

Business Community Intelligence Masterclass 2007

Maximising Value(s) in the Selection of Your Community Partners

The Practical Masterclass for business: Providing a roadmap for adding value to the assessment, selection, contracting, social marketing and (where necessary) termination of community partnerships.

Monday 20 August 2007 - MELBOURNE

rs share, James Richardson Corporation, STA Travel, NIKE Australia, Adelaide Bank, Advertiser, Balfour, Adelaide Brighton, Australian Submarine Corp, Bridgestone Australia, Elders, Orlando Wynd
ociety, Laubman & Pank, I G A Distribution, Harris Scarfe, G H Michell & Sons Australia, Mayne Group, Savings & Loans Credit Union SA, Weslo Staff, Santos, S G I C, Premier Stateliner, Stock J
s, Super South Australia Member Services, Workcover Corporation, Commercial Motor Vehicles, ABB Grain Ltd, Motor Accident Commission, Statewide Superannuation Trust, Envestra, Lifepan
ociety, Natural Gas Authority of South Australia, Leisure Co, C M I, Domino's Dial-A-Pizza, Uni Tab, Deve Hydraulic Lifts, Corporate Express, Otis Elevator Co, Federal Publishing Company, Kone
etail, Nuance Group (Australia) Pty, KONE Holdings (Australia), Schenker Australia Pty, HPM Industries, Warrnambool Cheese and Butter Factory Company Holdings, Dow Chemical, Qenos, B
Don Smallgoods, Manildra Group, Toll Logistics, Atlas Group, Alcoa World Alumina Australia, Monadelphous Group, Hastings Deering (Aust) Ltd, Toll North, Lowes-Manhattan, Weir Warman, Re
o, Michael O'Brien Catering, Chubb Asia-Pacific, Pick N Pay Hypermarket, Barbeques Galore, Cardlink Services Ltd, Rossfield House, B T Financial Group, Clayton Utz, Bovis Lend Lease, Jardine
n Insurance, Lend Lease Retail, K P M G, Marsh, Moran Health Care Group, E R G Group, Blackmores, F M P Group, MasterFoods Australia NZ, Property Services, Connex NSW, Brazil, Dorf
o, Huhtamaki Australia, Solar Electrical & Engineering Supplies, Sebel Furniture, Rebel Sports, Australian Aerospace, Binder Group, J & E Hofmann Engineering, Schneider Electric Aust, A H P H
Plough, Siemens, Paccar Aust, Carlton United Brewery, Teys Bros, Bega Cheese, Australian Bureau of Statistics, J R Engineering Services, Bendigo Bank, Empire Rubber, Toll West, KMCC Western
a & Upjohn, S G S Australia, Callide Mines, Leader Newspaper Group, M Y O B Australia, Hewlett Packard Australasia, Retravision (Vic-Tas), F J Walker Foods, Dexion (Australia), Integral Energy
Holden, Sharp Corporation of Australia, Wattyl Group, The Warehouse Group, Red Lea Chickens, Patrick Logistics, Diageo Australia, Cellarmaster Wines, Adsteam Marine, D B T Australia Ltd,
ldings, Eagle Global Logistics, Continental Spirits Co, Ondeo Nalco, Nuplex Industries (Aust), Gazal Corporation, Sunbeam Corporation, Vanguard Logistics Services, Ausdrill, Ellems Cleaning Ser
vey Consumer Brands, Moore Business Systems (Australia), Lowan Australia, The Bailey Group, Townshend Homes (Vic), Skilled Engineering, Norske Skog Consolidated Paper Industries (Holdin
vevet Pipelines, Adacel Technologies, JB Hi-Fi, A L H Group, A P N News & Media Ltd, Carlton Crest Hotel - Brisbane, Devine, Egis Consulting Queensland, Energex, Deacons Graham & James,
eloitte Touche Tohmatsu, Comalco Aluminium, A B N AMRO Morgan Ltd, Birch Carroll & Coyle Ltd, Castlemaine Perkins, Forrester Kurts Properties Ltd, Mincom, G W A International Ltd, Micha
ustralia, Pacific Coal, Primac Elders, Xstrata Copper Australia, Queensland Newspapers, Stanbroke Pastoral Company, Stamford Plaza Brisbane, Queensland Sugar, Anglo Coal Holdings, Austral
Flight Centre, Tarong Energy Corporation, CS Energy Ltd, Stanwell Corporation, Peabody Energy Australia Coal Pty, JK International, Lihir Gold, FKP, Boeing Australia, Macarthur Coal, Greenbri
osiery Australia, Yakka, Johnson & Johnson Pty, Auto Group Auctions, Huntsman Chemical Co Aust Ltd, SICPA Australia Pty, FUJIFILM Holdings Australasia Pty, Millennium Chemicals, Billabong
estige Group, Capricorn Society, Reece Australia, A V Jennings, McConnell Dowell Corporation, Kennards Hire (Admin Office), Raging Thunder Adventures, Mitre 10, Sodexo Total Support Serv
