



CD'S PODCASTS BOOKS DVD'S

If you missed the 2006 CSR Summit or would like to download podcasts of either one or all of the speaker sessions, order a book or the dvd from the 2005 CSR Summit, here's what's available and how to order.

2006 CSR Summit on CD or download direct from the web

Individual sessions includes speaker notes /handouts.

\$44 per session inc GST

2006 CSR Summit on CD or download direct from the web

All 14 sessions (Includes access to all speaker notes but excludes recordings of the Dinner, CEO Forum & Friday workshops).

\$550 for all 14 sessions inc GST

Session 1: Welcome. The business case and why CSR is important to Australians plus opening Key note address by Margot Cairnes – Chair Zaffyre International. How to create a strong, profitable, globally competitive company that delivers strategic business imperatives whilst being responsible to its collective stakeholders including its shareholders.

Session 2: Professor Stephen Bartos – National Institute of Governance. Ethics, values and corporate governance. Key learning's from the AWB scandal and how good governance is at the heart of CSR.

Session 3: Professor Stephen Bartos, Dr Attracta Lagan, Andrew Beatty and Dr Stephen Cohen.

Risk insurance for the 21st century. How CSR through ethics, values, good governance and environmental management can keep companies ahead of the game and out of harms way.

Session 4: Kylea Tink – Edelman. CSR Reputation and Change – What stakeholders expect of Australian business.

Session 5: Jennifer Field and Christopher Kirkbright. CSR in Indigenous Communities.

Session 6: Ellen Flint, Swagata Bapat and Jennifer Jefferies. Learning how investing in the health and well-being of your employees can and will dramatically impact the bottom line.

Session 7: Peter Meurs, Anne-Maree Huxley and Amanda Little. How embedding CSR into WorleyParsons is delivering value for customers and prosperity for their people plus the unveiling of initiatives that will provide business, government and community – leadership and education as a catalyst toward sustainable development – reducing society's ecological footprint and building capacity to help restore human and social capital.

Session 8: Sarah Clarry – Unilever. How leading international brands are delivering profits and competitive edge through integrating CSR in the brand.

Session 9: Dr Vince Grillo – TNS. What is a reputation really worth?

Session 10: Rosemary Sainty – Career Ethics. How to choose an ethical employer.

Session 11: Dr Peter Langford, Siobhan Mchale and Frances Feenstra. How to build organisational performance, deliver customer retention and impact the bottom line by engaging your greatest asset – your employees.

Session 12: Michael Kiely. Do companies want to be remembered for making a buck or making a difference? Whose role is responsible consumption?

Session 13: Harry Hodge – Quiksilver. How intimately understanding stakeholders and their values can build global companies.

Session 13: Sean Rooney and David Trewin. Can Australia really lead the world in sustainable development?

Session 14: Liz Wild, Robi George, Amanda Little and Charles Berger. How and why the environment and sustainability should be at the heart of business strategy or at the top of the to do list!

2005 CSR Summit – download direct from the web

Individual sessions includes speaker notes /handouts. **\$44 per session inc GST**

2005 CSR Summit – download direct from the web

All 14 sessions. Hear over 50 specialist speakers from the UK, USA, Canada and Australia present case studies and key learning's from British Telecom, Westpac, Interface, the BBC, Insurance Australia Group, Qantas, Futures Foundation, the GRI Stakeholder Council, University of Sydney, SAM, Mission Australia, St James Ethics Centre, Business in the Community, Social Ventures Australia and AccountAbility UK to mention but a few. Over 30 hours of case studies, discussion groups and workshops to support your business case, in-house training and implementation.

\$550 for all 14 sessions inc GST

Day One

Day 1 provides an overview on CSR for the whole management team from the CEO and Board of Directors through to the Senior Managers who would be responsible to help drive the CSR agenda and those commissioned with the role of fulfilment.

Facilitator: Innovation specialist: Dr Ken Hudson – Founder and Managing Director, The Idea Centre.

Session 1

Official opening and welcome.

Ray Anderson – Chairman Interface Inc. This is a case study of corporate social opportunity at it's best depicting how one man's epiphany can change an entire industry!

