

SIMNA Annual Review 2021–22

(July 2021–June 2022)



SOCIAL IMPACT MEASUREMENT
NETWORK AUSTRALIA

SOCIAL VALUE

INTERNATIONAL
MEMBER

Introduction

Welcome to the Social Impact Measurement Network of Australia's (SIMNA Ltd's) 2021-22 Annual Review! This brief report summarises the Network's activities between 1 July 2021 and 30 June 2022. It also showcases the year's highlights and shows the extent to which we are fulfilling our strategic objectives.

While the ongoing restrictions brought in during the Covid 19 pandemic caused some challenges, they also created valuable opportunities as our network continued to meet online, not only with fellow social impact measurement enthusiasts in the same state, but also with others across the entire country. It was great to see some face-to-face gatherings starting to return and we continue to navigate our way through this new hybrid reality.

SIMNA Board Members Kathy, Simon and Sarah represented SIMNA on the Department of Social Services (DSS) Outcomes Measurement Initiative (OMI) working groups from mid 2021 to early 2022.

We received a record number of high calibre applications for the 2021 SIMNA Awards. We thank our sponsors, judges and all entrants. Delivered online, the Awards Ceremony in December 2021 once again brought the social impact measurement sector together to celebrate the incredible work being done across Australia to evidence social change.

Last but not least, we were excited to launch our new Social Impact Leaders Roundtable in March 2022. The aim of the Roundtable is to create a safe space for senior social impact leaders to share and to connect while exploring some of the challenges and opportunities they are facing in their roles. It is open to SIMNA members who hold the most senior social impact role in their for-purpose organisation and the group now meets monthly online.

The work of growing the network and delivering its activities is made possible by the support of almost 50 volunteers from across the country. Many of our volunteers have been giving their time to SIMNA for more than three years. Some, for more than five! We thank all our volunteers for their valuable contributions as well as all our event speakers and hosts. And we thank all of you, our members, for being an active part of our network and for all the work you do to advance the consideration of social impact measurement in decision making by all organisations.

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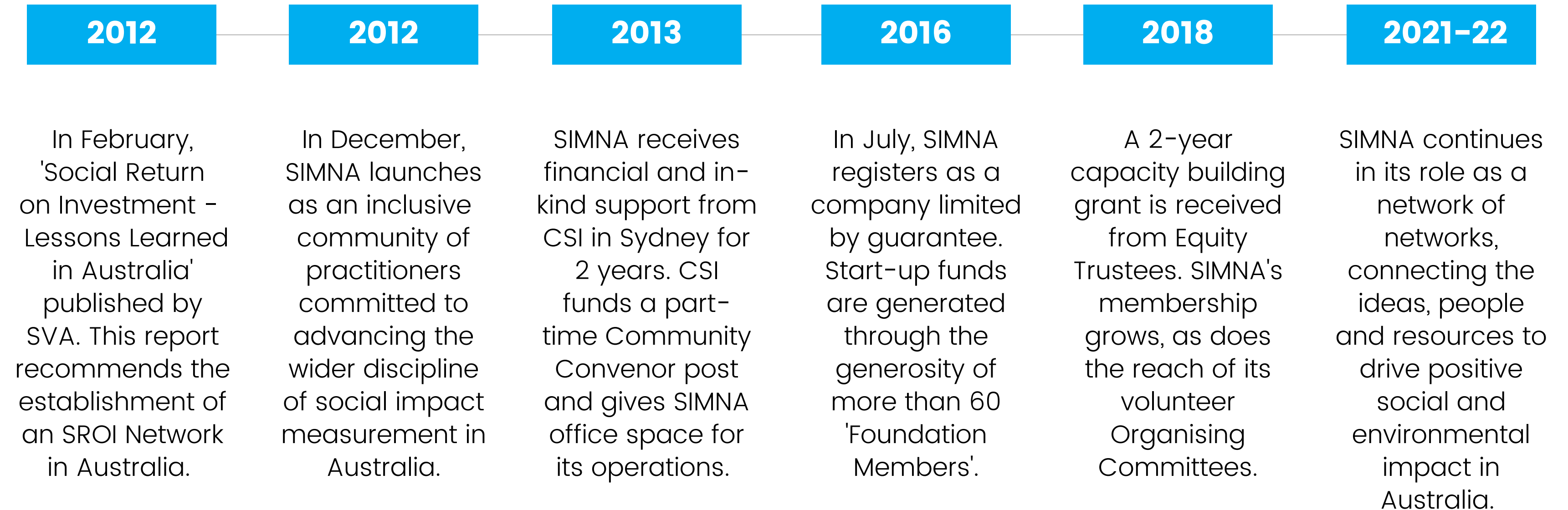
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Our Story in a Timeline





