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With the world facing increasing complex challenges in terms of sustainable development, the higher education and research sectors have an obligation to respond. As evidenced in this report, Curtin University’s approach to these challenges has been creative, lateral and multidisciplinary.

As Curtin endeavours to make tomorrow better both locally and internationally, it is critical that a commitment to sustainable development is evident throughout not only our research and teaching, but all of our operations.

As a university with a global outlook, we will continue to:

- research sustainability - a quarter of our research income and output is related to sustainable development
- teach sustainability - we are developing a Doctorate in Sustainable Development (Global) degree, which, subject to approvals, will be one of the world’s first and may help equip communities to meet current and future challenges
- practise sustainability - the Curtin Master Plan will drive the transformation of the campus over the next two decades and position Curtin as leader in sustainable design.

The environmental, economic, social and geopolitical challenges that lie ahead are significant. I am confident Curtin’s dedication to sustainable development will continue to make a lasting positive impact.

Yours sincerely

Professor Deborah Terry
Vice-Chancellor
PRO-VICE CHANCELLOR’S STATEMENT

It gives me great pleasure to share our initial progress in embracing the Principles for Responsible Management Education (PRME) within the business faculty at Curtin University. The Curtin Business School (CBS) mission statement states that “through industry connected innovative teaching and research, develops internationally focused graduates”.

In addressing the significant challenges facing society and meeting the needs of the communities we serve, CBS is working at greater collaborative partnership and dialogue with stakeholders such as the business community, alumni, students, other schools within the university, public authorities and local and international communities. Sustainability is a key component of our mission.

Within CBS, Associate Professor Anna Rowe (Chair, CBS Strategic Review Board) has recently taken up the critical role of PRME champion. In association with the faculty Deputy Pro Vice-Chancellor, Deans of Teaching & Learning, Research & Development, International and Accreditation, and the Curtin Graduate School of Business, she will plan the implementation and embedding of PRME within our curricula, research, teaching methodologies and strategic thinking. It is expected that this will form part of our existing Assurance of Learning, accreditation and review processes to provide a contemporary, global, socially aware education for all of our students.

Professor Tony Travaglione
Pro Vice-Chancellor, Curtin Business School
DEAN’S STATEMENT

In attempting to meet the complex challenges facing business leaders, as the newly appointed Dean of the Curtin Graduate School of Business (CGSB) together with the Curtin community, we are committed to the values of the United Nations’ PRME in delivering positive outcomes in teaching and research that make a difference.

As we prepare for the EPAS and AACSB accreditations we can find the synergy between sharing the Curtin PRME journey and strategic alignment with our shared views in ‘making tomorrow better’ through ‘responsible management and leadership education’.

Our commitment to the UN PRME’s 6 principles extends through inter-disciplinary teaching and research with other institutes and faculties such as: the Australian Sustainable Development Institute (ASDI); Curtin University Sustainability Policy Institute; Sustainable Engineering, Sustainable Built Environment, and the Sustainable Engineering Group.

As part of the current curriculum review, the UN PRME will guide the incorporation of ethical standards into subjects across the MBA program to ensure that sustainable teaching theories and concepts are assimilated through all core subjects in the CGSB.

We look forward to being an active participant in future PRME initiatives and events, and will aim for further implementation of the PRME in our curriculum, teaching and research.

Professor Milé Terziovski
Dean, Curtin Graduate School of Business
CURTIN VISION AND VALUES

CURTIN VISION 2030

A recognised international leader in research and education.

Curtin will be a beacon for positive change, embracing the challenges and opportunities of our times to advance understanding and change lives for the better.

We will provide richly interactive and personalised learning experiences for our students, equipping them with leadership skills for the future and valuing them as partners in education and research – and as long-term influencers of change within society.

Through high-impact research in areas of strategic importance, we will deliver outcomes of significant value to our communities locally, nationally and globally.

CURTIN MISSION

To change minds, lives and the world through leadership, innovation and excellence in teaching and research.

CURTIN VALUES

- Integrity – to act ethically, honestly and with fairness;
- Respect – to listen, value and acknowledge;
- Courage – to lead, take responsibility and question;
- Excellence – to strive for excellence and distinction;
- Impact – to empower, enable and inspire.

