



thinkers

IN RESIDENCE

BRIEFING DOCUMENT

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**DON DUNSTAN
FOUNDATION**
inspiring action for a fairer world



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If you are interested in being part of this project, please contact:



David Pearson
Executive Director, Don Dunstan Foundation
david.pearson@adelaide.edu.au
+61 8 8313 6247



Rose Lacoon-Williamson
Project Co-ordinator, Thinkers in Residence
rose.lacoon-williamson@adelaide.edu.au
+61 8 8313 2768



Coco Karriem
Projects and Marketing Officer, Thinkers in Residence
coco.karriem@adelaide.edu.au
+61 8313 2768

Don Dunstan Foundation Level 8,
115 Grenfell Street
Adelaide SA 5000

The Don Dunstan Foundation acknowledges the Kaurna people as the traditional owners of the Adelaide Plains. We pay respect to their Elders, past and present and recognise and respect their cultural heritage and relationship with the land

1. Don Dunstan Foundation Background

The Don Dunstan Foundation is a thought leadership organisation established to inspire action for a fairer world and to build on the legacy of the late Premier Don Dunstan. We are a leading for Purpose organisation focused on social justice issues through public events, collaborative projects and research.

The Foundation is proud to have re-launched the highly successful Adelaide Thinkers in Residence (TiR) program, which attracts experts from around the world whose knowledge, skills and creative ideas help inspire action among our community, governments, industry and university partners.

2. Background of the TiR Program

Established in 2003, the Adelaide Thinkers in Residence program was a global first. A tested Social Innovation, it was developed in South Australia to address urgent challenges or to explore areas of opportunity through new policy development and systems reform.

Between 2003 and 2013 the program resulted in more than \$200 million of investment in new programs and infrastructure, both in South Australia and across the nation. The Australian Government provided around half of this investment.



The program brings new ideas into the state and translates them into practical solutions to improve the lives of the people who live in South Australia. The Thinkers methodology relies upon the relevance of the issue at hand, the calibre of the visiting expert (known as the Thinker), and the leadership of the public, community, university and private sector partners who invest in the residency and commit to supporting the implementation of the recommendations.

The Thinkers in Residence program has helped guide the State's response to some of the most important issues of the last decade including health, education, water, climate change, manufacturing, transport and road safety.

Other significant outcomes of the program include the establishment of the Australian Centre for Social Innovation (Geoff Mulgan), the Wellbeing and Resilience Centre (Martin Seligman), the state-wide measurement of progress in children's development through the Australian Early Development Index (Fraser Mustard), and the construction of four Common Ground Adelaide sites to house the long-term homeless (Rosanne Haggerty).

3. About the Don Dunstan Foundation's TiR Program

Each Thinker is a world leader and exemplar in their field. They come to live and work in Adelaide for a period of time. The Thinker focuses on contemporary, complex challenges that are recognised as important to the future of the state.

After the completion of the residency the Thinker releases a report with recommendations based on what they have learned.

Investors in the residencies come from both public and private sector stakeholders with an interest in the challenge. These partners help lead the residency and support transforming the recommendations of the Thinker into action.

3.1 The Transition

In 2013 the Adelaide Thinkers in Residence Program stopped receiving ongoing State Government funding. That year the Don Dunstan Foundation hosted the first residency outside of government. 'Reverb' focused on the live music industry in South Australia and was incredibly successful, leading to the establishment of the St Pauls Creative Centre, the Music Development Office and the listing of Adelaide as a UNESCO City of Live Music.

In 2016 the Thinkers in Residence Program formally transitioned to being run by the Don Dunstan Foundation. Some of the changes we made to the program were:

- Rather than having one Thinker and one issue, we decided to focus on one issue, and have multiple thinkers who could help with that issue.
- We sought to prototype or test what we were learning from the Thinkers straight away, in the form of partner initiatives (further information on these below).
- We shifted the focus of the program from being largely about what governments can do, to more about what government, community and industry could do together.
- This meant that instead of putting a report out at the end of the process, we release reports after every visit so the partners in the process could learn and drive the implementation of the recommendations as we went through the process.

We want the Thinkers in Residence program to be thought of as a community-led commission of inquiry, where the role of the residencies is to build consensus on what all parts of the South Australian community can do to achieve a shared vision.

