

SIMNA Annual Review 2022-23

(July 2022-June 2023)



SOCIAL IMPACT MEASUREMENT
NETWORK AUSTRALIA

SOCIAL VALUE

INTERNATIONAL
MEMBER

Introduction

Welcome to the Social Impact Measurement Network of Australia's (SIMNA Ltd's) 2022-23 Annual Review! This brief report summarises the Network's activities between 1 July 2022 and 30 June 2023. It also showcases the year's highlights and shows the extent to which we are fulfilling our strategic objectives.

During this period it was great to see increased activity across the country and more in-person events. The Victoria Organising Committee started running events again, and towards the end of the FY, a new committee formed in QLD following a break in activities for several years there. In addition to OC events, we also held two national events: a webinar in partnership with Our Community's Institute of Community Directors on evaluation for the time- and resource-poor in May 2023 and a research webinar on unpacking our options in social impact measurement in June.

Membership has continued to grow, as have the annual SIMNA Awards. The 2022 SIMNA Awards attracted the highest number of unique entries ever! We thank our sponsors, judges and all the entrants. Delivered online, with an in-person watch party in Melbourne, the Awards Ceremony in December 2022 once again brought the social impact measurement sector together to celebrate the incredible work being done across Australia to evidence social change.

SIMNA welcomed the opportunity to contribute to the important conversation on Measuring What Matters in early 2023. In our submission we encouraged further progress to ensure that this endeavour reflects the Principles of Social Value and results in meaningful, actionable information that advances the quality of life of all people living in Australia.

The work of growing the network and delivering its activities is made possible by over 50 incredible volunteers from across the country. A number of new volunteers got involved this year, working alongside our longstanding volunteers, some of whom have been giving their time to SIMNA since we were first getting established. 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.

SIMNA Partners 2022–23

We are grateful to our 2022–23 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.



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

SVA Consulting



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SIMNA's Vision and Purpose

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Our Story in a Timeline

In December, SIMNA launches as an inclusive community of practitioners committed to advancing the wider discipline of social impact measurement in Australia.

2012

In February, 'Social Return on Investment - Lessons Learned in Australia' published by SVA. This report recommends the establishment of an SROI Network in Australia.

2012

2013

SIMNA receives financial and in-kind support from CSI in Sydney for 2 years. CSI funds a part-time Community Convenor post and gives SIMNA office space for its operations.

2016

In July, SIMNA registers as a company limited by guarantee. Start-up funds are generated through the generosity of more than 60 'Foundation Members'.

2018

A 2-year capacity building grant is received from Equity Trustees. SIMNA's membership grows, as does the reach of its volunteer Organising Committees.

2020-21

Shift to online-only events in response to the pandemic. Establishment of partnership model to ensure ongoing financial sustainability.

2022-23

Return of in-person and hybrid events. Reinvigoration of Victoria OC, formation of new Queensland OC.



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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Our Year in Numbers

Our activities from 1 July 2022 to 30 June 2023:



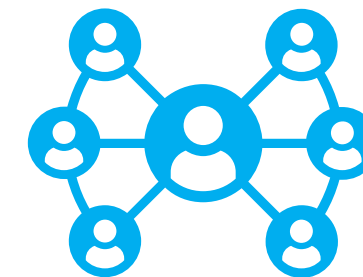
SIMNA hosted **six** online events



SIMNA hosted **nine** in person events



SIMNA hosted **three** hybrid events



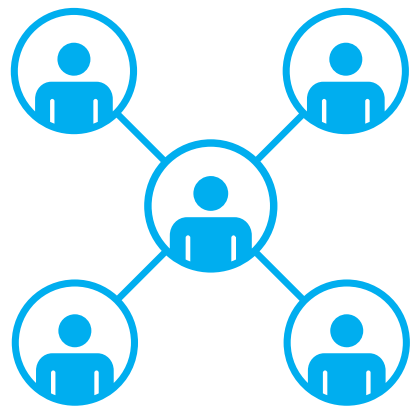
Ten Senior Impact Leaders Roundtables took place online