Building on a foundation of integrity and respect, and through courage, we will achieve excellence and have an impact on the communities we serve.
INTRODUCTION

This document reports on past practices as well as current and proposed new initiatives within Curtin Business School (CBS) that reflect the United Nations Principles for Responsible Management Education (PRME). CBS initiatives to address sustainability and corporate social responsibilities in the late nineteen nineties coincide with the emergence of triple bottom line accounting and auditing of environmental practices as ‘cutting edge’ corporate practices. By the turn of the century CBS was incorporating aspects of both into selected areas of the MBA curriculum and School research. Throughout the document past practices draw heavily on the Master of Business Administration (MBA) while current and proposed new initiatives extend across the Curtin Business School (CBS) faculty and Curtin University as a whole entity.

Under Principle 1, the University’s strategies and endeavors are shown to align with the PRME principles. Under Principles 2 and 3, education for sustainability activities, curricula and extra-curricular activities are described. The significance of sustainable development in the CBS’s research activities is presented under Principle 4. Partnerships and the dialogue engaged with in attempting to address social responsibility and sustainability are discussed under Principles 5 and 6.
PRINCIPLE 1

PURPOSE: WE WILL DEVELOP THE CAPABILITIES OF STUDENTS TO BE FUTURE GENERATORS OF SUSTAINABLE VALUE FOR BUSINESS AND SOCIETY AT LARGE AND TO WORK FOR AN INCLUSIVE AND SUSTAINABLE GLOBAL ECONOMY.

The United Nations’ PRME commitment is aligned with Curtin University’s Vision 2030 to ‘make tomorrow better’ by delivering ‘outcomes of significant value to our communities locally, nationally and globally’ (Where leadership matters: Strategic Plan 2013 – 2017). CBS’s commitment to United Nations Principles for Responsible Management Education (PRME) is consistent with the University’s research, education, practice and community engagement. In pursuing our vision, Curtin provides opportunities for graduates, equipping them with skills for a future committed to responsible leadership, innovation and excellence for the complex global environment in which we live and work. CBS develops internationally focused responsible graduates committed to excellence in making a difference to humanity. Particular attention is given to developing responsible leadership, developing global citizenship, and sustaining the balance of the planet.

Developing responsible leadership – Between 2007 and 2012 CGSB managed and delivered the Australian Agency for International Development (AusAID) funded Leadership Development Program. The aid program objectives were to assist developing programs to reduce poverty and achieve sustainable development, in line with Australia’s interests. Participants in the program were selected from among postgraduate AusAID scholarship awardees attending universities around Australia. In the years 2008-2011 students entering the program numbered 135 in 2008 and had increased to around 190 in 2011. During the life of the program focus shifted from leadership development to leadership for development.

The John Curtin Leadership Academy (JCLA) is Curtin University’s prestigious co-curricula leadership program delivered through the John Curtin Centre. The program is based on the three values of leadership, vision and community service exemplified by the former Australian Prime Minister John Curtin. The program comprises of a four day leadership camp, six leadership workshops culminating in a team based community based project with a not-for-profit organisation. Details of previous projects can be found http://life.curtin.edu.au/leadership-and-community/jcla-projects.htm

There are a number of leadership units delivered as part of CBS programs. As well as the leadership units, ethics, corporate governance, corporate social responsibility, environmental management and sustainability management strategy are included in the CBS curriculum. PRME values (Principle 2) and method (Principle 3) will be elaborated in subsequent sections. Sustainable thinking is gradually being woven into Curtin’s courses and students are encouraged to apply long-term concepts of sustainability to their chosen field.

Developing global citizenship – MBA students from the Curtin Graduate School of Business (CGSB) have been invited to participate in the prestigious Business & Society International MBA Case Competition organised by the Aspen Institute. In 2012, CBS students progressed to the final round of the competition and presented in New York. CBS was the only international school to make it to the finals. Leadership in a Global Environment has been at the core of CGSB leadership studies. In this unit students take a problem solving approach to examining local issues and produce solutions that have global impact. At a broader communal level Curtin is involved in the global UNEP-DHI EcoChallenge, which allows school-aged students to participate in solving realistic water crises via an online game.

