

02 integrated sustainability reporting

The sustainability reporting agenda is changing. The pressure is on corporate leaders to build sustainability factors into their strategies so that the focus encompasses not only corporate risk, but also market opportunity.

In this environment, the sustainability report is assuming a new and much more important role.

There is no doubt that it remains a vital tool for collecting and communicating information, but questions are being asked about its effectiveness.

- Is it clearly articulating the business case for – and value of – the organisation's sustainability effort?
- Is it reporting on the issues that *really* matter to stakeholders?
- Is it communicating effectively to the right target group?
- Is it integrated into a broader corporate communications strategy?

This seminar focuses on providing practical advice and will benefit all sustainability thinkers and practitioners interested in communicating with their audiences effectively.

It will provide a 'roadmap' for sustainability reporting and cut through the clutter of sometimes conflicting information and trends.

It will reveal new trends in sustainability communication and practical ways to communicate the value of sustainability activities to stakeholder groups – investors, industry, government, staff, customers and the public. It will also examine case studies from leading international and Australian companies to discuss lessons learned and results achieved.

The seminar will be of interest and benefit to companies just beginning the journey or already well down the path of sustainability reporting.

It will be led by Ms Derryn Heilbuth, Managing Director, Businesswriters & Design, one of the foremost authorities on sustainability reporting in Australia, with many first-class examples to her credit.

Date: 24 October 2007

Time: 8am to 4pm

Place: AGSM, 1 O'Connell Street, Sydney CBD.

m MENTUM



BUSINESSWRITERS
& DESIGN

introduction

Sustainability reporting and related communication strategies are relatively new. Traditionally, companies reported to investors on their financial performance only. But the growing trend globally and in Australia is for companies to communicate to a broader range of stakeholders on their environmental, social, good governance and economic performance as well. According to studies conducted by the accounting firm KPMG there has been an increase from 24 per cent of the top 500 companies producing sustainability reports in 2005 to 33 per cent in 2006.

Of the 2005 reports, 70 per cent were stand-alone reports, 22 per cent were integrated into annual reports and eight per cent were website postings only. Fifty-one per cent used the Global Reporting Initiatives (GRI) Guidelines as a reference for their reports.

Along with the increase in the uptake of sustainability reporting, there is a growing awareness of the need to take a more rigorous approach to reporting and disclosure efforts, as evidenced by the fact that some major companies are now looking to appoint Chief Sustainability Officers.

In the light of these developments, it is vital that Australian communicators and sustainability practitioners keep abreast of current thinking. Moreover, there are enormous opportunities for communication and sustainability professionals to drive the messages around the value of an organisation's sustainability activities.

By examining international and local case studies this interactive seminar will demonstrate how you can:

- Decide upon a credible reporting framework
- Ensure your reporting fits the company wide strategy
- Improve the objectivity of your report
- Engage senior management, marketing, government relations, investor and employee communications teams
- Effectively communicate the value of your sustainability activities to different external stakeholders
- Design a reporting process that provides a platform for other communication and engagement initiatives

- Craft messages that clearly articulate material issues in language that resonates with financial markets
- Tackle assurance issues – even if you area first-time reporter
- Turn your existing communication material into advocacy vehicles

Seminar 02 integrated sustainability reporting

seminar program

Date: 24 October 2007

Time: 8am to 4pm

Place: AGSM, 1 O'Connell Street, Sydney CBD.

8am

Registration

Coffee/tea on arrival

8.15am

Welcome and introduction to seminar

**Ulrike Schuermann, Momentum
International Partnership**

8.30 to 10.00am

Derryn Heilbuth, Businesswriters & Design

Demystifying sustainability reporting

Review of existing frameworks

(including GRI G3)

Structure and content of sustainability reports

Collection and collation of material information

10.00 to 10.30

Facilitated group discussion

10.30 to 11.00am

Morning coffee & tea break

11.00 to 12 noon

Derryn Heilbuth, Businesswriters & Design

Using your sustainability report as
a communications platform

Mapping the communications process

Communicating effectively with relevant
target groups

12noon to 12.30pm

Facilitated group discussion

12.30pm to 1.30pm

Lunch

1.30pm to 2.30pm

Panel discussion:

Where to from here – one report?

Expert panelists to be confirmed.

2.30pm to 3.45pm

Facilitated group discussion

3.45pm

Summary and concluding remarks

**Ulrike Schuermann, Momentum
International Partnership**

4pm

Seminar close



seminar presenters

Ms Derryn Heilbuth Managing Director, Businesswriters & Design

Businesswriters & Design is a consulting and creative services company specialising in sustainability communications (www.businesswriters.com.au). The company has offices in Sydney and Melbourne. Founder and managing director Derryn Heilbuth has worked as a newspaper, magazine and television journalist and was Publications Editor at Westpac before establishing Businesswriters & Design 16 years ago. Her company has advised on, written and/or designed over 90 annual and sustainability reports and provided strategic communications advice, speeches and white papers for a wide range of senior executives. In the sustainability and corporate governance arena the company has worked with IAG, ANZ, AGL, Caltex, Zurich, PricewaterhouseCoopers, Diageo and the NSW Government. It manages Caltex's two community sponsorship programs and has also provided communications services to a range of not-for-profit organisations including Mission Australia, Asthma Foundation of NSW and Cure Cancer Australia Foundation. While most of her clients are large corporates, Derryn has an interest in small business and ethics and is the author of a book, *Earning Money from Home*, and a peer-reviewed journal article on journalism

ethics. She has taught English literature at university and communications at TAFE. Derryn has an Honours degree in English from the University of Cape Town, a Masters degree in journalism from the University of Technology, Sydney, and serves on the committee of NSW's Australia Africa Business Council.

