

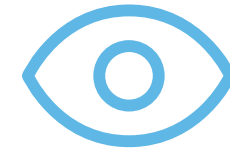


**SOCIAL IMPACT MEASUREMENT
NETWORK AUSTRALIA**

SIMNA 2019-2020 A Year In Review

Introduction

Vision



Our vision is to achieve the best possible outcomes for all Australians, our communities and our environment through the consideration of social impact measurement in decision-making by all organisations

Purpose



Our purpose is to grow a vibrant network of individuals and organisations that embrace, practice, share knowledge and promote social impact measurement

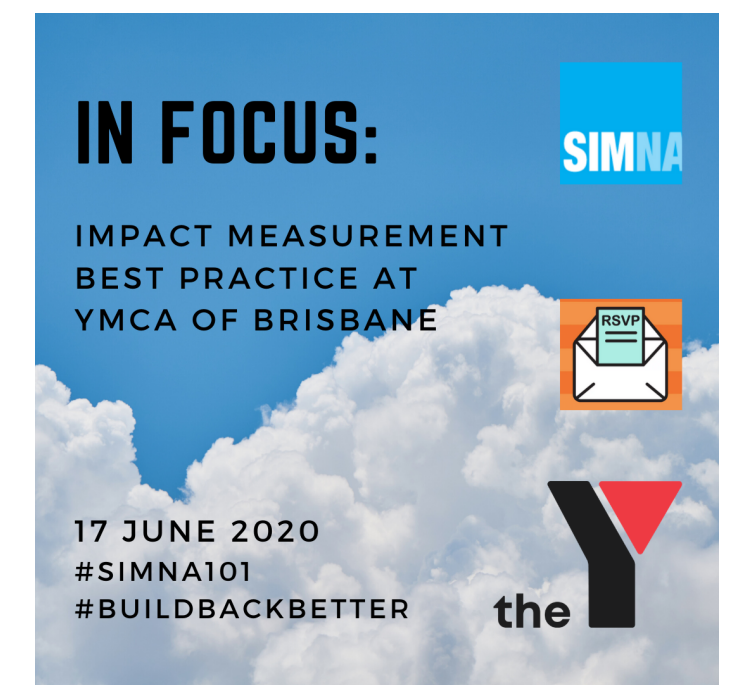


This is the Social Impact Measurement Network of Australia Ltd.'s (SIMNA's) fourth Annual Review. It describes the Network's activities between 1 July 2019 and 30 June 2020, showcases the year's highlights and illustrates the extent to which we are fulfilling our strategic objectives. We also reflect on our performance and how we are using this information to inform decision-making.

Two major developments stand out in this reporting period. Firstly, the 2019 SIMNA Awards! Held in Melbourne's Queen Victoria Women's Centre in October 2019, the Awards Ceremony brought the social impact measurement community together to celebrate the shining stars of Australian social impact measurement. This event was a great success and remains a highlight of the SIMNA calendar. Secondly, the unforeseen arrival of the global pandemic and the relative ease with which SIMNA and its many contributors have successfully adapted and delivered the new webinar program.

We say it every year - we have a lot to be grateful for. At any one time, SIMNA operates with the support of between 40 and 50 volunteers, professionals working in a variety of roles in the social impact space. Volunteers are asked to commit a 12-month term, from January to December. Many have been giving their time to SIMNA for more than three years. Some, for more than five! Our Organising Committees are Advisory Groups to the Board. It is predominantly their role to organise and host the knowledge sharing events that SIMNA organises. In this particular reporting period, a total of 12 events were held by our five Organising Committees, across four States. This includes SIMNA's early webinars. These have been a resounding success, not least due to the opportunity to enjoy every event that has been organised.

Our sincere thanks to Equity Trustees for the grant funding awarded to SIMNA from July 2018 - June 2020. We've come a long way!

