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# Social Capital Residency

ORATION

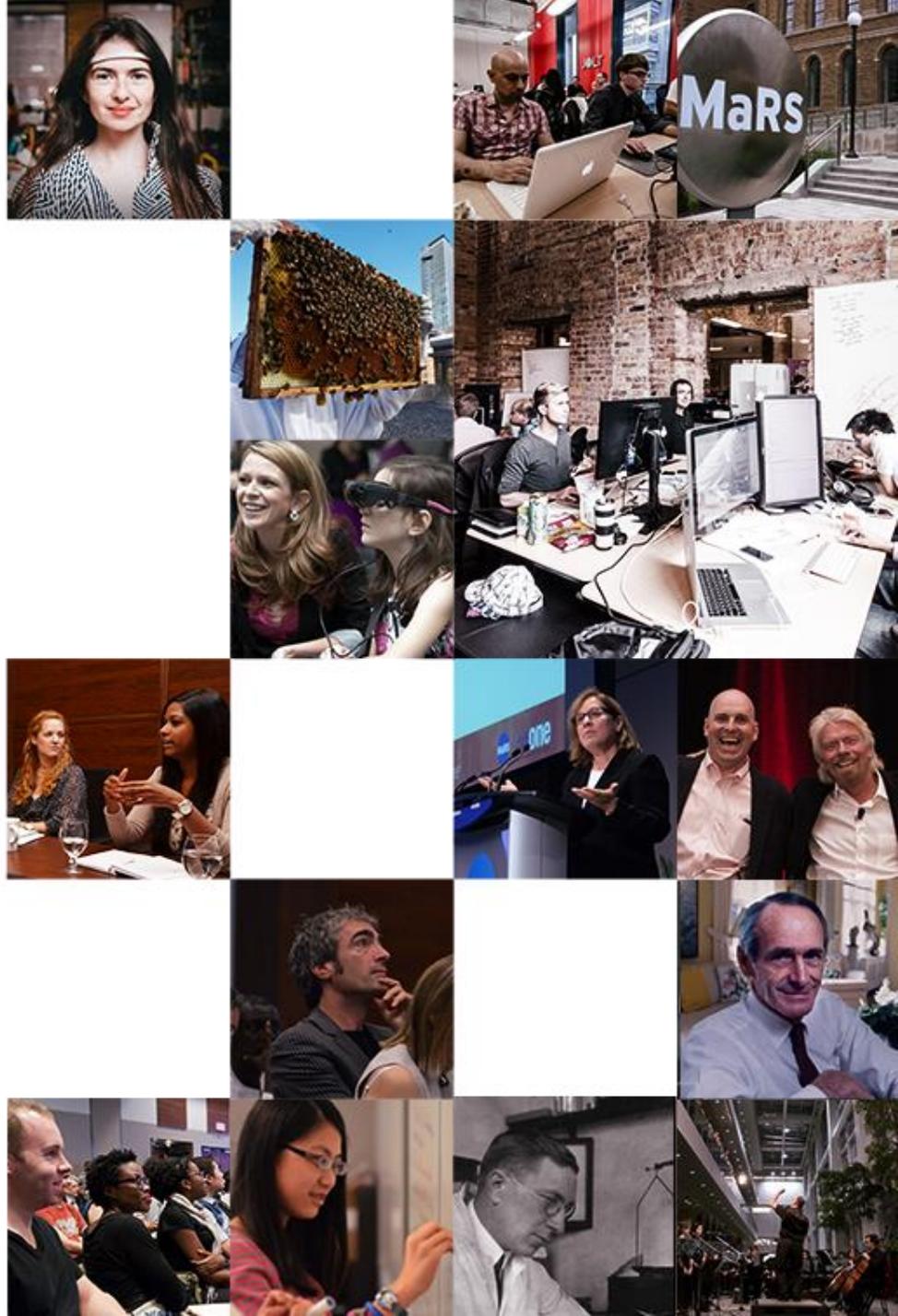
ALLYSON HEWITT  
DON DUNSTAN FOUNDATION  
THINKER IN RESIDENCE

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OCTOBER 5, 2017

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Visit us at [marsdd.com](http://marsdd.com)



# What's changed in Adelaide since May?



# With all due respect to Alicia Keys ...



“This girl is on fire”



<http://www.adelaidenow.com.au/news/south-australia/emotions-run-deep-as-old-royal-adelaide-hospital-farewells-its-final-patient/news-story/a9c1fa403ede7c126658dc873e198aff>

