



VICTORIA BUSINESS SCHOOL
Oruariki

Community and Voluntary Sector Research Forum

22 March 2016



Victoria Business School invites you to a Community and Voluntary Sector Research Forum.

A networking opportunity to share and report on current research, supported by Hui E! Community Aotearoa.

CSV Forum Programme: Tuesday 22 March, 2016

- **Michelle Wanwimolruk:** “The pitfalls of focusing on ‘Child Poverty’ and ‘Vulnerable Families’. Is Collective Impact the answer?”
- **Patricia Webster:** “Marketisation of charities”
- **Sendirella George:** “Democratising accounting and accountability: Exploring social movement counter-accounting practices and engagement strategies”

The Community and Voluntary Sector Research forums run from 3.00-5.00pm, with tea and coffee available from 2.45pm, and the general public are most welcome to attend. Abstracts and speaker backgrounds are listed below.

- **When:** Tuesday, 22nd March 2016 from 3 pm-5 pm. Refreshments provided from 2.45 pm.
- **Where:** Old Government Building, GBLT4. Use the Bunny Street entrance and go to the first floor. Turn back along the wing running parallel to Bunny Street, and GBLT4 is at the end of the corridor.
- **RSVP:** email lyne.todd@vuw.ac.nz by Friday 18 March.

Information about our Community and Voluntary Sector Research Forums, including PPTs from previous presentations, can be accessed from www.victoria.ac.nz/cvsr-forums.

About the CSV speakers and presentations

Michelle Wanwimolruk: “The pitfalls of focusing on ‘Child Poverty’ and Vulnerable Families’. Is Collective Impact the answer?”

Abstract: Recent years have seen increasing concern in New Zealand about ‘child poverty’. Much time and energy has gone into diagnosing and fixing the ‘problem’ of New Zealand’s poor. Terms like ‘vulnerable children’, ‘vulnerable families’, ‘child poverty’, ‘the hard-to-reach’, ‘high-needs families’, and ‘high deprivation communities’ appear all too regularly in public discourse. Many reports, expert panels, and new initiatives have emerged out of this concern for “New Zealand’s most needy and deprived children”. But have we got it all wrong? Did we have it all wrong from the beginning? Why has the ‘war on poverty’ in New Zealand and around the world, yielded such limited results? And what about the latest trend sweeping the non-profit world by storm – ‘Collective Impact’? Is Collective Impact the much-heralded and long-awaited solution to end complex problems like child poverty? This presentation aims to provoke debate and disrupt previous lines of thinking. The presentation draws on two projects completed as a community-sector consultant; one on the potential for a ‘Collective Impact’ in Wellington, and another about New Zealand’s low-income ‘bright spots’.

Disclaimer: The views drawn from the work are my own and do not necessarily reflect those of my clients.

Bio: Michelle Wanwimolruk is a Wellington-based consultant with experience in projects in New Zealand's public and not-for-profit sectors, specialising in projects that involve internal consultations, stakeholder engagement, confidential interviewing, and vision-building. She has conducted internal reviews, evaluations, and feasibility studies, as well as wider strategic work. Michelle is committed to making a difference for her clients and the wider world, and enjoys working with people and organisations that are also 'making a difference'. She also works for the UK-based international management consultancy firm Catalyze Ltd, which specialises in strategic decision making. Prior to consultancy she worked in foreign policy, international trade negotiations and diplomacy.

Patricia Webster: "Marketisation of charities"

Abstract: This presentation will focus on the systemic nature of mission drift in the charitable sector. Market-led changes by government and other sources have led to well-documented outcomes for the voluntary sector. These outcomes are evident in PhD research undertaken into the experiences of three diverse charitable organisations in the social development sector between 1985 and 2010. The research finds that characteristics of the three organisations have undergone systemic marketising change which has eroded their values, changed their structural and operational characteristics, and diminished the role the organisations play in civil society. The research argues that these changing characteristics are as much a part of mission-drift in charitable organisations as stated goals, whose meaning can easily be manipulated. Diverse organisational decisions can accumulate to create mission-drift unless those in decision-making positions throughout the organisation have a clear sense of organisational identity as well as purpose.

Bio: Pat Webster has recently completed a PhD at the Institute of Development Studies at Massey University, and has had a wide range of experience in the voluntary sector, politics and trade unions. She has a particular interest in the relationship between the voluntary sector and government, having been involved in the development of the Strategic Partnership Agreement between NGOs and MFAT. She was a member of Te Waka Huia, the Steering group on Government Voluntary Sector Relationships, an inaugural member of the Charities Commission, and a community representative on the Nelson PHO. Pat is currently Chair of the Community Work Training and Support Trust (CWTAS) in Nelson.

Sendirella George: "Democratising accounting and accountability: Exploring social movement counter-accounting practices and engagement strategies"

Abstract: This presentation will summarise Sendirella's PhD research and findings. Her PhD explores social movements and their practices of "counter-accounting", and their broader strategic engagement choices in their attempts to hold corporations accountable. While corporations have attempted to appropriate an image of social and environmental accountability through their practice of social and environmental accounting (SEA), critics argue that these practices are dominated by the "business case", and thus significantly delimit what is accounted for, how it is accounted for, and on whose terms. Current voluntarist corporate approaches to SEA are claimed to be highly selective and largely designed to cast corporations in a favourable light, rather than seriously address social and environmental responsibility and performance. Against this backdrop of growing criticisms of corporate-based SEA, many researchers and civil society participants have called for a focus on the role of stakeholders, specifically social movements, in using forms of reporting and information tools and practices to promote their causes; counter-corporate rhetoric and discourse(s); and ultimately act as catalysts for corporate social change and intervention, i.e., their use of "counter-accounting".

Bio: Sendirella George is a Lecturer of Accounting at Victoria University of Wellington's School of Accounting and Commercial Law and has recently submitted her PhD for examination. Her work is interdisciplinary covering disciplines such as sociology and political science, and her research is focused around the development of new "dialogic" forms of accounting that allow stakeholders to co-develop accounting(s) that take into account their own sociopolitical values and accountability demands.



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**Put the next CSV
Forum in your diary
21 June 2016**

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