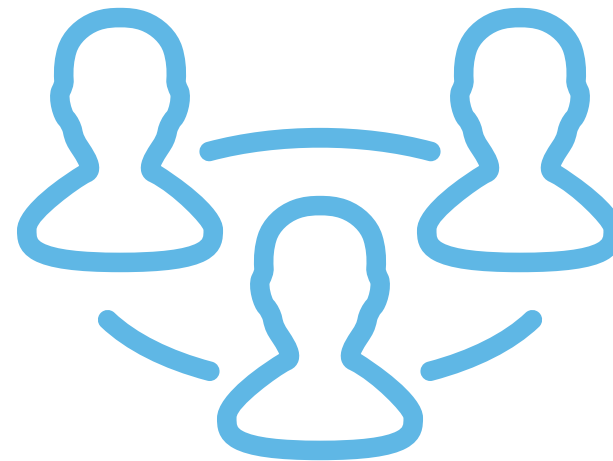


From 1 July 2019 to 30 June 2020:

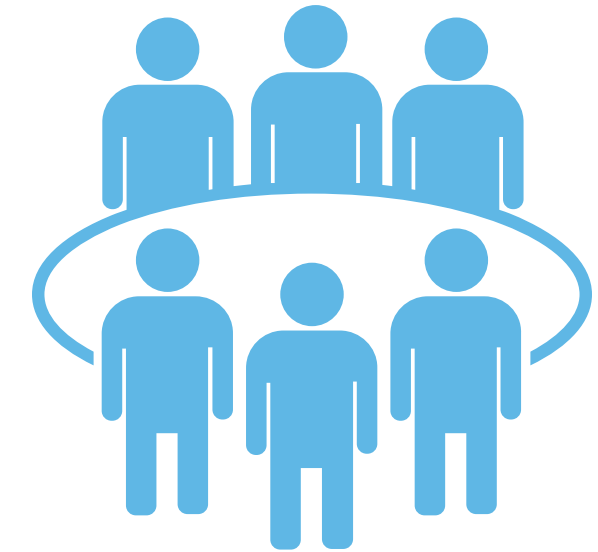
SIMNA



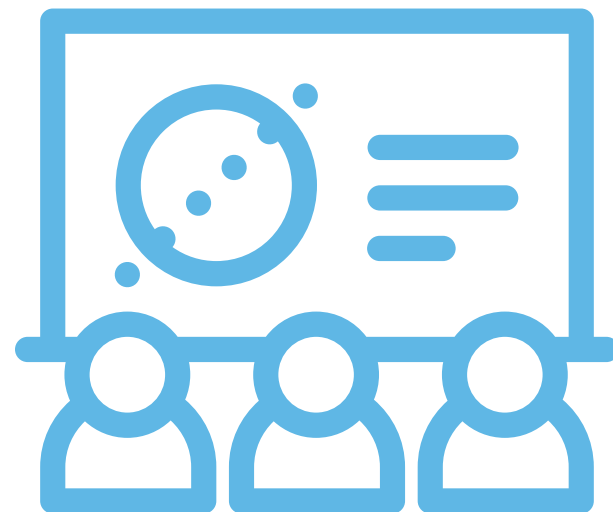
256 Members (all) - at 30 June



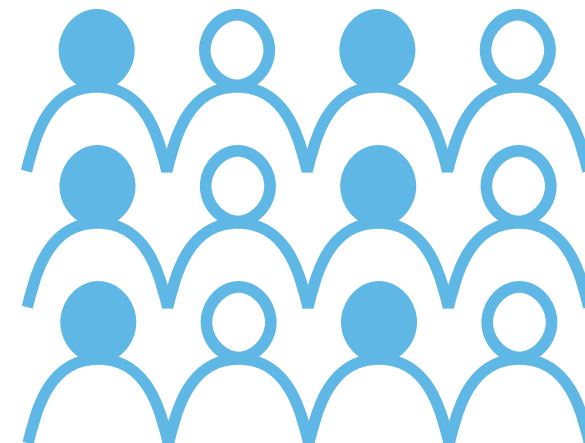
1700 Online Community



5 Organising Committees



12 Knowledge-Sharing Events
(this includes 2 webinars)



Averaged 40 attendees at face to
face events (150+ at the webinars)



Published 8 Newsletters

SIMNA Members at 30 June 2020

SIMNA



Individual Members

146



Small Organisations

< 10 employees

20



Large Organisations

> 10 employees

14

Performance Across Priority Areas

In this, our fourth review, we report predominantly on activities and outputs. Over time, we will see this section embedded with more data and stories that reflect our outcomes – that is, how we have influenced our members' ability to undertake social impact measurement for decision making.

