

## Corporate Social Responsibility

Peter Quarry interviews Ann Sherry AO (CEO Carnival Australia).

In this program, Ann Sherry, recipient of the Australian Centenary Medal for her work in providing banking services to disadvantaged communities, discusses the wider benefits of corporate social responsibility and how to incorporate social responsibility in your organisation.

### Resistance

- Found with people who held the view that it would be too expensive to modify a system for one group in the community.

### Solution

- Focused on finding an inexpensive solution.

### Benefits

- Positive word of mouth.
- Change in technology.
- Improved reputation.
- Staff felt pride in work.

### Wider Benefits

- Business becomes part of the community.
- Marketing benefits.
- Employees feel good about their company.
- Ripple effect...
- Creates positive energy.

### Pitfalls

- Green washing.
- Don't make false or inaccurate claims.

### Process

- Who are the stakeholders?
- Ask people for ideas and feedback, talk to broader stakeholder groups.
- Find a starting point.

