

Corporate Responsibility and Community Investment

Exchanging Strategies That Work

New Directions, New Answers



- For all organisations, staff and boards who decide they want to make a difference -
- Join the Alumni of real leaders who know their place in the world extends beyond the company walls -
- Bringing together intellect, wisdom, strategy, next practice and practical resources -



ourcommunity.com.au

SHANNON'S WAY

Social Marketing Communications

Deloitte.

Are you a Member of Australia's leading Corporate Responsibility Network? Join Now.

Join the Australian Institute for Corporate Responsibility

The Benefits

- Access to knowledge and strategy
- Access to networks and like minded companies
- Support to communicate your success to key audiences
- Hear and learn the “Next Practice” examples of Corporate Responsibility
- Ensure that your business stands out from the pack and makes a real difference
- Expand your knowledge and effectiveness when delivering corporate responsibility
- Gain access to the acclaimed core CSR quarterly newsletter; ‘Business Community Intelligence’
- Join the Alumni Network of Corporate Responsibility Practitioners
- Gain exclusive access to the Institute’s Resource Bank, including the new “Members Only” corporate responsibility pyramids and checklists
- Access to the tools for corporates for addressing systemic disadvantage
- Social Marketing advice to gain best value for partnerships
- Access and Discounts to Networking Events

What is AICR?

- The Australian Institute for Corporate Responsibility provides cutting-edge corporate responsibility resources for large, medium and small business.
- Formed through an alliance between Our Community, Shannon’s Way and Deloitte, the Institute provides Australian companies with access to the practical knowledge needed to establish the value proposition and manage, implement, sustain and measure high-quality community engagement and corporate responsibility programs.

Becoming a Member of the Australian Institute for Corporate Responsibility

Through the Institute's unique membership service you will receive:

- **A 12-month subscription to the acclaimed corporate responsibility newsletter, *Business Community Intelligence (BCI)*.**

Issued quarterly, BCI is the must-have tool for Australian corporate responsibility practitioners, providing case studies, community engagement ideas, insights and information on what works and what doesn't. BCI is a highly practical, easy-to-read publication designed specifically for the Australian business scene, with an eye to best practices and cutting-edge corporate responsibility thought leadership in this country and abroad.

- **Exclusive access to the Institute's Resources Bank.**

The Institute's Resources Bank provide member-only access to tools, case studies and checklists - all of them anchored in practicality and applicability. The How-To Pages are designed around the Corporate Responsibility Pyramids and include a detailed listing of the key activities each workplace can implement – Australia's most practical resource on how to be a more responsible company. These pages will continue to grow and develop as community engagement practice in Australia also grows and develops.

- **Discounts to the annual Business Community Intelligence Masterclass and other key events.**

Community engagement is often one of the most poorly executed aspects of a business CSR program. The annual Business Community Intelligence Masterclass provides corporate responsibility practitioners with the insight and practical know-how to select more valuable and effective community partners. Institute members receive a discount on the registration price.

- **Social Marketing advice.**

Members of the Institute can access the resources and wisdom of social marketing experts "Shannon's Way" to spread the word about your company's good works more effectively, and get more value out of your corporate responsibility activities.

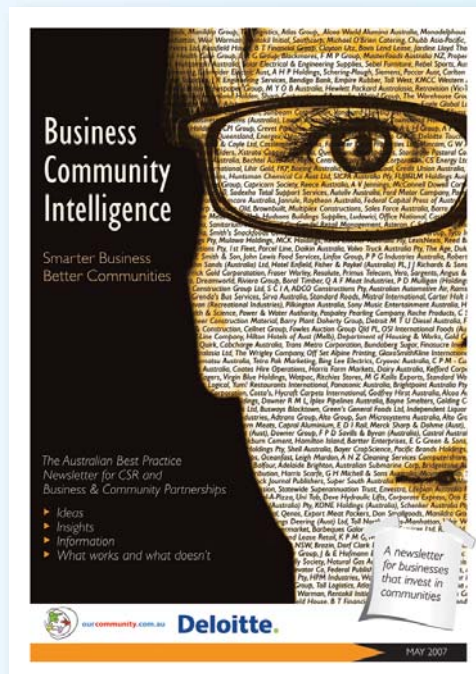
How to become a member

It's a simple process to become a Member and receive access to all of the resources, as well as the acclaimed quarterly *Business Community Intelligence* newsletter. Simply complete the Membership form inside the back page.

The Quarterly Newsletter – *Business Community Intelligence*

Business Community Intelligence - Australia's Premier Corporate Responsibility Newsletter

- Business Community Intelligence (BCI) is the must-have tool for all Australian executives and CSR, HR, marketing, and PR practitioners and managers.
- BCI is a highly practical, easy-to-read publication designed specifically for the Australian business scene, with an eye to best practices and cutting-edge corporate responsibility thought leadership from this country and abroad. Issued quarterly, it provides case studies, community engagement ideas, insights, tools, and information on what works and what doesn't.
- Each edition includes a range of special and regular features, including:
 - Scene-Setter - Casting a spotlight on hot issues in corporate responsibility
 - CEO/Chair on CSR - Top Australian CEOs/Chairs tell it like it is
 - What's Hot - Latest news and views
 - CSR in Practice - Who's doing what? Who's leading the pack?
 - Customer Involvement - How to link your customers with your corporate responsibility activities
 - Outside the Square - Ideas, projects, partners to make you stand out from the crowd
 - CSR Tools - Where to get help with measurement and delivery
 - Employee Involvement - Getting your employees involved in your corporate responsibility activities
 - Meet the CSR Manager - Meet the people driving CSR in Australian workplaces
 - Ethical Dilemma - How do your company's ethics stack up?