# WELCOME

INTERNATIONAL  
ASTRONAUTICAL  
CONGRESS 2017

ADELAIDE, AUSTRALIA  
25-29 SEPTEMBER 2017

68<sup>TH</sup> IAC  
ADELAIDE 2017



## The change is palpable



<https://indaily.com.au/news/local/2017/07/07/tesla-install-worlds-largest-battery-sa/>



<http://www.theaustralian.com.au/national-affairs/defence/will-our-new-submarines-be-billion-dollar-coffins/news-story/f09574e5f235563605313ff30bba337a>





<https://www.businessinsider.com.au/south-australias-premier-just-let-rip-at-the-federal-energy-minister-standing-next-to-him-on-live-tv-2017-3>



We can't get complacent



# DESIGN THINKING

– how might we ...?



# How might we ...

1. Create the conditions for SA to thrive in the purpose economy?
  - How do people, regardless of where they live and work in SA, contribute to (and benefit from) better social and economic outcomes?





The University of Adelaide

Let's talk about jobs



Insight: Perceived mismatch between available jobs and jobs people want to do



Action Area: Build on what works like the Northern Housing Service pilot to provide support for the long term unemployed



Action Area: Create a tripartite solution between those experiencing unemployment; the CSA; and the employer



Insight: We need to put power (economic and otherwise) into the hands of Aboriginal people



Action Area: Use positive deviance to uncover what is enabling successful Aboriginal businesses in community

# How might we ...

## 2. Encourage innovation in and across sectors?

- a) Public Sector
- b) Private Sector (Corporate/ SME)
- c) Community Sector (NDIS)
- d) Creatives
- e) Universities





Insight: Government is keen to innovate but facing limitations, especially those imposed by electoral cycles

Action Areas: Build on and evaluate the impact of promising practices; develop procurement opportunities for purpose economy enterprises; set up designated areas within government to focus on integrated innovation





Insight: Big corporates are moving beyond CSR to CSV and learning from purpose economy startups like LIF

# Development of the Lucky Iron Fish

Block of iron



Happy fish 1.0 (beta fish)



Lucky Iron Fish™



<https://www.slideshare.net/Gavman09/the-lucky-iron-fish-based-on-science-built-on-values>



# Action Areas: Read and help implement the #MakeitAdelaide work by Deloitte



## #MakeitAdelaide



## 2017 ... Community Bank ... at scale

**Bendigo and Adelaide Bank**

Public ASX company

- Est 1858
- ASX listed \$5b
- 100,000 shareholders
- 7500 employees
- Aust wide

Working together

Social enterprise

- 320 Community Bank
- 73000 local s/holders
- 2000 local directors
- 1500 local employees
- \$165m profits reinvest

**Bendigo Bank**  
Community Bank® Branch

Customer connected  
Community focused

**Bendigo and Adelaide Bank**

Action Areas: Find out about; join; and support the growing movement of B Corps. Explore other business models.



Insight: SMEs are the backbone of SA and already have innovation in their DNA

Action areas: We need to work with SMEs to help them realize opportunities from the impact economy, just as they have seen from technological innovation





Action Areas: We need to celebrate and purchase from those companies who use innovation to live and work their values



Insight: While the NDIS has dramatically impacted the community sector, many are embracing innovation

# Action Areas: Further embrace areas for innovation that lead to increased impact including both front end (triage) and back end shared service models





Insight: Some top talent creatives are reluctant to move to Adelaide "in case they will be forgotten"





Action Areas: Celebrate and share success stories (Khai Liew); focus on the livability of Adelaide; grow the community through un-curated events like the Fringe

# Insight: Universities are facing massive disruptions from MOOCs to flipped classrooms



BRIGHT MINDS,  
BRIGHT FUTURES



THE UNIVERSITY  
of ADELAIDE

*seek* LIGHT



Action Areas: Students are a major lever of change – listen to them; engage in university/ industry partnerships/ embrace global impact challenges

