



ACCSR, 2017

Re-imagining sustainable value:
the Sustainable Development Goals gather pace

Annual Review of the State of CSR
in Australia and New Zealand 2017

The longest-running study of CSR practices Down Under



Contents

About this report	2	Key findings	5	Insights from Global Reporting Initiative (GRI)	15
Methodology	2	The Top CSR Awards	6	CSR priorities	16
Message from La Trobe Business School	4	Sustainable Development Goals	7	CSR management capabilities	18
Message from Massey University	4	Insights from some of the CSR Top 10	11	New Zealand	20
		Reporting context and frameworks	12		

About this report

The *State of CSR in Australia and New Zealand Annual Review* is the largest ongoing research study of corporate social responsibility (CSR) capabilities and practices in Australian and New Zealand organisations. Our aim is to analyse key trends in CSR so that CSR managers can make evidence-based decisions that advance positive change in their organisations.

In this report, we use the terms CSR and sustainability interchangeably. We define CSR as the organisational practices that address the impacts of an organisation on business, society and the environment or seek to create positive societal value through core business.

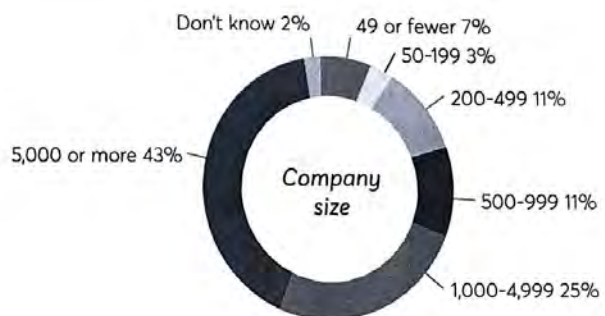
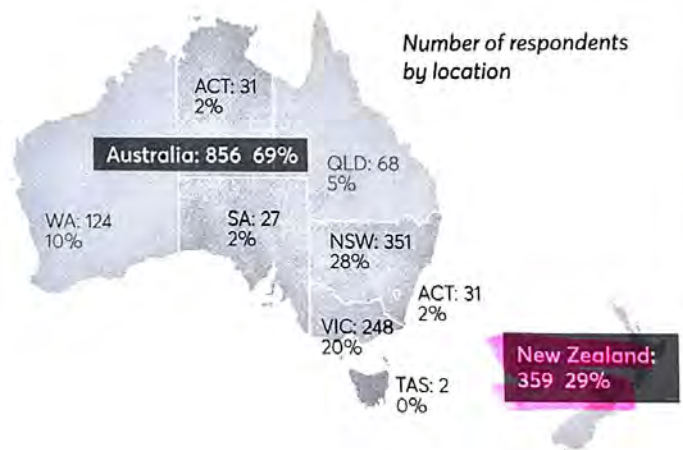
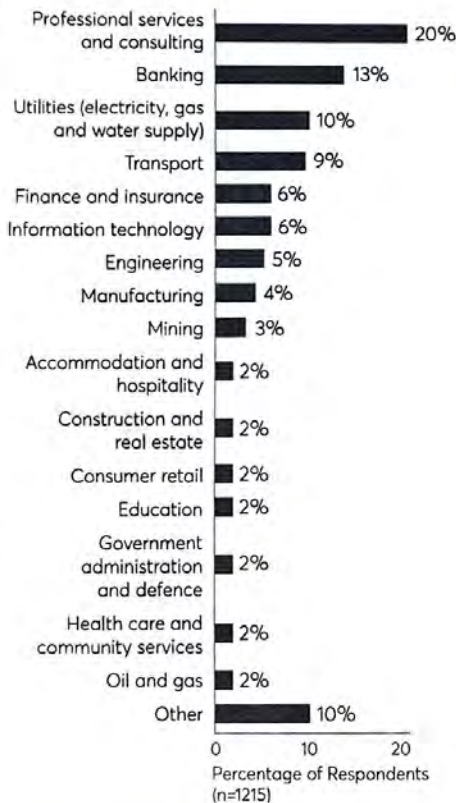
Research and report writing has been co-ordinated by Felicity Richards, with support from our team: Dr Leeora Black, Jackie Allender, Stephanie Sterck, Rebecca Jinks, Josh Appelboom and Bob Kochen. We also thank our intern from RMIT University, Joshua Stevens for his valuable contribution. Our thanks go to our partners who have worked with us again this year: La Trobe Business School, Massey University, the New Zealand Sustainable Business Council, and Wright Communications. Finally, our deep gratitude to all the respondents to our survey who have made this year's *Annual Review* possible.

Methodology

One thousand two hundred and fifteen professionals completed the online survey between 30 January and 28 February 2017, our largest number of respondents to date. The respondents came from ACCSR's database as well as from mailing lists provided by organisations participating in the CSR Top 10 in Australia and the CSR Top 3 in New Zealand.

