

Annual Review 2020–21

Social Impact Measurement Network of Australia



SOCIAL VALUE

INTERNATIONAL
MEMBER

Introduction

Welcome to the Social Impact Measurement Network of Australia Ltd.'s (SIMNA's) 2020–21 Annual Review! This brief report summarises the Network's activities between 1 July 2020 and 30 June 2021. It also showcases the year's highlights and shows the extent to which we are fulfilling our strategic objectives.

This was a challenging year. The global pandemic arrived just as our Equity Trustees' funding came to an end. Face to face gatherings were on hold. Despite this, there were memorable moments. One was the relative ease with which the network and its many contributors not only adapted to online working during the period but did so with success. Another was the thinking time dedicated to better understand what it means to be a 'network' and how the network might evolve in the future. Last but not least, we received high calibre applications for the 2020 SIMNA Awards, and high levels of backing and support from our SIMNA Award sponsors. To both, we thank you. Delivered online, the Awards Ceremony once again brought the social impact measurement sector together.

We say it every year, we have a lot to be grateful for. The work of growing the network and delivering its activities is made possible by the voluntary support of between 40 and 50 professionals across the country. SIMNA volunteers commit to 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! This year, the network had four active Organising Committees. Organising Committees are Advisory Groups to the Board. They contribute their ideas, help organise and facilitate SIMNA's networking and information sharing events. In FY21, there were a total of 15 events held.

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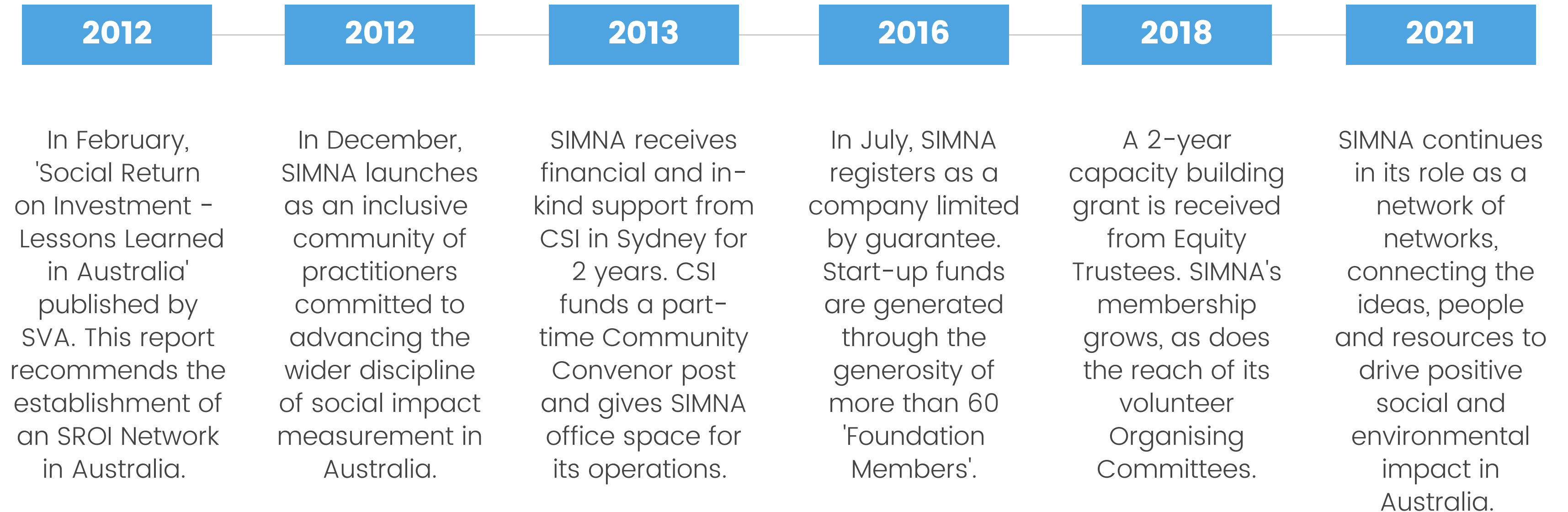
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Our Story in a Timeline





Our Vision

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.



Our Purpose

SIMNA exists to rapidly connect the ideas, people and resources that will drive positive social and environmental impact into the core of organisations and decisions.

