

EXECUTIVE  
EDUCATION

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# CHANGING THE LANDSCAPE OF CORPORATE SOCIAL RESPONSIBILITY



CHALLENGING THE FUTURE

# Laing O'Rourke Young Guns

Changing the landscape of corporate social responsibility



Corporate social responsibility has evolved beyond the traditional model of charity days, fun-runs and fundraising drives. Now more than ever, organisations are realising that true and longer-term value can be found in working alongside not-for-profits on developing their business operations.

Through the Laing O'Rourke Young Guns program, which is designed and delivered by UQ Business School Executive Education, the company has not only been able to develop their talent into future leaders, but also use this talent to help not-for-profit organisations tackle business issues they otherwise would not have the resourcing to manage on their own.

When Ray Epstein, Sporting Wheelies' Chief Executive Officer, first met with the Young Guns, he knew exactly what he needed – more funding to support the organisation's community programs.

"The Young Guns team brought their problem solving knowledge and experience to assist us in identifying and developing strategies for long term sustainable sources of revenue to support our programs and services for people with a disability," said Ray.

"Funding is one of the biggest challenges for our organisation and the Young Guns have delivered considerable 'value add' to our business that the Association would not have been able to afford through normal commercial avenues."



**AMY FOULCHER**  
SENIOR LEARNING  
& DEVELOPMENT  
ADVISOR  
LAING O'ROURKE

**"We saw an opportunity to maximise the value of the program by sharing the benefits of the learning with partners in the not-for-profit sector.**

**Not only have these partnerships allowed both organisations to access expertise which may not otherwise have been available, but it was also a great way for our Young Guns to apply their learning to real-world scenarios."**

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