Ford Motor Company, Pace Farms, Scania Australia Pty, Autoliv Australia, Coplan, Kolotex Australia, Comcare Australia, Janrule, Raytheon Australia, Federal Capital Press of Australia, Blackwoods
Associated, Macmahon Holdings, Allcorp Services Qld, Brownbuilt, Multiplex Constructions, Sales Force Australia, Barro Group, Berri, Super Partners, Australian Arrow, Northern Co-operating Me
udsons Buildings Supplies, Ludowici, Office National, Castlemaine Bacon Company, KR Castlemaine Foods, Sara Lee Bakery Australia, Sanitarium Health Food Co, Gandel Retail Management
g Materials Division, B O C Gases Australia Ltd, Nortel Networks Australia, Smiths Snackfoods Company Ltd, Vodafone Australia, Promina, Rinker Group, Tyco International Pty, Amatek Industri
alia Holdings Pty, Mulawa Holdings, MCK Holdings, Reed Elsevier Australia Pty, LexisNexis, Reed Business Information, Alesco Corporation Ltd, Pall Filtration and Separations Pty, 1st Fleet, Para
ustralia, Volvo Truck Australia Pty, The Age, Dulux Australia, P M P, Gribbles Group, Invensys Australia, A E Smith & Son, John Lewis Food Services, Linfox Group, P P G Industries Australia, Robert B
y), Sigma Company, Unidrive, Varian Australia, John Sands (Australia) Ltd, Hotel Elfield, Fisher & Paykel (Australia) PL, J J Richards & Sons, N C I Holdings, Esther Investment, B H P Bolton Iron
poration, Fraser Worley, Resolute, Primus Telecom, Vero, Sargents, Angus & Coote, Hyundai Automotive Distributors Australia, Snowy Hydro, Dreamworld, Riviera Group, Boral Timber, Q A F Me
igan (Holdings), John Deere, Stratco (Qld), Cleanaway, Leighton Holdings, Walter Construction Group Ltd, S C I A, ADCO Constructions Pty, Australian Automotive Air, Ramset Fasteners, Australia
eco Trucks Australia, Grenda's Bus Services, Sirva Australia, Standard Roads, Mistral International, Carter Holt Harvey Cartons, Camec Group, Nissan Motor Co (Aust), Jayco Caravan (Recreation
), Pilkington Australia, Sony Music Entertainment Australia, Hutchinson Builders, Diamond Leisure, Faculty of Education Health & Science, Power & Water Authority, Paspaey Pearling Company
C S I R O, Prime Television, Carrier Air Conditioning, Autobarn, Pioneer Construction Material, Barry Plant Doherty Group, Detroit M T U Diesel Australia, Fletcher International Exports, G James
ining & Construction, Cellnet Group, Fowles Auction Group Qld PL, OSI International Foods (Australia) Pty, P B R International, Pacifica Group, P & H Minepro, TT-Line Company, Hilton Hotels
Department of Housing & Works, Gold Corporation, Prestige Motors, Fleetwood Corporation, O C S Quirk, Cabcharge Australia, Trans Metro Corporation, Bundaberg Sugar, Finasucre Investment
gamated Television Servs, Unilever Australasia Ltd, The Wrigley Company, Off Set Alpine Printing, GlaxoSmithKline International Cons Health Care, Australian Laboratory Service, Dana Australia
etra Pak Marketing, Bing Lee Electrics, Cryovac Australia, C P M - Customer Acquisition & Management, P F D Food Services, Pauls, Oce Australia, Coates Hire Operations, Harris Farm Mark
Kefford Corporation, Olex Cables, Feltex Australia, Bayton Property Services, A P Eagers, Virgin Blue Holdings, Watpac, Ritchies Stores, M G Kailis Exports, Standard Wool Australia, Lexmark In
, Getronics Australia, Logical, Yum! Restaurants International, Panasonic Australia, Brightpoint Australia Pty, Apple Computer Australia Pty, Chiquita Brands South Pacific, P P I Corporation, Costa
International, Godfrey Hirst Australia, Alcoa Australia Rolled Products Pty, Rex Gorell Family Group, Target Australia, Ruralco Holdings, Downer R M L, Iplex Pipelines Australia, Boyne Smelters, G
ers, Queensland Alumina, Centro Properties Group, NEC Business Solutions Ltd, Busways Blacktown, Green's General Foods Ltd, Independent Liquor Group (Suppliers) Co-operative, Royal Pines
paradise Food Industries, Adtrans Group, Alto Group, Sun Microsystems Australia, Alto Group Pty, Maxxium Australia, Scribal Group of Companies, Scholastic Australia, Southern Meats, Capral Au