(Revised December 2020)

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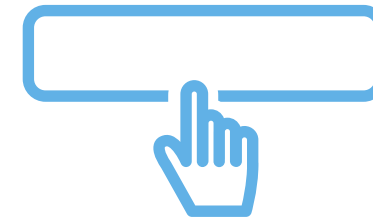
Reflections on the year

From 1 July 2020 to 30 June 2021:



SIMNA had a total of 287 Members (June 2021)

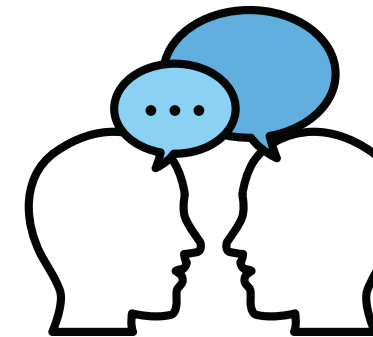
- 150 Individual Members
- 16 Large Orgs (102 people)
- 12 Small Orgs (35 people)



SIMNA had more than 1200 Subscribers (June 2021)

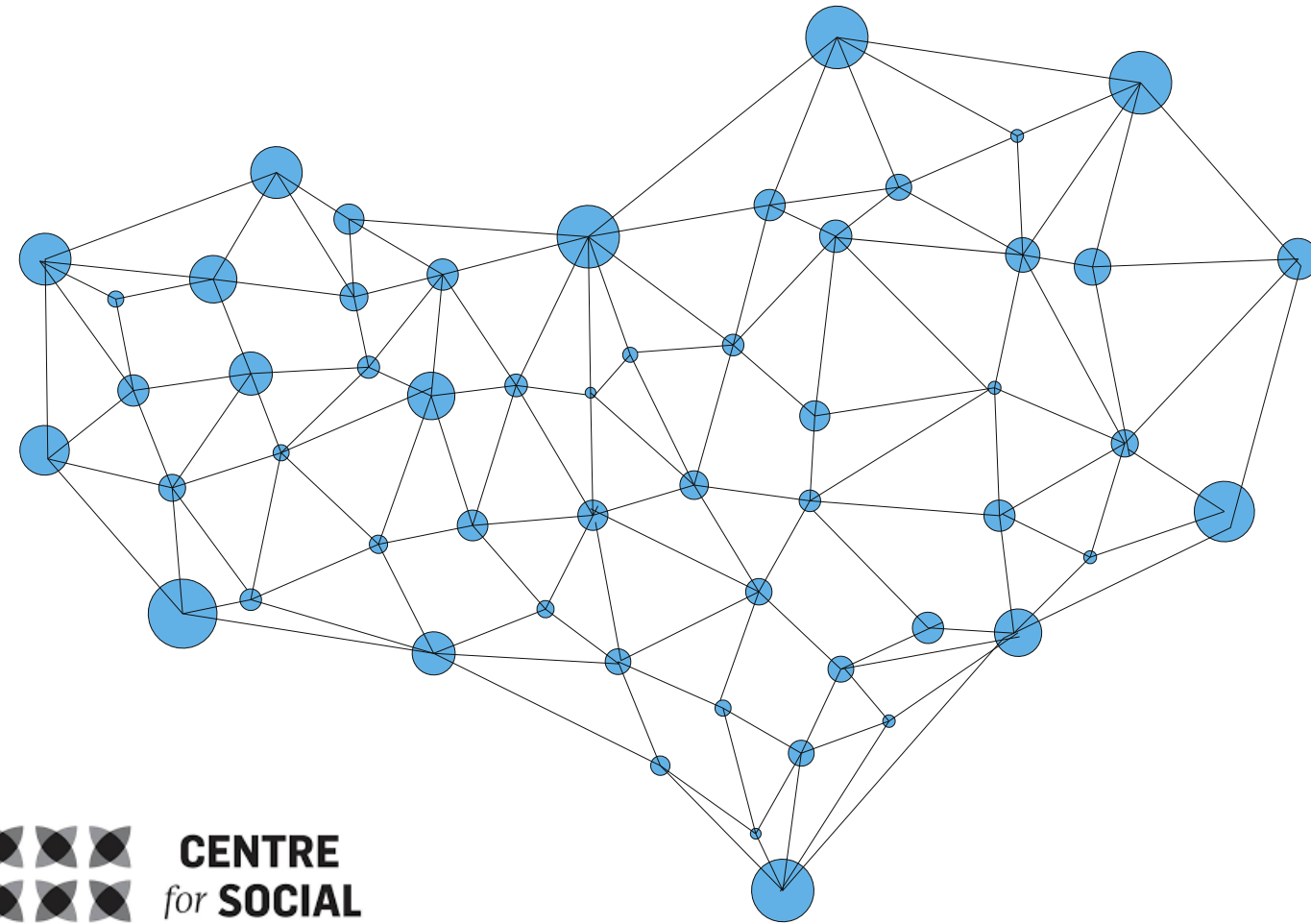


SIMNA held 12 webinars - with an average of 70 attendees at each



SIMNA hosted two in person networking events

