A Way Forward. Closing remarks from Speakers and Delegates.

Cheryl Kernot – Consultant Said Business School, Oxford University

1. There is a third sector – the voluntary community – which has not had enough support or been valued enough for it to have a voice in the ‘partnership’ dialogue. Whatever party wins the election, this needs to change so that improved collaborative relations in the CSR space can be fostered.

2. I see more of the 3rd sector working together to minimise areas of competition as a way forward.

3. I would like to see the university sector introduce social business alongside traditional business so people are at least made aware of social enterprise in the first instance.

4. We need a culture reassessment and review of terminology to remove the term ‘not for profits’. This is very limiting term and is rooted in the past. It needs to be quietly and gracefully buried.

5. CSR as a term wrongly infers irresponsible behaviour and singles out business when CSR is a whole of community approach. Suggest a new term: Corporate Social Opportunity (CSO).

6. Australians should become early adopters of the social business movement.

7. I would like to be the social broker for the social sector to raise its capacity because it will play a very important part in the future of our society.

Amanda Little – MD Edelman

Ability to change is key to making a difference. A lot of people are thinking about it but this has not yet transferred to action.

Gavin Coopey – Director Authentic Values

A. Business has to stop looking down the nose at the third sector. Also the third need to get rid of the federation structure (i.e. Diabetes Australia, Cancer Council etc )

B. Need some stick - Government need to take action and lead. Current capital structure will not save the world.

Bill Petch – Marketing Director Barnardos Australia

We need regulation to benchmark CSR performance.

John Meacock – Managing Partner Deloitte NSW

Business is already heavily regulated and most of the time the reporting is too detailed and convoluted for the general business community and investors to understand.

Michael Linehan - Partner Holding Redlich

Need a minimum list of items for business to address soft data measures. It does not need to be mandatory but it would provide a common benchmark.

Anne-Maree Huxley – Summit Facilitator and Founder MOSS

The outcome of the election will have the greatest bearing on what happens to CSR in Australia. A minister for CSR will change the priority for business, government and community. If Labour wins, expect a minister (there’s already a shadow minister), greater support for the third sector and funding to help make CSR more understandable and accessible for business at all levels.