In 2017 the first series of residencies was launched under this new model with a focus on growing the Purpose Economy – we called them the Social Capital Residencies. **The aim was to build on South Australia's founding purpose: to be a better society, while addressing our most contemporary need - job creation.** The ultimate goal, and hence the name, was for South Australia to be as well known for Social Innovation as Geneva is for diplomacy or Tamworth is for country music – to be truly known as the Social Capital of Australia.

3.2 The Social Capital Residencies

The Social Capital Residences are focused on developing a more purposeful economy in South Australia that is better able to achieve the highest levels of social, cultural and environmental impact. In short, we want to grow the Purpose Economy and will do this by:

- Breaking down the silos between the business and social innovation ecosystems, as well as the entrepreneurship and social enterprise ecosystems.
- Supporting and inspiring start-ups and small, medium and large businesses to improve their social, cultural and environmental impact.
- Helping to bring social innovations to scale by improving the innovation ecosystem's ability to produce investment-ready social businesses, social enterprises and other for purpose

businesses.

- Changing the systems in South Australia that support these goals through policy and culture change.

We are measuring our success by:

- Supporting a growing number of partner initiatives that support the growth of the South Australian Purpose Economy.
- Raising awareness – including through government priorities and policy – particularly state and local.
- Connecting more people and organisations in new collaborations.
- Growing activity in the Purpose Economy, in particular more impact investing, social enterprises, co-operatives, mutuals, aboriginal businesses, for benefit corporations (B-Corps) and companies practicing shared value principles.



‘It is possible to bring about social and economic justice’

– Don Dunstan 1976

4. The Purpose Economy – The Opportunity

South Australia has a unique opportunity to position itself as a leader in the Purpose Economy, building on its strong track record of social and economic innovation.

The Purpose Economy is the fastest growing jobs sector in South Australia and encompasses those business models and industries that seek to balance doing good and doing well.

Previously it was thought that you had to choose between being a charity on one end of the spectrum or a business with a single bottom line at the other end. Increasingly there is pressure on both ends of this spectrum, with businesses becoming more socially and environmentally conscious and many charities seeking to increase the amount of people who benefit from the good work that they do by developing more commercially viable business models. What's left in the centre of this spectrum is a 'messy middle' we call the Purpose Economy.

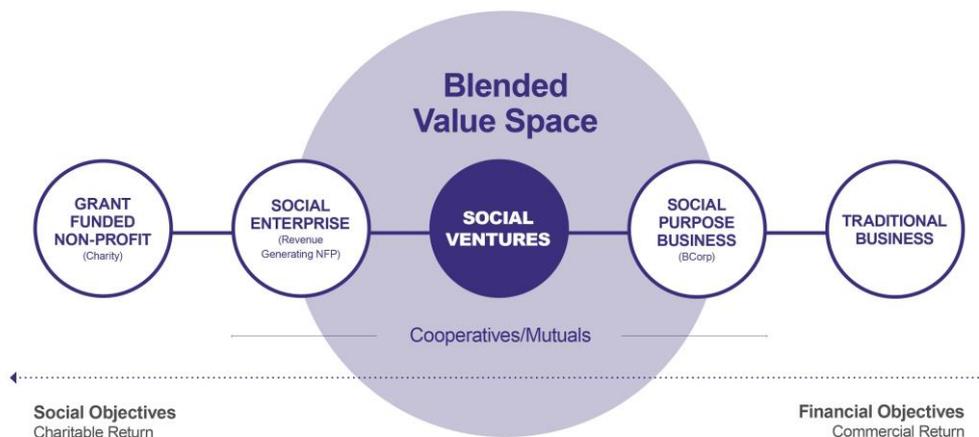
The Purpose Economy can help to address the fact that despite more than twenty-six years of uninterrupted economic growth in Australia, inequality, homelessness, and the number of people who cannot afford food are all rising or at record levels.

We need to get better at solving these types of problems and the Purpose Economy helps us to do this. Aaron Hurst says that the world is evolving from an information economy to an economy of Purpose. South Australia has a unique opportunity to position itself as a leader in this emerging Purpose Economy, building on its strong track record of social and economic innovation.