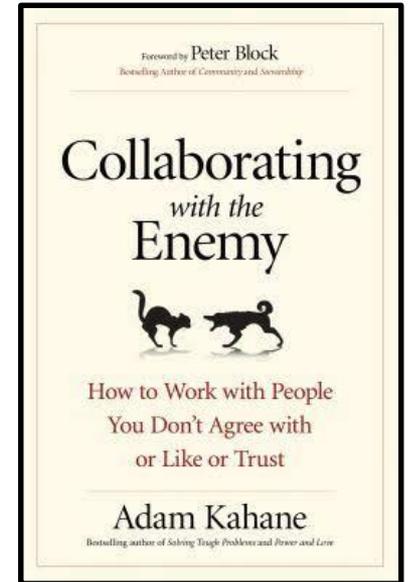
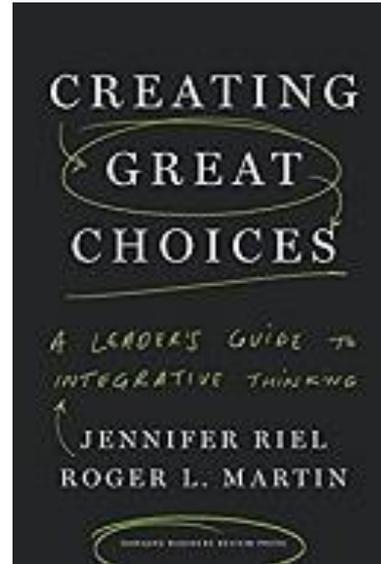
# How might we ...

3. Ensure the social purpose ecosystem is connected and well-positioned for success?





Insight: “It’s amazing what you can get accomplished when you don’t care who gets the credit”  
- Dr. John Evans, co-founder, MaRS DD



Action Areas: Identify, support and help upskill intermediaries with expertise in bringing the “whole system” into the room for collaboration and co-creation

# How might we ...

4. Create spaces for experimentation that brings together new and unusual stakeholders to realize social and economic impact?



# Insight: Meals on Wheels “business as usual burns all the fuel”





Insight: TACSI has had to relocate tenants to use their space for much needed collaboration efforts



Tonsley brings together leading-edge research and education institutions, established businesses and start-ups, business incubators and accelerators as well as government and the wider community to connect and collaborate in Australia's leading innovation district.

Action Areas: Clarify the roles of each and think like a system

## **STRETTON CENTRE**

**explores and enables local job creation through using its facilities and working in collaboration with thinkers, networks and industry**

# How might we ...

5. Realize the opportunity provided by the Old Royal Adelaide Hospital (ORAH) site to build social and economic impact?





Insight: The State has decided to manage the redevelopment of the ORAH themselves

Action Areas: Create a multi-sectoral collaborative to realize the opportunities provided by the ORAH



# How might we ...

6. Build the entrepreneurial ecosystem that integrates social purpose into its development?



# Adelaide Entrepreneurial Ecosystem Map (DRAFT 7.6 Feb 2017)

Networking, Community & Start-up Events			Formal Education	Industry Education	Coworking Spaces			Incubators & Accelerators	Advisory Services	Government Assistance		Investors
Adelaide CleanTech Network	Entrepreneurs Organisation	TechInSA Networking	eChallenge (University of Adelaide)	Adelaide Business Hub (Port Adelaide)	Base64 (KentTown)	Insite Arts	Tooth & Nail (for artists and printmakers)	Innovation and Collaboration Centre (UniSA)	Adelaide Commercial Uni of Adelaide	Commonwealth Assistance	Export Market Development Grants (EMDG) Scheme	AMP Tomorrow Fund
Adelaide Fintech Meetup	Entrepreneurs Week	TechJam	ECIC (Uni of Adelaide)	Business SA Coaching & Mentoring Program	Brick & Mortar (Norwood)	Intersect 1. Flinders St & 2. Wakefield St	Todd Street Coworking Hub (Port Adelaide)	Innovyz Programs	Eastside BEC	EP - Accelerating Commercialisation (AusIndustry)	New Enterprise Incentive Scheme (NEIS)	ASSOB
Adelaide University Entrepreneur Club	Hack SA Music industry hackfest	The Engine Room	First Lego League Project Competition for students	Entrepreneurs Organ Accel				Microsoft		EP - Business	R&D Tax	
AsiaAus Leaders	Innovation in the City	The Executive Connection (TEC)	ThinLab Commercialisation Accelerator	Future Launch								
behind closed doors Entrepreneurs Program	Kaplan Entrepreneur Club	The SASS	TAFE Business education programs	Mentor Success Polaris Centre	Co-Lab (Stretton Centre)	Mache	Amazing App Challenge	Renew Adelaide	Enterprise Consulting			BioAngels
Business Growth Breakfasts Adelaide City Council & UniSA	New Venture Month (NVI)	Unearthed Hackathon	WEA Business education programs	Northern Adelaide Entrepreneur Scholarship	Drink Eat Work	Sass Place (Parkside)	TechInSA Incubator	Social Ventures Incubator Program	ITEK Ventures UniSA	State Government Assistance		Blue Sky Private Equity
Boomerpreneurs	Seniorenpreneurs	Unleashed /	Carnegie Mellon University	Restaurant	Fab Lab	St Pauls Creative Arts	Elevate61	SouthStart Accelerate	Northern Adelaide BEC	Business Growth Program (with UniSA)	SA Innovation Voucher Program	Brandon Capital
								Space SA	Polaris Business and Innovation Centre	Carbon Neutral Entrepreneurs Challenge	Seed Company Development SA Film Corporation	Innovation Capital
Entrepreneur	SO Cloud		Business education programs	Management		(Norwood)	Entrepreneurs Org	TechStars (Defence)	Tea Tree Gully BEC	Export Partnership Program	TradeStart	SA Venture Capital Fund
D3 Digital Challenge	Startup Grind		University of Adelaide Business education programs	Salisbury Twelve25 Enterprise Program	Hackerspace Adelaide	The Cook's Base (Prospect)	Fifth Quarter (Carlewis)	ThinLab Business Incubator	Tonsley Small Business Advisory Service	SA Early Commercialisation Fund (TechInSA)	Venture Catalyst (with UniSA)	Terra Rosa Capital
Entrepreneurs in Conversation (New Venture Inst)	Startup Weekend		University of South Australia Business education Programs	Unfinished Business	Hub Adelaide	The Mill (for artists)	Impact Accelerator	Todd Street Incubator (Port Adelaide)	Unearthed Accelerator		Acumen VC Fund	Young Entrepreneur Scholarship Peter Kittle Toyota

