

integrated sustainability reporting

Sustainability reporting has reached the business mainstream – but is it delivering on its premise? This seminar aims to provide a 'roadmap' for reporting by cutting through the clutter of conflicting information while at the same time stimulate debate about some of the challenging and contentious issues.

It will be of interest to companies just beginning the journey or already well down the path of sustainability reporting.

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.

In addition, Australian industry practitioners and advisers will discuss ways to tackle material issues; some of the challenges and benefits of reporting, the role of independent assessments and debate the report's future.

There is no doubt that sustainability reports are a vital tool for collecting and communicating information in a way that:

- clearly articulates the value of the organization'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; and
- is presented in line with a recognised framework allowing industry benchmarking and comparisons.

The seminar is a collaboration between Businesswriters & Design, a sustainability communication business and Momentum International Partnership.

Date

22 October 2008
from 9am to 5pm

Place

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

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introduction

The demand by a broad range of stakeholders for quality, relevant and comparable information on companies environmental, social and good governance (ESG) performance is increasing. With climate change firmly on the agenda and the investment community beginning to embrace ESG performance considerations, there is a growing awareness of the need to take a more rigorous approach to reporting and disclosure efforts.

Companies are not only expected to 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.

While climate change is clearly a material issue for companies, it is not the only one. Failure to cover material issues in one of the most common faults of sustainability reports in Australia.

But how does a company report on material issues, discuss how they have been identified, why they are relevant and how they are being addressed?

This interactive seminar will provide practical help in how to compile a best practice sustainability report.

By examining international and local case studies it 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 are a first-time reporter; and
- 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 relevant guides and codes and seminar presentations.

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

Ulrike Schuermann

Momentum International Partnership

followed by questions and answers

10.00am

mapping the communications process
demystifying sustainability reporting
identifying material issues collection
and collation of material information

Derryn Heilbuth

Businesswriters & Design

followed by 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

followed by questions and answers

1.00pm

networking lunch

2.00pm

interactive panel discussion about the
challenges, benefits and the future of
sustainability reporting

Ms Maria Simpson

Corporate Responsibility Manager Telstra

Ms Mellissa Clarkson

Corporate Responsibility Manager Transurban

Ms Shauna Coffey

Group Sustainability Manager MIRVAC

followed by questions and answers

3.30pm

coffee/tea break

4.00pm

panel presentations –
the future of independent assessments
of sustainability reports – verification,
assurance or audits?

Mr. Nick Ridehalgh

Partner – Sustainability & Climate Change

PricewaterhouseCoopers (PwC) Australia

Ms Amy Hogan

Sustainability Manager – Property

Colonial First State Global Asset

Management

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 18 years ago.

Since 2003 Businesswriters & Design has worked at the forefront of sustainability and strategic communications, with Derryn launching the sustainability platform for IAG. The company has advised on, written and designed over 100 annual and sustainability reports and provided strategic communications advice, speeches, business plans and white papers for a wide range of senior executives. In the sustainability, corporate governance and strategic planning arena the company has worked with ANZ, AGL, Caltex, Zurich, Diageo and the Australian Energy Market Commission. It produces magazines for ANZ and Caltex and manages the latter's two community sponsorship programs.

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*, a peer-reviewed journal article on journalism ethics and is a regular contributor to the *Australian Financial Review's CFO* magazine. 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 board of the Australia Africa Business Council NSW).

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).



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

Seminar 06 Integrated Sustainability Reports

Four easy ways to register

1 Tel 02 9699 7427

2 Fax 02 9331 3701

3 Post Momentum International Partnership PO Box 286 Surry Hills NSW 2010

4 Email darlinghurst@secretariesext.com.au

Register and pay by 24 September 2008 \$595 (+\$59.50 GST)

Register and pay by 20 October 2008 \$795 (+\$79.50 GST)

Includes morning and afternoon tea/coffee and lunch

Participant details

Name	Position
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Organisation	
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Postal address	
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Postcode	
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Business phone	Mobile
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Fax	Email
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No of registrations	
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Total amount payable including GST	\$
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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

For enquiries contact Ulrike Schuermann

Tel 02 9699 7427

Email ulrike@momentumpartnerships.com

For registration and payment contact

Christina Litchfield

Tel 02 9331 3701

Email darlinghurst@secretariesext.com.au

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.