Ms Ulrike Schuermann International Consultant and Director, Momentum International Partnership

Ulrike provides independent advice to the corporate, government and civil society sectors about sustainable development with an emphasis on corporate social responsibility. She designs and implements seminars and projects that bring together the public, private and community sectors to increase awareness of the interdependence between economic, environmental, social and personal issues as well as to create solutions to long-term social problems. Ulrike was the Special Project Consultant for Philanthropy and Social Investment at Swinburne University's Centre for Philanthropy and Social Investment, Melbourne, for three years until January 2005. She designed and delivered the centre's first corporate social investment course as part of its postgraduate courses. As Executive

Director of the Australian Youth Foundation (now Foundation for Young Australians (www.youngaustralians.org) for eight years, she was a leader in the development of socially entrepreneurial programs of national significance, which received international recognition. She is a non-executive director on a number of non-profit boards and committees including the Big Issue NSW committee (www.bigissue.org.au), the NAPCAN Income Development Committee and the Renewable Energy Foundation, affiliated with the World Council for Renewable Energy (www.wcre.org). Ulrike has a first class honours and masters degree in social science from the University of Duesseldorf, Germany.

Momentum International Partnerships is an Organisational Stakeholder of the Global Reporting Initiative (GRI).



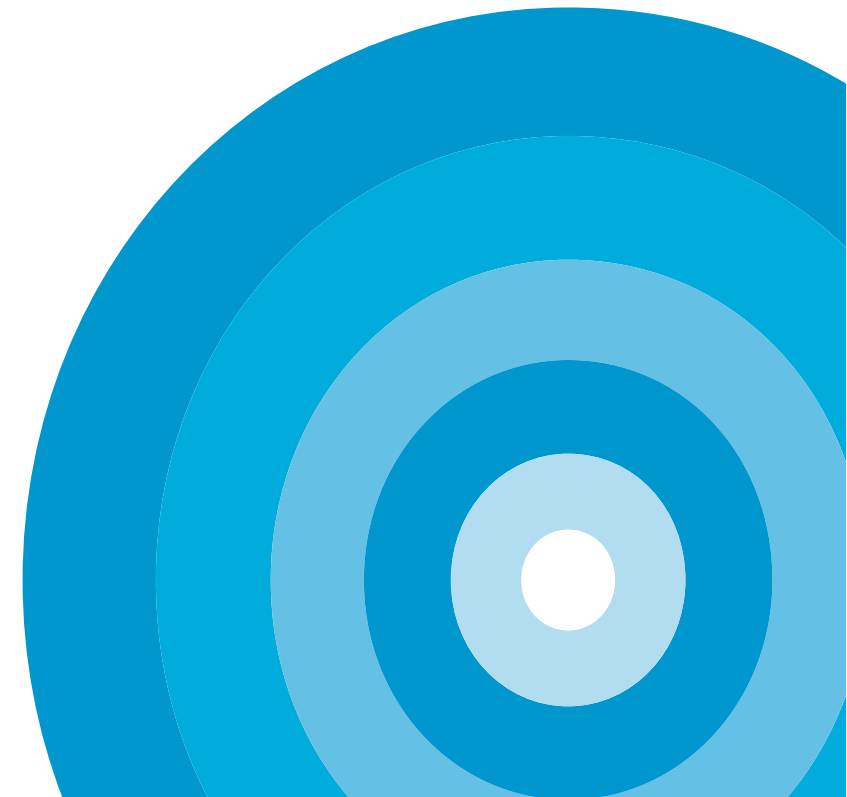
Pro Bono Australia, a leading provider of resources for Australia's Not for Profit organisations and CSR programs, is a supporting partner of the Momentum Partnership Corporate Responsibility Series.



target audience

This workshop will be of benefit to sustainability thinkers and practitioners including:

- Corporate social responsibility managers and directors
- Sustainability managers and directors
- Corporate writers and editors
- Internal communication professionals
- Public affairs and communication professionals
- Health, safety and environmental professionals
- Corporate strategy professionals
- University and research professionals
- Independent academics
- Journalists
- Change management consultants
- Quality improvement professionals
- Thought leaders



Seminar 02 integrated sustainability reporting

registration form & tax invoice

Momentum International Partnership Corporate Responsibility Series 2007
Seminar 02 integrated sustainability reporting

Four easy ways to register

1. **Tel** 02 9699 7427
2. **Fax** 02 9331 3701
3. **Email** darlinghurst@secretariesext.com.au
4. **Post to** Momentum International Partnership PO Box 286, Surry Hills NSW 2010.

Register and pay by 31 August 2007 **\$595 (+ 59.50 GST)**
Register and pay by 19 October 2007 **\$795 (+ 79.50 GST)**

Includes morning and afternoon tea/coffee and lunch

Participant details

Name	Position
Organisation	
Postal address	
Postcode	
Business Phone	Mobile
Fax	Email
No of Registrations	
Total amount payable incl GST	\$

Please note This document will be a tax invoice for GST purposes when you make payment.

Payment details (please tick box)

- Cheque (enclosed) made payable to**
Momentum International Partnership
ABN No 99 106 541 896
- Direct bank deposit**
Account Name
Momentum International Partnership
Bank ANZ
BSB 012 140
Account No 4981 79123
ABN No 99 106 541 896

Note Registered participants unable to attend may send a substitute at no extra charge. Cancellation without a participant substitution, received in writing at least seven days prior to the event will be refunded less a service fee of 30% of the registration fee. Payment for cancellation less than seven days prior to the event, or for delegates failing to attend unfortunately cannot be refunded.

For enquiries contact Ulrike Schuermann
Tel 02 9699 7427
Email ulrike@momentumpartnerships.com

For registration and payment contact
Christina Litchfield

Fax 02 9331 3701
Email darlinghurst@secretariesext.com.au