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Deloitte.

The Program

Monday 20 August 2007

9.30 – 10.00 Registration, Coffee/Tea

10.00 – 10.20
Welcome
Dr Rhonda Galbally AO, CEO, Our Community
Frank Ford, Managing Partner, Deloitte

The Values Proposition: The community issues valued by the Australian community & the media

10.20 – 10.50
Why community matters to business
Carol Schwartz AM, Chair, Industry Superannuation Property Trust

10.50 – 11.40
Setting the context for your community partnerships by engaging with issues that matter to Australians
Bill Shannon, Founder & Chair, Shannon's Way

11.40 – 12.10 Morning tea

12.10 – 1.00
Creating value by creating community partnerships that are media worthy
Leon Gettler, business writer (CSR) *The Age*

1.00 – 1.45 Lunch

Selecting your Community Partners

1.45 – 3.00
How to genuinely address systemic disadvantage – the case for it & the case study
Fr. Joe Caddy, Chair, Catholic Social Services Australia
Terry Bracks, Chair, Western Chances

3.00 – 3.45
Assessing, selecting, contracting and resourcing your community partner
Kylie Cirak, Alcoa Foundation and Environmental Partnerships Manager

3.45 – 4.00 Afternoon tea

The Relationship Cycle: Building, renewing & ending community partnerships

4.00 – 4.45
Building, renewing and withdrawing from your partners without blood on the floor
Jacquie Thomson, Director, Grants & Community Development, Lotterywest

4.45 – 5.00
Wrap up
Rhonda Galbally, CEO, Our Community

5.00 – 6.00 Networking drinks

About the Masterclass

The Context:

Business is increasingly seeking to engage with community organisations but ...

- The old practice of board members and senior managers promoting their 'favourites' is now being strongly challenged. Most modern companies have shifted towards application of a more professional approach to the assessment, selection, contracting, relationship building and, on occasion, termination of partnerships with community organisations.
- There is an escalation in demand by boards and shareholders for proof of the value of community partnerships.
- There is increasing pressure from boards, senior management and shareholders to prove the value of the selection of particular community partners.

Learning Outcomes:

- Learn how to develop the business case for matching issues and community organisations to customer values, product/service and brand values;
- Take away tools to ensure media results and other benefits from your selection of community partners;
- Hear the latest learnings on systemic disadvantage and how the selection of community partners by business can make a real contribution to society;
- Explore models for assessing, selecting, contracting, resourcing and project managing community partnerships;
- Discover strategies for building, renewing and leaving relationships with community partners without leaving blood on the floor.

Who will Benefit:

- Corporate Social Responsibility and Corporate Affairs Managers & Staff
- Community Involvement and Partnership Managers & Staff
- Triple Bottom Line Indicator Managers & Staff
- Marketing Managers & Staff
- Human Resource Management Managers & Staff

The Location:

Monday
20 August 2007
9.30am-5.00pm followed by drinks

Deloitte
180 Lonsdale Street,
Melbourne

Conference Conveners:



ourcommunity.com.au

Deloitte.

