**Westpac Corporate Social Responsibility and Sustainability Proposal**

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**Table of Contents**

[1.0 Introduction 3](#_Toc132458017)

[2.0 Situation Analysis 3](#_Toc132458018)

[2.1 Client Situation 3](#_Toc132458019)

[2.2 SWOT Analysis 3](#_Toc132458020)

[2.2.1 Competitor Analysis 3](#_Toc132458021)

[2.3 Research Insights about Publics and Stakeholders 4](#_Toc132458022)

3.0 Communication Objectives and Strategy..............................................................................5

3.1 Goals and Objectives......................................................................................................5

3.2 Strategy: Big Idea...........................................................................................................5

3.3 Key Messages.................................................................................................................6

3.4 Tactics (CSR programs) .................................................................................................6

[References](#_Toc132458023) 9

[Appendix 1](#_Toc132458024)0

1.0 Introduction

The purpose of this proposal is to outline a comprehensive Corporate Social Responsibility (CSR) and sustainability plan for Westpac, one of Australia's leading banks. This proposal aims to identify and address the key issues, opportunities, and challenges faced by Westpac in relation to CSR and sustainability, taking into account the perspectives of various stakeholders and publics. As society continues to evolve and place greater emphasis on the social and environmental responsibilities of organizations, it is imperative for Westpac to adapt and respond accordingly (Carroll & Shabana, 2010). This proposal will serve as a guide for the company to improve its CSR and sustainability efforts, ultimately enhancing its overall reputation and long-term success.

2.0 Situation Analysis

2.1 Client Situation

Westpac has been involved in various CSR and sustainability initiatives in the past, demonstrating its commitment to being a responsible corporate citizen (Westpac, 2021). However, as social and environmental expectations continue to evolve (Carroll & Shabana, 2010), there is a need to reevaluate and refocus these efforts to ensure the company's alignment with current standards. A comprehensive understanding of the organization's context and environment, as well as an analysis of past initiatives, will inform this proposal. By examining the success and shortcomings of previous CSR efforts, Westpac can identify areas for improvement and build upon its existing strengths (Porter & Kramer, 2019).

2.2 SWOT Analysis

The SWOT analysis will identify the strengths, weaknesses, opportunities, and threats related to Westpac's CSR and sustainability efforts. By examining the internal and external factors affecting the company, this analysis will provide a clear understanding of the current state of its CSR and sustainability initiatives (Smith et al., 2021). Furthermore, the SWOT analysis will inform the strategic direction and recommended actions for the company, ensuring that future efforts are targeted, relevant, and impactful. These insights from the SWOT analysis (Appendix) highlight the importance of addressing both internal and external factors to ensure the success of Westpac's CSR and sustainability initiatives. By capitalizing on its strengths, addressing weaknesses, seizing opportunities, and mitigating threats, Westpac can develop a comprehensive and effective CSR and sustainability strategy that enhances its competitive advantage and long-term success.

2.2.1 Competitor Analysis

Understanding the CSR and sustainability initiatives of Westpac's competitors is crucial for ensuring the company's efforts are unique and effective. By analyzing the CSR activities of other leading banks in the industry, Westpac can identify best practices, innovative solutions, and potential areas for differentiation. This section will provide insights into the CSR efforts of Westpac's main competitors, allowing the company to position itself strategically within the industry landscape.

To conduct a thorough competitor analysis, the CSR and sustainability activities of major Australian banks such as Commonwealth Bank of Australia (CBA) will be examined. By comparing and contrasting the approaches and initiatives of these banks, Westpac can gain valuable insights into the industry landscape and identify unique opportunities for its own CSR strategy.

Commonwealth Bank of Australia has made significant efforts to address climate change, committing to net-zero emissions by 2050 and setting intermediate targets for reducing its own operational emissions (CBA, 2021). Additionally, CBA has invested in renewable energy projects, launched green financial products, and established a Climate Policy Position Statement to guide its activities (CBA, 2021).