Insight: There is a desire to build on the foundation established by Paul Daly

Action Areas: Help develop an interactive version of the map

Loosely in the order in which a budding entrepreneur or new venture may first need the services and assistance

Prepared by motivated individuals for the benefit of the entrepreneurship community in Adelaide. Feedback on the map welcome – email pauldaly@internode.on.net.



Action Areas: Ensure the purpose economy is integrated into the emerging startup ecosystem

# How might we ...

7. Grow talent that will position us for success in the 21<sup>st</sup> C?

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FOUNDATION**

INSPIRING ACTION FOR A FAIRER WORLD





Insight: Adelaide needs to grow the population but (according to Deloitte) 15 to 35 year olds are leaving the State



**Action Areas: Explore how to position SA as THE place for young talent – especially those interested in impact**



I fell for the problem – the lack of gender diversity in boardrooms/ startups/ venture capital

Business case: diversity = dollars = growth

Action Areas: Continue to put a gender lens on the purpose economy work to help ensure inclusive growth



# How might we ...

## 8. Measure our impact?





Insights: Impact metrics – the desire to move from outputs to outcomes - weighs heavy on the sector

# Action Areas: Leverage the global while working local



Action Areas: Engage with and support the work of SIMNA; and explore the What Works Centres



# How might we ...

9. Create access to capital for those seeking to create economic and social impact?

**DON DUNSTAN  
FOUNDATION**

INSPIRING ACTION FOR A FAIRER WORLD



*“We need to create a culture of philanthropy”*

*“Philanthropy is not the answer, we need to pay more taxes to get a fairer society”*

Insight: There is diversity of opinion on how to finance the purpose economy

*“There is a lot of money in South Australia looking for quality deals”.*

*“I can't find any financing for my idea”*

# Action Areas: Leverage and support the work of Impact Investing Australia



*Working to establish a \$300 million wholesale social finance fund*

Rosemary Addis, Chair,  
Impact Investing  
Australia



Action Areas: Evaluate the work in Pay for Success (SIB) and the impact of the move from outputs to outcomes; explore Community Bonds and layered financing options

# How might we ...

10. Communicate opportunities in the purpose economy?



# OPEN THE DOOR



SOUTH  
AUSTRALIA



Action Areas: Leverage the work of Brand SA to develop Brand hierarchies or an overarching brand for Adelaide, SA that includes the purpose economy. “There’s more to life”.

Action Areas: Uncover and engage communications expertise:  
The Story Catchers; Community NATION; Brand SA

*Creating a stronger future  
Community Sector.*



COMMUNITY  
NATION

Challenge from Open State –

turn your ideas  
into action

Means starting with the right mindset



Approach: Move from a scarcity to asset-based approaches  
Action Areas: start by mapping assets (people, places, things)

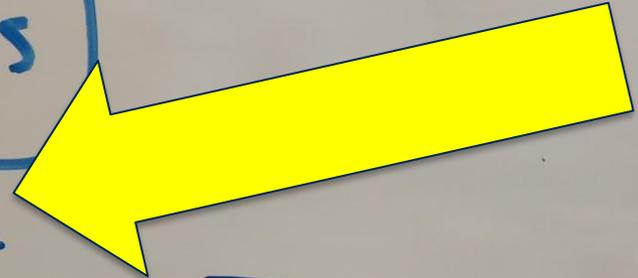
tell me ....  
did you know ....

overh  
processing

rating platform.  
people curators

- like one world / travel alliance -

providers need clear offers.