David Grayson OBE, CBE – Director, Business in the Community (UK); Principle BLU; Director Strategic Rail Authority; Co-Founder Project North East. The Business Case for CSR. How corporate social responsibility is really a corporate social opportunity.

Martin McKinnon, CEO Brand Advantage (former Marketing Director Qantas). Marketing Driven CSR at it's best. The success story of the Qantas – The Spirit of Australia program.

Session 2

Tess Finch-Lees –Director of The Global Effectiveness Group (UK) The Invisible Hand of Exclusion: Diversity brought to life.
Janet Blake – Head of Global CSR - British Telecom (UK) World First Case Study. How BT embedded and leveraged real ICT marketplace benefits.

Session 3

Programs for change. We take a look at several outstanding programs that are changing lives, helping to rejuvenate our communities and or the environment. Programs and speakers include: Catherine Birchall CEO Money for Life Money for Life; Henry O'Cleary CEO Greenfleet; Frank Ryan CEO Sustainability Street; Chris Robb MD Sporting Spectrum and Peter Pychтин – CEO Northeast Quadrant Consulting and Director Live N Learn Foundation.

Session 4

Michael Hastings CBE – Former Political and Parliamentary Affairs now Head of CSR for the BBC and Non- Party-Political-Peer to the House of Lords (UK) Why CSR is important to Government and Media.

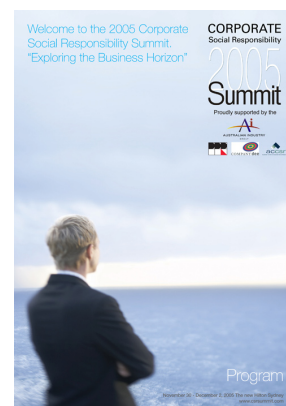
Day Two

Days 2 and 3 provide intensive how to training for those commissioned with the role of fulfillment. Most suited for HR, Environmental, Sustainability, Risk, Public Affairs, Sponsorship, IT, Sales and Marketing Managers; Policy Makers; Advertising, marketing, research, PR agencies & media as well as other general business consultants.

Facilitator: John Morton – General Manager Professional Public Relations

Session 5

Interactive workshop Dr Leeora Black – MD Australian Centre for Corporate Social Responsibility, James Chisholm – Director and Co-Founder ExperiencePoint Inc (Canada). What is CSR and how do you apply it? With the assistance of Canadian developed **ExperienceCSR** (an award-winning e-learning business simulation that teaches participants to understand the five pillars of CSR), learn how to integrate CSR into strategic planning across an organisation, and comprehend the skills and techniques for leading corporate cultural change. Delegates will work in small groups to: **Explore** corporate social responsibility theory and resources; **Experience** theory in action in a sophisticated business simulation; **Reflect** on simulation results and identify opportunities to improve; **Apply** learning to real-world CSR projects with decision support tools and **Share** knowledge with peers in a collaboration space.



Session 6

Tim Longhurst – Project Director The Futures Foundation Critical Choices. Could a journey into the future transform your organisation? **Lynette Thorstensen – Head of Community and Environment IAG** Why and how you gain buy in from the board and senior management and why reporting is so critical. **Gary Wohlman PhD International Performance Coach and Speaker Trainer** Mastering Authenticity and Rapport.

Panel Discussion – You manage what you measure. Learning's and benefits of measurement and reporting featuring Dr Simon Longstaff – Executive Director of St James Ethic Centre; Eric D'Indy – Director of Marketing and Corporate Affairs Mission Australia; Lord Michael Hastings Head of CSR for the BBC (UK) and Eva Cox – Senior lecturer UTS. Faculties of Humanities and Social Sciences.

Session 7

Linda Funnell-Milner – CSR Consultant and Chair of the GRI (Global Reporting Initiative) Initiative Stakeholder Council. What it takes to create change and how to embed CSR into the DNA of an organization. **Panel Discussion and facilitated workshop** – How to imbed CSR into an organization facilitated by Linda Funnell-Milner. Panellists include Sharon Jackson, Michael Hastings and Janet Blake. **David Sequeira – Creator of Art Business.** A facilitated program that opens participants up to new ways of thinking and operating. How to unleash creativity to aid growth, perspective and change.