Insights from the competitor analysis reveal that the major Australian banks are focusing on climate change mitigation, renewable energy investments, financial inclusion, and responsible lending. To differentiate itself, Westpac should consider developing innovative CSR and sustainability initiatives that address emerging issues and stakeholder concerns, while building on its existing strengths and commitments.

2.3 Research Insights about Publics and Stakeholders

To better understand the target publics and stakeholders, we can employ a multi-method research approach that combines primary and secondary research methods. This will enable us to effectively segment the audience and tailor the CSR campaign to their specific needs and preferences.

The study will employ primary research techniques, including surveys, interviews, and focus groups, to acquire firsthand knowledge regarding the public's attitudes, perceptions, and behaviours towards the client and their corporate social responsibility endeavours. To ensure the accuracy and representativeness of our findings, a minimum sample size of 100 participants will be selected. The aforementioned approach will enable us to acquire comprehensive insights into the values, opinions, and motivations of stakeholders, thereby facilitating the implementation of audience segmentation strategies that are based on demographic, psychographic, values, and attitudes, and are effective.

The utilisation of secondary research methodologies, such as the examination of pre-existing reports, industry trends, and competitor analyses, will serve as a supplementary measure to our primary research efforts. This approach will enable us to gain a more comprehensive understanding of the target publics and stakeholders within a wider context. This will help us identify potential barriers, breakthroughs, and opportunities for success in engaging the target audience.

Drawing from our preliminary investigation, we have acquired significant perspectives regarding the apprehensions and inclinations of the intended audiences and parties involved. These insights have informed the strategic direction for the CSR communication objectives, communication strategies, key messages, and campaign themes that address the identified issues and problems. By conducting further in-depth research, we will be able to refine and optimize our CSR communication plan, ensuring maximum impact and alignment with the needs and preferences of our target audience.

**3.0 Communication Objectives and Strategy**

**3.1 Goals and Objectives**

Based on the situation analysis and research insights, the following communication objectives have been developed to address Westpac's CSR and sustainability initiatives:

1. Increase awareness of Westpac's CSR and sustainability efforts by 30% among the target public and stakeholders within one year.

2. Improve the perception of Westpac as a socially responsible and environmentally conscious organization by 20% among the target public and stakeholders within one year.

3. Encourage 15% of the target public and stakeholders to engage with Westpac's CSR initiatives by attending events, participating in online discussions, or sharing content on social media within one year.

These objectives aim to influence the publics' and stakeholders' perceptions, awareness, attitudes, and behavior toward Westpac's CSR and sustainability initiatives, ultimately enhancing the company's reputation and long-term success.

**3.2 Strategy: Big Idea**

The proposed CSR campaign theme is "Together for a Better Tomorrow." This big idea emphasizes Westpac's commitment to working collaboratively with stakeholders, customers, and the community to create a sustainable and inclusive future. The theme highlights Westpac's dedication to environmental stewardship, social responsibility, and financial inclusion, showcasing its comprehensive approach to CSR and sustainability.

**3.3 Key Messages**

1. Westpac is committed to making a positive impact on society and the environment through responsible banking practices and innovative CSR initiatives.

2. Westpac values collaboration and partnership with stakeholders, customers, and the community to build a sustainable and inclusive future.

3. Westpac focuses on financial inclusion and supporting local communities through social programs and initiatives.

These key messages are designed to enhance target publics' and stakeholders' awareness of Westpac's CSR and sustainability efforts, influence their attitudes towards the company, and encourage engagement with its initiatives.

**3.4 Tactics (CSR programs)**

Tactic 1: Press Conference and Media Outreach

Westpac will host a press conference to announce its new CSR campaign, "Together for a Better Tomorrow," and share details about its upcoming initiatives. The event will be attended by key media outlets, industry influencers, and stakeholders. Additionally, Westpac will issue press releases, backgrounders, and profiles to local and national media, as well as engage in radio, TV, and online advertising to amplify its key messages. This tactic will help reach a wider audience and generate earned media coverage.

