

## AUSTCHAM CSR PARTNER PROGRAM

Seeking to build closer ties between Austcham Shanghai Members and their CSR partners

See Page **2**



### Contents

<b>Purpose</b>	Overview of scope, nature, specifications and purpose of services
<b>Profile</b>	Background to AustCham Shanghai and its operations.
<b>Scope</b>	Phases broken down by objectives, timeline and outcomes. <ul style="list-style-type: none"> <li>• Future tasks and obligations</li> <li>• Outcomes and Performance Standards</li> <li>• Deliverables</li> </ul>
<b>Terms</b>	Terms of contract <ul style="list-style-type: none"> <li>• Terms and Conditions</li> <li>• Distribution of funds</li> <li>• Incentives/ Penalties</li> </ul>
<b>Structure</b>	Structure of proposal
<b>Other</b>	Evaluations, schedule and contacts



### Closer to the community

We cannot live only for ourselves.

A thousand fibres connect us with our fellow human being.

Herman Melville

## AustCham Shanghai CSR 2011-13

For nearly 20 years AustCham Shanghai has included within its mission the idea ‘to assist in community based projects that are aligned to its broader vision for an engaged Australian community in the Yangtze River Delta Area’.

Amongst these engagements have been projects from within the Greater Shanghai region, across China and also, from time to time, projects directly assisting communities back home in Australia.

Building on this solid foundation, AustCham Shanghai now seeks to develop a more integrated strategy that clearly articulates its purpose and overall direction.

Its central CSR theme is building partnerships that benefit both the broader community as well the members and the very organisation itself.



Austcham Shanghai is very much about delivering outcomes for *all* its stakeholders

## There are many stakeholders – none the least of which are the members themselves.

At AustCham Shanghai, the Corporate Social Responsibility (CSR) program has historically been referred to as 'Community Outreach'. From 2011 this reference has been replaced by CSR.

It was felt that 'Community Outreach' had a mostly one-way connotation. It neglected to reflect the truly two-way value exchange that had come to symbolise the nature of any community

based activity that AustCham Shanghai and its members were involved with and so, it therefore needed to change.

As part of the move toward a more engaged and strategic process, for the first time AustCham Shanghai is issuing a Request For Proposal (RFP) to properly inform and engage those community partners who would like to be a part of our ongoing CSR program.

The newest and most significant feature of this program is a commitment to a smaller group of partner organisations for 2 years rather than 1 - thus realising long term benefits to all parties concerned.

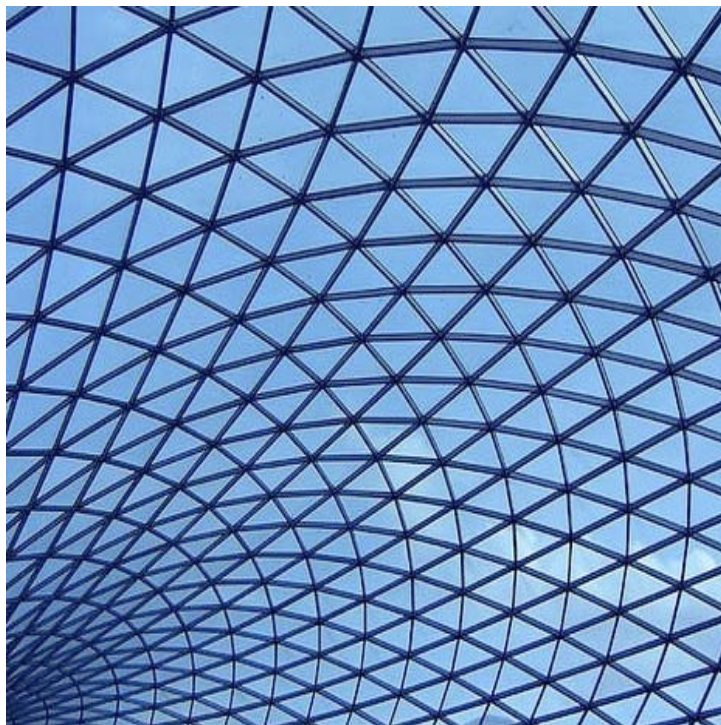


### Where to now?

As a first stage, we are issuing this RFP and it will be the central and guiding document for all partner engagement between July 1, 2011 and June 30, 2013.

The program will involve 3 to 4 Yangtze River Delta based community partners

being chosen to become the core of all strategic CSR activities undertaken by AustCham Shanghai. In addition to these strategic partners, there will also be a number of tactical partners chosen on a needs basis from time to time.



## Purpose

### Scope/Nature/Specifications of Purpose

**General Scope** The AustCham Shanghai CSR program (hereafter referred to as 'CSR program') is designed to meet the needs of all stakeholders. It must benefit all partners including AustCham Shanghai and its members.

It will be a 2 year program commencing July 2011, with partners chosen, funding decisions made and activities mapped by April /May 2011. In March 2013, this CSR program will be reviewed and a subsequent RFP will be called for, with a view to moving forward on the next 2-year program. At this point, incumbents as well as other interested

parties would be invited to submit a proposal for the 2013-2015 program. All submissions will be considered.