Sustaining the Balance of the Planet – Curtin is committed to engaging 1 million active learners by 2017. One of the key elements of our approach is through our innovative Balance of the Planet challenge application. Curtin University and UNESCO Bangkok will build the ‘Balance of the Planet’ digital media learning laboratory to engage self-forming collaborative international problem-solving teams across the Asia-Pacific region to create solution ideas addressing sustainable development goals. The challenge will be open to anyone aged 18 and above. The criteria for judging solutions ideas will be open, transparent and available to all. Voting and comments on solution ideas will be likewise open and transparent.

The primary trust challenges involved in this proposal are ‘cyberwellness’ (identity, privacy, personal safety and well-being) and indicators of quality in higher education online provision of ‘micro credentials’ (data collection, verification of learning, and validating units of evidence that demonstrate readiness to undertake as well as achieving university-level learning).
With our ambition to make tomorrow better, our West Australian campuses are smoke-free. Curtin has a duty of care to protect students and staff from hazards such as second-hand smoke. Curtin University by-laws have been amended so that smoking anywhere on University property is prohibited. In 2015 banners are to be posted around campus, and promotional materials will be available to remind staff, students and visitors of the changes.
PRINCIPLE 2

Values: We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

Members of the Curtin community are urged to build on a foundation of integrity and respect, and through courage to achieve excellence and have an impact on the communities they serve. Curtin values are at the foundation of initiatives directed towards promoting the values of global social responsibility. Curtin has implemented a number of initiatives to improve the sustainability of its daily activities.

Examples of clean living at the Bentley Campus include the installation of secure bike pods across the campus, making riding to Bentley more convenient for staff and students; filtered water stands to encourage people to refill their water bottles instead of buying more plastic containers; and place activation programs such as rotating food vans, art installations and live music to encourage staff, students and visitors to actively explore the campus along with the complete ban on smoking on campus.

Curtin promotes the concept of a Green Campus. Students have been involved in environmental sustainability initiatives on campus such as the bi-annual e-waste collections, whereby staff and students are offered a free recycling service for their electronic waste. A Curtin engineering student club coordinate the collection of working laptops and other equipment during set collection days. They repair them to use for their own projects and to donate to students. This project was Highly Commended at the 2014 Infinity Awards organised by the West Australian Waste Authority. Also of note are the bi-monthly Black Cockatoo counts with students volunteering to count the numbers of this endangered bird species on campus and the World Environment Day activities where student volunteers have helped revegetate a campus wetland over the past 2 years.

As we continue to deliver contemporary courses and expand our research capabilities, new campus facilities are designed to pioneer open-access learning, making Curtin’s resources more available to the wider community. Curtin’s Master Plan for clever building design adhering to the latest sustainability specifications will deliver exciting research opportunities through powerful collaborations and shared resources, to fuel innovation in key mining, business and health sectors.

Curtin Volunteers - CV! is the largest student volunteering program in Western Australia, culminating in the annual John Curtin Weekend. As part of the John Curtin Weekend approximately 500 student volunteers visit 37 regional and metropolitan sites and engage in projects nominated by the local community, such as the maintenance and restoration of community sites, re-vegetating local nature strips and youth engagement. This event helps promote volunteerism and community-mindedness amongst Curtin University’s students and staff. The John Curtin Weekend was Highly Commended at the 2013 Green Gown Awards organised by the Australasian Campuses towards Sustainability.