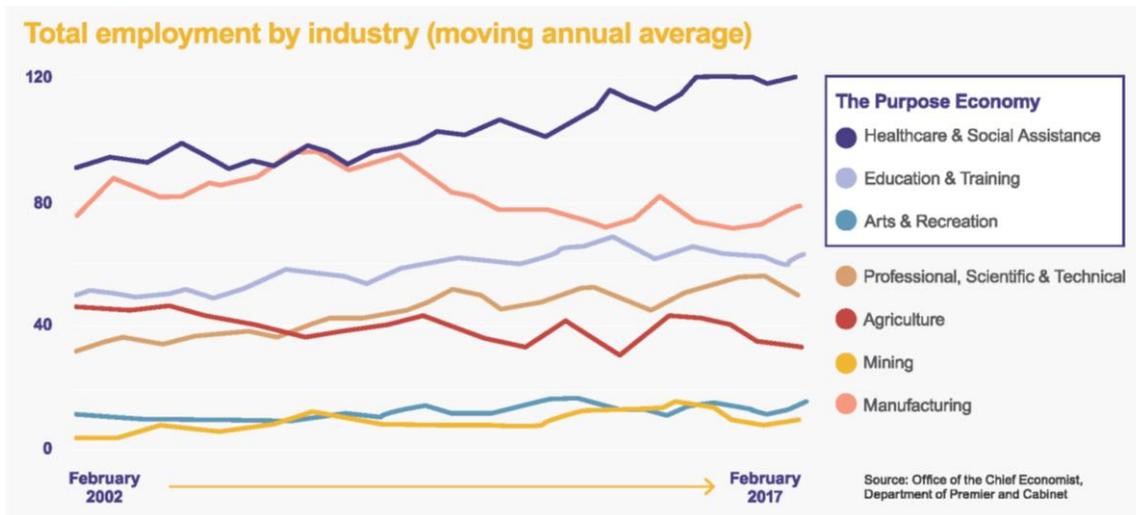
Our goal therefore in focusing on the Purpose Economy is to create a more robust economy that is able to achieve the highest levels of social, cultural, environmental and economic impact.

The Purpose Economy is an emergent concept that covers a number of complementary social, economic, environmental and cultural trends. It can be understood in three ways: by business model, by industry type or by the effect it has in our lives.

In terms of business model, we are seeking to support those organisations that fit on a spectrum ranging from social business, social enterprise, co-operatives, Indigenous Business, for benefit corporations (B-Corps) and shared value practicing companies.



In terms of industry, we're seeking to support the growth of the health, education, care, creative, cultural and community sectors. These are by far the biggest employers in South Australia – the Australian Bureau of Statistics (ABS) figures show that employment in these areas increased by more than 13 per cent between 2012 and 2015.



Finally, the Purpose Economy can also be understood by its impact on individual lives. Former Thinker in Residence Dr Vic Stretcher challenged us to:

‘Imagine a drug that was shown to add years to your life, reduce the risk of heart attack and stroke, cut your risk of Alzheimer’s disease by more than half, reduced hospital stays so much that it puts a dent in the national health care crisis, and helps you have better sex. Well there is something that can do this, and it’s not a drug; it’s Purpose and it’s free.’

Research now shows that each of these things is the outcome of a greater sense of Purpose in a person’s life. This has a profound impact on how we work, how we age, and how companies recruit and retain talent.

For more information on the Purpose Economy, including explanations of all the business models discussed, see the Don Dunstan Foundation website, in particular our Social Innovation glossary.

We also highly recommend the following further reading:

- Aaron Hurst, *The Purpose Economy: How Your Desire for Impact Personal Growth and Community Is Changing the World*, Elevate Publishing, 2014.
- Vic Stretcher, *Life on Purpose: How Living for What Matters Most Changes Everything* HarperCollins, 2016.

5. The Thinkers

2017				2018			2019		
May	July	September	November	April	September	November	June	September	November
Allyson Hewitt	Suzi Sosa	Allyson Hewitt	Vic Strecher	Ilse Treurnicht	Guy Turnbull	Guy Turnbull	Allyson Hewitt and Ilse Treurnicht	Purpose Economy Conference	Nonie Brennan

5.1 Our Current Thinkers in Residence

Allyson Hewitt Final Visit: June 2019

The Primary Thinker for the Social Capital Residencies is Allyson Hewitt. Allyson is the Senior Fellow for social innovation at the highly successful MaRS Discovery District in Toronto, Canada. Allyson has developed and helps lead the social innovation programs at MaRS, including the national initiative; Social Innovation Generation (SiG), the social finance programs of the Centre for Impact Investing, the MaRS Solutions Lab (a lab designed to tackle complex challenges), and Studio Y, an initiative designed to support youth in thriving in the new economy.