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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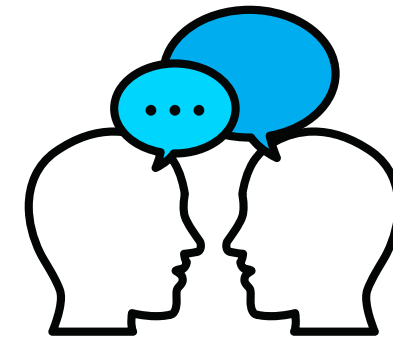
SIMNA Awards

Our Year in Numbers

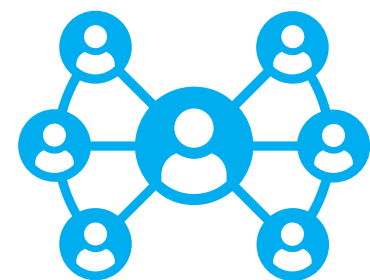
Our activities from 1 July 2021 to 30 June 2022:



SIMNA hosted **six** online events – with an average of 127 sign ups each



SIMNA hosted **two** in person events



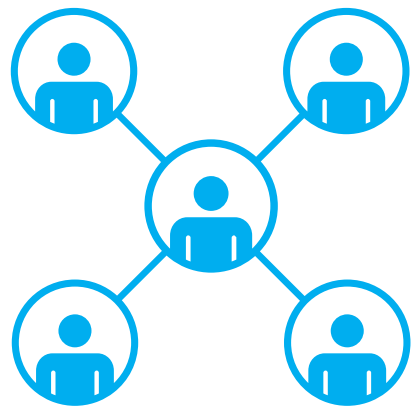
Three Senior Impact Leaders Roundtables took place online



SIMNA held **one** virtual Awards Ceremony and Panel Discussion

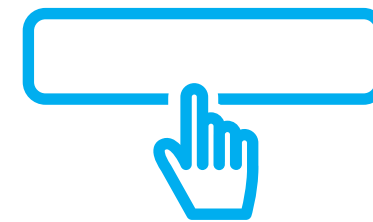
Our Year in Numbers

Our network from 1 July 2021 to 30 June 2022:



SIMNA had a total of **378** Members and Affiliates:

- 190 Individual Members
- 20 Large Orgs (139 people)
- 15 Small Orgs (49 people)