Vice-Chancellor Professor Deborah Terry, MBA alumnus Clinton Heal and Pro Chancellor Dr Michael Stanford.
A recent initiative is the Curtin Alumni Awards designed to give recognition to the ongoing commitment to the broader community by Curtin graduates. During the launch of the Curtin Alumni Awards, Professor Terry the Vice-Chancellor stated that: “Curtin graduates are passionate and enthusiastic about changing lives for the better and it is this passion that lends itself to success.” In recognition of their significant contributions to society and their community, award winners from the CGSB included Pooja Maru and Dr Sue van Leeuwen. http://alumni.curtin.edu.au/programs/awards-and-recognition-program. In recent years MBA alumnus, Clinton Heal has earned several accolades http://news.curtin.edu.au/media-releases/john-curtin-medal-honours-selfless-journey-vision-2/ Clinton received the WA Young Australian of the Year Award in 2011 and in 2014 was awarded the John Curtin Medal for his leadership achievements and outstanding contributions to the community in establishing the MelanomaWA Awareness and Support. Several of Curtin alumni are CEOs and leaders involved in charitable and community work locally. Others such as Charlotte Coltman-Hopely are making a difference globally in developing nations in Africa, while there are others working in India and Indonesia. These Curtin graduates epitomise the ‘beacon’ for positive change, taking up the challenges and opportunities of our times to change lives for the better.

Alumni Award recipients and representatives with Vice-Chancellor, Professor Deborah Terry.
PRINCIPLE 3

Method: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

As a faculty CBS is committed to supporting rich and diverse learning experiences for all its students. CBS focuses on industry engagement, international and research informed curricula, and high quality outcomes. This focus is evident in course design and student engagement across increasingly blended and flexible modes of delivery. CBS seeks to produce industry-ready graduates who are committed to making a difference in the workplace and society.

Raising awareness of PRME and its impact is therefore one of the major future foci, as many of the staff and faculty are not aware of the PRME principles that inspire and champion responsible management education, research and thought leadership globally. Over more than a decade CGSB has faced many challenges in its efforts to promote education for sustainability. The learning from these experiences will provide CBS with a foundation for communicating and engaging with staff and faculty as they move forward on this goal.

Education for sustainability is based on an experiential learning model that extends beyond contents and case studies in the classroom environment. It includes authentic critical learning such as action learning in the field and engagement with the business community. Drawing on teaching informed by research, students build upon existing knowledge to develop a more detailed understanding of the complexities of business. Given appropriate tools and an exposure to international and local sustainability issues, students use real-life business industry situations to formulate corporate sustainability management policy. It provides capacity building for students to be future generators of sustainable values for business and community.

Ethics and issues pertaining to sustainability have traditionally been incorporated into the curriculum through coverage in appropriate subjects. For example, within Financial Management 550, corporate governance, triple bottom line and sustainability reporting, and the global reporting initiative are explored and applied, and Human Resource Strategies 660 covers strategic leadership and ethical values from a functional HR perspective. Along with embedding within foundation and core MBA units specific stand alone optional units were offered by CGSB. These included Environmental Management Strategies 660, Leadership in a Dynamic Global Environment 520 and Ethics and Philosophy 620.

In 2007 CGSB, in collaboration with Australian Research Institute in Education for Sustainability (ARIES), Macquarie University, RMIT and University of Technology Sydney was assisted by funding from Commonwealth Department of Environment, Water, Heritage and the Arts (DEWHA). The process of embedding education about and for sustainability was assured. Students were involved in reflective action learning about Partnering Corporations and Business Schools, which provided an opportunity to not only explore issues of sustainability from a Business School perspective, but also to engage in practical partnership with industry. The aim of this industry-university partnership was to facilitate learning of social sustainability issues, developing ideas for future implementations and knowledge sharing with mutual benefits. This project also embodied the research activity of PRME under Principle 4.
The approach of embedding within foundation or core MBA subjects was taken following a rigorous debate as to whether these issues should be addressed through stand-alone units or through integrating them in different subjects. The decision to embed them was made on the basis that this would ensure that these topics were not seen as something different or additional to appropriate business practice. However, the time has come to review this approach. Examining how ethics and sustainability are covered will be part of the continuing MBA review process in 2015.

In more recent years subjects that specifically focus on bolstering effective learning for responsible leadership have been expanded to include:

- Accounting for Corporate Governance 571;
- Contemporary Governance 600;
- Environmental Economics for Business 501;
- Ethics and Intercultural Interaction in Global Business 600;
- Sustainable Leadership Practice 610; and
- Sustainability Management Strategy 660.