Areas of focus:

- Social Enterprise and For Benefit Corporations
- Social innovation in the private sector
- Social Impact Investing
- Social Innovation ecosystems

Dr Ilse Treurnicht Final Visit: June 2019

Ilse Treurnicht is the CEO of MaRS Discovery District. Ilse joined MaRS in early 2005 from her role as president and CEO of Primaxis Technology Ventures, a start-up venture capital fund focused on the advanced technologies sector. Prior to Primaxis, she was an entrepreneur with senior management roles in a number of emerging technology companies. Ilse served as Chair of the Canadian Task Force on Social Finance in 2010 and is a member of the Science, Technology and Innovation Council (STIC).



Areas of focus:

- Innovation Precincts & the integration of Social Impact
- Innovation and Finance
- Cross-sector collaboration for the development and commercialisation of Intellectual Property
- Entrepreneurship, technology and Health Industries

5.2 Future Thinker

Dr Nonie Brennan Visit: November 2019

Dr Brennan serves as Chief Executive Officer of All Chicago Making Homelessness History. Notable achievements under Dr Brennan's leadership includes securing, distribution, and monitoring over \$70 million in public and private funding for Chicago's homeless system annually; and implementing *Chicago's Plan 2.0 – A Home for Everyone*, in partnership with Chicago's Department of Family and Support Services. She has led the systems change in Chicago over the last 15 years that has led to an overall reduction in the number of people experiencing homelessness by over 20%. Dr Brennan was selected as a Senior Advisor by the Institute of Global Homelessness in 2017.



Areas of focus:

- Homelessness

- Public Sector Innovation
- Collective Impact
- Innovation in fundraising

5.3 Past Thinkers and Guests

Dr Guy Turnbull

Visits: September and November 2018

Guy has been embedded in the co-operative and social enterprise sector since 1988 and is the former full-time managing director of Care & Share Associates Limited (CASA), an employee-owned social enterprise he helped to found in 2004. He previously worked across the UK as a social economy consultant, specialising in business planning, social franchising and replication, programme leadership, training, research and strategic planning. His recent achievements include driving the growth of Care & Share Associates Ltd from a start-up pioneering social franchise to a £17m t/o employee owned social enterprise and creating 'RED' (Rapid Enterprise Development Workshops), an innovative training approach to social enterprise development with people with a disability.



Professor Muhammad Yunus – Guest

Visit: March 2018

Nobel Prize winner Professor Muhammad Yunus established the Grameen Bank in Bangladesh in 1983, fuelled by the belief that credit is a fundamental human right. His objective was to help poor people escape from poverty by providing loans on terms suitable to them and by teaching them a few sound financial principles so they could help themselves. Dr Yunus' small personal loans to destitute basket-weavers in Bangladesh in the mid-70s have advanced the Grameen Bank to the forefront of a world movement toward eradicating poverty through micro-lending. Replicas of the Grameen Bank model now operate in more than 100 countries worldwide.



Dr Vic Strecher

Visit: November 2017

Dr Vic Strecher was the inaugural visiting fellow for the SAHMRI Wellbeing and Resilience Centre. For over two decades Vic Strecher (PhD, MPH) has been a leader and visionary in the fields of health and well-being, creating new solutions that operate at the intersection of the science of behaviour change and advanced technology. In 1998, Vic created Health Media pioneering Web-based 'digital health coaching.' The company set a new benchmark for scalable, effective lifestyle and condition management program delivery in the employer and health plan wellness markets. Health Media was acquired by Johnson & Johnson in 2008.



Suzi Soza

Visit: July 2017

Suzi is the Co-Founder and Chief Executive Officer of Verb, a global corporation specialising in social innovation. Verb produces global social impact competitions like the MetLife Inclusion Plus challenge, and also offers an online leadership training platform that turns corporate employees into purpose-driven leaders. Previously Suzi created and led the social entrepreneurship program at the University of Texas at Austin where she also ran the Dell Social Innovation Challenge, which was the largest student social entrepreneurship competition in the world. In 2014 was awarded the Ernst & Young Social Entrepreneur of the Year award.