Network membership is diverse



Clear Horizon

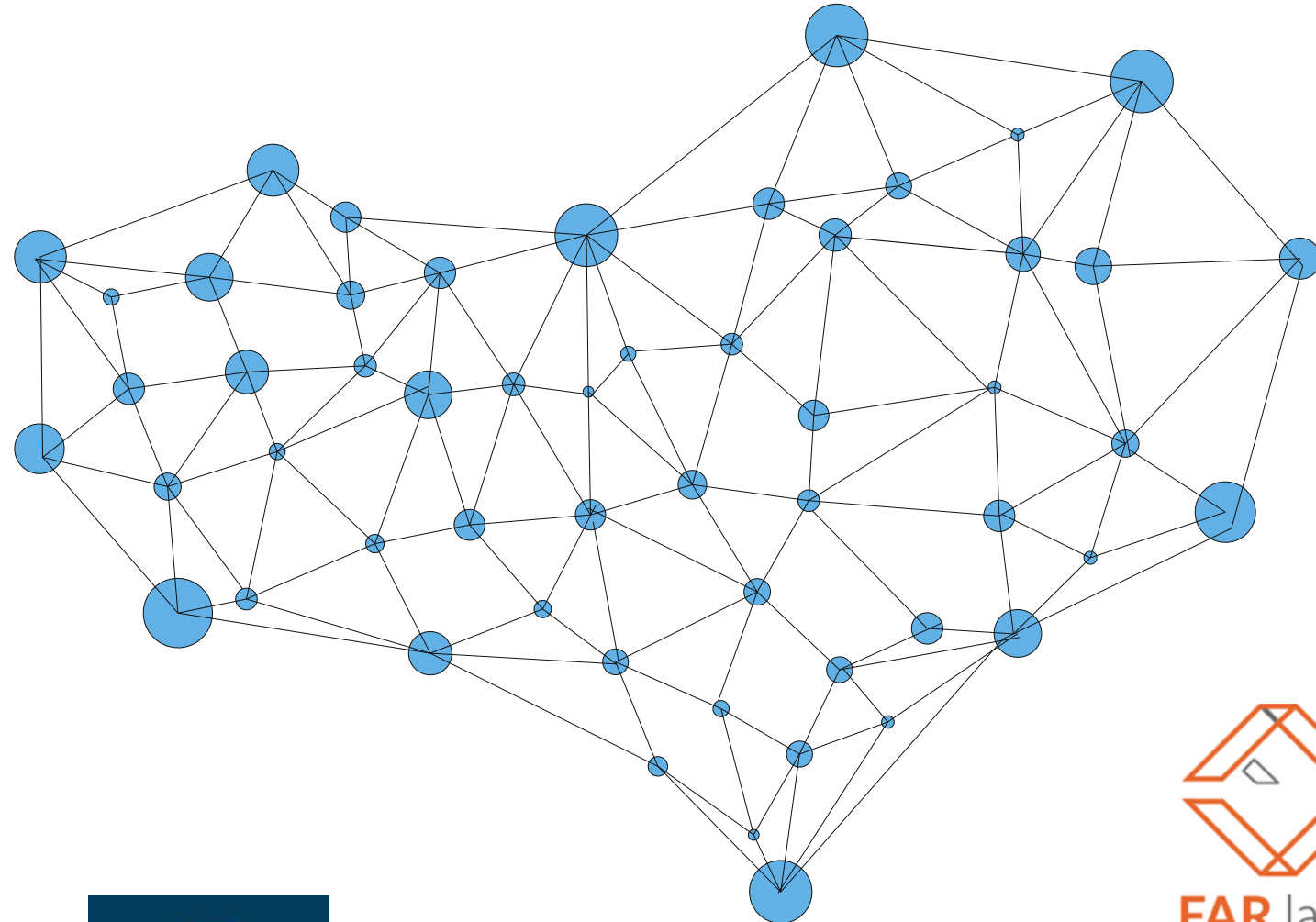


St Vincent de Paul Society
QUEENSLAND
good works

SVA Consulting

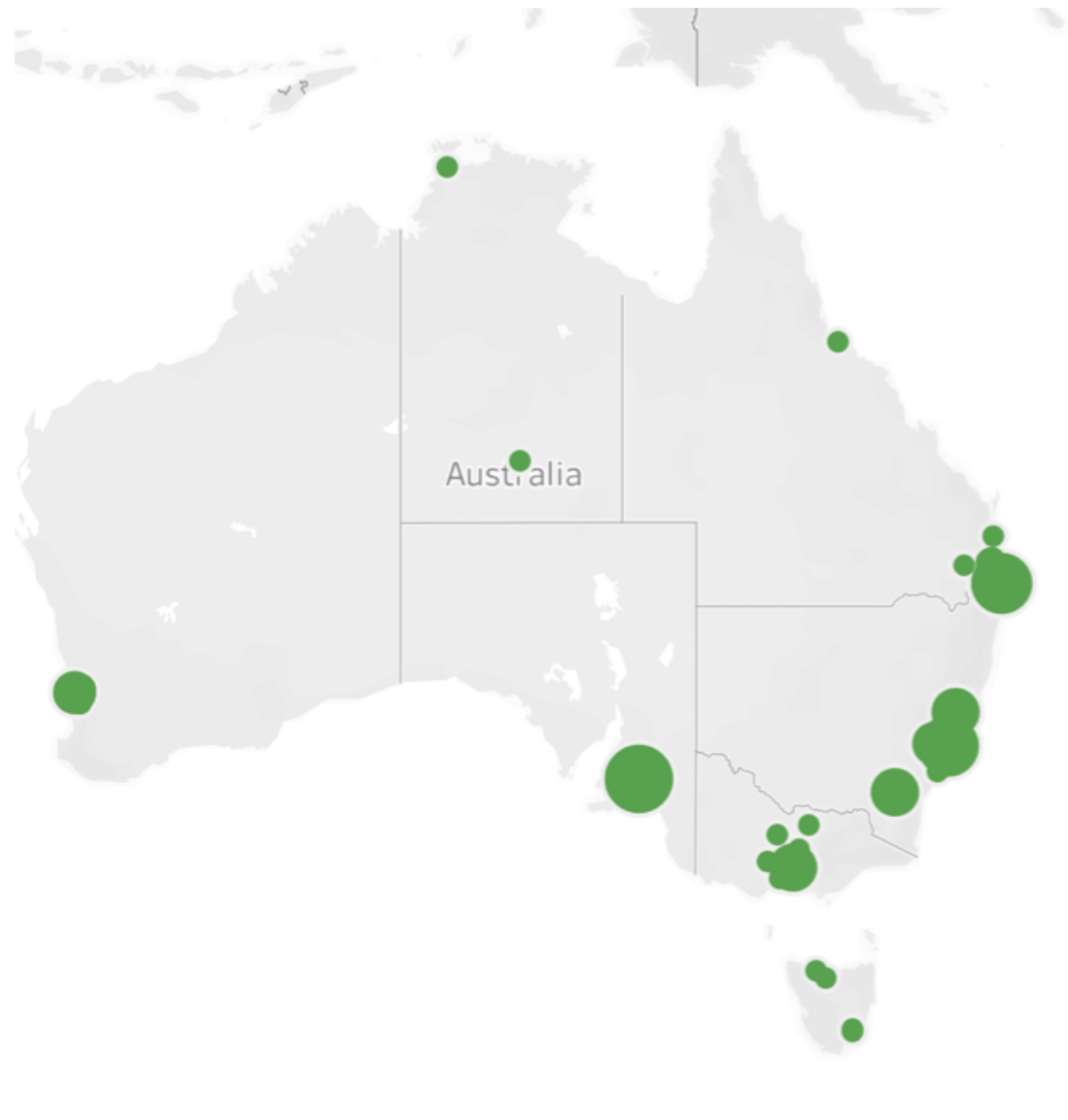
Data taken from Wild Apricot June 2021

Network membership is diverse

