

Social investment and future partnerships

Mr Wilfred Wong
SWAC Chairman

3 April 2004

Reflections – 5 S's to move forward

- Shared understanding
- Shared purpose
- Shared responsibilities
- Shared benefits
- Shared platformS

Shared understanding amongst the “partners” on...

- Who are the partners to be involved
- What types of partnerships would each have in mind
- Blowing away the myths.... – e.g. not all business are there just for the quick buck; not all NGOs are there just for the business' sector's \$....
- Sort out expectations from each other – what each brings to the partnerships...

Shared purpose...

- Why get involved with each other?
- What's so worth doing that it can engage the 3 parties?
- Aim for common purposes?
- Each just gets what it wants out these partnerships?
- Consensus possible on the type of community benefits to be achieved through these “partnerships”?

Shared responsibilities...

- Equal share?
- Minor share?
- Nice to do
- Take it or leave it, or
- Commitment???

Shared benefits...

- One off?
- Long haul?
- What are the mutually reinforcing benefits to keep the parties engaged?

Shared platforms to...

- Encourage communication
- Develop relationships
- Foster joint actions
- Promote trust