

Corporate social responsibility

What is Corporate Social Responsibility?

Corporate Social Responsibility (CSR) usually implies that corporations have a degree of responsibility not only for the economic consequences of their activities, but also for the social and environmental implications. This is sometimes referred to as a 'triple bottom line' approach that considers the economic, social and environmental aspects of corporate activity.

By balancing the social, environmental and economic obligations of a company, CSR aims to make sure that business operations and development are sustainable. This means that the company meets the needs of the present generation, without interfering with the ability of future generations to meet their own needs.

Some examples of what Anglicare is doing to promote corporate social responsibility:

Business Forum on Poverty

The Business Forum on Poverty is an annual event that aims to engage with business, community groups and individuals to develop creative and different ways of responding to key current social issues. This forum invites business, government and community leaders to join in a discussion of the issues to identify how each sector can individually and collectively be part of the solutions.

West Works

West Works is a self funding community enterprise that exists to create opportunities for people in the community to gain work skills, training and demonstrated work experience — ultimately, helping them to gain paid employment. West Works is an appropriate stepping stone for people wishing to return to work in a caring and supportive environment that provides learning and practical experience to the people involved. West Works focuses is on care for the environment and recycling while providing cost effective services for the community. One of the main environmental programs of West Works is the Digital Depot which is licensed to refurbish and restore used computers. They are sold for a low cost to people on low incomes and community groups or disposed of in an environmentally safe manner.

Hope Partners@work — Workplace Giving

If just 10 per cent of the South Australian workforce donated the price of a third of a cup of coffee, just \$1 per week, Anglicare would have more than \$2.5 million extra to support its emergency relief program to those in your own backyard. Workplace Giving is a simple and effective way for you to regularly donate to Anglicare SA through automated payroll deductions (please confirm availability via your payroll

department). You pledge a nominated amount to be deducted from your salary each pay day. Your small gift, even a dollar a week, combined with other community-minded employees, together makes a significant contribution.

Corporate volunteering

Anglicare encourages local businesses and organisations to donate the time of their staff to make a difference in their local community through being involved in our organisations. Some organisations have a corporate volunteer program where they allow their staff to take one or more days each year to help an Anglicare program to undertake big or small tasks that are not possible without volunteer support.

... which works like this

Bank SA has an annual staff volunteer day. Five Bank SA staff members volunteered to help to take six clients from the 'Keeping Connected in the Community' community aged care program to the Warrawong Sanctuary for lunch as a social outing for clients who are socially isolated. All involved had a wonderful afternoon and Bank SA staff learnt a lot about what Anglicare SA does to increase the capacity of older Australians to live fulfilled lives.

*Our Position Statement
Anglicare SA acknowledges and actively promotes local businesses engaging in corporate social responsibility to reach our mission of 'justice, respect and fullness of life for all'. Through innovative new programs that help the environment, and an ethical approach to our business, Anglicare is considering the economic, social and environmental aspects of our activity. Promotion of corporate involvement in our work through donations, participation in forums and discussions, business representatives on our Board and in-kind support and volunteering, are all part of Anglicare's commitment to corporate social responsibility.*

Examples of how businesses partner with Anglicare include:

Messenger Community News Know your neighbour campaign

Messenger Community News developed the 'know your neighbour' campaign (KYN) in response to the Messenger pensioner survey which found that 65 per cent of Adelaide's pensioners live alone and more than 75 per cent have little or no money for entertainment which therefore increases social isolation. The philosophy behind the campaign was to encourage people living in the suburbs to look after their elderly neighbours, particularly those who might be unwell or disabled. Anglicare is still closely associated with Messenger Community News and has also worked on its 'our new neighbour' campaign – a campaign designed to break down the barriers and promote positive engagement with newly arrived Australians. Lynn has also been guest speaker at a Messenger staff meeting to speak with journalists about working with non-government organisations.

Building financial capacity and literacy

No Interest Loans Scheme (NILS®) — Anglicare is part of a network of agencies involved in the No Interest Loans Scheme (NILS®). NILS® provides 'interest' and 'fee' free loans for individuals, families or couples living on a low income. NILS® is a community-based initiative that enables people to access fair, safe and equitable credit for the purchase of goods and services. Anglicare SA has benefited from the \$10 million made available nationally to the No Interest Loans Scheme (NILS) by the National Australia Bank (NAB).

Anglicare and Advocacy

Anglicare SA speaks out on issues affecting corporate social responsibility through participation in the following organisations:

- Australian Council of Social Service (ACOSS) — Simon Scrapel, President
- Families Australia
- Child and Family Welfare Association of Australia
- Foodbank SA
- South Australian Council of Social Service (SACOSS)
- Association of Major Community Organisations (AMCO)
- Anti-poverty week organising committee — Lynn Arnold, National Co-chair

How you can help...

- Sign up your organisation for Workplace Giving through Hope Partners@Work
- Participate in Anglicare SA forums which engage the business and broader community —
- Email us to join our Action Network to stay informed
- Organise for your staff to be involved in corporate volunteering in an Anglicare service

Sources

http://www.hreoc.gov.au/human_rights/corporate_social_responsibility/index.html

http://www.actnow.com.au/Issues/Corporate__social_responsibility.aspx

Money Minded — ANZ bank developed 'Money Minded'. Money Minded is a comprehensive adult financial literacy program which aims to help people build their financial skills, knowledge and confidence, thereby improving their capacity to successfully manage day-to-day and long-term financial matters. Anglicare runs these programs across the Adelaide Metro area and has recently partnered with the Financial Planning Association and Minter Ellison to broaden the scope of the program.

Saver Plus — The ANZ will be working with Anglicare on the Saver Plus program. Saver Plus is a matched savings program that can help with reaching a savings goal, becoming a regular saver, building money management skills. Saver Plus provides an opportunity to have every dollar saved (up to \$500) matched with an additional dollar for family education-related expenses. Participants are required to undertake financial skills workshops to learn how to plan, budget and save for the future.

Legal advice and assistance

Legal Clinic – The legal clinic has been operating for over three (3) years at Anglicare's Magdalene Centre. Minter Ellison Lawyers, through the Legal Clinic, provides free legal assistance once a week to Anglicare's clients who need advice or representation. The clinic, coordinated by the Welfare Rights Centre, can help with a range of issues including criminal, family, tenancy, housing, fines, wills and credit issues.



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For more information

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