



GET INVOLVED

AUSTRALIAN BUSINESSES
WORKING TOWARDS
THE MILLENNIUM
DEVELOPMENT GOALS

BUSINESS FOR
DEVELOPMENT

'All elements of Australian society – government, NGOs and business – will be required to contribute to the achievement of the MDGs. Development assistance, alone, will not be enough. Economic growth – driven by the private sector – remains the long term solution to poverty.' The Hon Stephen Smith MP, Minister for Foreign Affairs

Cover image: Ding Tu mixes rice by hand at her home for use in cooking, Vietnam. Photo: Will Salter



Agatha Moore and her son Godfrey, Bougainville. Photo: Anne Rigby

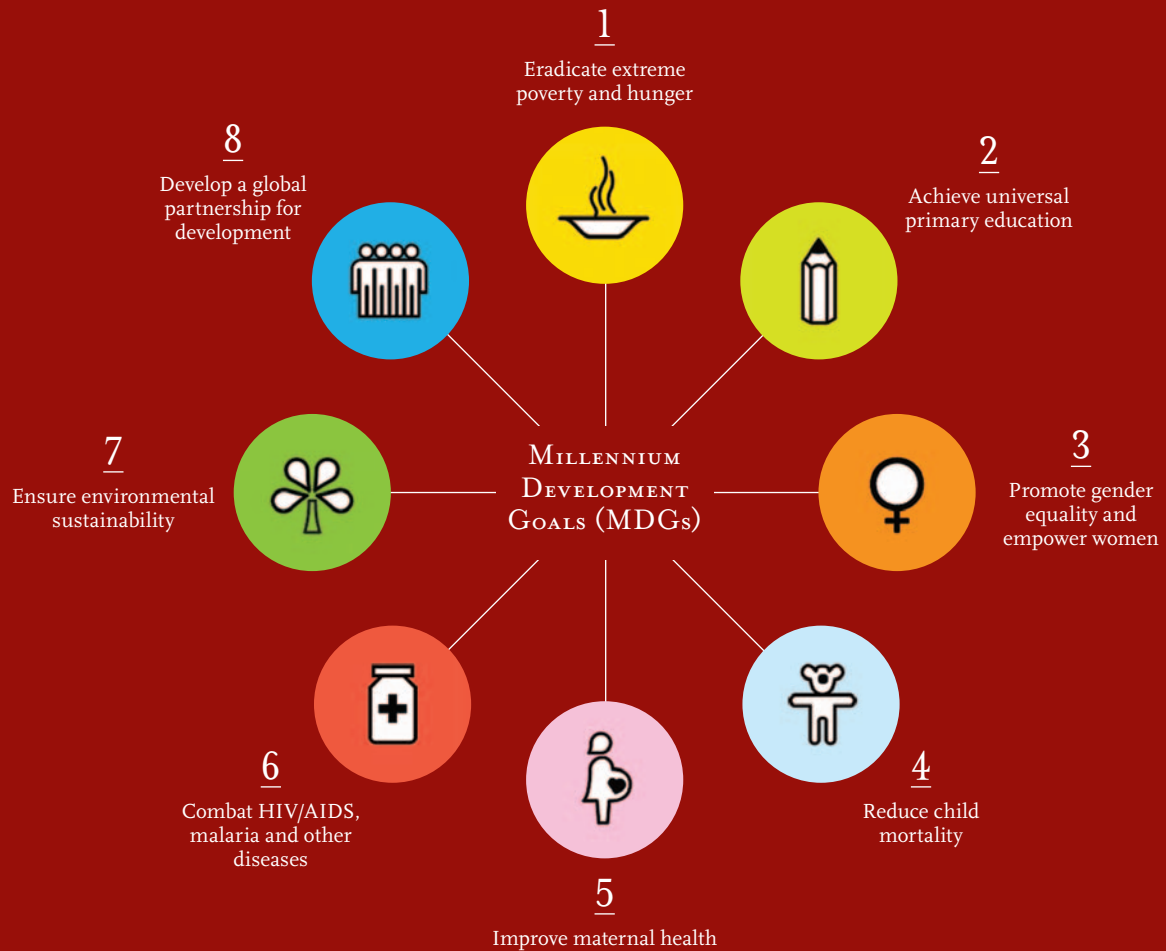
BUSINESS AND THE MILLENNIUM DEVELOPMENT GOALS

Many companies are already reaping the benefits of business opportunities that both increase profits and fuel growth in poorer countries.