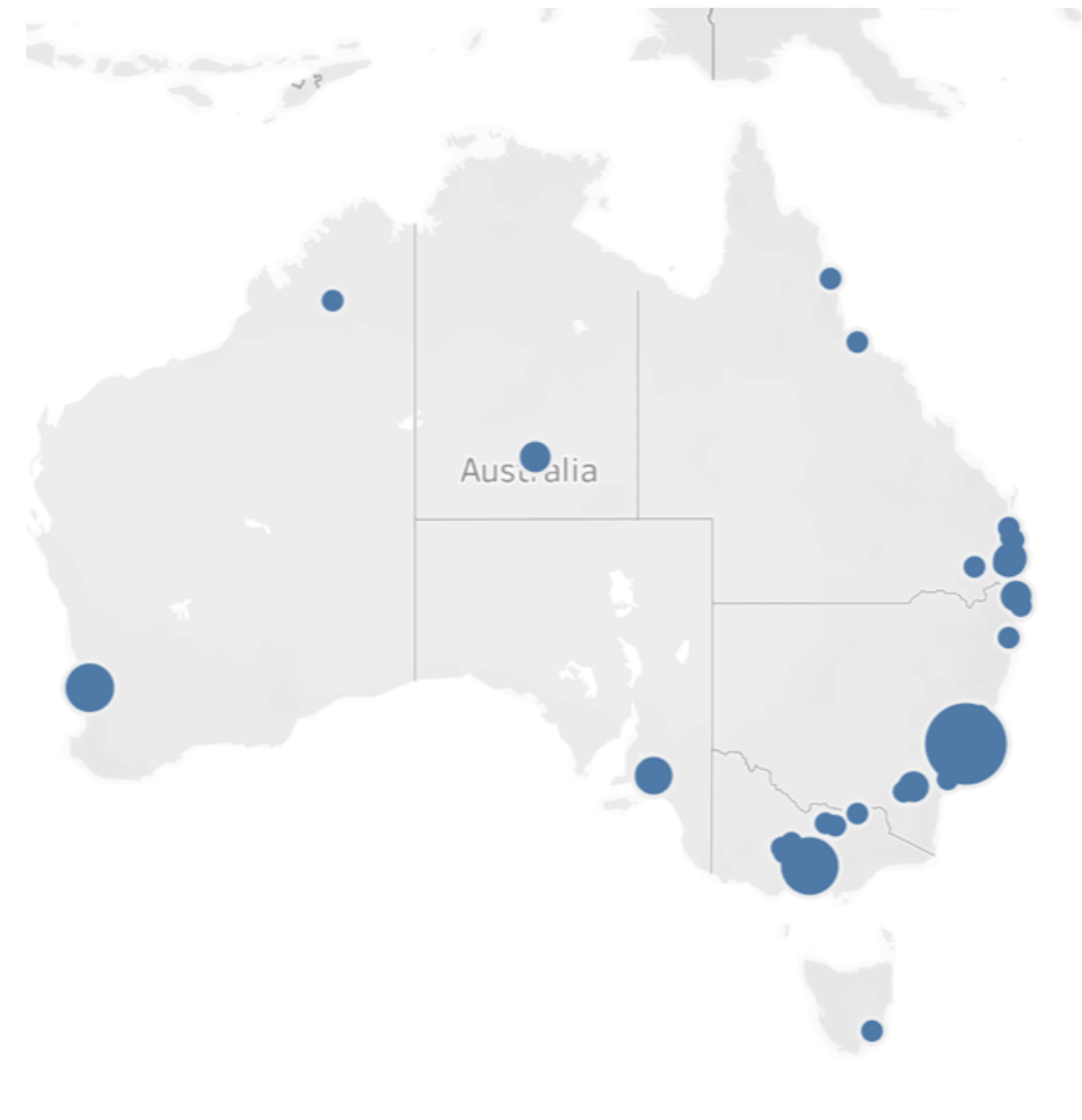


Data taken from Wild Apricot June 2021

The Network is growing



Network Members



Network Subscribers

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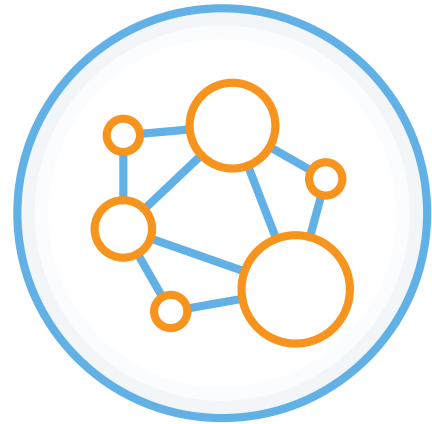
SIMNA Awards