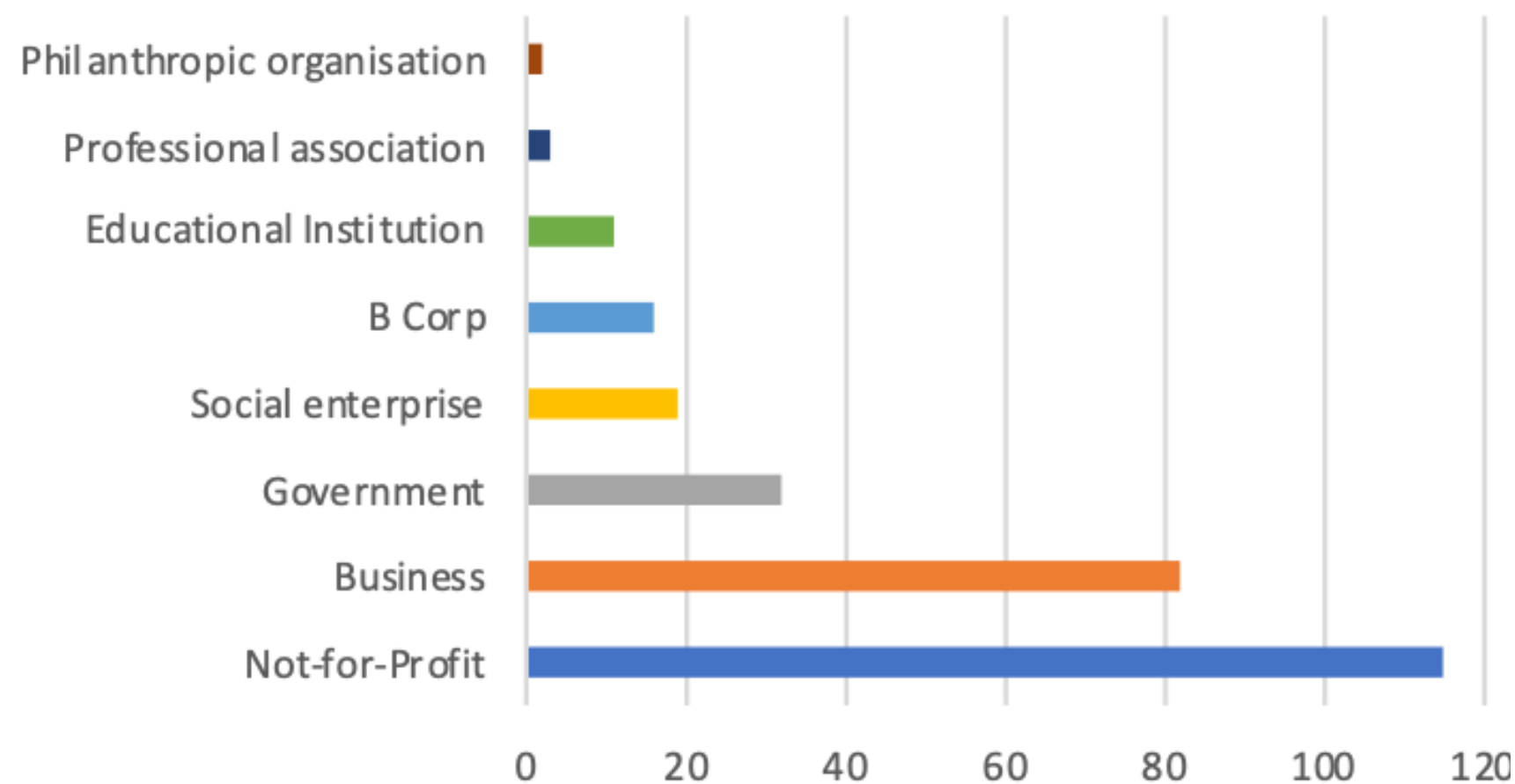
SIMNA had more than **1200** Subscribers



