



Corporate Social Responsibility: Public & Private Perspectives

EIANZ Event

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Centre for
**PUBLIC AGENCY
SUSTAINABILITY REPORTING™**

A collaboration of –



Sustainability and CSR



Responsibilities ...

“The larger an organisation, the greater its responsibilities to customers, communities and the environment”

This applies to any organisation – private or public!



Your future is our future

The larger an organisation, the greater its responsibilities to customers, communities and the environment.

Westpac has been recognised by the Dow Jones Sustainability Index as one of the world's 'Most Sustainable Companies' for the seventh year running. This year, we also received Australia's top award for sustainability at the Banksia Awards.

Why does Westpac have such a focus on sustainability?
Because your future is our future.

westpac.com.au

Why Should Public Agencies be interested in Sustainability or CSR?

- The public sector is typically one of the largest sectors in every country, state and region
- The direct and indirect impacts of public sector operations on the economy, environment, and society are significant
- Public policies and programs significantly influence progress on sustainable development
- Increased efficiency, accountability and transparency are as important as for the private sector
- Increasing scrutiny of the public sector

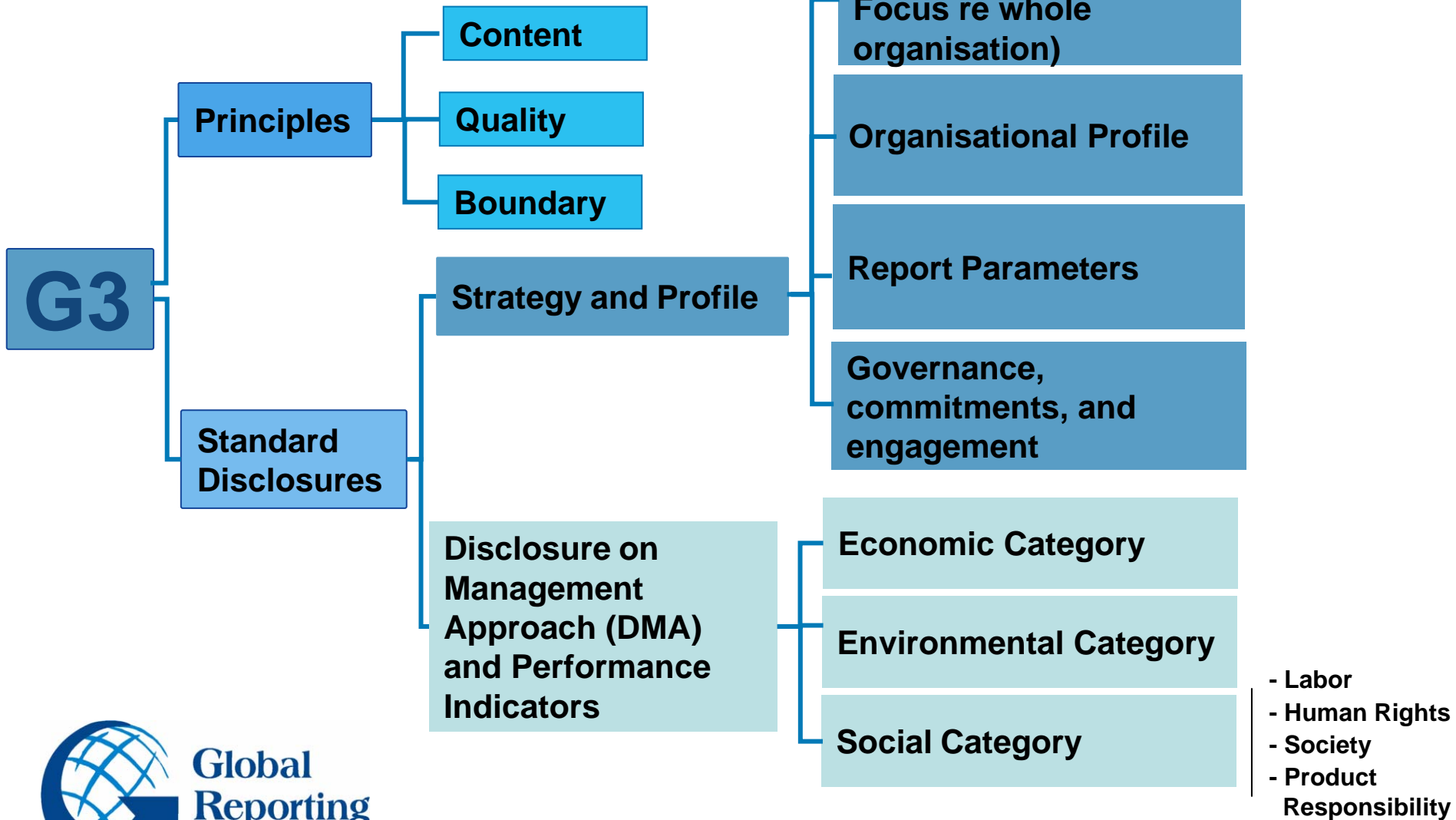




Evolution of Sustainability Reporting

- Sustainability reporting emerged in the private sector in the late 1980s/early 1990s
- A response to demands from shareholders, communities, employees and NGOs for more information, accountability and transparency
- Leading international and Australian companies are undertaking reporting – but still relatively few in number
- Increasingly, but from a low base, public agencies and organisations are looking to take up sustainability reporting

GRI G3 Guidelines



Public Sector Case for Reporting (I)

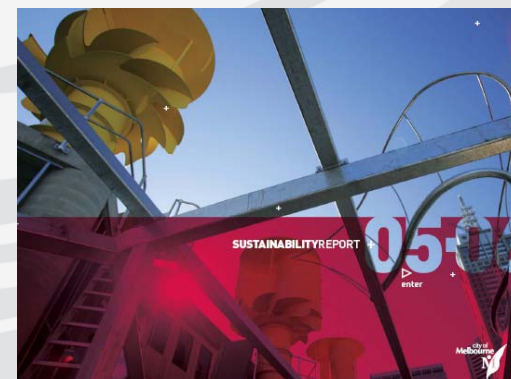
- Enhance knowledge and measurement of total economic, environmental and social performance – internal and external
- Potential to increase efficiency by reducing operating/compliance costs
- Proactively manage risk and protect reputation
- Demonstrate performance and enhance the business case for ongoing public funding
- Improve organisational accountability and transparency

Public Sector Case for Reporting (II)

- Facilitate stakeholder engagement, and strengthen stakeholder relations and dialogue
- Attract and retain high calibre employees as an employer of choice
- Provide the ability to benchmark both within and across sectors
- Demonstrate innovation and leadership by the public sector