International development relies on commerce to create the wealth and jobs that will end poverty, and businesses can win a competitive edge and expand their markets by tailoring new goods and services specifically designed to meet the needs of poor people. That's why business is good for development and why development is good for business.

Without successful businesses bringing growth, jobs and prosperity we can't hope to meet the Millennium Development Goals (MDGs).

The MDGs are eight goals that reflect the world's main development challenges. They were adopted by 189 nations in 2000. There has been some progress on achieving the goals but we know that unless a serious commitment is made over the coming years we will fail to improve the health, education and lives of millions. Responding to the urgent need to refocus attention on the MDGs, Australia joined the international Call to Action – which includes a specific Business Call to Action to harness the skills and expertise of the private sector.



THE BUSINESS CALL TO ACTION

The Business Call to Action is about harnessing the business sector's dynamism to help developing countries realise their business potential. I urge companies to become involved in this initiative and to recognise that supporting development around the world helps all of us. The Hon. Prime Minister Kevin Rudd, 2009

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The Business Call to Action is an international movement under which companies sign up to a declaration committing private sector action towards the MDGs.

The Business Call to Action is not about encouraging philanthropy or corporate social responsibility, but producing business ideas that are both commercially viable and help to achieve the MDGs. The private sector is being challenged to implement concrete initiatives that apply their core business skills and expertise in a transformative manner that can be replicated and scaled up to enhance growth and wealth creation.

The Business Call to Action welcomes initiatives that can achieve one or more of the following:

- Generate significant new employment opportunities in developing countries

- Improve the quality of supply chains, helping local businesses to diversify and/or become internationally competitive
- Include innovations and/or technologies which make it easier for individuals and businesses to do business.

Companies that are creative and flexible in thinking about non traditional markets can gain a competitive edge, accessing viable business markets through novel and innovative business models.

Already there are over 60 leading companies that have signed the international declaration.

If your company wants to get involved in the Business Call to Action visit
www.business-call-to-action.com

COMPETING EFFECTIVELY IN DEVELOPING COUNTRIES

Businesses can win a competitive edge and expand their markets by tailoring new goods and services specifically designed to meet the needs of poor people. Good examples include:

- Banks and insurance companies making financial services available to the poor
- Pharmaceutical companies improving access to medicines
- IT, communication, research and development firms generating technologies appropriate to people and companies in developing countries.

Creating Value for All: Strategies for Doing Business with the Poor is a report from the United Nations Development Programme that provides practical and relevant business case studies.

The report highlights ways to overcome the most common obstacles in doing business with the poor while recognising the poor not only as consumers, but also as drivers of growth (www.undp.org/gimlaunch).

Business models that include the poor require broad support and offer gains for all.

Kemal Derviş, Former UNDP Administrator

INCREASING TRANSPARENCY

One initiative driving transparency is the Extractive Industries Transparency Initiative (EITI), which covers the extractive industries (oil, gas and mining). The EITI increases transparency and accountability in the revenue payments to governments from oil, gas and mining companies. It is a coalition of governments, companies, civil society, investors and international organisations.

The aim is to ensure revenues contribute to the wellbeing of resource rich countries, supporting poverty reduction and growth. Companies benefit

from greater international credibility, competitive advantages and better relations with local communities.

Twenty three countries have achieved EITI candidate status and thirty seven of the world's largest oil, gas and mining companies support and actively participate in the EITI process.

To find out more please visit
www.eitransparency.org

Lack of access to banking and other financial services frequently holds back economic development. Our money transfer service M-PESA, was launched in Kenya in 2007, in partnership with our joint venture partner Safaricom. It enables people to transfer money via SMS technology, bringing the 'pay-as-you-go' concept to very simple financial services. In excess of three million customers now use this service and we have seen more than 200,000 new customers register each month. M-PESA is also available in Afghanistan and Tanzania and we have plans to roll it out to other emerging markets over coming months. In short, it is good for business and good for society.

Nick Hughes, Head of Mobile Payment Solutions, Vodafone Group



AUSAID AND BUSINESS: WORKING TOGETHER — ASIA PACIFIC BUSINESS COALITION ON AIDS

The Asia Pacific Business Coalition on AIDS (APBCA) is leading the region's private sector response to HIV and AIDS.

Launched in 2006, APBCA supports the establishment and coordination of national business coalitions on HIV and AIDS throughout the Asia Pacific region. APBCA provides resources and services to active business coalitions in countries with high or rising HIV prevalence. There are currently eleven countries with established or developing business coalitions.

The network of coalitions assists companies to manage the impact of the HIV epidemic on their business and the communities in which they operate.