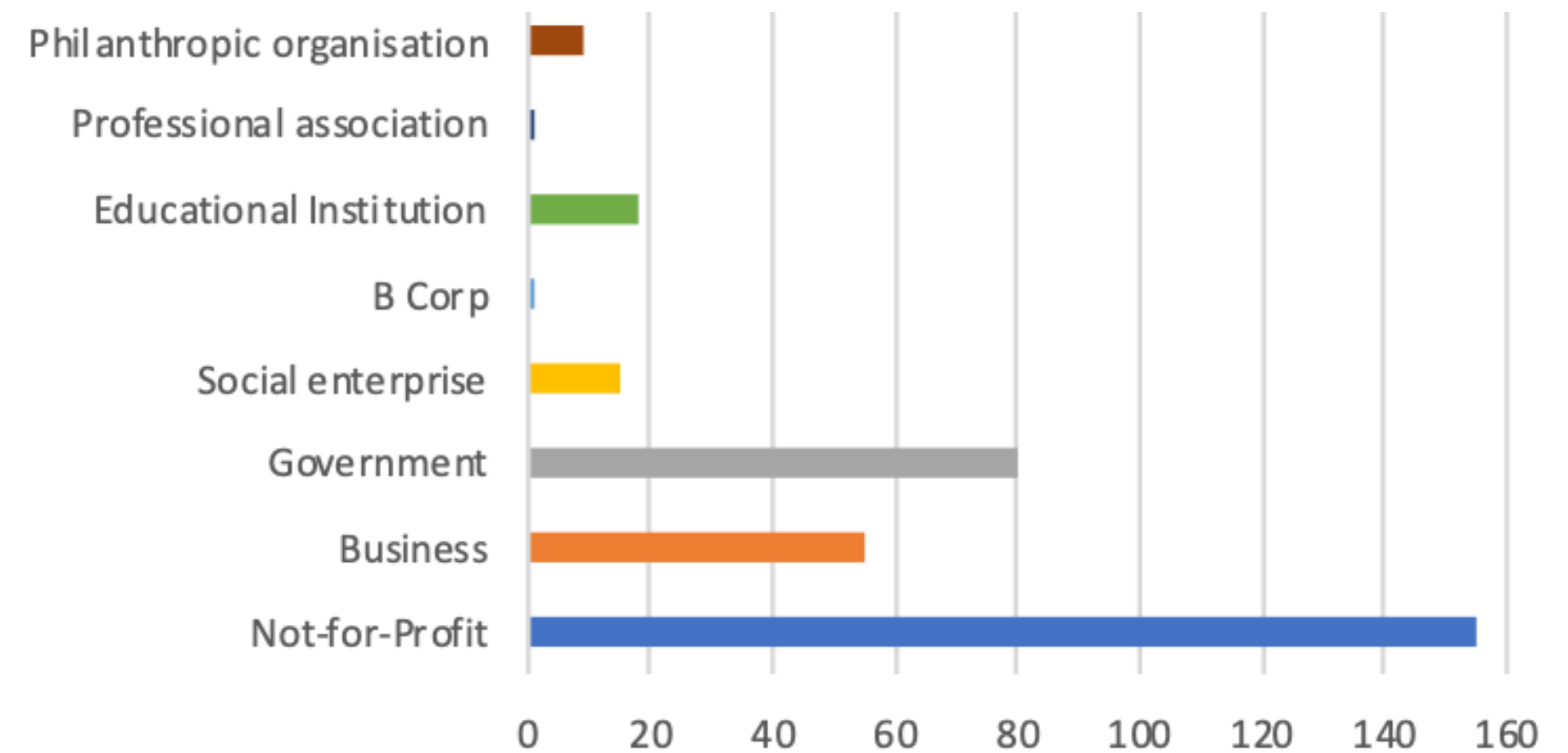
SIMNA had **49** volunteers across four Organising Committees, the SIMNA Board, the Social Impact Leaders Roundtable Enablers and the 2021 Awards Judging Panel

Network Membership is Diverse

Our members, affiliates and subscribers work for many different types of organisations:



Network Members



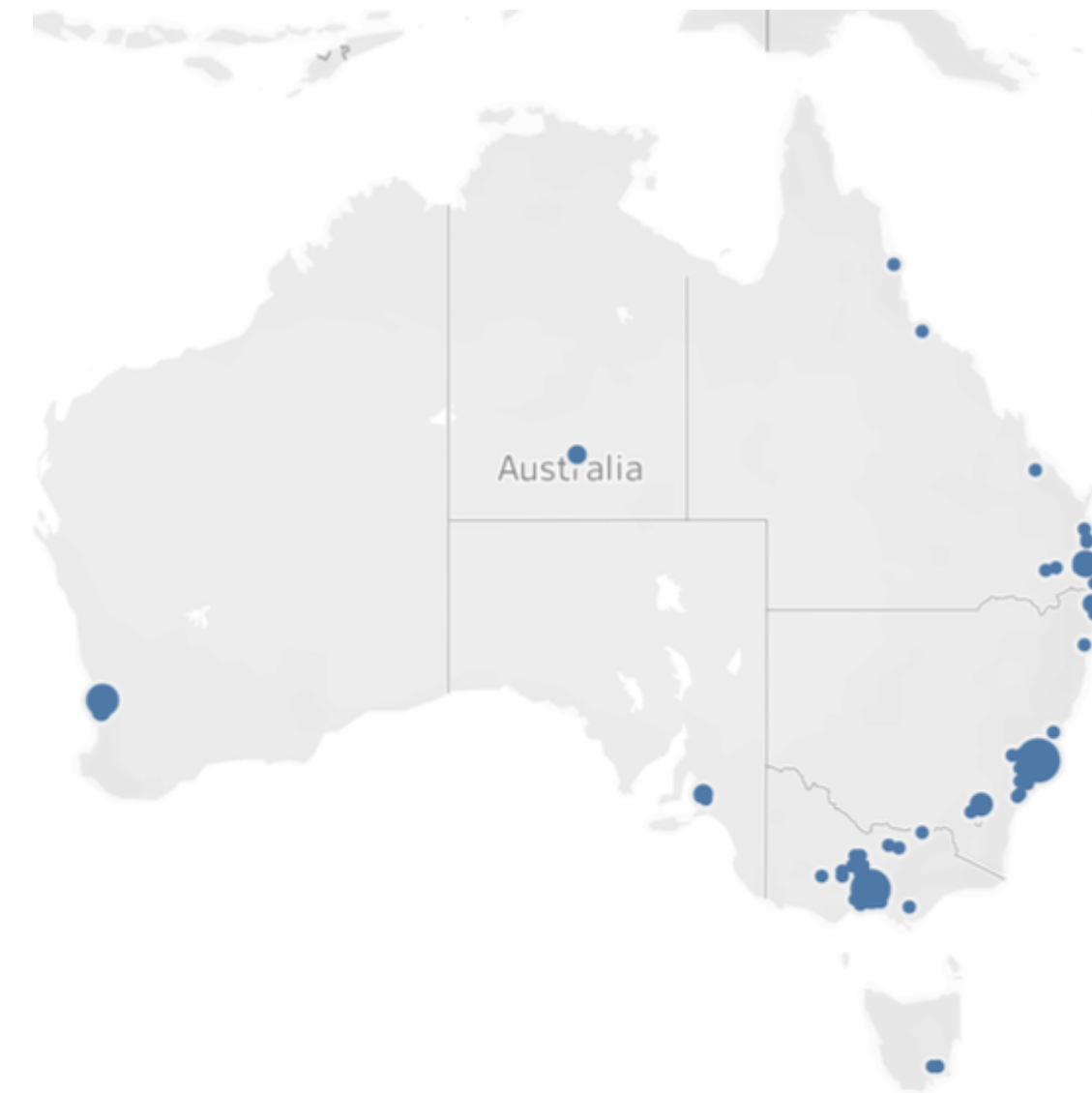
Network Subscribers

Data taken from Wild Apricot August 2022 – note that not everyone supplied this information on sign up

The Network is all Around Australia



Network Members



Network Subscribers

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SIMNA's Strategic Approach

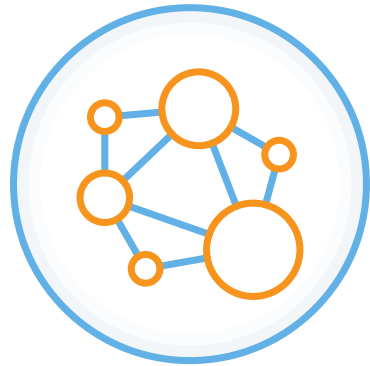


To enable a diverse network of individuals that are involved in embedding social impact in organisations (members)



