

Lip service or socially
responsible?

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Alcohol players are acknowledged CSR leaders



Foster's Interim Sustainability Update May 2008



Corporate Responsibility 'Gold' for Foster's

In late May, Foster's was awarded its first 'Gold' rating in Australia & New Zealand's foremost corporate responsibility survey, the Corporate Responsibility Index (CRI).

Yet....

- Drinking at risky levels has increased from 8.2% in 1995 to 13.4% in 2005.
- Alcohol abuse costs the Australian community \$15 billion per annum



Is CSR enough?



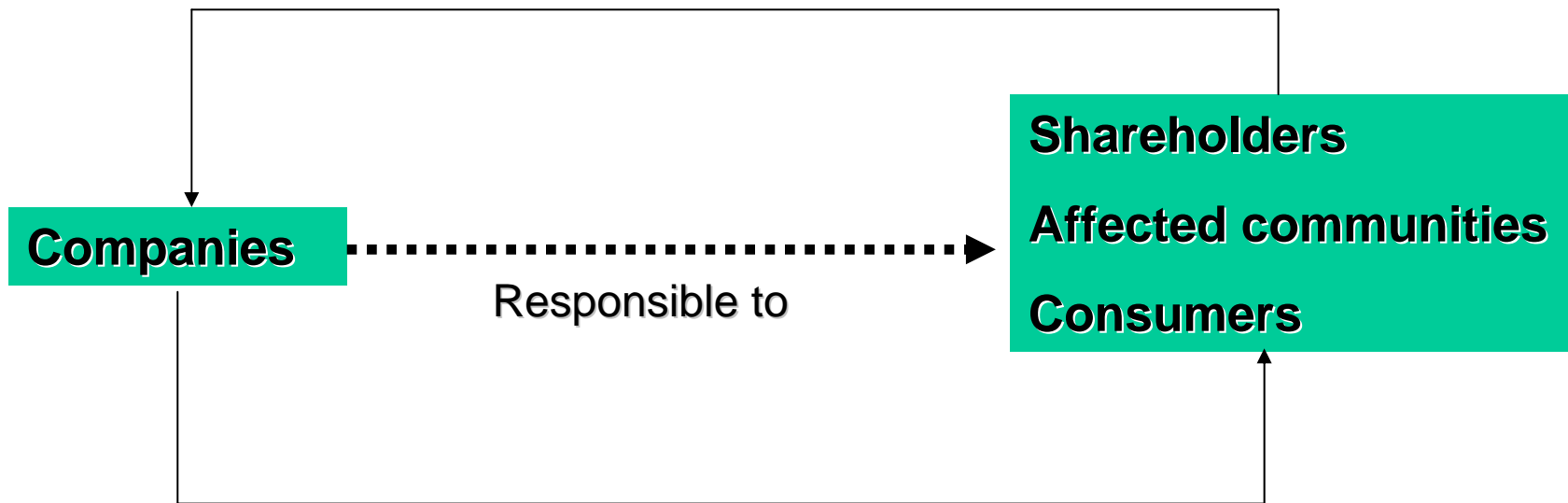
What is CSR?

- CSR
 - Obligation to minimise negative impacts
 - Obligation to maximise positive impacts



Corporate social performance

Evaluate effectiveness of policies and programs



Companies

Responsible to

Shareholders

Affected communities

Consumers

Revise policies and programs to improve social performance

Method

- Covert observations
- Seven different venues
- 507 people observed
- Average episode length was 1 hour and 11 minutes

No. of standard drinks	Proportion of people observed (n=507)	Proportion of males (n=286)	Proportion of females (n=220)
0	23.1%	14.0%	34.5%
1	10.8%	9.6%	12.3%
2	34.7%	36.7%	32.3%
Australian guidelines suggest men and women should drink two standard drinks or less in any one day (NHMRC 2007)			
3	11.3%	12.9%	9.2%
4	2.5%	3.1%	1.9%
5	7.7%	9.1%	5.9%
6	3.0%	3.4%	2.3%
7	1.0%	1.4%	0.5%
8	2.8%	4.2%	0.5%
9	1.4%	2.1%	0.6%
10 or more	1.7%	3.5%	-

Drinking behaviour cont.

	B	Beta	T	Sig T	R²
Drinking duration	0.001	0.680	22.342	p<0.001	
Amount of water consumed	-0.603	-0.158	-5.186	p<0.001	
Male	1.061	0.225	7.414	p<0.001	
Constant	0.837				0.538

Conclusions

CSR reporting needs to move:

- FROM reporting initiatives
- TO reporting the outcomes of initiatives introduced

