Never has the demand for responsible business been so great with confidence in the corporate world now at an all-time low.

If ever there was a convincing business case for corporate social responsibility, the time is right now as companies scramble to win trust from increasingly sceptical and doubtful stakeholders.

Credibility is crucial to success in an era where business in under such intense scrutiny. The building of solid stakeholder relationships is a critical component of every company’s license to operate.

Australia and the world are asking profound questions about the fundamental values and ethics of commerce. Companies are under mounting pressure to prove their reliability on everything from environmental responsibility and social accountability to their financial integrity.

Tackling these urgent issues, two of the world’s pre-eminent experts in corporate social responsibility are staging a series of one-day workshops across Australia in a bid to help companies develop credible strategies to address escalating stakeholder expectations.

Led by international CSR and sustainability specialists Ian Heath and Jonathan Wootliff, these two former civil society leaders who now advise major multinational corporations in Asia, Europe and the USA, are coming to Australia for the 2009 Corporate Responsibility and Sustainability Leadership Workshop series.

MOSS invites you to attend one of these limited-capacity events:

- Sydney 11 August • Brisbane 13 August • Canberra 16 August
- Adelaide 18 August • Melbourne 20 August
- Hobart 23 August • Perth 25 August

This is your opportunity to acquire the right tools to develop your own CSR roadmap and convert knowledge and perceived knowledge into tangible action.
Should you be there?

This workshop is definitely for you if you’re in senior management and are hungry for the answers to one or more of these eight critical questions…

1. Do you understand how to identify the concerns and address the expectations of your stakeholders?
2. Are you challenged by where to start and how to prioritise the issues being raised by Civil Society?
3. Are you concerned by the reputational threats posed by non-governmental organisations like Greenpeace, Oxfam, Amnesty International, WWF and the like?
4. Do you understand how these groups operate and/or how to engage effectively with them?
5. How prepared is your business to address your stakeholder concerns, doubts and fears?
6. Do you know how to integrate an environmental and socially responsible strategy within your business?
7. Do you know how to manage complex stakeholder relationships?
8. How well does your business rate in terms of its values, ethics and accountability?

Who should attend?

This workshop is designed for company directors and senior managers with responsibility for corporate communications, public relations, public affairs, corporate social responsibility, environment, health, community relations and risk assessment from multi-nationals, to medium and small business enterprises.

What former participants have to say about this workshop

*Excellent – I came away with tools to implement into our business, giving a structured direction for future results.*
James Peacock, HBOS Australia.

*Provided the tools and inspiration to move to the next step in our CSR programs, particularly in any potential issues with NGOs that may occur as part of our international expansion.*
Barry Bird, Bidvest 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. The workshop provided practical tools and frameworks that did just that.*
Bill Petch, Marketing Manager, Barnardos.

What will be covered?

**The Corporate Responsibility Test**

Just how responsible is your business? How well prepared are you for public criticism? Do you understand your stakeholders?

**Definitions and Semantics**

What does CSR mean: sustainability vs accountability vs responsibility.

**Individual, Corporate and Universal Values**

How they interact. How to identify and exploit opportunities and avoid potential conflicts. Application to supply chain, innovation, recruitment and retention, reputation and risk.

**Issues: Challenges and Opportunities**

How to identify and prioritise challenges and opportunities including license to operate, reputation, supply chain, innovation, personnel recruitment and retention.

**Stakeholder Mapping**

How do you find out who’s concerned with existing or potential issues. Which watchdogs and activist groups really matter?

**The Business Case and Internal Buy-in**

Mainstreaming CSR within the heart of the business, how to convey the urgency and need, quantifying the risks. Getting the right skills and levels of resources. Encouraging fellow managers to take these issues seriously.

**Action Planning**

Establishing priorities. Developing a clear, comprehensive and workable action plan. Embedding an effective strategy within the business.

**Stakeholder Engagement**

Case studies from major companies that have faced reputational crises and how they were resolved.

**Measurement**

How to know when you are succeeding. How to track and benchmark progress, measure results, learn from your mistakes and communicate the outcomes.
About the Workshop Leaders

Ian Heath

Ian Heath has over 20 years of international experience working in Australia, Europe, North and South America, SE Asia and Africa. He has led individuals, companies, governments, NGOs and community groups in improving their social and environmental sustainability while increasing profitability.

Ian has worked extensively with NGOs in international development and supply chain sustainability. This includes Conservation International, where he worked with Starbucks on sustainable coffee bean sourcing, The Fred Hollows Foundation managing its blindness prevention programs across 15 countries, and more recently with Sustainable Fisheries Partnerships working with some of the world’s largest retailers, including McDonald’s, Wal-Mart, Tesco, Sainsbury and Marks & Spencer on the sustainability of their seafood supply chains.

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. Ian holds a Masters Degree in Business Administration, a Post Graduate Diploma in Commerce and a Bachelors Degree of Applied Agricultural Science.

Jonathan Wootliff

Jonathan Wootliff is an independent corporate responsibility consultant, specialising in helping multinational companies to build productive relationships with non-governmental organisations, particularly in the field of sustainable development and communications. He helps corporations understand and connect with civil society.

Now in his tenth year of advising the business community on sustainable development issues, he has established numerous relationships for the companies with a wide range of stakeholders including the World Business Council for Sustainable Development. He has also developed and produced sustainability reports for some of the world’s leading corporations.

Jonathan’s other clients have included BP, Bunge, Coca-Cola, Colgate-Palmolive, General Motors, Goldman Sachs, Kraft Foods, Owens Corning, Procter and Gamble, the Tata Group, and the Whirlpool Corporation. He has extensive knowledge in the forestry, agriculture, energy, extractive industries and food sectors.

He was formerly the Communications Director for Greenpeace International, where he directed a department of 42 professionals and oversaw the organisation’s public outreach and communications in over 35 countries. During his tenure at Greenpeace, Jonathan was engaged in many controversial issues including genetically modified organisms and climate change. This involved leading high profile challenges targeted at the fossil fuel industries as well as being involved in behind-the-scenes dialogues with corporations. Among his many assignments, Jonathan managed the Greenpeace communications work at the Kyoto climate ministerial summit and the organisation’s liaison with the Sydney Organising Committee of the Olympic Games.

Among many writing assignments, Jonathan contributes a bi-monthly column on the environment to The Jakarta Post.

Fees*

$770 MOSS member earlybird* or 3 or more from one company, $880 MOSS member

$880 Non-member earlybird* or two from one company, $990 Non-member

Workshop includes arrival tea and coffee, morning and afternoon tea, light lunch and facilitators’ notes and tool overviews.

+ GST included. *Earlybird eligibility: paid in full one month prior to the workshop.
Please complete your registration online or fill out this form and email it back to eventregistrations@moss.org.au
Alternatively fax it back to 02 8211 5123 or post it to: MOSS Registration Centre, 32 Sarah Crescent, Baulkham Hills, NSW 2153

I would like to register for the following event. (One person only per registration please.)

- [ ] Sydney 11 August
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Workshop includes arrival tea and coffee, morning and afternoon tea, light lunch and facilitators' notes & tool overviews. Cancellations in writing up to four weeks prior incur a 50% service fee. No refunds after this, but substitutions welcome.

+ GST included. *Earlybird eligibility: paid in full one month prior to the workshop.

**CONTACT DETAILS** (Please print clearly)

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

**PAYMENT DETAILS** (Please print clearly)

I am paying the following amount: $______________ via the following method:

- [ ] 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 Registration Centre, 32 Sarah Crescent, Baulkham Hills NSW 2153
- [ ] Visa  [ ] MasterCard (Please note a 1.9% credit card processing fee will be charged on all credit card purchases)

Cardholder's Name: __________________________
Card Number: __________________________ Valid to: __________________________
Signature: __________________________

*We look forward to seeing you there!*