Day Three

Session 8: Marketing and Public Affairs

Lord Michael Hastings CBE – Head of CSR for the BBC (UK) How organisations can and should gain media support for CSR programs.

Frank Ryan – CEO Vox Bandicoot developers of Sustainability Street The important of language when communicating to Stakeholders.

Tess Finch-Lees – Director of the Global Effectiveness Group (UK) Increasing market share through diversity.

Dr Leeora Black – Managing Director Australia Centre for Corporate Social Responsibility Effective CSR Communications.

Dee Cameron & Dominic Britten – Directors Company DEE The practical realities of implementing CSR from the inside out

Debate: Are media really being responsible. Media Michael Hastings BBC debates for the affirmative V **Tess Finch-Lees Global Effectiveness Group** debates for the negative. Facilitated by Sharon Jackson. Who do you think will win?

Session 9: Human Resources

Tess Finch-Lees – Director of The Global Effectiveness Group (UK) How to build a world class company and international leaders through understanding and managing diversity.

Sharon Jackson – Managing Director Carlton CSR; Associate Faculty Cranfield School of Management UK The greatest challenge of today's employers – recruiting and retaining quality employees.

Brendan Penwarden N.D. MBA – Technical Research Manager Health World; Director Diabetica, Weight Wise, The Penwarden Clinic and Executive Performance Health and wellbeing in the workplace.

Gary Wohlman – PhD International Performance Coach and Speaker-Trainer Presentation Skills to help gain buy in from stakeholders and the senior management team.

Michael Trail – Founding Chief Executive Social Ventures Australia Work-Life Balance. Helping employees bridge the gap between their work in he corporate world and the world of making a difference.

Nicole Pietucha – Assistant Secretary of the Indigenous Employment Programs branch of the Department of Employment and Workplace Relations The benefits of recruiting Indigenous employees.

Session 10: Building Strong Communities

Dr Leeora Black – Managing Director Australia Centre for Corporate Social Responsibility. Social Responsiveness Capabilities. Understanding how to deploy and measure internal CSR capabilities.

Eric D'Indy – Director of Marketing and Corporate Affairs Mission Australia Navigating New Landscapes between the Not for Profit Sector and Corporate Australia. Will CSR contribute to re-defining the rules of engagement between the community and those two influential sectors?

David Morrissey – Managing Director ARTD and Corporate Community Investment Network Strategy and performance evaluation.

Jan Owen – Executive Director, Social Ventures Australia and Michael Trail – Founding CEO Social Ventures Australia Building Strong Communities. How to assess the effectiveness of non-profit organizations bey creating a practical Social Return with the use of an Investment Toolset.

Tony Bonney – Executive Producer and Managing Director Podium – The Event Producer and Jann Kohlman – General Manager Sponsorship & Events Optus The Woo Factor – Making your CSR program really engage with Corporate Partners and the Community.

Session 11: Ecology and the Environment plus IT

Dr Brett Cohen – (BSc (Chem Eng) PhD (UCT) Complex Systems and Sustainability Measurement isn't enough.

Learn how to measure and report your impacts, critically assess the measurement and results and use them in strategic planning and decision making.

Mark Jacobsen – Director Corporate Recycling, The Green Schools Network and Repeat Products – How companies can be more environmentally sustainable when dealing with waste.

Cameron Smeal – Environmental Manager GELITA Australia Best Practice Case Study.

Rob Coombs – President and CEO Interface.

Asia Pacific Interface Inc – Best Practice Case Study.

Janet Blake - Head of Global CSR - British Telecom (UK) a global services division that concentrates on multi-site organisations which are headquartered in Europe but have global ICT and solutions requirements and a team of IT specialists present Case Studies and the Complexities of CSR in IT.

Session 12: Supply Chain

Matthew Warnken – Project Director, Warnken Industrial and Social Ecology and Director Wise Briefing Notes

Greening the Supply Chain. Approaches to upstream and downstream supply chain management.

Paul Elliott – Manager Commerce, Sustainability, Personal Insurance Strategy and Planning Insurance Australia Group Case Study – Learn how to grow and expand your business by delivering products and services in accordance to CSR and Sustainability Policies and Strategy.