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

Our Year in Numbers

Our network from 1 July 2022 to 30 June 2023:



SIMNA had a total of **421** Members and Affiliates:

- 211 Individual Members
- 19 Large Orgs (163 people)
- 15 Small Orgs (47 people)



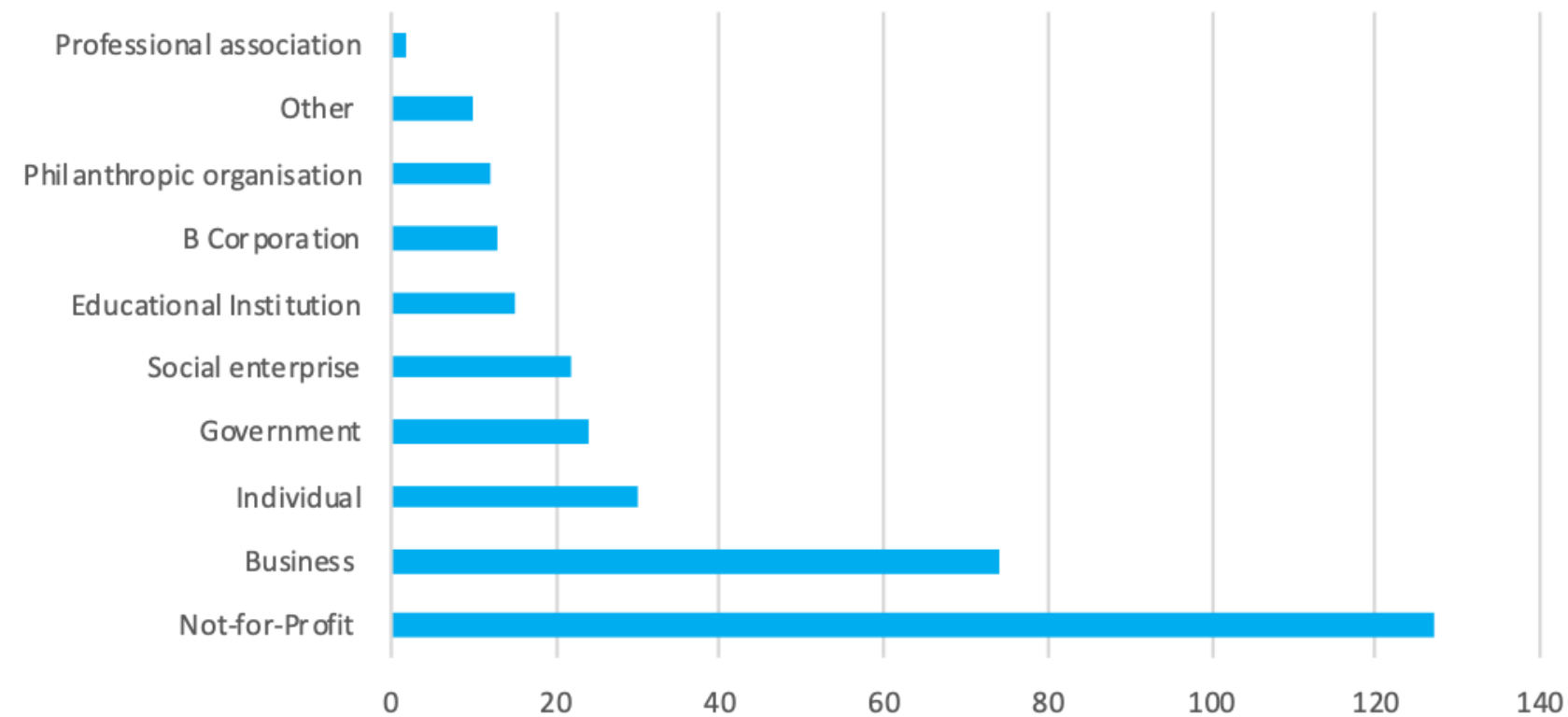
SIMNA had more than **1300** Subscribers