Since 2011, Curtin University in partnership with three European Union (EU) and two other Australian (AU) universities succeeded in securing the competitive EU-AU Joint Mobility grant. This exchange program entitled: Sustainable Management for Organisations, Business and Government (SMOG), is focused on interdisciplinary sustainable management education and research involving students and faculty members.

The program brings together 6 universities with educational and research expertise in the fields of business and sustainable development studies. The consortium institutions are: University of Sydney; Curtin University; University of South Australia; Czech Technical University in Prague; University of Salford, UK; and University of Bologna, Italy.

A/Prof Anna Rowe conducting a seminar with Dr Frederica Farneti (University of Bologna) at the University of Bologna, Italy.
Over the duration of the project, the consortium has been funded to develop a common study program providing participating students with the opportunity to grow through acquiring interdisciplinary knowledge and cross-cultural perspectives. The outcome is the gradual mobilisation of students and faculty, both in terms of curriculum innovation and interdisciplinary collaboration. The University’s involvement in this exciting program is being championed by Associate Professor Anna Rowe, Chair of CBS Strategic Review Board.

Curtin has recently announced the Doctorate in Sustainable Development. This will be available to students from January 2015. The Doctor of Sustainable Development is designed to encourage practical, in-country projects that will help address the issues raised by the Millennium Development Goals and retained in their replacement the Sustainable Development Goals. It is a world first concept and has the endorsement of the UN’s Sustainable Development Solutions Network. It was launched by the Chair of the network Professor Jeffrey Sachs on his visit to Perth in 2014 when he gave Curtin University’s inaugural sustainable development lecture.
PRINCIPLE 4

Research: We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

With practically a quarter of Curtin’s research income and output relating to sustainable development, we are witnessing an increasing interest in sustainable social, environmental and economic value. Curtin heads a variety of institutes and centres with the support of government and industry bodies, to produce high quality sustainability research in the following areas:

- Asia partnerships
- Education for Sustainability
- Governance, business social responsibility and reporting
- Social micro-enterprises in developing countries
- Strategic sustainability
- Indigenous futures and community engagement
- Resources and energy policy, efficiency and technology
- Sustainable housing and infrastructure
- Urban and regional development
- Sustainable Tourism
- Public sector collaboration, policy and governance
- sustaining a future for volunteering
- Workforce vulnerabilities, gender, immigrant workforce
- Climate-Resilient Farming Systems
- Student Equity and higher Education policy
- Economic Policy analysis: Labour markets, trade, health economics and econometrics
- Development Strategies to Support Evidence-Based Policies, particularly with Developing countries
- Sustainable development
- Logistics and Supply chain, including visualization
CURTIN BUSINESS SCHOOL

VALUING THE SUSTAINABILITY OF CORPORATE RESPONSIBILITY INVESTMENT

The donation of funds, contribution of goods and services, and volunteering of time by company employees to non-profit organisations can greatly benefit the community, but it is critical that this type of investment is assessed through the 'lenses' of the recipients.

Curtin Business School is analysing the value of corporate responsibility investment against key indicators, to better inform the corporations, beneficiaries and communities involved.

For more information, contact Associate Professor Anna Rowe at the Curtin Graduate School of Business
Tel: +61 8 9266 3949
Email: anna.rowe@gsb.curtin.edu.au

Make tomorrow better. business.curtin.edu.au
The Governance and Corporate Social Responsibility Unit (GCSR) was established in 2004 with the aim of combining the capacity of diverse research and teaching groups across CBS schools and to facilitate multi-disciplinary research in company sustainability policy development, regulatory frameworks, and also in alignment with some over-arching themes of the Curtin University Sustainability Policy Institute and Australian Sustainable Development Institute.

A growing number of Curtin’s PhD students – including students at CBS and across all Curtin’s multi-disciplinary faculties and campuses approaching sustainability research in practical and globally significant ways. Curtin has over 400 higher degree by research (HDR) students undertaking work related to sustainable development. The high profile of the CGSB researchers attract postgraduate students from Australia, the Asian region and the Middle East. Our HDR student community is diverse and brings together a broad spectrum of experience and professional backgrounds. Examples of the HDR students’ research topics that embrace the PRME values at the Curtin Graduate School of Business (CGSB) are listed in the following table.

