

12. CORPORATE VOLUNTEERING

RR 8501

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Corporate Plan Output: Social Initiatives – Employment Services, Economic Development and Employment Unit	

A report was submitted on Corporate Volunteering to the previous Community Services Committee in September 1998 (attached). It was referred to Canterbury Development Corporation (CDC) for comment. Funding of \$15,000 was sought from the Christchurch City Council towards the cost of a local part-time Co-ordinator(based in the Canterbury Volunteer Centre).

The Corporate Volunteering programme is one of a growing range of initiatives which foster mutually beneficial relationships between corporates and community groups. It is this emphasis on bridging connection between the sectors that is consistent with work currently underway with CDC. These include:

- Business in the community which matches mentors from businesses with suitable groups or businesses needing support.
- Cause related marketing which is a pilot programme currently being run in partnership with Department of Internal Affairs and Sustainable Cities and CDC. Substantial funding has been secured from Internal Affairs to pilot this way of facilitating productive relations between the corporate and not-for-profit sectors.
- Funding to community groups through the Community Employment Initiatives Fund is to be progressively used to encourage groups to undertake projects which enable them to generate some of their own income through these types of initiatives.

- The concept of businesses with social responsibility, which is being championed by Dick Hubbard, Steven Tindall and others is being presented to the corporate community at the end of October by CDC and Sustainable Cities.

In order to guide and support groups to become more self sustaining, the cause related marketing project has the objective of training five practitioners as experts in this area. Richard Steckell, an American guru in this field, has been contracted by Internal Affairs to deliver training to the five practitioners and five community groups to adapt the model for the New Zealand environment

The practitioners are:

- Maria McEntry, Internal Affairs, working with Lifeline
- Julia Main, Internal Affairs, working with Nga Maata Waka
- Mark Prain, Sustainable Cities working with Wai Ora
- Claire Phillips, CDC, working with Comcare
- Jill Tairaoa, CDC, working with Comcare

Chris Pickrill (CDC), Brigid Lenihan (CDC) and Graham Mitchell (Wai Ora) are also involved in supporting the project and liaising with business and central government services.

A manual is to be written in conjunction with Richard Steckell by Graeme Mitchell and Mark Prain. This is likely to have an international market when completed.

The information above outlines the comprehensive approach currently underway to form strategic alliances with business through CDC but in partnership with other key agencies. There is some concern that parallel approaches to corporates may create some resistance from them.

A meeting was held on 26 January 1999 with Julie Macdonald, Ruth Gardener, Kathryn Peet (Canterbury Volunteers Centre), Darren Quirk (Employees in the Community), Claire Phillips, Tony Soutter and Brigid Lenihan (CDC) to promote co-ordination.

- Recommendation:**
1. That \$15,000 be made available from the Social Initiatives Fund to the Canterbury Volunteer Centre for the proposed project on condition that funding is received from Central Government for commencement of a national network by 1 July 1999.
 2. That if the national network does not proceed by 1 July 1999 the Canterbury Volunteer Centre, in consultation with the Canterbury Development Corporation, be asked to propose a local initiative.

Chairman's

Recommendation: For discussion.