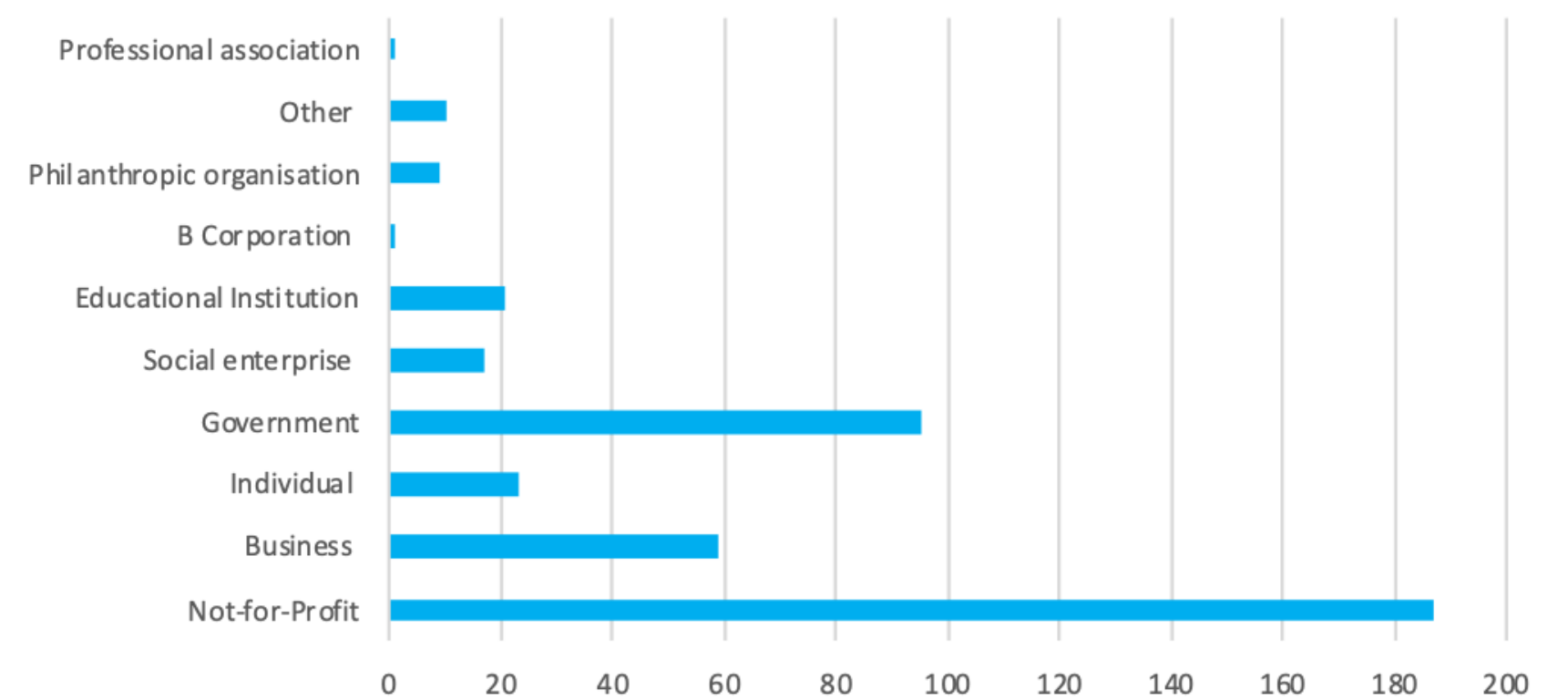
54 SIMNA members volunteered during the year across five Organising Committees, the SIMNA Board, the Senior Impact Leaders Roundtable Enablers and the 2022 Awards Judging Panel