Our Community Alliance Partners:



Westpac



Keynote Presenters



Terry Bracks, Founding Chair, Western Chances

Western Chances assists young people in the western suburbs of Melbourne to realise their potential through scholarships and other related programs. Terry Bracks is also Patron of Heide Gallery and Big Brothers Big Sisters; Chair of Computers for Every Child; Co-Chair of the East Timor Friendship Schools Project; Board Member of the Breast Cancer Network Australia and the Australian Children's Television Foundation and the Number One Female Ticket Holder of the Melbourne Football Club.



Fr Joe Caddy, CEO, Centacare Melbourne; Chair, Catholic Social Services Australia

Fr Joe Caddy is the CEO of Centacare Catholic Family Services, a member of the Ministerial Advisory Committee for Victorian Communities, a prison chaplain, and Chair of Catholic Social Services Australia, the peak body representing the work of Catholic community service agencies nationally. With Fr Peter Norden, Joe commissioned Emeritus Professor Tony Vinson to undertake the research to produce the landmark report, *Dropping off the Edge: the distribution of disadvantage in Australia*.



Kylie Cirak, Alcoa Foundation and Environmental Partnerships Manager, Alcoa of Australia

Alcoa produces 30% of Australia's aluminium, is the sixth largest exporter in the Australian resources sector and provides employment for over 7500 people in Australia. In her role Kylie develops and maintains a broad variety of business community partnerships which meet community needs, grow the capacity of not-for-profit organisations, and support Alcoa's reputation as a genuine contributor to the Australian community. Kylie is a graduate of the Overseas Development Institute and International Business Leaders Forum Partnership Brokerage Accreditation Scheme.



Frank Ford, Melbourne Office Managing Partner, Deloitte

Frank Ford has held the role of Managing Partner – Victoria since September 2002. In addition to his responsibility for leading and driving the strategic direction of the Victorian practice, Frank is a member of the National Executive of Deloitte and Chair of the Deloitte Foundation. Outside of Deloitte, he is a member of the Board of the Tarrawarra Museum of Art, and the Business Council of the National Gallery of Victoria.

Keynote Presenters



Leon Gettler, Business Writer, The Age

Leon Gettler is a public speaker, senior business writer and columnist with *The Age*, specialising in management issues including strategy, marketing, ethics, corporate governance, human resources and CSR. Leon is a former co-editor of the Australian Institute of Management journal *Management Today*, and has authored two books – *An Unpromised Land* (which received a National Book Council award) and *Organisations Behaving Badly: A Greek Tragedy of Corporate Pathology*.



Carol Schwartz AM, Chair, Industry Superannuation Property Trust

Carol Schwartz is Chair of Industry Superannuation Property Trust; Chair of Our Community; President of Melbourne International Arts Festival; and sits on several other community, business and government boards. Carol was awarded a Member of the Order of Australia in 2006 for her achievements in business and commerce and her contribution to community and the arts, and she received the Centenary Medal in 2001 in recognition of her outstanding service as a leading business executive and board participant.



Bill Shannon, Founder & Chair, Shannon's Way

Bill Shannon founded Shannon's Way in 1992, following 20 years with major advertising agencies. He chose the name to reflect a new direction in his career: communications which specialised in cultural and social issues. No other Australian company can demonstrate the same focus and depth of experience in this field, and none can boast a comparable track record of moving Australians to action – to their benefit, and society's.



Jacquie Thomson, Director, Grants and Community Development, Lotterywest

Jacquie joined Lotterywest – WA's state lottery – in 1994 after two decades at the coalface of community work, experience she has used to help foster community-business partnerships that encourage realistic relationships and a 'real-world' focus. It's an approach that is working: the whole of Western Australia – customers, retailers, community organisations and government – loves Lotterywest, a result that stands in stark contrast to general public regard for similar organisations in other states.

