

Master Classes

Pre-Conference Master Classes

Sustainability reporting is a rapidly emerging field of expertise. Yet every year, companies continue to struggle with common aspects of sustainability reporting. As a precursor to the conference, GRI is partnering with its Certified Training Partners in Australia and New Zealand to deliver Master Classes that build understanding and provide practical guidance on the key sustainability reporting challenges.

The Master Classes will be delivered on Monday 26th March and will each last two hours. Limited places are available for Master Classes, please book early to avoid disappointment. Master Classes are not restricted to conference delegates

	Time	Fee
Master Class: Introduction to GRI Brought to you by GRI	10.30 – 12.30	\$ 300
Master Class on Materiality Brought to you by Banarra and EnviroState	10.30 – 12.30	\$ 300
Master Class on Communications and Marketing Brought to you by ZoolD	10.30 – 12.30	\$ 300
Your story, my story and the truth: how to get the most out of assurance Brought to you by Net Balance Foundation and National Centre for Sustainability, Swinburne University of Technology	13.30 – 15.30	\$ 300
A strategic approach to stakeholder engagement Brought to you by ACCSR	13.30 – 15.30	\$ 300

* Book two master classes and save \$100 ([see registration brochure](#))

GRI Master Class – An Introduction to GRI

GRI Focal Point Manager will provide a GRI Master Class to explore the concept of sustainability strategy and the role of sustainability reporting in your company. This interactive workshop is a great opportunity for those who are new to sustainability reporting or those seeking to better understand the Global Reporting Initiative's Sustainability Reporting Framework.

At the Master Class, you will:

- investigate the context of corporate sustainability
- understand the business case for sustainability reporting and
- learn the basics of how to undertake GRI in your company

For more information about the GRI Introductory Workshop, please visit GRI's website.

This Master Class is brought to you by:

Master Class on Materiality

Done properly, materiality can deliver improvements, not just in relation to reporting, but also in terms of fundamental improvements in risk management, strategy development and delivery, as well as longer term sustainability outcomes.

This Master Class on Materiality will present and contrast the GRI materiality approach with other materiality approaches that we have seen applied as well as the approach we have used. Participants can then appreciate and select the approach most relevant and useful to their circumstances.

Envirostate's and Banarra's training approach balances practical application with theory, so participants don't just follow a materiality recipe but can critically evaluate the various approaches, their strengths and limitations, and how much confidence they can place on the outcomes. To this end, participants will work through sample materiality exercises to stimulate thinking and to discuss the advantages and limitations of each approach.

The Master Class on Materiality will be delivered by GRI certified trainers Paul Davies and Christiane Meyer from Banarra, Australia and Calum Revfem from Envirostate, New Zealand, providing a unique trans-Tasman perspective on materiality.

This Master Class is brought to you by:



Master Class on Communications and Marketing

This Master Class will focus on two primary areas:

- Best practice communications in writing and presenting your sustainability report
- Leveraging your report – how to successfully market your report to stakeholders

Part 1: Best practice communications in writing and presenting your sustainability report

Many sustainability reporters struggle with how to present their sustainability report to readers in terms of readability, accessibility and format.

You will learn about:

- language
- layout,
- decisions on what information to include
- length of the report
- report formats.

Part 2: Leveraging your report – how to successfully market your report to stakeholders

Do your sustainability reports end up gathering dust in the box at the end of the hallway? No more! Learn how to best promote that your report is ready! You will learn how to best communicate with your stakeholders by using effective public relations, traditional and social media communication strategies.

Delivered by Marian Gruber, Director, ZOOiD – Global Reporting Initiative Certified Training Partner and sustainability, marketing and communications industry expert.

This Master Class is brought to you by:



Master class: Your story, my story and the truth: how to get the most out of assurance

Do you believe your own company's hype? What are your stakeholders telling you? Can you really trust the information in your organisation's report? Only third party assurance can tell you.

This Assurance Master Class will cover:

1. Setting objectives and choosing assurance standards
2. Linking assurance objectives to the GRI Guidelines
3. Building the business case internally for assurance – tips for what works
4. Group exercises – assessing adherence to assurance principles using case study examples
5. Overcoming organisational barriers to assurance
6. Leveraging recommendations to drive reporting improvements

This Assurance Master Class will be delivered industry experts:

- Amanda Nuttall, Senior Associate, Net Balance Foundation
- Kirsten Simpson, Associate Director, Net Balance Foundation
- Gitanjali Bedi, Team Leader, Capacity Building in Sustainability for Educators, National Centre for Sustainability, Swinburne University of Technology

This Master Class is brought to you by:



Master class: A strategic approach to stakeholder engagement

Long term company value is increasingly influenced by a rising tide of expectations among stakeholders about the social role of business. Stakeholders create both risks and opportunities for businesses, shaping their practices, markets and impacts in profound ways.

The best sustainability reporters recognise the links between stakeholders, reporting and the role of business in society. They not only report on their stakeholder engagement practices, they consider stakeholder impacts and opportunities at every stage of their value chain. In this special Master Class, discover the latest innovations in stakeholder engagement and how you can improve stakeholder engagement for reporting, strategy and performance management.

At this Master Class you will learn how to:

- Define and identify stakeholders
- Develop a business case for stakeholder engagement
- Build high trust stakeholder relationships
- Earn a social license to operate
- Embed stakeholder engagement into your reporting, strategy and performance management processes

Delivered by Dr Leeora Black, Managing Director, Australian Centre for Corporate Social Responsibility.

This Master Class is brought to you by: