



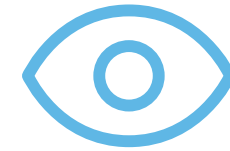
**SOCIAL IMPACT MEASUREMENT
NETWORK AUSTRALIA**

SIMNA 2018-19

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

This is the Social Impact Measurement Network of Australia Ltd.'s (SIMNA's) third Annual Review. It describes the Network's activities between 1 July 2018 and 30 June 2019. This document highlights our vision and purpose – the general direction we are heading in. We share with you what we are doing and 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 our decision-making.

Two major happenings stand out. Firstly, the establishment of the SIMNA Western Sydney Committee in November 2018. This Committee is now thriving thanks to the volunteers leading the way. Secondly, the 2018 SIMNA Awards. Held in October 2018, the evening brought the country's social impact measurement community together to celebrate the unsung heroes of impact measurement. This event is now a highlight of the SIMNA calendar.

We have a lot to be grateful for. At any one time, SIMNA operates with the support of 40-50 volunteers, professionals working in a variety of roles in the social impact space. Volunteers are asked to commit a 12-month term, January - December. Many have been giving their time to SIMNA for more than 3 years. SIMNA's Organising Committees are Advisory Groups to the Board. It is their role to organise and host the knowledge sharing events that are put on every year. In this reporting period, a total of 13 events were held by five Organising Committees, across four States. This is a good result for a small volunteer-led organisation.

We encourage you to provide your feedback on how we are doing and how you could contribute to SIMNA. Please email us at lisa@simna.com.au. Thank you!

Purpose



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



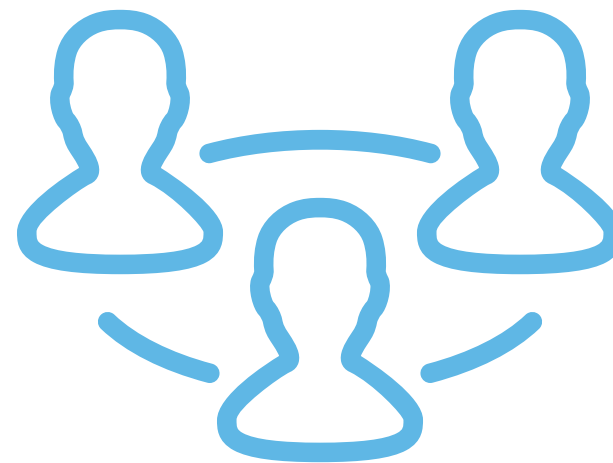
SIMNA



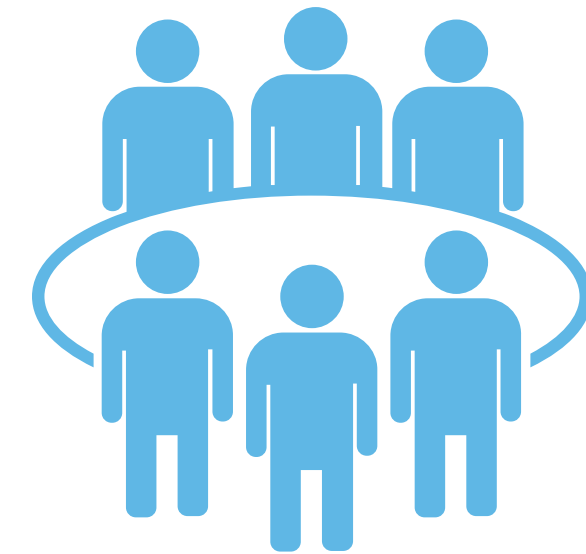
From 1 July 2018 to 30 June 2019:



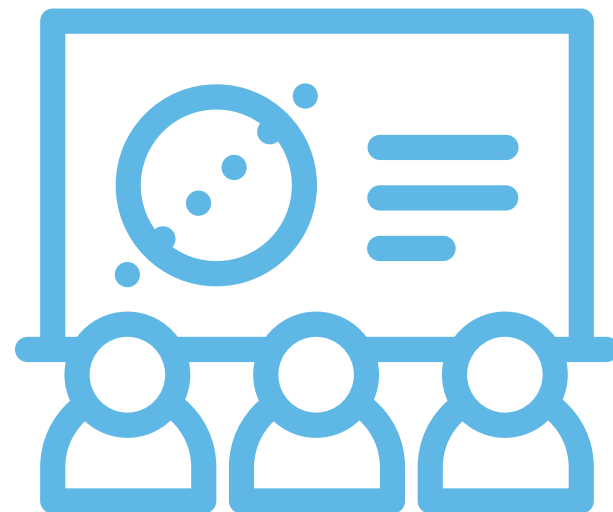
259 Members (all) - at 30 June



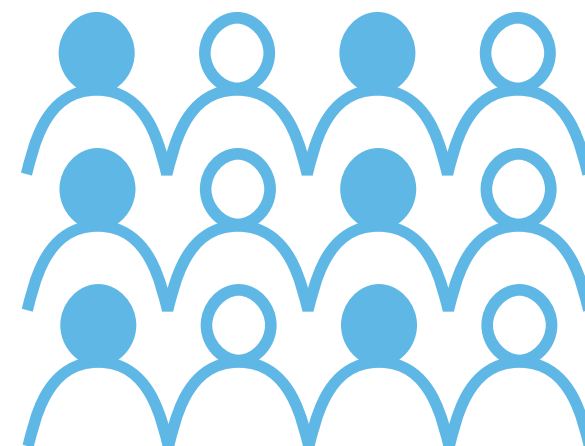
1750 Online Community



5 Organising Committees



13 Knowledge-Sharing Events



Averaged 40 people per event



Published 10 Newsletters

SIMNA Members at 30 June 2019



Individual Members

121



Small Organisations

< 10 employees

17



Large Organisations

> 10 employees

16



Performance Across Priority Areas

In this, our third review, we report predominantly on activities and outputs. Over time, we hope to 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

- Introduced Organising Committee Guidelines to give greater clarity to the roles of SIMNA Committees and 'SIMNA Central'.
- Moved to the member management system to manage communication and payment for Organising Committee events.
- Used different approaches for internal communication at Board and Committee level - Slack and Zoom are invaluable.
- Lisa McGhee confirmed in post as Lead Doer and Connector on 8 October 2018 (3 days per week).



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 49 (8 Board plus 41 Committee volunteers). Membership numbers continue to grow. We see this in particular with individual memberships, as opposed to group/corporate.
- Held bi-monthly 'Committee Chair Catch-Ups' using Zoom videoconference, to aide connectivity and knowledge sharing.
- Built good working links with Social Value International (SVI) to ensure member access to social value/SROI resources.

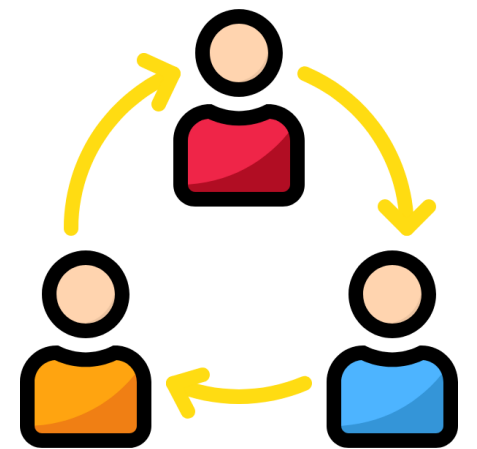


Performance Across Priority Areas



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 13 knowledge sharing events across the country. Circa 40 people attended each event.
- We shared 10 Newsletters to promote SIMNA events and social impact measurement news and training opportunities. On average, more than 30% of our community in Australia (>525 people) read each Newsletter.
- We published 9 post event blogs on the SIMNA website, sharing the key take-away reflections from Committee events.
- The SIMNA website is our go-to resource. This is regularly updated with news and events.



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

- With SIMNA's Sydney Committee, we organised and hosted the 2018 SIMNA Awards. The 2018 Awards would not have been possible without the support of our many sponsors: The Australian Government, Department of Social Services, Deloitte, Think Impact, Urbis and the Australian Red Cross.
- We continue to share the stories of 2018 SIMNA Award winners through the Newsletter, the website and SIMNA Events.



SIMNA Organising Committees: Review of Events

The SIMNA logo consists of the word "SIMNA" in white, bold, uppercase letters, centered within a solid blue square.

Sydney



2018-19 Committee Members: Anna Ashenden, Dean Williamson, Lucy Barkl, Matt Bevan, Phye Ibbotson, Poppy Wise, Rachel Christie, Sidonie Roberts (8)

Events:

1. A 360 degree view of collecting outcomes data: reflections from impact measurement and frontline staff, July 2018
2. 2018 SIMNA Awards Ceremony, October 2018
3. SIMNA Christmas Party, December 2018
4. What is the role of ethics in impact measurement, and how does it work in practice? March 2019

QLD



2018-19 Committee Members: Andrew Hamilton, Craig Furneaux, Geoff Woolcock, Jerry Marston, John Dalgleish, Melanie Butcher, Mike Myers, Natasha Doherty, Richard Hundt, Sara Parrott, Swain Roberts (11)

Events:

1. Your Job Your Way, August 2018
2. Measuring What Counts, August 2018 - Noosa event
3. Winning Off the Field - Assessing Sport's Social Impact, September 2018

SIMNA Organising Committees: Review of Events

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Western Sydney



2018-19 Committee Members: Amy Lawton, Christina Jarron, Daphne Drew, Natalie Jurisic, Talia Stump (5)

Events:

1. Official Breakfast Launch of SIMNA Western Sydney, November 2018
2. Measuring the impact of growth and change in Greater Western Sydney, May 2019

WA



2018-19 Committee Members: Aden Date, Ali Sumner, Desiree Nangle, Ellie Tighe, Emma Tomkinson, Jonathan Smith, Katrina Stratton, Lee Partridge, Marilyn Royer, Naysa Brasil Teodoro, Nolan Stephenson, Ric Dale (12)

Events:

1. Measurement Cafe, July 2018
2. Members Function, October 2018
3. Using social impact measurement in operational decision-making, April 2019

SIMNA Organising Committees: Review of Events

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VIC



2017-18 Committee Members: Caroline Sanz, Jen Riley, Katya Andreyeva, Marli White, Max Lynam (5)

Events:

1. Human-Centred Design and Experimentation for Impact, September 2018

The SIMNA Awards 2018

Excellence in Social Impact Measurement Award, sponsored by Think Impact

- 2018 Winner: Mission Australia – Impact Measurement Program
- 2018 Runner-Up: Aspire Adelaide – The Aspire Program

Social Impact Measurement Changemaker Award, sponsored by Urbis

- 2018 Winner: Salvation Army – Moneycare Outcomes Measurement Project
- 2018 Runner-Up: Windana – Outcomes Measurement Project

Outstanding Collaboration in Social Impact Measurement Award, sponsored by Australian Red Cross

- 2018 Winner: Financial Inclusion Action Plan (FIAP)
- 2018 Runner-Up: Youth Partnership Project



What's next for SIMNA?



1. Strengthen Organisational Foundation:

- Stronger internal systems and processes - more regular communications; greater transparency
- More tailored support for new and existing Organising Committees
- Secure funding from July 2020

2. Enable Strong Networks:

- Improved connectivity amongst members - access to an up-to-date member directory; tailored assistance for Committees to own and grow their local network
- Grow membership and also the relationship with Social Value International (SVI)

3. Create platforms for Knowledge Sharing and Capacity Building:

- Refresh the online Member Discussion Forum - with regular posts and online moderation
- Review the SIMNA website with a view to developing a new online platform for SIMNA

4. Promote Excellence in Impact Measurement:

- SIMNA Awards 2019 = done!
- Diversify the ways in which SIMNA builds broad awareness about the importance of outcomes measurement and promotes best-practice. All suggestions welcome!

