

*Bringing CSR to life with
community business
partnerships: Divorce or marital
bliss?*

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Corporate Social Responsibility

Third annual Environics International survey, over 25,000 people across 25 countries

Eight out of ten people said companies need to go beyond philanthropic donations, with public expectation for companies to be involved in addressing social issues and provide health care services





Intervention at a community level is essential because causal risk factors are deeply entrenched in societies social and cultural framework

(WHO Director General, Executive Board EB105/42, 16 December 1999)



Corporate intervention

“philanthropy is commendable, but it must not cause the philanthropist to overlook the circumstances ..., which make philanthropy necessary”

(Martin Luther King Jnr. – U.S clergyman and civil rights leader 1929-1968)



Corporate citizenship

Corporate citizens are 'by definition'
political engaged within the community

They cannot remain neutral if something
goes wrong in a society that its success is
based on



Health promotion programs in the corporate sector, whether philanthropic or commercial, will become more effective if they are delivered through practical, balanced and transparent partnerships

(4th International Conference on Health Promotion, Jakarta 1997)

Learn through exploration





“...like to see more businesses contribute to the welfare of their community” and that “ the spirit of corporate citizenship suggests a company that derives profit from the community has an obligation to contribute to its development”

(Australian Bureau of Statistics, 2002)

CSR lessons and discussion

....How?

....What?

....Where?

....Why?

..... and with whom?

Embrace chaos



*'A business that makes
nothing but money is a poor
kind of business'*

(Henry Ford – inventor and philanthropist)