Network Membership is Diverse

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

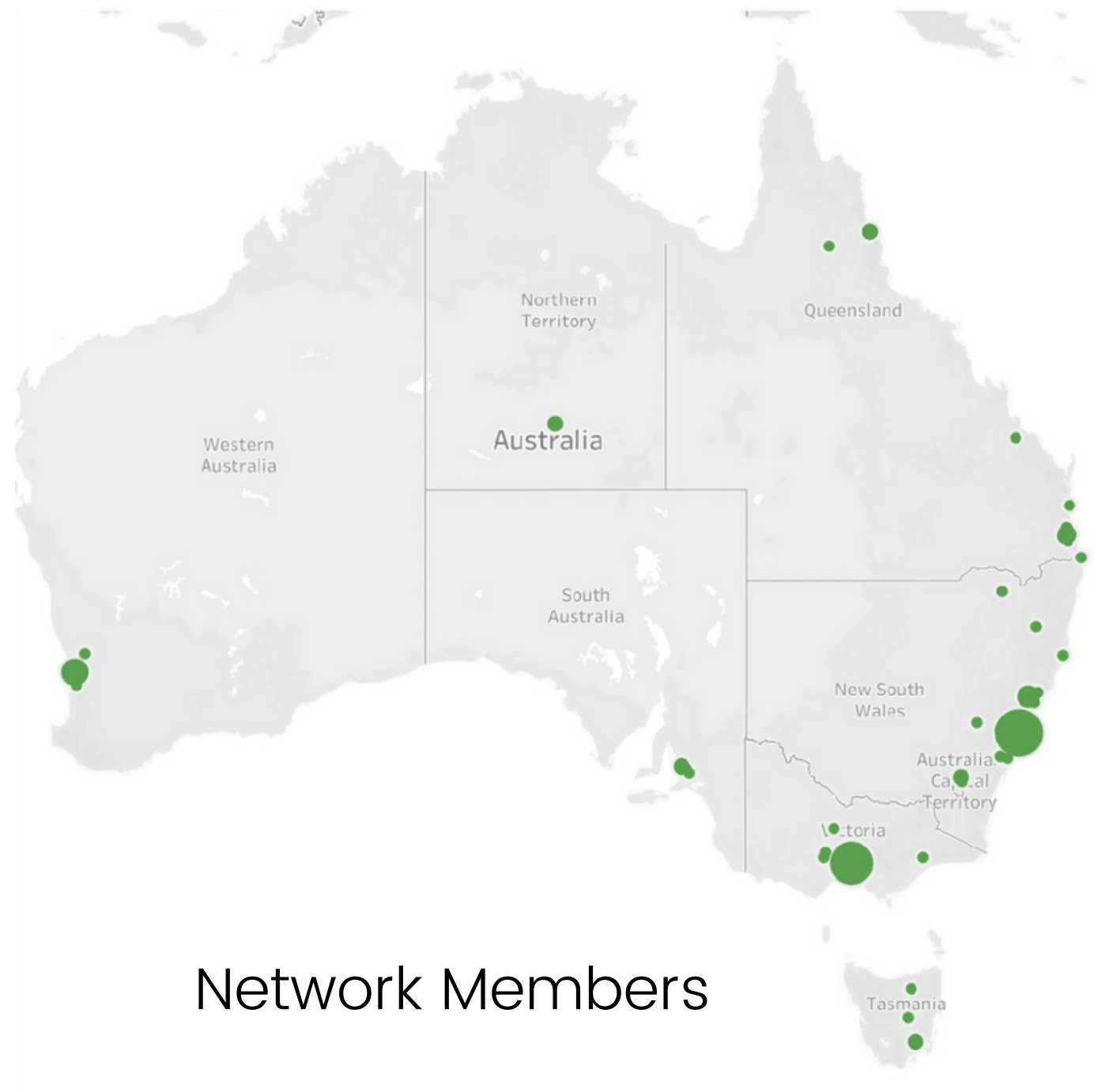


Network Members

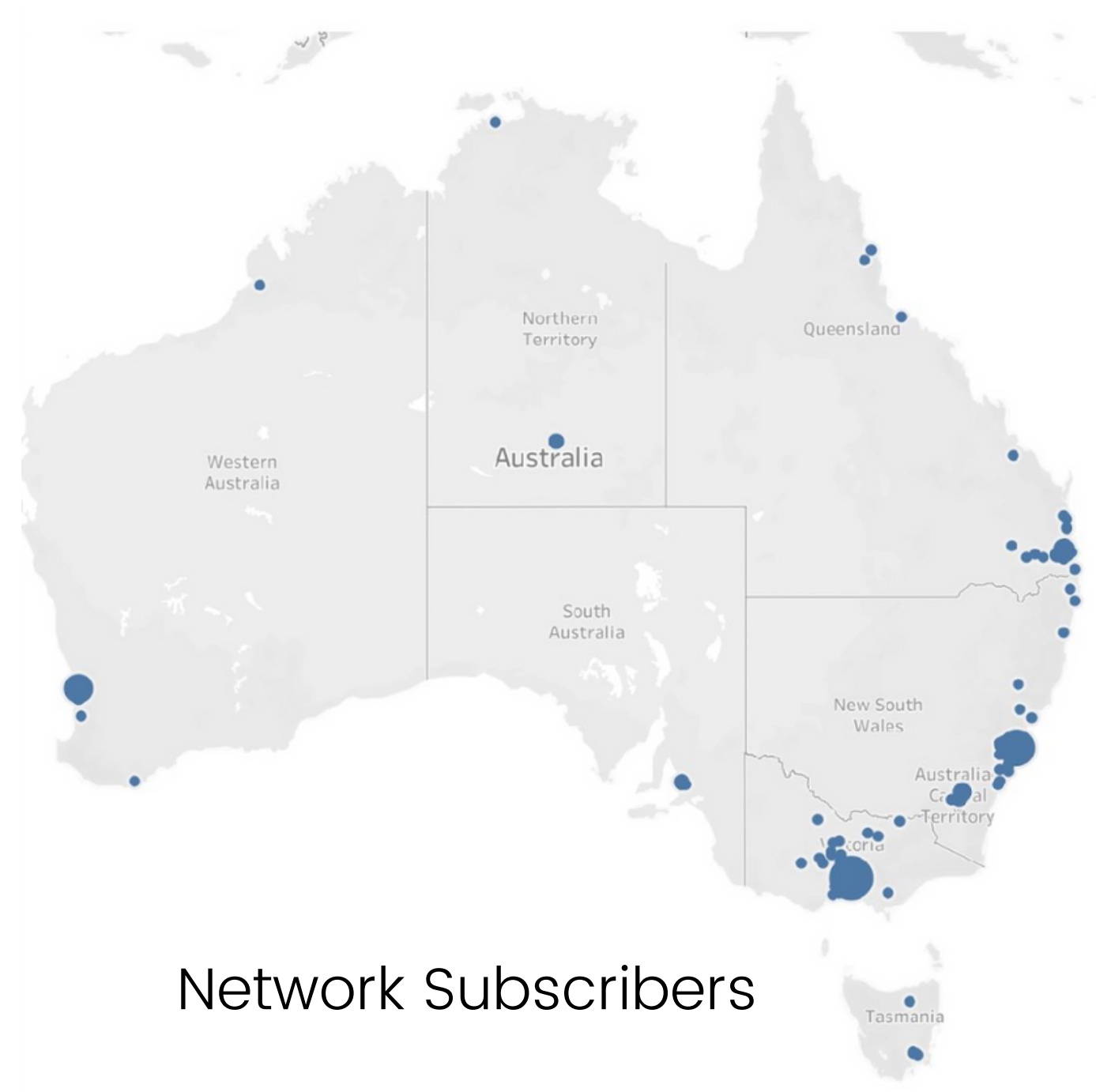


Network Subscribers

The Network is all Around Australia



Network Members



Network Subscribers

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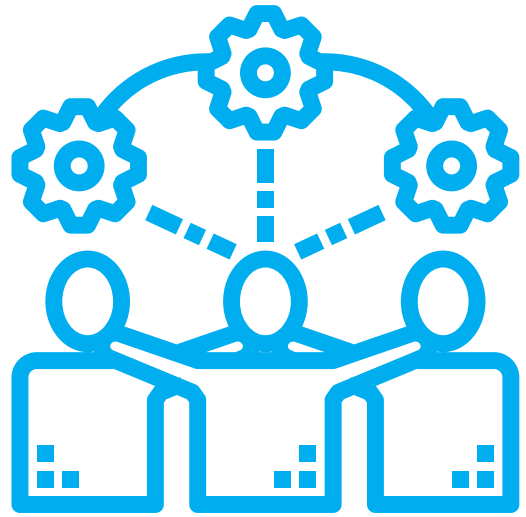
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SIMNA's Strategic Approach

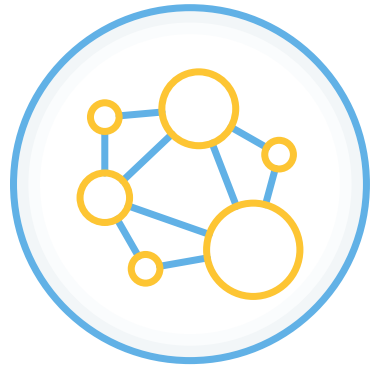


To enable a diverse network of individuals that are involved in embedding social impact in organisations (members)



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 continued to progress work on our marketing plan and have continued to grow, with almost 50 new members and affiliates joining this year.



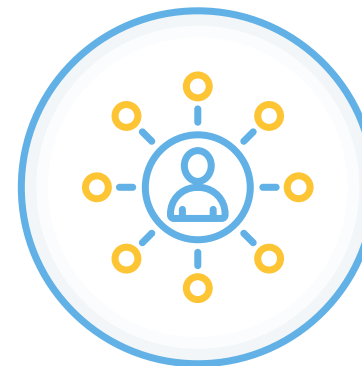
Enable social impact learning, networking and support opportunities

We have delivered more high-quality webinars and in person events.



Strengthen connections between members

