



2005 Australian Corporate Social Responsibility Study

Opinions of business leaders towards the concept of corporate social responsibility are polarized.

Responses to the tragic Boxing Day 2004 tsunami illustrate this polarization well. Initially, the Australian Shareholders Association spokesman, Stephen Matthews said firms should not donate without expecting something in return. The association's ceo Stuart Wilson later issued a clarifying statement saying that it was not opposed to firms making donations to assist the victims but that companies should publicly disclose the amount and recipients so shareholders can be kept informed.

There is, of course, much more to corporate social responsibility than making a donation to help victims recover from a natural disaster. It is an ongoing commitment to ensuring that the company's activities are socially and environmentally sustainable.

While the opinions of business leaders cover a wide range, what about the opinions of consumers? Ultimately, it is consumers who will determine the payoff from corporate social responsibility. Their opinions and responses, as consumers, employees, and investors are critical.

Our June 2005 survey of opinions provides insights into the likely response to corporate action and inaction in the field of corporate social responsibility.

Our nationally representative telephone survey of 400 adults measured the degree of agreement with the following propositions:

- Companies should not donate to charities;
- Companies should not donate to political parties;
- I would not invest in a company that damaged the environment;
- Companies should concentrate on profits and forget about social and environmental issues;
- I take a company's reputation for social responsibility into account when purchasing products;
- Most people would prefer to work for a company that put a high priority on social and environmental issues;
- Most large companies talk about being socially and environmentally responsible but don't actually do much about it;
- I would pay up to 5% more for a product made by a company that did good things for the community, so long as the quality was the same;
- I would pay up to 5% more for a product made by a company that did good things for the environment, so long as the quality was the same;

The impact of a social responsibility program will depend on the number and types of consumers who are in favour of these activities versus those who are not. It will also depend on how effectively the program is communicated. We address these strategic and implementation issues.

foreseechange

forecasting and futures consultants

foreseechange Pty Ltd acn 094 521 614



Our sample of consumers has rated a selection of organizations on whether they are perceived to do good things for the community and for the environment. There are some very wide variations, showing that some organizations have significantly better perceptions than others. There is variation between industries as well as between organizations.

The organizations rated are:

- Kellogg's
- Uncle Tobys
- Sanitarium
- Westpac Bank
- National Australia Bank
- ANZ Bank
- Commonwealth Bank
- Toyota
- Ford
- Holden
- Australia Post
- Qantas
- Telstra

We will be updating and extending the study on a regular basis. The 2005 report costs \$100 including GST.

foreseechange

forecasting and futures consultants
foreseechange pty ltd acn 094 521 614



2005 Australian Corporate Social Responsibility Study Report Order Form

Name	
Position Title	
Organisation	
Postal Address	
Email Address	
Telephone Number	

The cost is \$100.00 (Australian dollars, includes 10% GST).

I wish to pay by:

<input type="checkbox"/>	Cheque enclosed (payable to foreseechange pty ltd)
--------------------------	--

<input type="checkbox"/>	Mastercard
--------------------------	------------

<input type="checkbox"/>	Visa
--------------------------	------

Account Number	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------

Cardholder's Name	<input type="text"/>
-------------------	----------------------

Card valid until mm yy

Cardholder's signature: _____

Mail this form to: foreseechange PO Box 401 Brunswick Victoria 3056 Australia	Or send by fax to: (03) 9686 4489
---	--

We will supply a tax receipt.