- Tell the “whole story” about an organisation’s performance

City of Melbourne and Sustainability

- “This year we are integrating sustainability reporting within our Annual Report as we regard sustainability as core business and aim to increasingly align the sustainability principles with our corporate governance practices”
- City of Melbourne “recognises its responsibility to lead by example and report publicly and transparently on its activities to promote sustainability”



Australian Department of the Environment and Water Resources Sustainability Summary Report 2005-06

“Why report on sustainability

Measuring and disclosing our environmental, social and economic performance allows us to better manage our risks and improve our performance, and demonstrates our commitments to our staff, stakeholders and the Australian community. It is good business and good governance.”



“Our approach to sustainability

Sustainability for the department means taking a long term view of our natural and cultural environment: one that also includes social and economic concerns.”

Melbourne Water Sustainability Report 2006/07

- MW's second combined sustainability and annual report
- Describes progress towards meeting goals and objectives, and how MW met economic, environmental and social responsibilities
- MW “has a clear commitment to ensuring that what we do and the way we do it meets our sustainability principles and properly considers and seeks to balance environmental, economic and social impacts.”
- “We aim to provide the community with clear information about our performance, including our achievements, our disappointments and future challenges”



Sustainability or CSR Cannot be Taken Lightly...

“Organisations cannot evolve to become ‘sustainable’ by simply ‘bolting’ on some new processes, writing a sustainability code, and then proclaiming that they are a sustainable organisation.

It requires an extensive rethinking of not only what the organisation does, but how and why it does these things. It needs to be integrated within the company purpose, goals, strategy, processes and culture.”

Source: IAG Submission to ASX 2007



Closing Points

- Sustainability and CSR will continue to evolve and deepen across all sectors – the bar has been lifted
- Sustainability integration and reporting are essential management tools for advancing sustainability and enhancing accountability, transparency and engagement within any organisation
- To maximise the benefits, it is essential to integrate sustainability and reporting with strategic planning, finance, HR, operations, communications etc
- The challenge is for leading and innovative organisations to advance sustainability through reporting and demonstrate good governance



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