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Course</th>
<th>Supervisor</th>
<th>Co-Supervisor</th>
<th>Thesis Title</th>
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<tr>
<td>Jacqueline Smith</td>
<td>DBA</td>
<td>Prof Mohammed Quaddus</td>
<td>A/Prof Galbreath, Jeremy</td>
<td>The Impact of Religiousness on Ethical Corporate Governance and Possible Implications for Competitive Advantage</td>
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<td>Md Moazzem Hossain</td>
<td>PhD</td>
<td>A/Prof Anna Rowe</td>
<td>Prof Mohammed Quaddus</td>
<td>Corporate Social and Environmental Responsibility (CSER) Reporting Practices in a Developing Country: Evidence from Bangladesh</td>
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<tr>
<td>Garry Claxton</td>
<td>PhD</td>
<td>A/Prof Verena Marshall</td>
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<td>Occupational Health and Safety: Generating Regulatory Perceptions that Encourage Compliance</td>
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<td>Janya Chanchachujit</td>
<td>PhD</td>
<td>Prof Mohammed Quaddus</td>
<td>Dr Martin West</td>
<td>Green Supply Chain Model for the Thai Rubber Industry</td>
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<td>Shaheen Sultana</td>
<td>PhD</td>
<td>Prof Robert Evans</td>
<td>Prof Gregory Tower</td>
<td>Corporate Governance Disclosures – A Comparative Analysis of Countries at Different Stages of Economic Development</td>
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<td>Md. Chowdhury</td>
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<td>Prof Mohammed Quaddus</td>
<td>Assoc Prof M A B Siddique</td>
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<td>Dr Nazrul Islam</td>
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<td>Nasrin Biswas</td>
<td>PhD</td>
<td>Prof Mohammed Quaddus</td>
<td>Dr Xu Jun</td>
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<td>Feroz Ahmed</td>
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<td>Dr Tekle Shanka</td>
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<td>Tracy Teo</td>
<td>DBA</td>
<td>Assoc Prof Linley Lord</td>
<td>Prof Margaret Nowak</td>
<td>A Critical Analysis of Women’s Careers in the Resources Sector of Western Australia</td>
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<tr>
<td>Candidate</td>
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<td>Shatha Ayub Alabduljabbar</td>
<td>DBA</td>
<td>Prof Guy Callender</td>
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<td>Eijaz Khan</td>
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<td>A/Prof Anna Rowe</td>
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<td>Mohammad Ramdianee</td>
<td>Assoc Prof Desmond Klass</td>
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<td>Motivation of Volunteers in Not-for-Profit Child Welfare Organisations in Western Australia</td>
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<td>Caleb Goods</td>
<td>Prof Alistair Rainnie</td>
<td>Dr Scott Fitzgerald</td>
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<td>A Political Economic Study of Green Jobs in Australia: Green Economy, Green Jobs, Green Future?</td>
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<tr>
<td>Regina Flugge</td>
<td>DBA</td>
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<td>Prof Mohammed Quaddus</td>
<td>The Effect of Senior Management Behaviours on Sustainable Development Performance.</td>
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<td>Nadzri Ab Ghani</td>
<td>PhD</td>
<td>Prof Robert Evans</td>
<td>A/Prof Jeremy Galbreath</td>
<td>Predicting Whistle-Blowing Intention in Malaysia: Evidence from Manufacturing Companies</td>
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<td>Shengli Yu</td>
<td>PhD</td>
<td>A/Prof Anna Rowe</td>
<td>Prof Mohammed Quaddus</td>
<td>Exploring the Phenomenon of Corporate Social and Environmental Reporting in China</td>
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Our contemporary, purpose-built research facilities attract experts from around the world and our research teams have been able to produce advanced, timely outcomes delivering real benefits to the wider community. Projects such as the Hub for Immersive Visualisation and eResearch (HIVE) encourages researchers and industry to visualise ideas in graphic, three-dimensional detail before launching them in the real world, while institutions such as the Bankwest Curtin Economic Centre produce social and economic research that is relevant to all Western Australians.
PRINCIPLE 5

