

04 integrated sustainability reporting seminar

The sustainability reporting agenda has changed. The pressure is on to build sustainability factors into competitive strategies so that the focus encompasses not only corporate risk, but also market opportunity. In this environment the sustainability report has assumed a new role.

While it remains a vital tool for collecting and communicating information, there are new pressures to deliver a report which:

- clearly articulates the business case for – and value of – the organisation's sustainability effort
- knows its stakeholders and reaches its audience
- reports material issues that really matter to all stakeholders
- is integrated into a broader corporate communications strategy

This seminar aims to provide a 'roadmap' for reporting and to cut through the clutter of conflicting information. It will reveal new trends and practical ways to communicate the value of sustainability activities to investors, industry, government, staff, customers and the general public. It will also examine case studies from recognised leaders in sustainability reporting.

A panel of Australian industry leaders will discuss ways to tackle reporting in a carbon constrained economy and debate the report's future.

The seminar is a collaboration between Businesswriters & Design, a sustainability communication business and Momentum International Partnership and will be of benefit to companies beginning the journey or already well down the path of sustainability reporting.

Date

30 April 2008
from 9am to 5pm

Place

MGSM
CBD Campus
Level 6
51 – 57 Pitt Street
Sydney NSW 2000

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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 research by KPMG, 43 of the S&P/ASX 100 were expecting to publish a sustainability report for 2006 – 07. And according to a survey conducted by Businesswriters & Design in 2007, while the frequency of stand-alone sustainability reports is increasing, a handful of more sophisticated reporters are reassessing this strategy and have begun to incorporate the document into their annual 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. With climate change now firmly on the agenda, Australian companies will be obliged to address the challenges specific to their sector and operations in their 2008 sustainability reporting. They will be expected to not only

disclose targets to reduce energy, but also the environmental impacts of their products and the policies and initiatives they have in place to mitigate their carbon footprint. Climate change is clearly a material issue for companies. But it is not the only issue. And to date one of the one of the most common faults of sustainability reports in Australia is their failure to cover all material issues, discuss how they've been identified, why they're relevant and how they're being addressed.

In the light of these challenges and new 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
- 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 all stakeholders
- tackle assurance and verification issues – even if you area first-time reporter
- turn your existing communication material into advocacy vehicles

Note In addition to participating in an interactive seminar, participants will receive a CD-Rom compilation of all relevant human rights treaties and the most recent guides and codes relevant to business and human rights.

seminar program

8.45am

Registration
Coffee/tea on arrival

9.00am

Welcome and introduction to seminar
Recent developments/trends in sustainability
Overview of relevant international norms,
codes, guidelines and other frameworks
(including the GRI G3)

Ulrike Schuermann,
Momentum International Partnership

10.00am

Mapping the communications process
Demystifying sustainability reporting
Identifying material issues collection
and collation of material information

Derryn Heilbuth, Businesswriters & Design

11.00am

Questions and answers

11.15am

Morning coffee/tea break

11.45am

Improving the quality of your reports
New trends in sustainability reporting
Using your sustainability report as a platform
for broader stakeholder communication

Derryn Heilbuth, Businesswriters & Design

12.45pm

Questions and answers

1.00pm

Lunch

2.00pm

Interactive panel discussion –
Reporting on your carbon footprint

Ms Pauline Gregg, Senior Manager,
Sustainable Business Practices, IAG

Mr Tony Hunt, General Manager Sustainability –
Global Services, Transfield Services

Mr James Their, Executive Director,
Australian Ethical Investment Ltd

3.30pm

Coffee/tea break

4.00pm

Panel presentations –
Verification and assurance of reports
Risk management and sustainability
reporting

Ms Kirsten Simpson, Partner and Victorian
Manager, Net Balance Management Group

Mr Richard Boele, Director,
Banarra Sustainability Assurance and Advice

Followed by questions and answers

5.00pm

Closing remarks



seminar presenters

Ms Derryn Heilbuth, Managing Director, Businesswriters & Design

Businesswriters & Design is a consulting and creative services company specialising in sustainability communications. The company has offices in Sydney and Melbourne. Founder and managing director Derryn Heilbuth has a depth of communications experience few in the market can match. She 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 Executive Director of the Australian Youth Foundation 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.

Momentum International Partnerships and Businesswriters & Design are Organisational Stakeholders 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 seminar will be of benefit to corporate responsibility thinkers and practitioners including:

- corporate social responsibility managers and directors
- sustainability managers and directors
- journalists
- 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
- change management consultants
- quality improvement professionals
- thought leaders



registration form & tax invoice

Momentum International Partnership Sustainability Series 2008 Seminar 04 Integrated Sustainability Reports

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 14 March 2008 \$595 (+ \$59.50 GST)
Register and pay by 29 April 2008 \$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
- Paypal payments**
Please pay via our website
www.momentumpartnerships.com

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.

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