More detail is contained in the section 'Scope of Proposal'

**Nature** The very nature of AustCham Shanghai is for community engagement – ultimately a '2-way street'. Consequently, interested parties must be able to demonstrate how their contribution to the CSR program will benefit not only their own

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well being but also the well being of AustCham Shanghai and its members. The need to demonstrate this value - ***that a partner's involvement meets directly the needs of AustCham Shanghai members*** - will be considered the most critical element of any submission.

**Specifications** Proposals are expected to include a plan for all activities proposed, their costs and the likely outcomes for all parties.

A clear statement of strategic intent should be the guiding force behind your proposal. Failure to provide a clear strategic guide as to how the activities you propose meet an overall strategic purpose will not be well regarded.

Outcomes are to be stated in clear and measurable terms and are to include an appropriate timeline.

**Purpose** You need to be able to state the overarching purpose of your proposal in clear terms. Essentially, "why are you proposing what you are proposing". There are some clear key performance indicators included later in this document and all proposals that match this purpose to those KPI's will be well regarded.

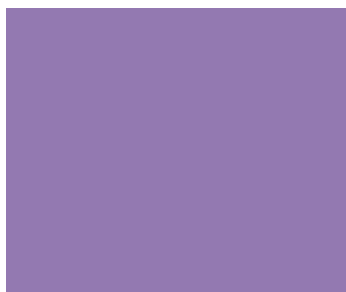


## Working Hard

I am of the opinion that my life belongs to the whole community and as long as I live, it is my privilege to do for it whatever I can.

The harder I work, the more I live.

George Bernard  
Shaw



## Profile

### Background to AustCham Shanghai

**AustCham Shanghai** was founded nearly 20 years ago by a group of like minded individuals keen to develop a social and business platform centred around Australians and their interests in China.

Over the years it is has developed a range of activities and initiatives that exemplify this and which include:

**1. Industry Committees (IC's)** include: Property and Construction; Transport and Logistics; Food and Beverage; Financial services; Education and Training and represent the interests of over 70% of our membership.

These industry committees are the lifeblood of the chamber and as such are where many of the chamber's activities are centred..

<http://www.austchamshanghai.com/groups/industry-committees.aspx>

**2. Membership Services** are crucial to the Chamber's very existence. The membership base can be segmented a number of ways, the most significant of which is small members versus large members. Other segmentations include - based on industry committees; new to China/old to China; new member versus existing members, etc.

<http://www.austchamshanghai.com/membership.aspx>

## Meaningful Community Contribution

**3. Events** are an important feature of the AustCham Shanghai offering. They are centred on either IC's or member based activities.

IC events are generally in line with the theme of the IC and are driven by the IC itself.

Member based events are targeted either broadly at the entire base of members (eg. Australia Day BBQ) or are targeted at segments of the membership other than IC's (eg. International Women's Day; Consul General Briefings; Representative Office change updates; etc).

One other event that is separate to these two categories is the 'Great Australian Ball'. This event is an annual one and is the prime fundraising mechanism for the CSR program. It is the premier event of its kind for the Australian Community in Shanghai.

<http://www.austchamshanghai.com/events.aspx>

**4. Community Based Activities** were generally referred to as 'Community Outreach'. They now come under the broader heading of CSR. Specific activities undertaken in the past have included providing for local Chinese community programs both in Shanghai and throughout China; providing for local Australian community programs in Shanghai and throughout China; providing for Australian causes to do specifically with Australia.

<http://www.austchamshanghai.com/about-us/community-outreach.aspx>

This program is an essential and critical element of AustCham Shanghai's effort to build a relationship with the local authorities and forms part of the overarching strategy that underpins the entire Chamber.

Any assistance provided by a CSR partner to help bridge this effort will be well looked upon



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## Scope

### Objectives/Timelines/Outcomes

**The Objectives** are threefold:

- i. Aligning our business message to partners willing to focus on developing life/education skills for underprivileged groups in the Yangtze River Delta area. This links directly to the government's 12<sup>th</sup> 5-year plan and the focus on social justice in that plan
- ii. Providing Austcham Shanghai members with a bridge to the Yantgze River Delta community through active community involvement
- iii. Meeting the needs of various worthy causes as they come up from time to time

**Timelines**

- Call for Request for Proposal – March 31<sup>st</sup>
- Reply by all interested parties – April 21<sup>st</sup>
- Decision by Board of Directors – May 13<sup>th</sup>
- Notification of all parties of results – May 16<sup>th</sup>

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## Showcasing Community Spirit of Australians in Shanghai

### Outcomes and Performance

**standards are** also threefold:

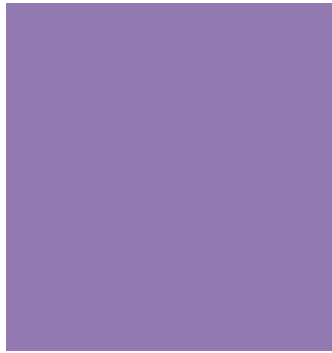
- i. Projects should be easy to communicate to members for the purposes of fund raising. Our two principal fundraising activities are:
  - The Great Australian Ball  
<http://www.austchamshanghai.com/events/great-australian-ball-xv.aspx>
  - Aussie Drinks  
<http://www.austchamshanghai.com/events/aussie-drinks-central.aspx>
- ii. Projects should allow for meaningful contribution by the Austcham Shanghai membership. Seeking funds-only is not sufficient and requests for real community involvement by our membership *is a critical outcome required in all proposals*
- iii. Projects should focus on building a long-term strategic partnership with AustCham Shanghai. Being able to offer our members the opportunity to involve themselves long term in a community based effort needs to be an important outcome for any proposal.

