Making the most of the Social Value Network

22nd June 2015

My marketing colleagues at SVA had minor heart attacks with this one…

..but a name, even by association, can be beneficial…

Hopefully, Social Value Aotearoa (SVA) can influence positive social change like Social Ventures Australia (SVA)... some highlights from Social Ventures Australia's over the past 12 years:

- **Funding**
  - Generated over $50 million of investment from philanthropists, trust and foundations and government into the social sector
- **Investment**
  - Helped broker $165m of investment into early childhood learning to fund the non-profit consortium buyout of ABC Learning Centres to create Goodstart, providing 15% of Australia's early childhood places
- **Advice**
  - Established SVA Consulting who have worked on 550 engagements for 300 clients since 2007

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The time is now! We need to do things differently

SOCIAL VALUE
INTERNATIONAL

- Our members share a common goal: **to change the way society accounts for value**

- We work with our members to embed core principles for social value measurement and analysis, to refine and share practice, and to build a **powerful movement of like-minded people to influence policy**

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This is a light-hearted example, but Social Value thinking could be applied widely

"**State of Origin would go "gangbusters" in New Zealand**, according to the promoters of the NRL Nines, as the game's powerbrokers move to further expand the reach of the interstate series.

Buoyed by the phenomenal success of Origin II in Melbourne, the NRL have signalled their intention to take the game's showpiece to Perth and internationally to New Zealand."

📷 Greg Inglis runs with the ball during Game II of the State of Origin series between the New South Wales Blues and the Queensland Maroons. Photograph: Scott Barbour/Getty Images

Source: The Guardian, *State of Origin looks to expand venues following Melbourne record,* accessed 22nd June 2015, http://www.theguardian.com/sport/2015/jun/19/state-of-origin-looks-to-expand

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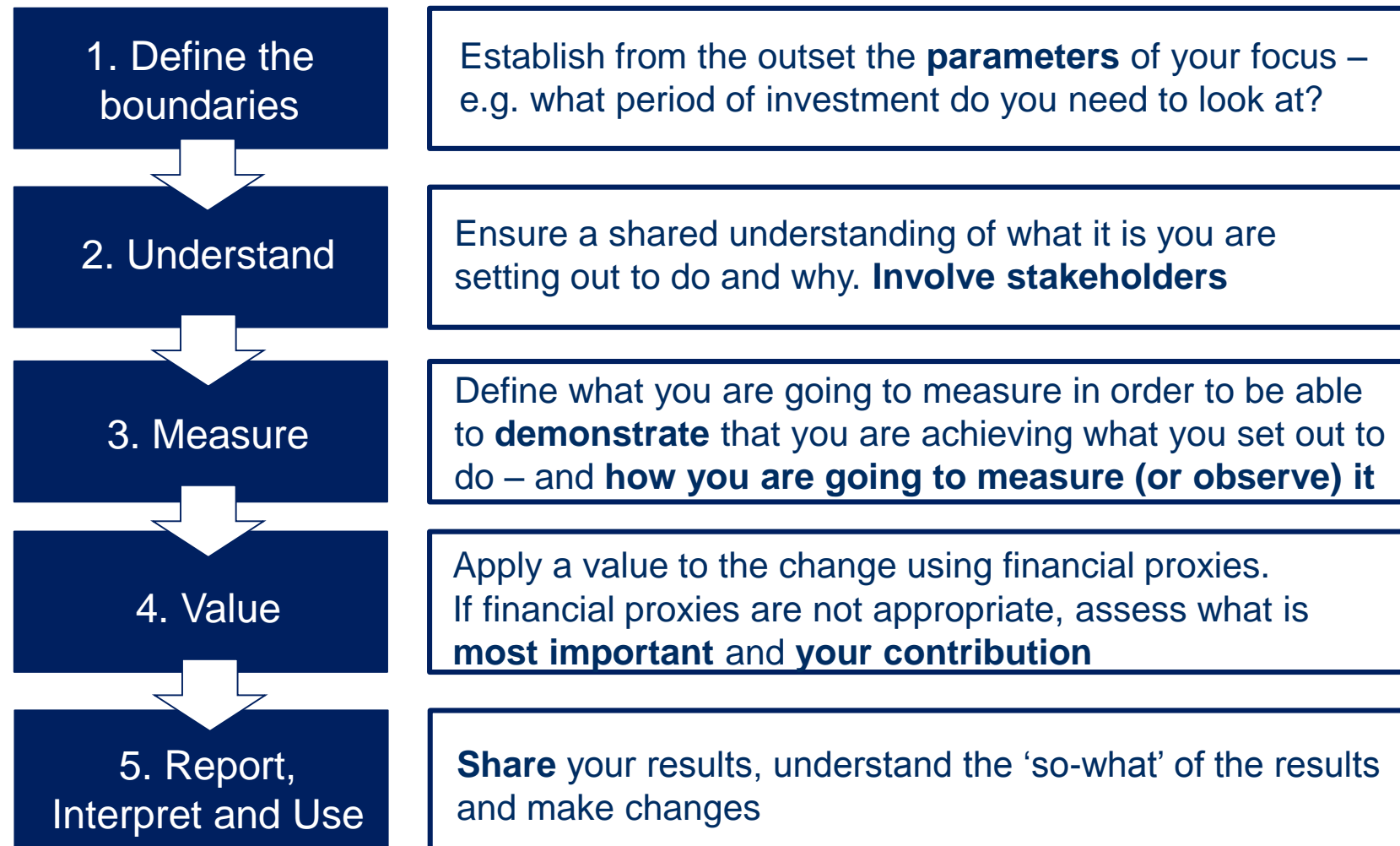
The seven principles of Social Value