**Partnership:** We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

Established in 2008, Curtin University’s Australian Sustainable Development Institute (ASDI) enables a multi-disciplinary approach to sustainable development both for Australia and for the rest of the world. Lead by Mr. Mike Burbridge, Executive Director, the institute facilitates the collaboration of different groups across Curtin and externally, to share knowledge and produce outcomes that benefits society. The implication of this broad collective approach for communities, governments and businesses is a rich model of sustainable development research, teaching and advocacy that can assist with addressing environmental, social and economic problems in a comprehensive manner and on a global scale.
The CGSB has had a long term engagement with the Aspen Institute through the Beyond Grey Pinstripes Rankings. Beyond Grey Pinstripes is a research survey and alternative ranking of business schools that highlights innovative MBA programs leading the way in the integration of issues concerning social and environmental stewardship into the curriculum. Curtin’s MBA program was the first Australian university to be listed in the ‘2007-08 Beyond Grey Pinstripes’ Global 100 ranking of social and environmental issues. The school has also been invited to participate in their prestigious Business & Society International MBA Case Competition since 2010 when it was opened by invitation to schools outside the USA for the first time. In 2012, CBS students progressed to the final round of the competition and presented in New York. CGSB was the only international school to make it to the finals. The school was placed fifth in the competition.

The CGSB coordinates Curtin’s partnership in the Sustainable Management for Organisations, Business and Government (SMOG) program as discussed under Principle 3. Curtin has secured EU-AU Joint Mobility Grant funding from the European Union’s Industrialised Countries Instrument Education Cooperation Programme (ICI ECP) and the Australian Department of Industry Innovation Science Research and Tertiary Education (DIISRTE).

In 2012, Curtin announced a multimillion-dollar partnership with Bankwest that will examine the economic issues facing Western Australia. Drawing on expertise from these two iconic institutions, the partnership aims to inform and influence state policymakers in mutual pursuit of a sustainable economic future. The Bankwest Curtin Economics Centre will work to solve real-world problems and enhance the state’s economic prospects. http://business.curtin.edu.au/industry/industry-partnerships/bankwest-curtin-economics-centre.cfm

Some of the key research projects the centre will undertake include:

- state and regional effects of the emissions and resource rent taxes;
- forecasting key state economic variables: scenario and ‘what if’ analysis;
- housing affordability: the social dimension;
- workforce and population: do we have sufficient workers and skills?

The Public Sector Accountability and Disclosure (PSAD) Research Cluster, within the School of Accounting, is a recent addition to Curtin University’s research capacity. The Cluster’s main aims include building closer links with industry, giving industry an opportunity to inform research topics and priorities; and to ensure Curtin’s research output in the public sector / not-for-profit areas is industry-ready. It will provide a framework for the skills, expertise and resources of both industry representatives and academic researchers to be shared thus increasing opportunities for collaboration to the benefit of industry. In pursuing these aims, the Cluster presents its members with the opportunity to develop extensive business, government and university network links at the state, national and international level.

In 2014, the CBS joined the emerging UN PRME Regional Chapter Australia & New Zealand coordinated by Griffith University in collaboration with our partner PRME signatories to further develop the uptake of PRME in the Australian and New Zealand region.
PRINCIPLE 6

**Dialogue:** We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

Curtin appreciates that responsible leadership implies a closer relationship with the business and international community. As such, Curtin has staged public, staff and student forums as an ongoing commitment to facilitate dialogue and debate pertaining to social responsibility and sustainability.

Within CGSB the Board of Advisors made up of industry representatives has played a significant role in the emergence of education for sustainability and corporate social responsibility. During the late nineteen nineties Ian Mckenzie (CEO, BankWest) as Chair of the Board was responsible for raising the question about inclusion of triple bottom line accounting in the MBA curriculum. Subsequently Dr Anna Rowe was charged with the responsibility of making it happen. Later Chairs of the Board of Advisors included Jan Stewart (CEO, Lotteries Commission) who was a strong proponent of corporate social responsibility and David Crawford (Chairman of the Board of Perth Airport Authority) who regularly addressed students and was available to doctoral students for discussion on governance issues. The exchange between the Board and CGSB is viewed as one where industry is in a position to inform academe and academe likewise informs industry.