To take 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

We have progressed work on our marketing plan and have welcomed close to 100 new members and affiliates over the past year



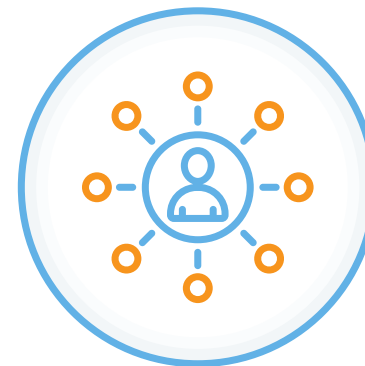
Enable social impact learning, networking and support opportunities

We have delivered high quality webinars and events (online and in person)



Strengthen connections between members

We have organised a variety of online and in person opportunities, including a new member only roundtable for senior impact leaders



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

We partnered with AES and Penrith City Council on events

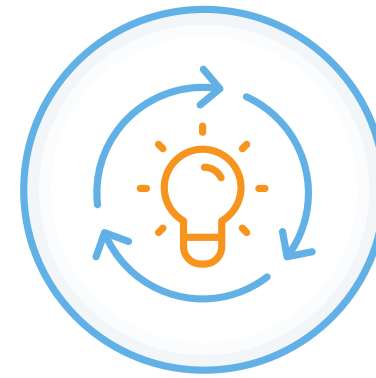
Strategic Objectives 5-7



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

We have formed working groups on marketing, impact measurement and IT



Develop a sustainable financial model

We developed four national partnerships

Steps to Measure our Impact

We have formed an Impact Measurement Working Group, which met twice at the end of FY2021-22. The group has begun designing the monitoring, evaluation and learning approach for SIMNA as an organisation, to inform how we nurture our dynamic network to deliver meaningful impact.

The group has presented a proposal for an impact measurement approach to guide the organisation through to the end of the 2023-24 period, comprising:

- Annual narrative data collection from network members, based on a Most Significant Change approach
- Ongoing monitoring of feedback and member profile data
- Integrating developmental evaluation approaches as part of the development of new SIMNA products and initiatives

In FY2022-23 the group will commence delivery of this impact measurement approach for reporting to the board and as part of the next Year in Review.

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SIMNA Organising Committees

Organising Committees are Advisory Groups to the Board. They create the places for SIMNA members to meet, connect, learn, share and support. Organising Committee members commit to a 12-month term, from January to December. This year, the network had four active Organising Committees in Sydney, Victoria, Western Australia and Western Sydney.



SIMNA Sydney Committee

FY 2021–22 Members: Eleanor Booth (Chair 2022), Matt Bevan (Chair 2021), Caleb Heard, Emma Bedwin, Kuppal Palaniappan and Paula Simoes. Rachel Findlay and Sidonie Roberts stepped down during the year.



SIMNA Sydney
6 members



July 2021

Measuring outcomes and impact at the community level



November 2021

The good, bad and the ugly of social impact reporting



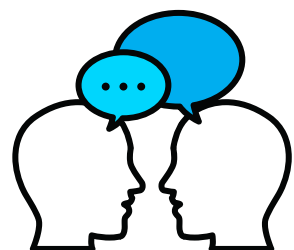
August 2021

Evaluation and social impact measurement – similarities and differences (with AES)



April 2022

Measuring social impact in a health services context



June 2022

Measuring the impact of social enterprise (at Pocket City Farms)

SIMNA Victoria Committee



SIMNA Vic OC
6 members

FY 2021–22 Members: Elliott Tester (Chair 2022), Alischa Ross (Chair 2021), Christina Bagot, Marcela Giraldo Uribe, Max Lynam and Nikki Sloan (joined June 2022).



Although there were no events in Victoria due to ongoing COVID-19 restrictions there, planning got underway for events early in the 2022–23 financial year.