For more information on all of our Thinkers and their residencies, visit our website – www.dunstan.org.au/projects/thinkers

6. Engagement and Partner Initiatives

Throughout the Social Capital Residencies our Thinkers have engaged with over 7,050 people across many organisations and industries, consisting of:

- Allyson Hewitt (two visits) – 1,943 people
- Suzie Soza – 1,088 people
- Vic Strecher – 584 people
- Ilse Treurnicht – 1,104 people
- Guy Turnbull (two visits) – 2,331 people

This engagement is aimed at inspiring action, and has resulted in a large range of what we call partner initiatives. They include prototypes that seek to test what has been learned through the Thinkers program directly, efforts to implement the recommendations of our Thinkers, as well as a range of initiatives that support the goals of the Social Capital Residencies. These partner initiatives include:

- Northern Region Care Co-operative – This was a prototype that our Thinker in Residence Dr Guy Turnbull worked on in partnership with the Department for Industry and Skills. The purpose was to look into the possibility of and need for a care co-operative in the Northern Regions of Adelaide.
- Innovation in Transport and Care – Murray Bridge serves as a pilot city for the development of a transport system that assists the health and care sector. This system aims to help people travel efficiently from regional areas to cities with the appropriate health and care facilities. This initiative is being run by our partners Carers SA and is supported by many more organisations.
- Purpose Business Network – NORTH – In collaboration with the Stretton Centre and the Department for Industry and Skills, the network intends to support the growth of social enterprises and businesses with purpose that will create job opportunities and tackle social and economic disadvantage in the northern regions of Adelaide.
- Social Innovation Ecosystem Map & Glossary – We are supporting our partners at The Australian Centre for Innovation to develop a Social Innovation Ecosystem for South Australia. This map will help South Australia identify who is in the space of Social Innovation and enable them to work together more effectively to build a more purposeful economy.
- Establishment of a Purpose Economy Council – The intent of the Council will be to help guide the growth of the Purpose Economy in SA and to drive the implementation of the recommendations of the Thinkers Reports. The council will also support the implementation of the many partner initiatives.
- 20 new B-Corps by 2020 – This initiative was put to South Australia by our first and overarching Thinker Allyson Hewitt. The intention is to build the B-Corp or For Benefit Corporation network in South Australia along with our partners Beyond Bank, Torrens University Australia, Freerange Future and B Lab.
- Social Impact Investment Strategy – This initiative is exploring options with the support of our partners the Social Impact Investment Network of SA (SIINSA) to address the barriers of access to finance for all kinds of for Purpose organisations.
- Mental Health Peer Support Workforce Co-operative – This project is in partnership with the Mental Health Coalition and the Mental Health Commission. The co-operative intends to provide employment opportunities for people with lived experience of mental health and recovery, and grow the peer workforce in South Australia.

The above are just some of the many partner initiatives. To see more and find out who to contact to engage with these efforts, visit our website: www.dunstan.org.au/thinkers

7. Get Involved

There are a number of ways for organisations to be involved in the Thinkers in Residence Program.

Become a Partner

Each partnership is tailored to the needs of your organisation. Depending on the level of partnership in the residency, your organisation will have a range of opportunities for engagement with Thinkers in Residence, direct support for your organisation's projects, naming rights for small and large events, and free access to events for your staff and stakeholders including custom designed master classes, workshops, public lectures, roundtables and VIP functions. Partnership demonstrates that your organisation is committed to supporting the work of the TiR program and is interested in networking, collaborating and being associated with other organisations that have a similar purpose.

If your organisation is interested in becoming a partner please contact us by calling (08) 8313 3364 or emailing dunstan.foundation@adelaide.edu.au

Become a Supporter

By signing up, you can hear all the latest news and events relating to the residencies and South Australia's purpose economy. Subscribing to our mailing list is free and we also encourage you to invite your friends and colleagues to sign up and be part of this growing movement.

If you want to join as a supporter of the Don Dunstan Foundation and the Thinkers in Residence program it costs as little as \$30 per year. Benefits of joining as a supporter include discounted entry to Don Dunstan Foundation and selected partner events, and invites to exclusive events with thought leaders from Australia and around the world.

Become a Volunteer/Intern

Become a volunteer/intern today. If this program interests you, we are always looking for extra support to help execute the residencies, partner prototypes/initiatives and events.

Please contact us by calling (08) 8313 3364 or emailing dunstan.foundation@adelaide.edu.au

Become a Catalyst

Spend some time integrated in the Thinkers team and get to interact with our Thinkers throughout their residency. These places are rare and generally reserved only for people from organisations that are partners in the Thinkers program.

Thank you to our partners

Presenting Partners



Major Partners



Residencies Partners



Contributing Partners



Supporting Partners