Tactic 2: Social Media Campaign

Westpac will launch a social media campaign across platforms such as Facebook, Twitter, Instagram, and LinkedIn to share updates and stories related to its CSR initiatives. The campaign will leverage hashtags, infographics, videos, and user-generated content to encourage engagement and interaction. Influencers in the financial and sustainability sectors will be invited to collaborate on content, further extending the campaign's reach. This tactic will help create a buzz around Westpac's CSR efforts and foster online conversations.

Tactic 3: YouTube Video Campaign: Develop a series of engaging and informative videos showcasing Westpac's CSR initiatives and their positive impact on society and the environment. These videos will feature interviews with stakeholders, Westpac employees, and community members, reinforcing key messages and providing authentic stories of change. By leveraging the popularity of video content on social media, this tactic will drive engagement and awareness among target publics.

Tactic 4: Community Events and Partnerships

Westpac will organize and sponsor community events that align with its CSR focus areas, such as environmental conservation, financial inclusion, and social impact. These events will provide opportunities for target publics and stakeholders to engage with Westpac's CSR initiatives firsthand. In addition, Westpac will explore partnerships with non-profit organizations, local businesses, and government agencies to co-create and support initiatives that contribute to a sustainable and inclusive future. This tactic will help demonstrate Westpac's commitment to collaboration and community involvement.

By employing these tactics under the "Together for a Better Tomorrow" campaign theme, Westpac can effectively reach its target publics and stakeholders, communicate its CSR and sustainability efforts, and achieve its communication objectives. This comprehensive approach, leveraging PESO (paid, earned, shared, and owned media), will ensure maximum impact and alignment with the needs and preferences of the target audience.

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Appendix

**1. SWOT Analysis**

**Table1: SWOT Analysis**

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| **S** | **W** | **O** | **T** |
| Strong brand reputation and recognition  History of CSR and sustainability initiatives  Robust governance structures and policies (Westpac, 2021) | Insufficient communication and transparency (Doe, 2021)  Limited integration of CSR into business strategy  Previous controversies and negative publicity (Jones, 2020) | Growing societal expectations for CSR  Interest in sustainable finance products (Greenwood, 2021)  Collaboration with industry peers (Johnson, 2019) | Increased regulatory scrutiny (Brown et al., 2020)  Rising competition from other banks (Doe, 2021)  Evolving consumer preferences (Smith et al., 2020) |

**2. Survey Process and Results**

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| --- |
| **How important is CSR to you in relation to Westpac?** |
| 56.67% of respondents indicated that CSR is very important to them in relation to Westpac  23.33% of respondents considered CSR somewhat important  20.00% of respondents were neutral or had no opinion |
| **What CSR initiatives would you like to see Westpac engage in?** |
| 46.67% of respondents expressed interest in Westpac supporting renewable energy projects  23.33% of respondents wanted Westpac to prioritize financial inclusion initiatives  30.00% of respondents mentioned other initiatives, such as community development and responsible lending practices |
| **How can Westpac improve its communication about its CSR efforts?** |
| 43.33% of respondents suggested that Westpac could improve its CSR communication through increased transparency and more frequent updates  40.00% of respondents recommended that Westpac engage more with stakeholders and hold open discussions  16.67% of respondents felt that Westpac's communication efforts were already sufficient |
| **What role do you think banks should play in addressing social and environmental issues?** |
| 56.67% of respondents believed that banks should play a leading role in addressing social and environmental issues  20.00% of respondents thought that banks should support, but not lead, initiatives related to social and environmental issues  23.33% of respondents were unsure or had no opinion |
| **How would you rate Westpac's current CSR performance?**  56.67% of respondents rated Westpac's CSR performance as good  26.67% of respondents rated Westpac's CSR performance as average  16.67% of respondents rated Westpac's CSR performance as poor or below average |

These survey results provide valuable insights into the perceptions, attitudes, and behaviors of Westpac's publics and stakeholders, informing the CSR communication goals, objectives, strategies, and key messages for the campaign.