The Business Leader Forum has been part of the CGSB calendar of events since 2001. Speakers from academe and industry speak to current and emerging topics. Sustainability and governance issues figure regularly in the topics for these business seminars.

In 2014, Curtin held our first annual sustainable development lecture at Government House. In the presence of the Governor of Western Australia, hosted by our Vice chancellor, visiting Professor Jeffrey Sachs spoke to around 400 guests on the Age of sustainable Development. This was also simulcast to 10 partner universities.

CBS welcomed Merrill Csuri (Manager, PRME Secretariat) in March 2014 to a fruitful meeting that energised our long standing mutual interest in making a difference. In particular, given leadership support from Professor Carolyn Dickie (Deputy PVC), Professor Paul De Lange (Dean, T&L) and Mr Mike Burbridge (Director, ASDI), we can advance with the PRME achievements. Also present at the meeting were Carol Dowse (Manager, Accreditation) and Associate Professor Anna Rowe, Curtin’s PRME champion.

CGSB hosted the Federal Minister for Environment in 2013 who spoke about the Government’s Environmental Program. The CGSB has also hosted several workshops to develop partnerships and projects to deliver a more sustainable future. One such event was the 2014 workshop with Low Carbon Living CRC with industry to develop a proposal for successful ‘No carbon living’ node of excellence.

Examples of other related seminars are as listed:


- The Ethics, Economics and Social Relations of Food Market Chains; The Role of Niche and Urban Grower Markets panelled by Roy Jones Emeritus Professor, Curtin University; Gavin Foord, Export Development Manager Horticulture WA; Maureen Dobra, Principal, The Lose Leaf Lettuce Company; Mick Padula, Stone Fruit Orchardist; and Bev McGhie, Director of Market Mouse Consultancy – 19 March 2014.

- Idle Musings on the Ineffable and the Inefficacious – Governance: Grist or Garnish? presented by the Honourable Justice Neville Owen, former senior judge of the Court of Appeal of the Supreme Court of Western Australia – 7 October 2014.

- Why conscious leaders continue to be new business leaders presented by Kia Dowel, The Cultural Connection Code Pty Ltd – 9 October 2013.

- Balancing opportunities and challenges for long distance community for remote Australia and Canada presented by Professor Keith Storey, Department of Geography at memorial University – 16 October 2013.
• Sustainability Trends in the Netherlands & Their Implementation in Australia presented by Mr Willem Cosijn, Consul-General of the Netherlands.

• The Current Risk of Irreversible Climate Tipping Points by Climate Scientist Professor Andrew Glikson, Australian National University.

• Climate change and rainforest tourism in Australia presented by Professor Steve Turton, Centre for Tropical Environmental & Sustainable Sciences, School of Earth & Environmental Sciences, James Cook University, Cairns - 5 July 2013.

• What is ethical leadership and why it is important in the contemporary business environment? Presented by Dr Julie Crews, School of Management, Edith Cowan University. – 2 August 2013.

Bringing Sustainability into the Future - Already a destination for innovative thinkers in Western Australia, Curtin University has developed a master plan that outlines its long-term vision to become a vibrant economic and creative district by 2030 – a cultural hub where sustainability is embedded in the structural, economic and social fabric of the University and its surroundings. Through smart design, urban renewal initiatives and a focus on health and wellness, the plan will enable a better quality of life for generations of Western Australians. As we continue to deliver contemporary courses and research capabilities, new campus facilities will pioneer open-access learning, making Curtin’s resources more available to the wider community.

CONCLUSION

Within CBS the MBA program has included aspects of education promoting sustainability and corporate social responsibility for over a decade. Within this time the commitment to this idea has been strengthened at the school level and endorsed by the faculty. In more recent years the broader awareness of its importance has resulted in the CBS commitment to PRME principles. While the early initiatives are housed mainly within the CGSB the current and proposed new initiatives encompass CBS endeavours and those on the university.