

EVOLUTION OF CSR & SOCIAL GOOD

01 PROFIT

satisfy shareholders

80's

**SHAREHOLDER
ORIENTATION**

profit/customers



02

PHILANTHROPY

'give back'

90's

**REPUTATION
ORIENTATION**

differentiation
/customers (bolt-on)



03 TRIPLE BOTTOM LINE

meet legal
requirements

2000's

RISK ORIENTATION

compliance/community
/government/customers
(defensive)



04

CSR*

be sustainable & earn
licence to operate

2010's

**STAKEHOLDER
ORIENTATION**

community/customers/
employees/shareholders/
activists (strategic)



05

**SOCIAL
GOOD**

meet customer
demand, rebuild
Australia

2020's

**SOCIETAL
ORIENTATION**

society/customers/
employees/shareholders/
activists/government/
non-profits (systemic)



*Corporate Social Responsibility