Priority Area 1: Strengthen organisational foundations. Build the essential structures, capabilities and resources where they are needed

- Moved registration for all SIMNA events to SIMNA's Member Management Platform (Wild Apricot) to aide streamlining.
- Lead Doer and Connector moved to 4 days per week in July 2019, specifically to co-ordinate the 2019 SIMNA Awards.
- Issued a 1st survey to SIMNA's volunteers in December 2019 to gather feedback. This was informed by guidance from Volunteering Toronto on 'Measuring & Improving Volunteer Engagement'.
- The four highest scoring domains were a) trust and integrity b) personal and professional growth opportunities c) pride in the organisation and d) working with other volunteers. Areas identified as in need of review were a) individual contribution to organisational performance and b) relationship with supervisor/volunteer manager.



Priority Area 2: Enable strong networks. Grow a strong international network, built around a core members network that is a conduit for information and collaboration

- Active volunteer numbers were 44 (10 Board plus 34 Committee volunteers). Membership numbers continue to grow, albeit slowly. We see this in particular with individual memberships, as opposed to group/corporate.
- Held bi-monthly and later monthly 'Committee Chair Catch-Ups' using Zoom, to aide connectivity and knowledge sharing.
- Continued to built working relationships with Social Value International (SVI) to offer access to other resources.

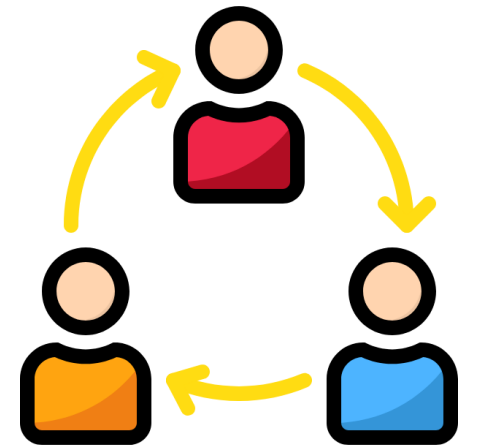


Performance Across Priority Areas



Priority Area 3: Create platforms for knowledge sharing and capacity building. Be a hub for sharing knowledge and connecting to capacity building activities such as training and consulting

- Organising Committees held a total of 12 knowledge sharing events across the country. Approx. 40 people attended each event.
- We shared 8 Newsletters to promote SIMNA events and social impact measurement news and training opportunities. On average, more than 30% of our readers in Australia (>525 people) read each Newsletter. This open rate is 50% for SIMNA Members.
- We published 7 post event blogs on the SIMNA website, sharing the key take-away reflections from Committee events. The SIMNA website is regularly updated with news and events: www.simna.com.au.
- All SIMNA webinar recordings are available to view on YouTube (SIMNA).



Priority Area 4: Promote excellence in impact measurement. Build broad awareness about the importance of impact measurement and promote best-practice.

- With SIMNA's VIC Committee, we organised and hosted the 2019 SIMNA Awards at the Queen Victoria Women's Centre in Melbourne. This was our best year yet for applications.
- The Network derives great benefit from the stories of past SIMNA Award winners - the Newsletter, the website and now SIMNA's webinars enable even greater information sharing and connection between individuals.