Conference Information

Date/Time

Monday 20 August 2007, 9.30am – 5.00pm (followed by networking drinks to 6pm)

Price/Investment Inclusions

Price per person \$435; Price per group of two \$780

(Price includes refreshments and lunch during MasterClass & drinks during evening networking session)

Venue & Parking

By private vehicle, enter QV and parking is simple with entries off Lonsdale Street, Little Lonsdale Street and Russell Street.
Melways Ref: 43 H7

Public Transport

By Taxi:

Direct taxi to stop at
180 Lonsdale St, Melbourne

By Tram:

Take any tram that goes down
Swanston St and get off at
Lonsdale St.

By Train:

Arrive at Melbourne Central,
exit Swanston Street and turn
at Lonsdale St.

Take Away Reference Material

In line with our sustainability objectives, presentations made available to us for distribution will not be printed but will instead be available on the Our Community website – weblink to be advised.

Cancellation Policy

Cancellations received in writing by Our Community three weeks prior to the event will be accepted and fees refunded less a \$55 administrative fee. Substitute participants are welcome but must be advised following the Masterclass.

Commitment to Access and Equity

Our Community and our alliance partners are committed to access and equity and everything will be done to meet the needs of all people. Alan Matic of Our Community will be delighted to assist any individual or organisation who requires any assistance. Contact Alan on (03) 9320 6805, or by email at alanm@ourcommunity.com.au

About Our Community

Our Community is a world-leading social enterprise providing:

1. **www.ourcommunity.com.au** - Australia's most useful website and publishing house, encompassing the nation's largest and most diverse membership base and 12 Knowledge Centres - accelerating the impact of Australia's 700,000 community organisations
2. **Australia's Giving Centre** - Helping individuals and businesses give in every way
3. **Australian Institute for Community Practice and Governance** - practical and accessible certificated training delivered locally through our training Institute
4. **Centre for Best Practice in Grants Management** - the unique suite of grants management services for government
5. **Centre for Business Community Intelligence (CSR)** - cutting edge Corporate Social Responsibility resources for large, medium and small business and community organisations

Note

Our Community reserves the right to alter this program or presenter(s) without further notice, however, the program is intended to run as advertised. Our Community reserves the right to cancel this activity – registrants will be notified if this occurs and payment will be refunded in full. Registrants will be liable for payment in the event of non-attendance unless cancellation or request to transfer occurs prior to event.

This brochure is printed on 100% Recycled Paper

Registration Form/Tax Invoice

Business Community Intelligence Masterclass 2007

Five Easy Ways to Register

■ PH: (03) 9320 6818

■ MAIL:
Our Community
PO Box 354
North Melbourne VIC 3051

■ ONLINE:
www.ourcommunity.com.au/bci2007

■ FAX: (03) 9326 6859

■ EMAIL: service@ourcommunity.com.au

Please complete your details

Attendee One

Please register me for the Business Community Intelligence Masterclass on 20 August 2007

| | |
|---|----------------------|
| Name | <input type="text"/> |
| Job Title | <input type="text"/> |
| Org | <input type="text"/> |
| Address | <input type="text"/> |
| Email | <input type="text"/> |
| Phone | <input type="text"/> |
| Fax | <input type="text"/> |
| Specify special needs (wheelchair access, dietary requirements etc) | <input type="text"/> |

Attendee Two

Please register me for the Business Community Intelligence Masterclass on 20 August 2007

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| Name | <input type="text"/> |
| Job Title | <input type="text"/> |
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| Fax | <input type="text"/> |
| Specify special needs (wheelchair access, dietary requirements etc) | <input type="text"/> |

Payment Options

| | | | |
|----------------------|---------------------|-----------------------|----------------------|
| No. of participants | Price \$ Per person | Price \$ Group of two | TOTAL |
| <input type="text"/> | \$435 | \$780 | <input type="text"/> |