We have organised a variety of online, in person and hybrid opportunities for members to connect with one another.



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

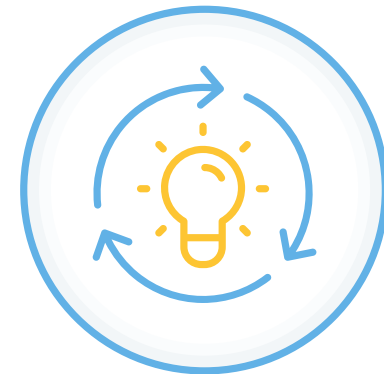
We partnered with AES, Our Community, PWC and Urbis on events.

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 and we use the principles of social value to guide the SIMNA Awards



Build organisational capability and assets

Working groups on marketing, impact measurement, IT and partnerships have recruited additional members to strengthen their work to build organisational capability



Develop a sustainable financial model

We secured three national partnerships to generate income and opportunities alongside our membership and awards sponsorship income.

Steps to Measure our Impact

SIMNA has an Impact Measurement Working Group, which met six times in FY2022–2023. The group has been working towards implementing the monitoring and evaluation framework for SIMNA as an organisation, to inform how we nurture our dynamic network to deliver meaningful impact. The group is currently supporting the delivery of impact measurement comprising:

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

In FY2023–24 the group is delivering the full impact measurement approach, including narrative data collection in early 2024 for analysis and reporting to the board.

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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 generally 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 as well as a Queensland Organising Committee which re-formed in June 2023.



SIMNA Queensland Committee

FY 2022–23 Members: Ash Hession, David Jack (Co-Chair), Rebecca Roebuck and Rose Ahearn (Co-Chair)



SIMNA QLD
4 members



After several months of discussions and consulting with our network in Queensland to re-commence activities in the State, the new Queensland Organising Committee officially formed in June 2023. They hit the ground running and started planning events for the second half of 2023.