### Future Tasks and Obligations :

- The ability to provide support to AustCham Shanghai in its CSR communications efforts, including but not restricted to AustCham's Public Relations activities
- The ability to meet key KPI's as set down in the final agreement and based on the response to the RFP

### Deliverables:

- Quarterly reports that match actual performance against KPI's set
- Annual presentation to the AustCham Shanghai Board of Directors



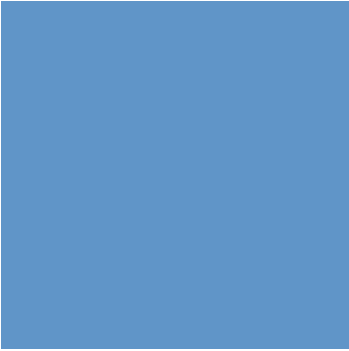
## Terms

### The terms of the contract

Any resources provided by AustCham Shanghai to any partner group for the purposes of this Corporate Social Responsibility (CSR) program will be bound by the following:

1. Only activities approved by The AustCham Shanghai Board of Directors based on the proposal submitted by the partner organisation shall be considered a legitimate activity for the purposes of the CSR program. All resource allocation – human or financial – is to be matched directly to such activities. No resources are to be used for any other purpose.

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2. Should the AustCham Shanghai Board of Directors deem there to be an inappropriate use of any or all resources provided by AustCham Shanghai, any further provision of such resources shall cease immediately.


3. Any partner organisation that is successful in its bid to be part of the AustCham Shanghai 2011-13 CSR program agrees to make the following

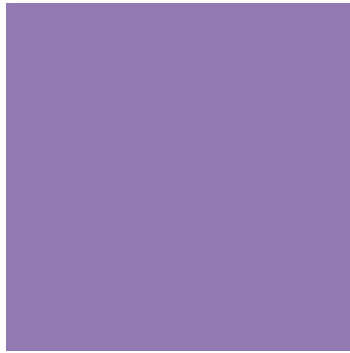
- Quarterly face-to-face presentations to the AustCham Shanghai CSR advisory Group
- Quarterly PPT submission that will be presented to the Board of Directors of AustCham Shanghai
- Annual face-to-face presentations to the AustCham Shanghai CSR advisory Group

Failure to meet these three conditions will cause term 2 above to become activated.

4. A charitable receipt is provided to AustCham Shanghai by the CSR partner organisation for any/all monies provided by AustCham Shanghai to that CSR partner.

5. All other conditions as set out in the contract attached to this RFP.





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## Structure

### The Required Structure for the Proposal

There needs to be **7 components** to the final proposal:


1. Brief Introduction/Background to the Proposing Organisation including all contact details (web site and principal contact person)
2. Suggested range of projects being proposed (to a maximum of 100,000 rmb for each project/maximum of 3 projects over 2 years)
3. Rationale as to choice of projects – including clear statement of benefits to AustCham Shanghai and its members
4. Explanation as to how your project(s) directly meet(s) the objectives of AustCham Shanghai's CSR program as set out in this document
5. Clear statement of the strategy you intend to employ to best meet the objectives as set out in this document
6. Clear statement as to how your project(s) meets/will meet the KPI's outlined in the next section of this RFP
7. Timeline for implementation of the project(s)

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### **Key Performance Indicators (KPI's)**

include:

- Quarterly meetings with CSR advisory group
  - Quarterly report to AustCham Shanghai Board of Directors detailing all performance criteria and whether it has been achieved or not
    - Including a matrix of activities as laid out in the initial proposal and the stage of development/implementation they have reached at the time this report is being made
  - Annual presentation to the AustCham Board of Directors
  - Assistance with preparation of the CSR report for the AustCham Shanghai AGM
  - Satisfactory evidence that all monies dispensed by AustCham Shanghai to the recipient partner organisation have been dispersed in the manner in which both parties agreed to by way of signed contract
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## Other important considerations

### Schedule

Call for Request for Proposal – March 31<sup>st</sup>

Reply by all interested parties – April 21<sup>st</sup>

Decision by Board of Directors – May 13<sup>th</sup>

Notification of all parties of results – May 16<sup>th</sup>

While not compulsory, the provision by partners of charitable receipts will be looked on favourably in the evaluation of this submission



## Principal Contacts

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**Chair Of CSR Advisory Group**

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