By increasing private sector attention on the growing regional HIV epidemic, APBCA encourages the growth of public/private partnerships to reverse the epidemic. APBCA promotes the need for coordinated and standardised workplace education programs to prevent the spread of HIV and AIDS.

APBCA's membership comprises multinational or Australian companies with major business interests in the region.

To find out more about APBCA and Australian companies supporting this initiative visit
www.apbca.com



THE ENTERPRISE CHALLENGE FUND — AUSAID CAN HELP GROW YOUR BUSINESS

The Enterprise Challenge Fund helps the private sector develop commercially successful ventures that otherwise would not get the chance to go to market. By providing up to half of the projects' funds, AusAID shares the projects' setup costs and some of the risk.

Grants ranging from \$A100 000 to \$A1.5 million are available for business ideas where commercial viability can be established within three years.

Projects are considered in Fiji, Papua New Guinea, southern Philippines, Vanuatu, Solomon Islands, Cambodia, Lao PDR, East Timor and selected provinces in Indonesia. Businesses from any country

can apply, providing the project is carried out in one or more of these countries.

Employment and markets are vital to generate sustainable poverty reduction. The fund aims to stimulate growth and ensure the poor are included in the opportunities and benefits provided by business.

If you are interested in the Enterprise Challenge Fund for the Pacific and South East Asia, visit www.enterprisechallengefund.org

Businesses need to consider what role we can play in poverty reduction — whether it is being creative about the products and services we deliver, or including local businesses in our supply chains — with this type of thinking all levels of society share in the economic prosperity created by well run businesses.

John Stewart, CEO, National Australia Bank

BUSINESS FOR MILLENNIUM DEVELOPMENT (B4MD)

B4MD supports Australian businesses to innovate and work in partnership with the communities in which they operate. This business led coalition aims to grow sustainable development in the emerging economies of the Asia Pacific. B4MD works with companies, to actively broker initiatives that encourage poverty alleviation and harness business expertise and knowledge.

To find out more about B4MD visit www.b4md.com.au

By 2050, 85% of the world's population of some nine billion will be in developing countries. If these people are not engaged in the marketplace, our companies cannot prosper and the benefits of the global market will not exist. Clearly it is in our mutual interest to help societies shift to a more sustainable path. World Business Council for Sustainable Development

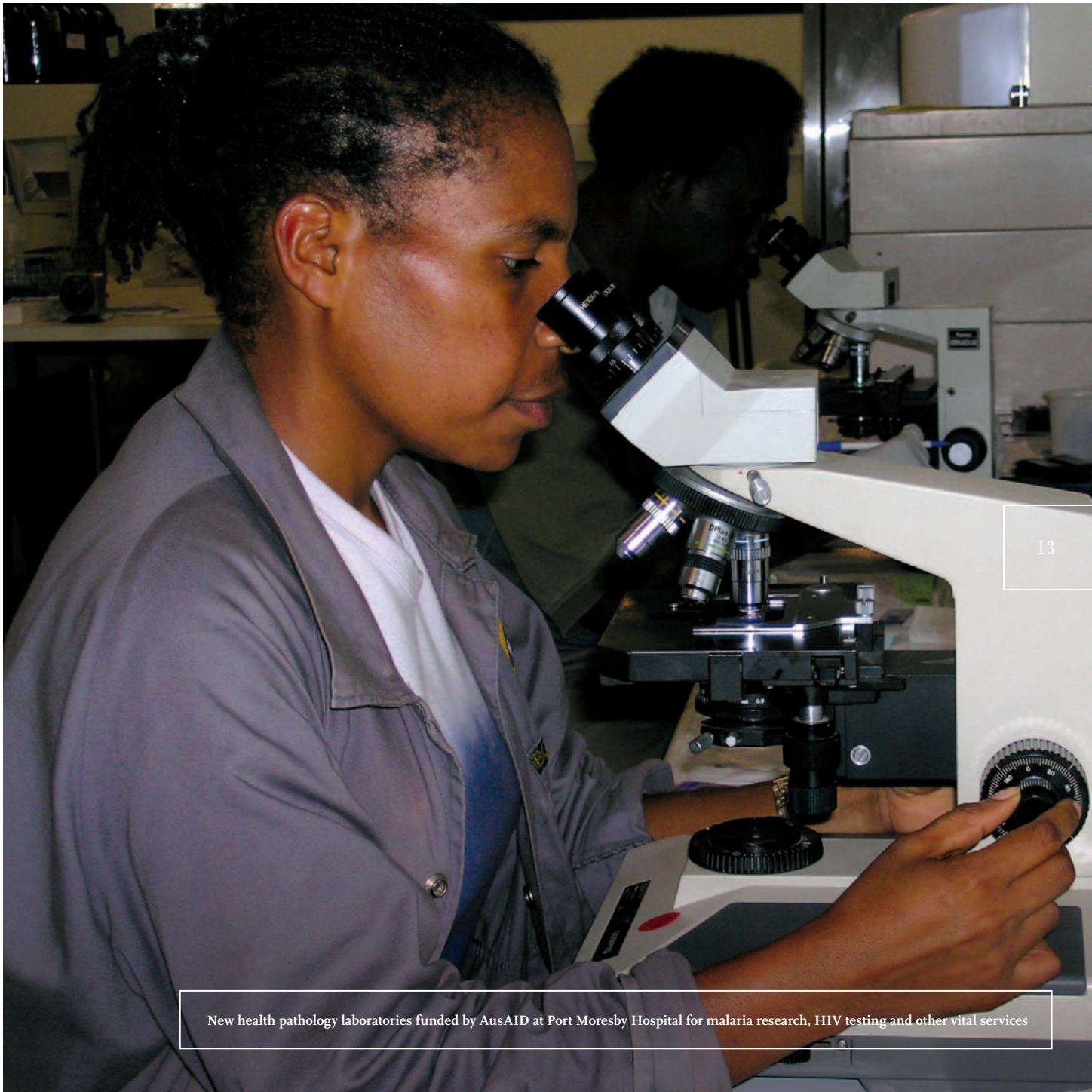
THE AUSTRALIAN LEADERSHIP AWARDS FELLOWSHIPS