SIMNA WA Committee

FY 2021-22 Members: Ric Dale (Chair 2021 / Co-Chair 2022), Larissa Andrews (Co-Chair 2022), Aden Date, Ali Sumner, Benjamin Jardine, Ellie Tighe, Lee Partridge, Nick Fulcrum and Renai Bremner. Desiree Nangle and Katrina Stratton left during the year.



October 2021

Starting where you are



All year

The Western Australia committee have also been holding small catch ups with members (2-4 people each time) as a way of getting to know other members.



SIMNA WA OC

9 members

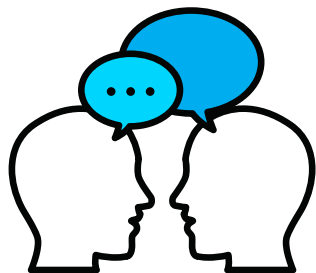
SIMNA Western Sydney Committee

FY 2021-22 Members: Christina Jarron (Co-Chair 2022), Sophie Davies (Co-Chair 2022), Amy Lawton (Co-Chair 2021) and Natalie Jurisic. Katie Wearne (Co-Chair 2021) stepped down in early 2022.



November 2021

In conversation with SNAICC – national voice for our children



March 2022

Social impact measurement for community organisations – what, why, how? (with Penrith City Council)



**SIMNA Western
Sydney OC**
4 members

"It brought together a great diversity of people from across the country and from different sectors all keen to learn from the presenters."

Webinar Participant | In Conversation with
SNAICC

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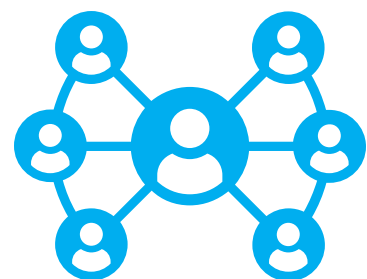
Senior Impact Leaders Roundtable Enablers

SIMNA's new Senior Impact Leaders Roundtable is convened by a team of enablers who facilitate the monthly roundtables based on a list of topics generated by the members and review applications from new roundtable members.

Members 2022: Ian Boorman (Co-Chair), Jen Riley (Co-Chair), Jenny Anderson, Rachael Bajayo, Sam Barrett and Sandra Opoku.

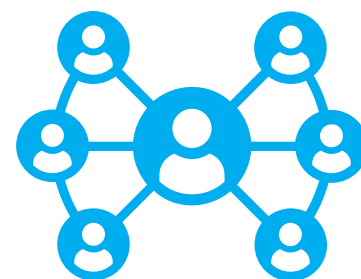


The Enablers
6 members



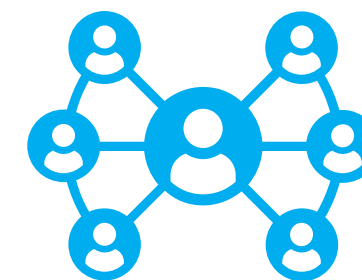
March 2022

Roundtable #1



May 2022

Roundtable #2



June 2022

Roundtable #3

SIMNA Awards Judging Panel

Each member of the Awards Judging Panel participates in two rounds of scoring, working in different pairs to encourage transparency and the balanced application of the judging criteria. It is a big task and we are so grateful to our Judging Panel for selecting our finalists, runners up and winners.

Members 2021: Aden Date, Annabel Downing, Christina Bagot, Joshua Presser, Kuppal Palaniappan, Matt Bevan, Mike Davis and Nicola Adams.



SIMNA Board

As well as fulfilling their governance responsibilities, board directors also volunteer their time on different working groups. These group focus on the SIMNA Awards, SIMNA's impact, IT, partnerships and operating models. Board members serve for a three-year term and in the lead up to the AGM members are invited to nominate to serve as directors when there are vacancies. Where there are more nominations than vacancies, members vote, with the new board announced at the AGM.