Where a question has less than 30 responses, or a category of respondents to a question is less than 30, we have excluded this information. Previous surveys focused some questions on those working in CSR-related roles within their organisation. This year we have offered all questions to all respondents to expand the base for each question and achieve a broader sense of CSR in Australia and New Zealand.

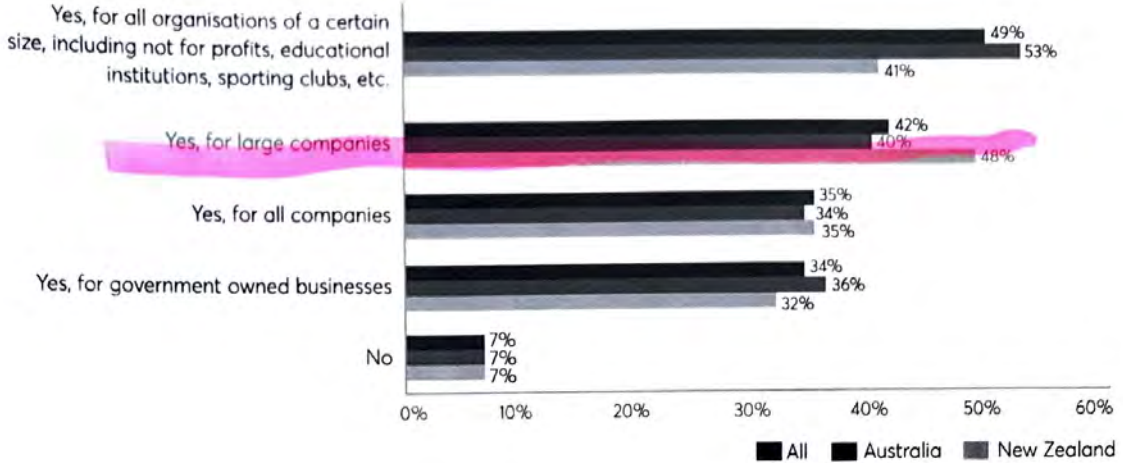
Respondents' industries



Reporting context and frameworks

What's measured is managed.

Figure 7. Mandatory sustainability reporting



Question: Do you think sustainability reporting should be mandatory?

(n=1159)

Half of those surveyed believe that sustainability reporting should be mandatory for all organisations of a certain size, including not-for-profits, educational institutions, and sporting clubs. This sentiment is particularly strong among Australian respondents while New Zealand respondents strongly believe sustainability reporting should be mandatory for all large companies.

This is consistent with trends revealed in the 2016 Carrot & Sticks report (www.carrotsandsticks.net) which shows increases in mandatory sustainability reporting around the world. The 2016 report said governments in over 80 percent of the 71 countries studied had introduced some form of regulatory sustainability reporting instrument.



ACCSR, 2017

Re-imagining sustainable value:
the Sustainable Development Goals gather pace

Annual Review of the State of CSR
in Australia and New Zealand 2017

The longest-running study of CSR practices Down Under





Grant Fleming, Head of External Relations, on the key to embedding CSR at Westpac NZ:

"Three key things stand out. We have strong leadership and commitment from our CEO, Board, and our Executive Team, who oversee our strategy and progress. We also have an External Stakeholder Panel, which provides us with additional challenge and direction. Secondly, our business is focused on building a strong service culture, which supports our vision to help our customers, communities, and people prosper and grow. The third aspect is listening to our stakeholders – including our customers and our people – and responding to the issues that really matter to them."



Sustainable Development Goals in New Zealand

Through our research, we observe that over the course of 12 months, the SDGs prioritised by New Zealand businesses has changed slightly. Since 2016, Industry Innovation and Infrastructure has been replaced in the top five by Responsible Production and Consumption.

Naturally, businesses have put forward Goals that are most directly under their operational control. The emphasis on Gender Equality, Decent Work and Economic Growth, Climate Action and Good Health and

Wellbeing all sit within economic, social and environmental functions of a business.

Gender Equality was the highest ranked Goal, with 66 percent of respondents declaring their organisations are planning to address this issue. Gender Equality remains a strong focus for businesses with the number and proportion of women in senior leadership positions across the private and public sector firmly in the public discourse. This result may also be a response to the growing body

of research suggesting that more diverse boards and workforces lead to improved outcomes for businesses.

The move to responsible production and consumption may be seen as embedded within resource efficiency, particularly from an environmental perspective. It is also considered a function of procurement teams, with greater expectation of decisions that promote social and environmental values in purchasing.

Figure 16. Top five Goals for New Zealand

NZ 2017

- Gender Equality
- Decent Work and Economic Growth
- Climate Action
- Good Health and Wellbeing
- Responsible Consumption and Production

NZ 2016

- Climate Action
- Gender Equality
- Decent Work and Economic Growth
- Good Health and Wellbeing
- Industry, Innovation and Infrastructure