Australian businesses have the opportunity to strengthen links with organisations in the Asia Pacific region, by offering short term professional placements to senior officials and mid career professionals. The program provides opportunities for individuals from the Asia Pacific region to complete short term study, research and professional attachment programs in Australia.

The Fellowships are a flexible program supporting a range of activities to develop expertise and leadership capacity in our region. Applications are encouraged across a broad range of areas particularly in international trade, pandemics, security and climate change (including clean energy).

For more information on the Fellowships visit
www.usaid.gov.au/partner/business.cfm

The business sector in Australia has much to offer – experience, creativity, innovation and expertise. New business markets and growth lie in the developing world. The Hon. Prime Minister Kevin Rudd, 2008



VOLUNTEERING

Volunteerism ... is a powerful asset for development and achieving the Millennium Development Goals. By tapping into and building up the stock of knowledge, social entrepreneurship and solidarity in a country, volunteerism helps ensure sustainable capacities and strengthens values based on collaboration and partnership. Ban Ki-moon, Secretary General, United Nations

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There are many exciting and innovative ways for Australian businesses to engage in our development assistance program. Four government supported volunteer programs provide opportunities for Australian businesses to raise their profile in the Asia Pacific region while providing an enriching professional experience for their staff.

Australian businesses can:

- help to design an assignment in the Asia Pacific region for an Australian volunteer to work on a development issue
- encourage staff to apply for a volunteer placement – an outstanding career development opportunity

- support a volunteer placement by providing additional resources and contributing to pre-departure training
- mentor a volunteer while on assignment by providing regular email contact, advice and technical assistance.

More information regarding the Australian Government Volunteer Program can be found at www.aisaid.gov.au/partner/volunteer.cfm (see Getting involved as a Partner Organisation in Australia)

I believe that good business builds good communities, and good communities foster good business. Paul Walsh, CEO, Diageo

Australian Business Volunteers (ABV)

ABV works in developing countries to strengthen the private sector by supplying short term highly skilled and experienced volunteers (1-3 months).

www.abv.org.au

Australian Youth Ambassadors for Development (AYAD) Program

The AYAD program places young Australians (18-30) on short term assignments in the Asia Pacific region.

www.ayad.com.au

Australian Volunteers International (AVI)

AVI places Australian volunteers in developing communities (8-24 months). AVI also offers cultural effectiveness training and Remote Recruiting – a service provided to Indigenous communities and organisations.

www.australianvolunteers.com

Volunteering for International Development from Australia (VIDA)

VIDA places Australian volunteers in the Asia Pacific region (1-36 months). Businesses that can identify a need for a volunteer in a host organisation can develop an assignment proposal for consideration.

www.vidavolunteers.com.au

WALKING THE TALK

Companies can gain material benefit from joining schemes such as the UN Global Compact and from following the Organisation for Economic Co-operation and Development (OECD) Guidelines for Multinational Enterprises. The OECD Guidelines, for example, cover labour laws, taxation, competition and the environment. Subscribing to standards like these provides concrete evidence, for shareholders and the public, that companies are meeting their responsibilities as international citizens.