SIMNA's strategic approach

- Enable a diverse network of individuals that are involved in embedding social impact in organisations (members)
- Sector-wide leadership on social value and information sharing on social impact trends, best practice, services and learning opportunities (subscribers and interested individuals)



Strategic objectives 1-4



Grow and broaden our member network

Started a Marketing Plan and refreshed member value propositions



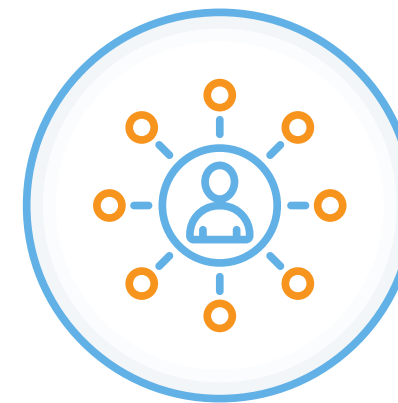
Enable social impact learning, networking and support opportunities

Delivered high quality webinars and member events (on and offline)



Strengthen connections between members

Through a variety of online and in person opportunities



Partner with like-minded orgs and adjacent networks to share knowledge, information and resources

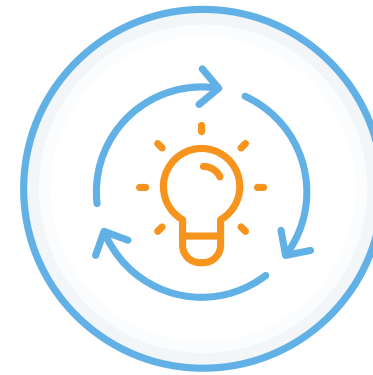
Strategic objectives 5-7



Raise awareness and understanding of including social value in decision making

SIMNA is a Joint Member Network of Social Value International

We use the principles of social value to guide the SIMNA Awards



Build organisational capability and assets

Delivered high quality webinars and member events (on and offline)



Develop sustainably financial model

By developing 2-5 national partnerships

Steps to measure our impact

- We have created a Theory of Change for SIMNA
- We collect member profile and interest information on signup
- We receive regular feedback via surveys after webinars and in person events
- We have developed a rubric to benchmark SIMNA on the 7 characteristics of a healthy network (based on 'Catalysing Networks for Social Change, A Funders Guide' Monitor Institute and GEO)
- We have Explored Most Significant Change as a potential tool

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SIMNA WA Committee



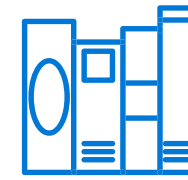
SIMNA WA OC
11 members

2020–21 Members: Ric Dale (Chair), Aden Date, Benjamin Jardine, Desiree Nangle, Lee Partridge, Ali Sumner, Katrina Stratton, Ellie Tighe, Nick Fulcrum (Jan '21), Larissa Andrews (Jan '21) and Renai Bremner (Jan '21).



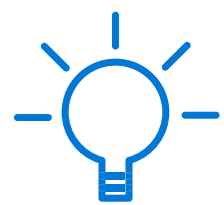
Webinar 1 – July '20

Technology for social good –
building in the right tools for
impact measurement



Webinar 2 – Sept '20

Starting Where You Are



F2F Event – Mar '21

Who's Fooling Who? – A Social
Impact Hypothetical



Webinar 4 – June '21

Accelerating Impact As A Funder

SIMNA Sydney Committee



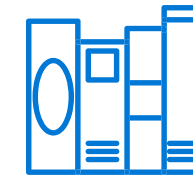
SIMNA Sydney
7 members

2020–21 Members: Matt Bevan (Chair), Sidonie Roberts, Paula Simoes, Eleanor Booth (Jan '21), Caleb Heard (Jan '21), Kuppal Palaniappan (Jan '21) and Rachel Findlay (Jan '21). Anna Ashenden, Lucy Barkl, Catherine Knox, Leo Mburu and Dean Williamson stepped down in Dec '20.



