



SIEC-ISBE: 82th INTERNATIONAL CONFERENCE 2010
Albury Wodonga, Australia, 18 – 23 July, 2010

PEDAGOGICAL PROGRAM

S13 - Seminar

Title **Sustainability - A case study of implementation and education**

Presenter's Name **Dianne McGrath**

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Presenter's Complete Address **Charles Sturt University, Ellis Street, Thurgoona
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Presenter's expertise or experiences that relate to proposal topic Dianne is a researcher in the area of corporate social responsibility (CSR) and undertook PhD studies in the area of CSR and regional credit unions

Description of Session Content This paper documents the introduction of a corporate social responsibility strategy to a credit union in regional Australia. The case study examines the management of the change from a practical and strategic perspective. The impact of the introduction on the internal management and operations is described and external stakeholders' views were canvassed to examine the impact, understanding and value of the strategic direction taken by the organisation.

A particular outcome of the strategy adoption has been a community education dimension that has included the publication of material to assist school children to understand the concept of money.

Objectives of session 1. To showcase the implementation of a successful strategy to adopt corporate social responsibility (CSR). 2. To identify the positive outcomes to community and to schools arising from the adoption of a CSR strategy.

Session attendees should be able to

- Become familiar with a successful case study organisation for teaching issues around implementation of corporate social responsibility
- Reflect on teaching supports that can be developed with partnerships between business entities and schools.

Audience Practitioners and educators

Handouts (to be
distributed at session
by presenter) Yes

Remarks