SIMNA Board

SIMNA Board Members FY 2021-22:

Simon Faivel	Sarah Barker (Co-Chairs from March 2022)
Ali Sumner	Helen Sheppard
Benjamin Jardine	Kathy Hoyt

New Board Members from November 2021:

Aden Date	Jessica Soares
Gerard Atkinson	Sarah Jones (resigned September 2022)

The following directors left the board during FY 2021-22:

Alicia McCoy, Mike Davis and Ross Wyatt



SIMNA Board

10 members

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SIMNA Awards 2021

The 2021 SIMNA Awards were our seventh and attracted the highest number of applications ever (36), with 17 finalists selected across four categories.

The winners and runners up were announced on Wednesday 8 December 2021 at an online awards ceremony.

The ceremony opened with a lively panel discussion. Senator the Honourable Anne Ruston, Minister for Families and Social Services also delivered a welcome message, referencing the future of impact investing in Australia and acknowledging the achievements of our finalists well as the social impact sector as a whole.



SIMNA Awards Winners 2021

Excellence in Social Impact Measurement Award, sponsored by Spark Strategy

- Joint Winners: Hireup for 'Hireup Social Impact Measurement' and Uniting NSW.ACT for 'SHS 360-Degree Outcomes Measurement'
- Runner-Up: Deloitte Access Economics for 'SROI of the National Community Hubs Program'

Innovation in Social Impact Measurement Award, sponsored by Urbis

- Winner: Uniting NSW.ACT for 'SHS 360-Degree Outcomes Measurement'
- Runner-Up: Clear Horizon for 'Connected Beginnings integrated measurement and reporting solution'



SIMNA Awards Winner 2021

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

- Winner: Barang Regional Alliance Ltd. for Ngiyang Wayama Data Network
- Runner-Up: Clear Horizon for 'Connected Beginnings integrated measurement and reporting solution'

Leading Funder in Social Impact Measurement Award, sponsored by Our Community

- Winner: Equity Trustees for 'Greater Shepparton Lighthouse Project'
- Runner-Up: Ecstra Foundation for 'Ecstra Financial Wellbeing Outcomes Tool'



Thank You to our 2021 Awards Sponsors



Australian Government
Department of Social Services



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



"We were absolutely thrilled to receive external recognition for our innovative impact measurement methodology. Improving the quality of life of people with disability is why we exist – our SIMNA Award validates the efforts we make every day to ensure social impact data drives Hireup strategy"

Joe Dreyfus | Head of City Operations | HireUp

Changes to the SIMNA Team



Towards the end of FY 2021–22, we prepared to farewell our Lead Doer and Connector, Lisa McGhee. After eight years with SIMNA, Lisa accepted a newly created role at the Brave Foundation and her last day with us was 28 July.

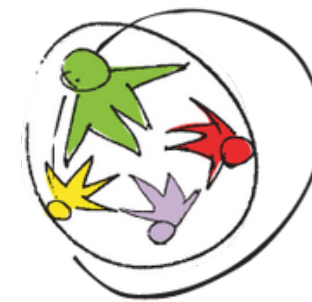
Lisa was central to shaping SIMNA over many years. Lisa first started working with SIMNA way back when we were being supported by the Centre for Social Impact in 2014, and was our very first staff member. Lisa, we miss your warmth, your thoughtfulness, and your skill at getting things done in our dynamic network. A huge thank you for all that have done!

Recruitment for a new Executive Officer took place during July 2022 and we welcomed Laura Glynn to SIMNA at the end of the month. Prior to relocating to Australia, Laura worked for many years at the Resource Alliance on events, marketing and strategy. She loves connecting and collaborating with fellow changemakers who are working to bring about positive change and always jumps at the chance to bring a new idea to life.

SIMNA Partners 2021-22

We are grateful to our 2021-22 partners for supporting SIMNA in achieving its mission. Together, we can advance the social impact movement in Australia, in a mutually supportive way.

We offer our partners brand exposure and positioning in the social impact sector. In addition to sponsoring an Awards category, we collaborate with our partners on learning events around topics of shared interest and promote their work to our members, subscribers and followers.



www.simna.com.au



**Photo: SIMNA Sydney Event
Pocket City Farms, June 2022**