SIMNA Sydney Committee

FY 2022–23 Members: Amber Colhoun (joined June 2023), Eleanor Booth (Chair 2022), Kuppal Palaniappan, Maxine Morrison (joined June 2023), Paula Simões (Chair 2023) and Paul Thambar (joined March 2023). Caleb Heard, Emma Bedwin and Matt Bevan stepped down during the year.



SIMNA Sydney
6 members



July 2022

How is the private sector measuring social impact? (with PWC)



June 2023

Helping Families in Need: The One Box impact story



August 2022

Evaluating resilience (with AES)



June 2023

Networking with Purpose

SIMNA Victoria Committee



SIMNA Vic OC
8 members

FY 2022–23 Members: Alischa Ross, Christina Bagot, Elliott Tester (Chair), Esperanza Torres (joined March 2023), Lavinia Kanagandran (joined May 2023), Madeleine Beart (joined March 2023), Marcela Giraldo Uribe and Nikki Sloan. Max Lynam stepped down in November 2022.



September 2022

Victoria Trivia Night



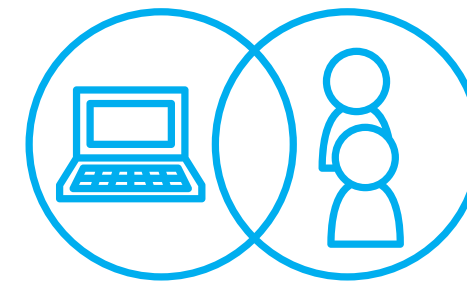
December 2022

SIMNA Awards Watch Party (with Our Community)



November 2022

Outcome Measurement Initiative Panel (with Urbis)



May 2023

Tangible Lessons from the Digital Frontier

SIMNA WA Committee

FY 2022-23 Members: Aden Date, Ali Sumner, Alison Carter (Joined Sept 2022), Benjamin Jardine, Larissa Andrews (Co-Chair 2022 / Chair 2023), Lee Partridge, Renai Bremner and Ric Dale (Co-Chair 2022). Ellie Tighe and Nick Juniper left during the year.



SIMNA WA OC
8 members



December 2022

WA End of Year Sundowner



April 2023

WA Connect



March 2023

WA Connect



May 2023

WA Connect

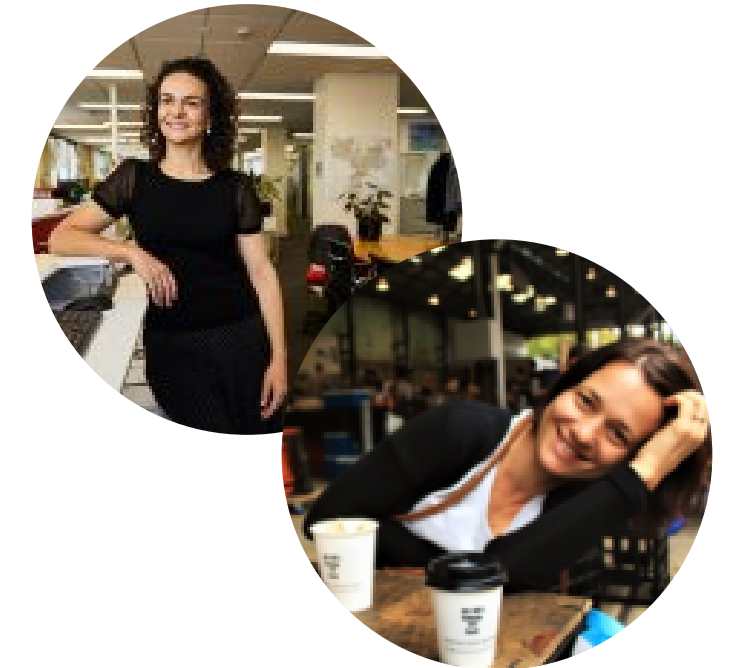


June 2023

WA Connect

SIMNA Western Sydney Committee

FY 2022–23 Members: Amy Lawton, Christina Jarron (Co-Chair 2022–23), Joanne Cummings (Joined March 2023), Natalie Jurisic (Co-Chair 2023) and Sophie Davis (Co-Chair 2022)



**SIMNA Western
Sydney OC**
5 members



August 2022

Let's Talk About Social Impact Measurement



November 2022

Understanding and Measuring the Impact of the National Community Hubs Program



March 2023

Hitting the Sweet Spot: Social Impact in a complex digital space



"Networking with terrific people
and engaging panel discussion!"