Sharon Jackson – Managing Director Carlton CSR; Associate Faculty Cranfield School of Management UK

Supply Chain is a proactive highway of influence for truly responsible business. Issues and solutions for responsible supply chain management.

Kristina Holdorf – Environmental Print Consultant Urban Fresh Services Building a business case based on corporate values, using the example of print procurement. Different not difficult!

Session 13: Measurement and Reporting

Dr Noel Purcell – Group Manager Stakeholder Relations The pros and woes of reporting.

Francis Gray – Manager of Sustainable Asset Management Research Australia and NZ How global indexes track the financial performance of leading sustainability-driven companies worldwide.

Mike Lotzoff – CEO Australasian Compliance Institute The importance of values in driving compliance and risk.

Emily Albert – Manager Corporate Responsibility Index St James Ethics Centre The CRI – a management tool in CSR.

Richard Bole – President Social Ethical Auditing Institute Australia, Councillor of the Institute of Social and Ethical Accountability (AccountAbility UK) and Australia's only certified full member of the Institute for Social and Ethical Accountability (UK) Social and Ethical Auditing.

Session 14: CSR in the SME market, problem solving made easy and closing remarks

David Grayson OBE, CBE – Director, Business in the Community; Principal BLU; Director /strategic Rail Authority, Co-Founder Project North East (UK) David shares key learning's around responsible business practices for all small to medium enterprises and companies that deal with small to medium enterprises.

Dr Ken Hudson – Founder and Director The Idea Centre Problem solving made easy. Learn a new range of practical and effective tools to help solve problems and address the conflicting demands of your stakeholders. Tools that will enable you to lead your CSR programs with confidence and ease.

Summit closing remarks.

BOOKS

Corporate Social Opportunity \$50 (2 for \$90)

7 Steps to make Corporate Social Responsibility work for your business.

By David Grayson and Adrian Hodges.

Published in association with the UK's Business in the Community, The Prince of Wales International Business Forum and The Conference Board, this is a book about how to improve corporate performance and gain competitive advantage. With examples of 200 companies to illustrate their case, they outline both in theory and practice a seven-step process managers can apply to assess the implications of CSR on their business strategy and identify their own corporate social opportunities. Shipped from the UK.

"... the first book I read on CSR on becoming a minister ... it is one of the most important and influential books on corporate responsibility ... it cuts through the wooliness."

Nigel Griffiths, MP, Minister with Responsibility for CSR, UK.



Everybody's Business \$50 (2 for \$90)

Managing risks and opportunities in today's global society.

By David Grayson and Adrian Hodges.

Published in association with the Financial Times, UK's Business in the Community, The Prince of Wales International Business Forum, this book firmly puts corporate social responsibility right where it belongs – firmly on the mainstream business agenda. It empowers individual managers to create better and more successful businesses and share the benefits of globalisation, shows how the "soft" issues of management are now the "hard" issues, and how they impact the bottom line and identifies the key emerging management issues for your job and your business, and gives you a seven step plan for managing the risk and the opportunities within your organisation.

Please note this book is now out of print. MOSS has the last of the printed stock shipped from the UK.

"This handbook provides a unique, practical resource for managers at all levels to consider the wider social, environmental and economic impact of our business operations"

Rod Eddington, Chief Executive, British Airways.

"A have to read for those in business who see globalisation leaving people behind, and want to know what they can do about it"

John McGrath, Chairman, The Boots Company.

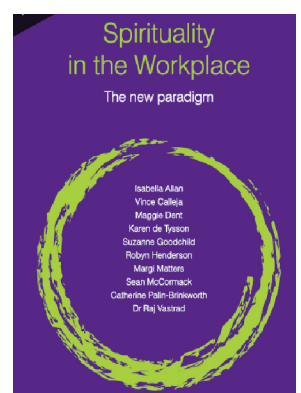


Spirituality in Business \$28 (2 for \$50/5 for \$100)

By Robyn Hendersen and friends.