Corporate Responsibility Resource Bank and Pyramids

Corporate Responsibility Resource Bank and Pyramids

- There are many ways businesses can enhance and support the environment and communities in which they operate. Some require a good deal of effort, money and innovation; others just involve a bit of dedication and common sense.
 - Our Community has developed ideas for corporate responsibility initiatives in eight areas – environmental sustainability; human rights; community engagement; workforce; investment; good governance; addressing systemic disadvantage and social marketing. Each Pyramid is divided into low-cost, low-effort actions through to those which are high-cost and high-effort, with the lists to be refined as Australian and international best practice develops.
- ### How to use the Corporate Responsibility Pyramids
- As you develop and refine your corporate responsibility programs and practice, you can begin to work your way up through the “Good Practice” ideas - those which require moderate investment - and on to the “Cutting-Edge” ideas.
 - Businesses aiming for a truly integrated and defensible corporate responsibility strategy should be working across all eight focus areas simultaneously, but should not try to reach to the top in all areas at once. Assess which of the eight pillars best align with your company’s values and work to embed and consolidate your efforts in one or two of those areas before moving on to the others.
- The “cutting-edge” ideas are those that may be costly and more difficult to implement but will provide higher returns to the community, and to your company as well. In fact, there are many reasons why the things you do to make the community better and stronger can provide benefits to your company:
 - Consumers will choose to buy a product because a company has a responsible reputation
 - Consumers will avoid products according to a company’s reputation
 - Ethically-motivated consumer boycotts cost big brands £2.6 billion a year
 - More than 90% of employees say they would prefer to work for a company with an employee volunteering project
 - Companies with volunteering programs report reduced sick days
 - Companies with strong corporate responsibility programs can boast better networks and greater knowledge of community needs (and therefore greater knowledge of how they can develop products and services to match those needs, meaning new business opportunities)
 - They report greater staff satisfaction, retention and productivity

Access at your fingertips

Website: ourcommunity.com.au/cr

You are a guest at Australia's premier community destination

ourcommunity.com.au
Building Stronger Communities through Stronger Community Organisations

Make a Difference → Giving Corporate Responsibility Boards Advocacy

Find & Manage Money \$ → Find Money Banking Grants Management

Build Capacity → Marketing Training Leadership Communities in Control Jobs What Works

Buy Supplies & Be Informed → Marketplace Insurance Technology Community Calendar Buy

Home Make Our Community Your Home Page! Our Newsletter Schedules Print: Text Size: T T

Australian Institute for Corporate Responsibility




The **Australian Institute for Corporate Responsibility** provides cutting-edge corporate responsibility resources for large, medium and small business and community organisations.

Formed through an alliance between Our Community, Shannon's Way, Deloitte and the St James Ethics Centre, the Institute provides Australian companies with access to the practical knowledge needed to manage, implement, sustain and measure high-quality community engagement and corporate responsibility programs.

The Institute's unique membership service offers:

- A subscription to the acclaimed quarterly corporate responsibility newsletter, *Business Community Intelligence (BCI)*
- Exclusive access to the Institute's Resource Bank, including our comprehensive corporate responsibility pyramids and checklists
- Discounts to the annual Business Community Intelligence Masterclass and other key events
- Complimentary social marketing advice
- Access to the Corporate Responsibility Index tools

Become a Member **BCI Newsletter** **How To (Corporate Responsibility Pyramids)** **Events**

Join   

CLICK HERE CLICK HERE CLICK HERE CLICK HERE

How to use our services:

- Community Group
- Govt/Council
- Individual
- Business

Renew my Subscription

Member Login

Your Login (often email address):

Password:

Remember me

[Forgotten password](#)

Directory of Organisations

Keyword Search

- Sign up for free Membership and OC Matters N'letter
- Sign up for free email Jobs Bulletin
- Sign up for our Paid Newsletters
- Sign up for Training /Conferences/Events

- Site Map for Corporate Responsibility
 - Corporate Responsibility Home
 - Become a Member
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 - "How To" - Corporate Responsibility Pyramids
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 - Social Marketing Help
 - Corporate Responsibility Index

Corporate Responsibility Resource Bank

Environmental Sustainability 

Human Rights 

Community Engagement 

Workforce 

Socially Responsible Investment 

Good Governance 

Addressing systemic disadvantage 

Social Marketing Help 

Becoming a Member of the Australian Institute for Corporate Responsibility

Confirm your commitment to lead wisely AND receive the Business Community Intelligence Quarterly Newsletter and become a member.

Take the First Step to Building Smarter Businesses, Better Communities.

Membership only \$485 per year

Title: _____ First Name: _____

Last Name: _____

Position: _____ Org: _____

Address: _____

State: _____ Postcode: _____ Phone: _____

Email: _____ Fax: _____

Payment: _____

Option 1: Fax membership form complete with credit card details to: 03 9326 6859

Option 2: Send your cheque / money order payable to:
Our Community, PO Box 354, North Melbourne VIC 3051

Pay by credit card, please tick: MasterCard Visa American Express

Card No _____ / _____ / _____ / _____

Expiry date _____ / _____

Cardholder's Signature _____

How do I find out more?

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