Post this form to Our Community, PO Box 354 North Melbourne VIC 3051

Fax order form & credit card details to (03) 9326 6859

Credit Card Details

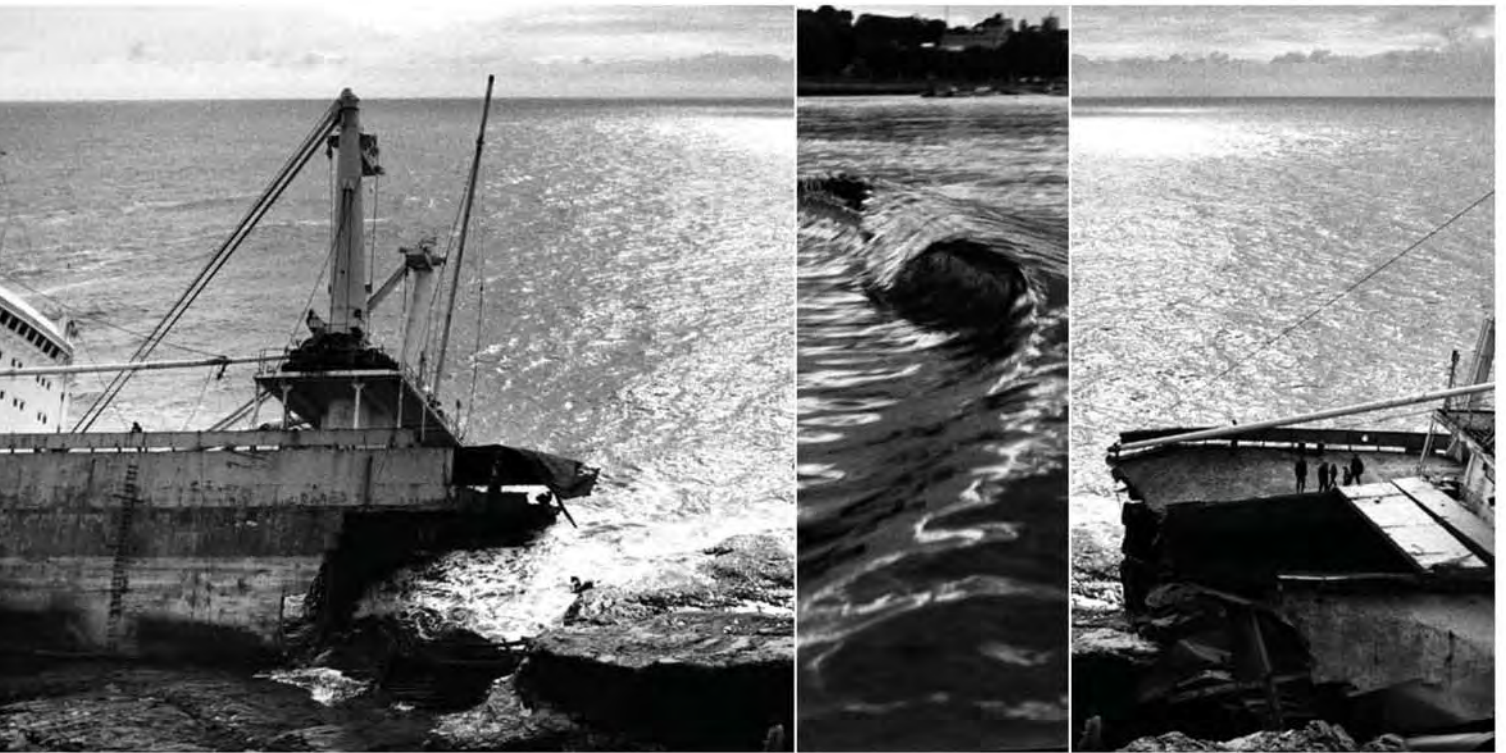
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| Expiry Date | Date | Total Amount |

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| Cardholder's Name |
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| Signature |

CHEQUES Payable to Our Community
For teams larger than two please contact Steve Moriarty on (03) 9320 6811

All prices inclusive of GST.
Our Community
ABN 24 094 608 705.

NOTE: TAX INVOICE: Where a registration is for less than \$1000 (inc GST) this document becomes a Tax Invoice for GST purposes upon completion of payment.



So fix it already

“If it ain’t broke, don’t fix it” is no philosophy for corporate governance. Today’s boards and CXOs need to understand *all* performance indicators, not just the financials. Think Deloitte. A transparent framework for ethical conduct helps build public trust, stakeholder belief, and investor confidence. To fix things before they get broken, visit www.deloitte.com.au/5Ways and ask yourself:

Who do you have?

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