Spirituality in the workplace is the next wave to dramatically affect employment as we know it today. Are you ready to catch that wave and – reduce staff turnover, burnout and stress? Adapt more quickly to ever changing market conditions while still achieving productivity goals in a more harmonious workplace? Work with people who enjoy coming to work and want to be there – not just collect a salary. Spirituality in the workplace – the new paradigm focuses on:

- Introducing positive work-place practices and a new business culture to encourage flexibility, calming, compassion, as well as a sense of belonging, meaning and purpose.
- Understanding the importance of spiritual intelligence and where it fits today
- Employing the whole person, not just their mind
- Listening to spirit ahead of ego
- Taking your soul to work, not just your body
- The return of spiritual practices, reflection and contemplation, and the benefits and maintenance of such practices
- How to bottle team spirit and replace fear with trust!



Peaceful Chaos – Margot Cairnes \$28 (2 for \$50/5 for \$100)

Peaceful Chaos – The Art of Leadership in Time of Rapid Change – Margot Cairnes

This is one of the few books that will help you express your humanity at work. While many consider the business environment to be incompatible with individual growth, this book shows that you can pursue yourself awareness, personal and even spiritual development in ways that will also enhance your business success.

Reaching for the Stars – Margot Cairnes \$28 (2 for \$50/5 for \$100)

Reaching for the Stars is about vision, leadership, personal power, relationship, change, what gets in the way and how we can transform the obstacles. **Change is inevitable and constant. Understanding this and allowing our whole selves to emerge are key factors in achieving quantum gain in our personal lives and in the workplace.** From the Managing Director to the person in the street, the issues confronting us vary little. In *Reaching for the Stars*, we are given a rare insight into how we and others react to the threat of change. Understanding and transforming this into an opportunity to bring our vision into reality is what each of us can take from this insightful and inspiring book.

"How do you build a team that prospers in our rapidly changing world? Much of the answers lies within the leader. This book is a must read for those seeking a sustainable new order for themselves and their organisations".

Geoff Vines, Managing Partner NSW - PricewaterhouseCoopers

Approaching the Corporate Heart – Margot Cairnes \$28 (2 for \$50/5 for \$100)

Breakthrough to new horizons of personal and professional success including the story of David Judd. In the revised edition of this ground breaking book, Margot Cairnes explains that the way most business people think is both outdated and obsolete. Not only does this destroy personal and business success, it is also emotionally and spirituality damaging. Cairnes, with her years of international leadership expertise, provide us with an alternative, enticing us to follow the call of our hearts – the call for personal wellbeing and ultimate success. This is a time of great opportunity for those with the courage to change their thinking and operating styles – by learning to develop new ways that are in tune with the new era. Margot carefully guides us on our journey with wisdom, compassion, intelligence, humour and practical commonsense. She discusses the political and personal traps we need to manage, and provides invaluable hints on how to support ourselves throughout our personal and professional lives.

"Corporations today need both the "minds" and the "hearts" of their employees to succeed in the current marketplace. This timely, well written book emphasis the importance of this crucial integration in a brilliant manner".

Steven R Covey, Author – The 7 Habits of Highly Effective People

Staying Sane in a Changing World – Margot Cairnes \$28 (2 for \$50/5 for \$100)

A handbook for work, leadership and life in the 21st Century! We can no longer expect life to be how it was in the past. Consequently, we need to upgrade our thinking so that we can make the most of the opportunities in this constantly evolving world. *Staying Sane in a Changing world* is a handbook to help navigate the new world. Recently names one of the Greatest Minds of the 21st Century, Margot has assisted thousand of individuals across the globe to capitalise on their innate gifts and wisdom to create the lives they want – and now with this book – she can help you do the same in business and your personal life!

The Creative Edge – Strategies for 24/7 Creativity \$28 (2 for \$50/5 for \$100)

In this compilation book soak up strategies, case studies and inspiration from over a dozen leading Australian innovators. Discover:

- Creative thoughts for non-creative thinkers
- Four different kinds of thinking used during creative problem solving
- The creativity myth de-mystified
- The creativity revival – with strategies to develop the way we think
- The want to, the how to and the chance to of creativity
- StrateGEE – a new creative thinking tool for individuals, teams and workplaces
- Examples of creativity in action
- The top 10 inhibitors of creativity

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I wish to order the following podcasts:

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