

SMI Knowledge Transfer presents a
Workshop on Designing and Evaluating Corporate Community Initiatives



29 October 2009 – Post MCA SD09 Conference
Adelaide, South Australia



Workshop Overview

This workshop will be led by Professor David Brereton, Director of the Centre for Social Responsibility in Mining. Dr Ana Maria Esteves of Community Insights will co-facilitate.

Topics to be addressed will include:

- The business drivers of corporate community investment
- Basic elements of program design
- Introduction to program logic analysis
- Establishing and managing partnerships
- Basics of program monitoring and evaluation

This will be an interactive workshop in which participants will be encouraged to share their experience of corporate community initiatives in which they have been involved, or have knowledge of. There will also be opportunities on the day for participants to apply some design and evaluation methods to their own case studies.

Pre-workshop Preparation

Participants should come to the workshop prepared to discuss a current community initiative which their company is supporting or is otherwise been involved in, and which they know something about. This could be something that is funded at the operational, business unit or corporate level, and it could range from small-scale actions, such as funding of a community environment project, through to large-scale initiatives, such as a partnership with an external organisation to deliver improved health outcomes for a community. The initiative does not necessarily have to have been successful; in fact, from a learning perspective we will be just as interested in those that did not work or underperformed, as well as the shining stars.

Questions you should consider in preparing for the workshop are:

- Why did the company decide to fund/support/implement this initiative (i.e., what were the drivers)?
- What processes did the company go through to make this decision? For example, was it based on a needs assessment? Was it the outcome of an engagement process? Did it link to a risk assessment, or SIA?
- Is the initiative being delivered through a partnership, or by some other means. If it is through a partnership, why was this approach adopted and how was a partner selected?
- What are the stated objectives of the initiative? Have any targets and KPIs been defined?
- What resources have been – or are being provided – by the company and other participants?
- What activities are being undertaken through the initiative and how do these link to the objectives?
- Has an evaluation been undertaken, or is one planned?
- What evidence is there that the initiative is delivering on, or making progress towards, its objectives?
- What evidence is there that the company is benefiting from its association with, or involvement in, the initiative?



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Workshop Program

9 – 9.30am	Opening Session: <ul style="list-style-type: none"> • Introductions • Aims of the day • Why design and evaluation matter
9.30 – 10am	Setting the Scene: <ul style="list-style-type: none"> • Trends in corporate community investments • Key business drivers for community investment • Partnerships as a form of investment
10 – 10.30am	Basic Elements of Program Design: <ul style="list-style-type: none"> • Deciding what to invest in: selecting strategic community investments • Selecting an appropriate partnering approach • Defining objectives • Linking actions to objectives • Determining key indicators • Coordinating and resourcing the program
10.30 – 11am	Morning Tea
11 – 11.40am	Small Group Activity – The Decision to Invest: Participants to share their example initiatives: <ul style="list-style-type: none"> • What is the focus of the initiative? • Why did the company decide to invest in this particular initiative? • What processes were followed to make this decision? • If a partnership is involved, why was this approach selected and how was the partner chosen?
11.40 – 12pm	Report Back and Group Discussion: how can we improve the strategic value of community investments?
12 – 12.30pm	Introduction to Program Logic Analysis
12.30 – 1.15pm	Lunch
1.15 – 2pm	Individual Exercise: Each participant to construct a program logic for their example initiative
2 – 2.15pm	Group Discussion of Learnings from the Log Frame Exercise
2.15 – 2.45pm	Basics of Monitoring and Evaluation
2.45 – 3pm	Afternoon Tea
3 – 3.30pm	Individual Exercise: Each participant to develop some key evaluation criteria for their example initiative. Thinking about the various perspectives of the program beneficiaries, broader communities, program partners and the business, what would constitute evidence of success? Which methods could be used to demonstrate program impact?
3 – 3.45pm	Group Discussion of Learnings from the Evaluation Exercise: how can the key lessons from the program be reflected upon and disseminated to partners and stakeholders
3.45 – 4pm	Review of the Day and Close-out

For Further Information please contact – Sarah Leavitt, Minerals Council of Australia

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To Register please go to:

<http://www.sd09.com.au/images/stories/sd09%20program%20%20registration%20brochure.pdf>