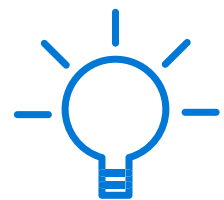
Webinar 1 – July '20

30 minutes with Julie Hourigan
Ruse, CEO of Fams



Webinar 2 – Feb '21

Meaningful Evaluation with Dr.
Gianni Zappala



Webinar 3 – May '21

Impact Measurement Best
Practice – Women Inside and
Out



F2F Event – June '21

Networking with Purpose

SIMNA Western Sydney Committee

2020–21 Members: Amy Lawton (Co-Chair), Katie Wearne (Co-Chair), Christina Jarron, Natalie Jurisic and Sophie Davies (joined Apr '21). Lila Kennelly stepped down (Mar '21).

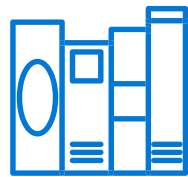


**SIMNA Western
Sydney OC**
5 members



Webinar 1 – Aug '20

The challenges and possibilities of measuring the impact of community-based cultural events



Webinar 2 – Nov '20

Measuring Impact with Compassion – The Groundswell Project



Webinar 3 – Feb '21

The social impact of 'Creativity Village' – an arts program in an aged care facility

SIMNA Queensland Committee

2020–21 Members: Maryann Hazard (Chair), Melanie Butcher, George Earl, Andrea Kanaris and Dianne Robertson. Unfortunately the Qld Committee did not regroup in 2021 and is currently inactive.



SIMNA QLD OC

5 Members



Online Networking Event – Aug '20

Reconnect QLD: What's on your mind?

SIMNA Vic Committee

2020–21 Members: After a break in 2020, the Vic Committee re-formed in 2021 with Alischa Ross (Chair), Max Lynam, Christina Bagot, Marcela Giraldo and Elliott Tester. We farewelled Katya Andreyeva, Stephen Bennett and Nancy Tran in December 2020. The Vic Committee is currently inactive.



SIMNA Vic OC

5 members

SIMNA National



Webinar 1 – July '20

Impact Measurement Best Practice at Mission Australia



Webinar 2 – Sept '20

Get Going, Get Better with CSnet



Webinar 3 – May '21

Impact Measurement Best Practice – Melbourne Metro Tunnel Project



Lisa MGhee
Lead Doer and
Connector

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SIMNA Awards 2020

The 2020 SIMNA Awards Ceremony was held online. Senator the Honourable Anne Ruston, Minister for Families and Social Services delivered a special welcome message, marking the achievements of the 13 Finalists and the social impact sector as a whole.



Excellence in Social Impact Measurement, sponsored by Think Impact

Winner: City of Parramatta Council for 'Measuring Impact of the Socially Sustainable Parramatta Framework'

Runner-Up: Mental Health – Children and Young People, NSW Ministry of Health for their 'Evaluation of the Youth Community Living Support Service'



SIMNA Awards 2020

Innovation in Social Impact Measurement, sponsored by Urbis

Joint Winner: Flat Out and For Purpose Evaluations for 'Women Inside and Out – Social Impact and Evaluation Framework'

Joint Winner: City of Parramatta Council for 'Measuring Impact of the Socially Sustainable Parramatta Framework'

Joint Runner-Up: Documentary Australia Foundation for 'Documentary evidence'

Joint Runner-Up: CYP Design & Construct Joint Venture for the 'Melbourne Metro Tunnel Project'



SIMNA Awards 2020

Collaboration in Social Impact Measurement, sponsored by SVA Consulting

Winner: CYP Design & Construct Joint Venture for the 'Melbourne Metro Tunnel Project'

Runner-Up: TaskForce and Our Community for their 'Data Partnership'

Effective Investment in Social Impact Measurement, sponsored by Our Community

Winner: Deloitte Access Economics and the Centre for Excellence in Child and Family Welfare for 'Return on investment analysis for Raising Expectations'

Runner-Up: Central Coast Council and Urbis for their Social Impact Analysis of Out-Commuting



Thank you to
our Award
sponsors



Australian Government
Department of Social Services



ourcommunity.com.au
Where not-for-profits go for help



SVAConsulting



www.simna.com.au



**Photo: SIMNA Sydney Organising Committee,
Networking with Purpose, June 2021**