will be facilitated by Anne-Maree Huxley, Founder and CEO of MOSS.

Tickets: $66 MOSS members $88 non MOSS members

Price includes light breakfast, networking and briefing.
Please note numbers are limited and are accepted on a first in basis – so book early.
Registrations close Friday 19 September (unless sold out prior).
I’d like to attend the MOSS Mitchell Communication Group Community Investment Breakfast Briefing to be held 8am – 10am Tuesday 23rd September at the Woodside Auditorium, Woodside Plaza, 240 St Georges Tce, Perth.

The following will be my guests:

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- [ ] 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

We look forward to seeing you there!