If the communities we serve are in and of themselves not sustainable then we do not have a sustainable business. Companies need to focus on the areas integral to their business, such as the availability of clean water and sustainable packaging in our case. Business is a force for good in the world. When done right it strengthens communities, builds capacity, raises living standards and in the process helps drive social and environmental improvement. The health of our business is directly linked to the sustainability of the communities we serve.

Gareth Edgecombe, Coca-Cola South Pacific



INTERNATIONAL INITIATIVES

OECD Guidelines for Multinational Enterprises

The OECD Guidelines for Multinational Enterprises provide voluntary principles and standards for responsible business conduct consistent with applicable laws.

www.oecd.org

The UN Global Compact

The Global Compact is the world's largest, global corporate citizenship initiative.

www.unglobalcompact.org

The Voluntary Principles on Security and Human Rights

The Voluntary Principles have been developed to guide companies in balancing the need for safety while respecting human rights and fundamental freedoms.

www.voluntaryprinciples.org

The Global Reporting Initiative

The Global Reporting Initiative is a large global network providing guidance on voluntary reporting of economic, environmental and social performance of organisations.

www.globalreporting.org

The Equator Principles

A voluntary set of principles for the financial industry to manage social and environmental issues in project financing.

www.equator-principles.com

Corporate Responsibility Index

The Corporate Responsibility Index provides a benchmark for companies that are committed to managing, measuring and reporting their impact on society and the environment.

www.corporate-responsibility.com.au

Business & Human Rights Resource Centre

The Business & Human Rights Resource Centre tracks the positive and negative impacts of over 4000 companies world wide and provides information to help companies maximise their positive contribution.

www.business-humanrights.org

The Business Social Compliance Initiative

The Business Social Compliance Initiative is a business driven platform for the improvement of social compliance in the global supply chain.

www.bsci-eu.com/

International Council on Mining and Minerals

ICMM, a CEO-led industry group, provides a platform for industry and other key stakeholders to share challenges and develop solutions based on sound science and the principles of sustainable development. www.icmm.com

Responsible Jewellery Council

The Responsible Jewellery Council represents member companies across the gold and diamond jewellery supply chain and is a participant in the United Nations Global Compact. www.responsiblejewellery.com

Social Accountability 8000

Based on the International Labour Organization (ILO) standards and U.N. Human Rights Conventions, SA8000 is a comprehensive international ethical workplace management system that promotes workers' human rights. www.sa-intl.org

Fair Labor Association

The Fair Labor Association aims to combine the efforts of industry, civil society and universities to protect workers' rights worldwide by promoting adherence to international labor standards. www.fairlabor.org

Forest Stewardship Council (FSC)

FSC is an international network that promotes responsible management of the world's forests and provides principles by which responsible forest practice can be measured. www.fscaustralia.org

Construction Sector Transparency (CoST)

CoST promotes increased transparency and accountability in publicly financed construction projects. www.constructiontransparency.org

ClimateWise

Encourages members of the insurance industry to work together to respond to the risks and opportunities of climate change. www.climatewise.org.uk

These are just some of the many international initiatives that provide information, guidance, standards, and advocacy to facilitate working effectively in developing countries.

AUSTRALIAN AGENCY FOR INTERNATIONAL DEVELOPMENT — AUSAID

AusAID is the Australian Government agency primarily responsible for managing the overseas aid program. Australia's development assistance program assists developing countries reduce poverty and achieve sustainable development, in line with Australia's national interest. It also advances Australia's reputation as a good international citizen and contributes to stability and prosperity in our region and throughout the world.

AusAID provides development assistance with a strong focus on the Asian and Pacific regions. AusAID works with domestic and international partners, such as governments, not-for-profit organisations and businesses.

Australia's development assistance program is guided by the Millennium Development Goals, the internationally agreed targets for poverty reduction. Our development assistance works to eradicate hunger and poverty, achieve universal primary education, promote gender equality and empower women, reduce child mortality, improve maternal health, combat HIV/AIDS, malaria and other diseases, ensure environmental sustainability, provide humanitarian assistance, and develop global partnerships.

www.ausaid.gov.au





Australian Government

AusAID

"This is not a call for more philanthropy. It is a call to recognise
the business case for helping poor countries develop."

The Hon. Prime Minister Kevin Rudd, 2008