Event Participant, Tangible Lessons from the Digital Frontier

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Senior Impact Leaders Roundtable Enablers

SIMNA's Senior Impact Leaders Roundtable is convened by a team of enablers who facilitate the monthly roundtables, either based on topics generated by the members or issues brought to the roundtable by participants. They also review applications from new roundtable members.

Members 2022–23: Ian Boorman, Jen Riley (stepped down February 2023), Jenny Anderson, Rachael Bajayo, Sam Barrett (stepped down April 2023) and Sandra Opoku.



The Enablers
6 members



Roundtables took place in July, August, September, October and November 2022, and February, March, April, May and June 2023

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 themselves to serve as directors when there are vacancies. Where there are more nominations than vacancies, members vote, and the new board is announced at the AGM.



SIMNA Board

SIMNA Board Members FY 2022–23:

Aden Date

Benjamin Jardine

Gerard Atkinson

Helen Sheppard

Jessica Soares

Sarah Barker (Co-Chair)

Simon Faivel (Co-Chair)



SIMNA Board

9 members

Edmund McCombs and Elliott Tester joined the Board and Ali Sumner and Kathy Hoyt left the Board in November 2022.

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 2022: Carolyn Curtis, Divya Roy, Elliott Tester, Gemma Bothe, Gerard Atkinson, Jen Riley, Kuppal Palaniappan and Squirrel Main.



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SIMNA Awards 2022

The 2022 SIMNA Awards (our eighth awards), attracted the highest number of unique applications ever (31), with 14 finalists selected across four categories.

The winners and runners-up were announced on Tuesday 6 December 2022 at an online awards ceremony.

The ceremony opened with a lively panel discussion chaired by SIMNA Board Member Benjamin Jardine. Judi Drown and James Vecchio from the Department of Social Services also delivered a live welcome message, speaking about the department's active, ongoing support of SIMNA over the years, and its strong focus on Social Impact and Social Impact Investing to make a difference in people's lives.



SIMNA Awards Winners 2022

Excellence in Social Impact Measurement

- Winner: Launch Housing for Launch Housing's Integrated Impact Measurement Framework
- Runner-Up: The Salvation Army for The Salvation Army Doorways Emergency Relief Outcomes Measurement

Innovation in Social Impact Measurement, sponsored by Urbis

- Winner: Global Sisters for #BackHerBrilliance: Global Sisters gender-lens impact roadmap
- Runner-Up: Victorian Aboriginal Community Controlled Health Organisation (VACCHO) for Culture + Kinship



SIMNA Awards Winners 2022

Leading Funder in Social Impact Measurement, sponsored by Our Community

- Winner: Urbis (on behalf of Family Safety Victoria) for Capacity building in the family violence system
- Runner-Up: Equity Trustees for Equity Trustees – Empowering Change

Outstanding Collaboration in Social Impact Measurement, sponsored by SVA Consulting

- Winner: Clear Horizon & Hands Up Mallee for Measuring change together: co-design and implementation of Hands Up Mallee's joint MEL Framework
- Runner-Up: For-Purpose Evaluations for MYAN NSW Youth Ambassador Program Social Impact Assessment



"The award has provided confidence to investors and supporters that we can measure and track complex change over time – and do so in a way that is true to our vision, mission and the women we exist to support"

Heather McLean-Thomson, Chief Operating Officer,
Global Sisters

Thank You to Our 2022 Awards Sponsors



SVA Consulting



Australian Government
Department of Social Services

www.simna.com.au



**Photo: SIMNA Victoria Event
Outcome Measurement Initiative Panel
(November 2022)**