SIMNA Organising Committees: Networking and Events

SIMNA

Sydney



2019-20 Committee Members: Anna Ashenden, Lucy Barkl, Matt Bevan, Rachel Christie, Phye Ibbotson (stepped down in March '20), Catherine Knox, Leo Mburu, Sidonie Roberts, Paula Simoes (joined March '20) and Dean Williamson

Events:

- 'Design a measurement' networking event, July 2019
- Designing Together and End of Year Drinks, November 2019
- SIMNA Sydney presents: Q&A on outcomes measurement, March 2020. Postponed due to COVID-19

QLD



2019-20 Committee Members: We had a big change halfway through the year. After many years together, John Dalglish, Natasha Doherty, Craig Furneaux, Andrew Hamilton, Richard Hundt, Jerry Marston, Mike Myers, Geoff Woolcock, Sara Parrott and Swain Roberts all stepped down in Dec '19. Melanie Butcher remains on the QLD Committee, and in 2020 has been joined by George Earl, Maryann Hazard, Andrea Kanaris and Dianne Robertson.

Events:

- SIMNA Breakfast: QLD Social Benefit Bond Update, July 2019 (Brisbane CBD)
- Social Impact Measurement in Practice, November 2019 (Sunshine Coast)

SIMNA Organising Committees: Networking and Events



Western Sydney



2019-20 Committee Members: Aditi Dahal (joined April '20), Daphne Drew (stepped down in March '20), Amy Lawton, Christina Jarron, Natalie Jurisic, Lila Kennelly, Talia Stump (stepped down in Dec '19), Katie Wearne

Events:

- Measuring outcomes and impacts with young people in Western Sydney, September 2019

WA



2019-20 Committee Members: Ric Dale, Aden Date, Benjamin Jardine (joined Jan '20), Desiree Nangle, Lee Partridge, Ali Sumner, Katrina Stratton, Ellie Tighe

Events:

- Delivering Social Value: Who is responsible for catalysing change? July 2019
- Starting Where You Are, October 2019
- Who's Fooling Who? A Social Impact Hypothetical, April 2020 - postponed due to COVID-19
- In Focus: Thinking of engaging a social impact measurement consultant? Why, when and how, May 2020.

Note: This was SIMNA's first webinar. Our second webinar was the 'Best Practice' webinar with Rebecca Duell of YMCA of Brisbane.

SIMNA Organising Committees: Networking and Events

VIC



2018-19 Committee Members: Katya Andreyeva, Stephen Bennett, Max Lynam, Alischa Ross, Nancy Tran

Events:

- Evolving Practice of SIM: 10 Trends To Watch. July 2019
- Shared Measurement - Joined Up Approaches for SIM. September 2019
- Outcomes-based Contracting - Beyond Social Impact Bonds. November 2019.
- Networking with Purpose, March 2020 - postponed due to COVID-19



The SIMNA Awards 2019 - Australia's social impact party!



The SIMNA Awards celebrate the exceptionally high levels of work being done across Australia to evidence social change. On 17 October 2019, Winners were announced across four categories:

Excellence in Social Impact Measurement Award, sponsored by Think Impact

- 2019 Winner: YMCA of Brisbane, Impact Measurement Methodology
- 2019 Runner-Up: Love Mercy Foundation – Cents for Seeds Social Impact Report

Innovation in Social Impact Measurement Award, sponsored by Urbis

- 2019 Winner: City of Parramatta Council – Valuing Our Green Places
- 2019 Joint Runner-Up: Sacred Heart Mission – Journey To Social Inclusion (J2SI)
- 2019 Joint Runner-Up: Building communities: Dignity Studios

Outstanding Collaboration in Social Impact Measurement Award, sponsored by SVA Consulting

- 2019 Winner: Life Education Queensland – Healthy Eats Pilot Program
- 2019 Runner-Up: Connections Week (Adelaide Zero Project)

Effective Investment in Social Impact Measurement Award, sponsored by Our Community

- 2019 Winner: icare Foundation Social and Economic Impact Report
- 2019 Runner-Up: Creative Victoria's Social Impact Program

The SIMNA Awards would not be possible without our applicants, our volunteer Judging Panel and our many sponsors. Special thanks to our Platinum Sponsor, the Australian Government, Department of Social Services for their continued support.



Australian Government
Department of Social Services