1. **Involve stakeholders**

2. **Understand what changes**

3. **Value the things that matter**

4. **Only include what is material**

5. **Do not over claim**

6. **Be transparent**

7. **Verify the result**

Analysing

Reporting

How to start "doing" SROI

1. Define the boundaries	Establish from the outset the **parameters** of your focus – e.g. what period of investment do you need to look at?
2. Understand	Ensure a shared understanding of what it is you are setting out to do and why. **Involve stakeholders**
3. Measure	Define what you are going to measure in order to be able to **demonstrate** that you are achieving what you set out to do – and **how you are going to measure (or observe) it**
4. Value	Apply a value to the change using financial proxies. If financial proxies are not appropriate, assess what is **most important** and **your contribution**
5. Report, Interpret and Use	**Share** your results, understand the 'so-what' of the results and make changes

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And finally, one point about the Social Return on Investment (SROI) ratio

It is not all about the SROI ratio!

Think of the ratio as a full stop – without the story, it is meaningless

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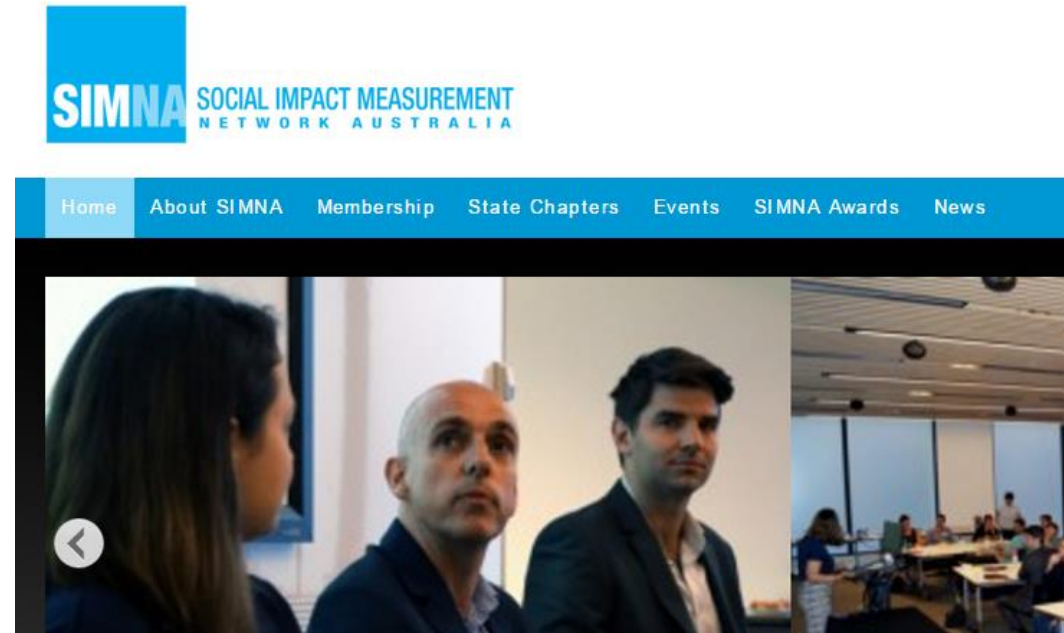# Social Impact Measurement Network of Australia (SIMNA) - Purpose

The purpose of the Social Impact Measurement Network of Australia (SIMNA) is to **contribute** to improved social outcomes for people and communities, **creating a fairer society for all Australians**.

We do this by managing a **community of practice** focused on improving the way we **understand and measure the impact** of our social programs, services and investments.

We fulfil our vision through our **volunteer-led State Chapters**, who guide, inform and share best practice in outcomes measurement. We also celebrate excellence through the **annual SIMNA Awards**.

Social Impact Measurement Network of Australia (SIMNA) – History: then and now

- In 2011-12, there was momentum for the formation of a SROI Network Australia

- In December 2012, "SIMNA" launched after consultation with the sector

- There are now 1100 members across Australia

- Chapters in seven Australian states and territories

- 45 volunteers in Organising Committees across the states and territories, 3 volunteers supporting national operations

Social Impact Measurement Network of Australia (SIMNA) – National Focus

- Launched the SIMNA Awards in 2014 – recognising achievement (and progress) in social outcomes measurement

- Co-convened the Think Outcomes conference with the Centre for Social Impact (CSI) and the Australian Research Alliance for Children and Youth (ARACY)

2015 SIMNA**AWARDS**

THINK

OUTCOMES

8–9 October 2015
RACV City Club, Melbourne

Get real on delivering, measuring and communicating social change

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SIMNA: Lessons learned over 2.5 years

What has worked

- Activity. There has been **lots** of activity across Australia

- Sharing. Plenty of learning and sharing, and new coalitions

- Intent. People are prepared to volunteer and contribute to SIMNA

- Trusted brand. We have a brand that is recognised and associated with social impact measurement expertise

What hasn't worked

- Competition and consultants. Working collaboratively is hard

- Governance. SIMNA is not an incorporated entity

- Funding. If you do not deliver services or respond to emergencies, it is hard to attract investment

- Focus. SIMNA accepts a broad "church" of (often competing) impact measurement frameworks/tools

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But back to rugby…

SVA CONSULTING

Quarterly.

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Lining up community and business goals

Adam Check, Head of Community at the National Rugby League (NRL), talks with Nick Elliott, Director, Consulting about the NRL's community engagement strategy, the importance of practicing what it preaches, and how this can contribute to the Game's bottom line.

In 2014, SVA Consulting assisted the NRL to develop a three year strategy for its community portfolio. The project was two-fold: to review the existing community programs and then collectively, with the NRL and the clubs, to define and prioritise the future road map.

Source: http://svaconsultingquarterly.com/2015/06/09/lining-up-community-and-business-goals/

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