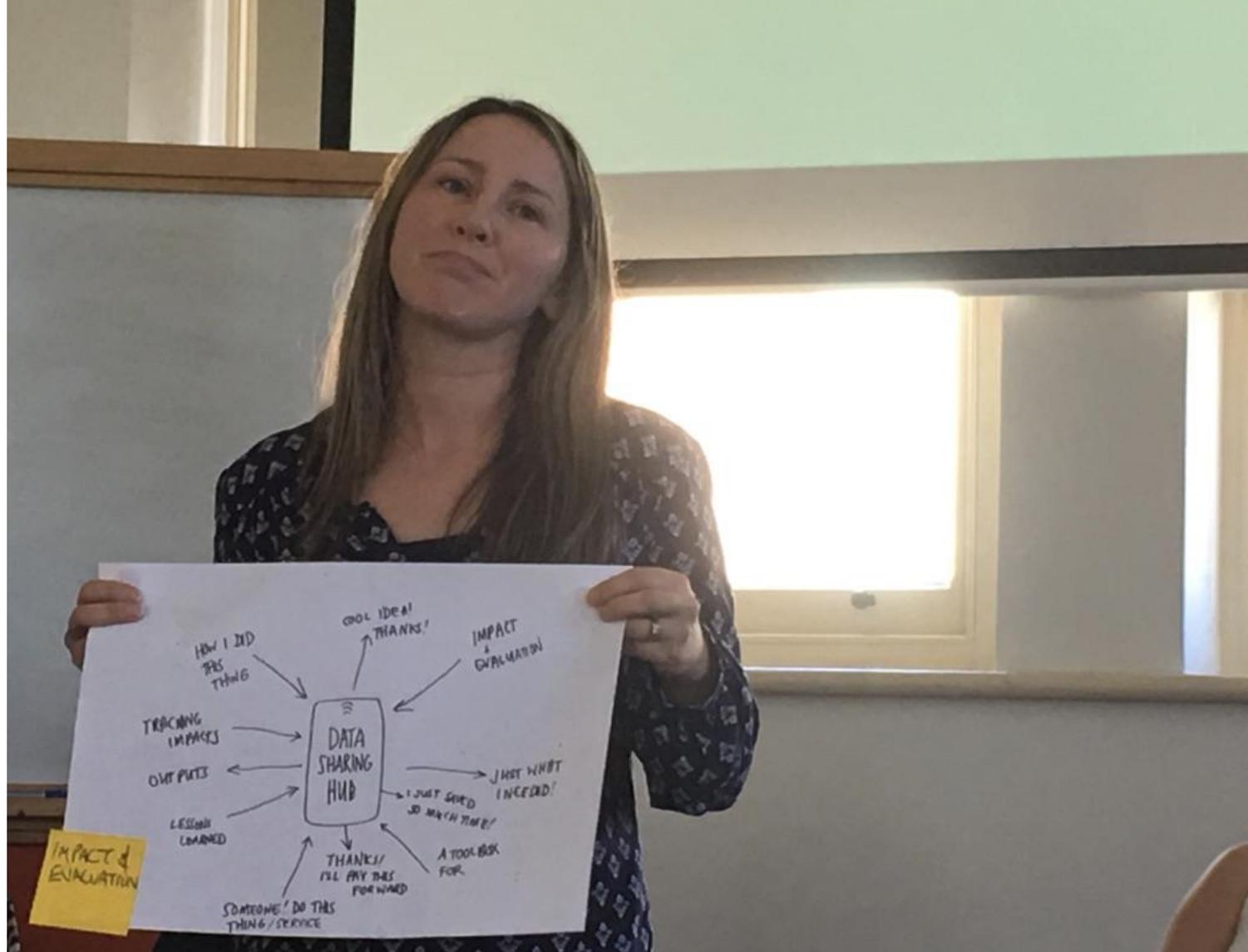
one place  
shares back  
unmet needs  
opportunities

Approach: Look up and out.  
Action Areas: Learn from adjacent industries

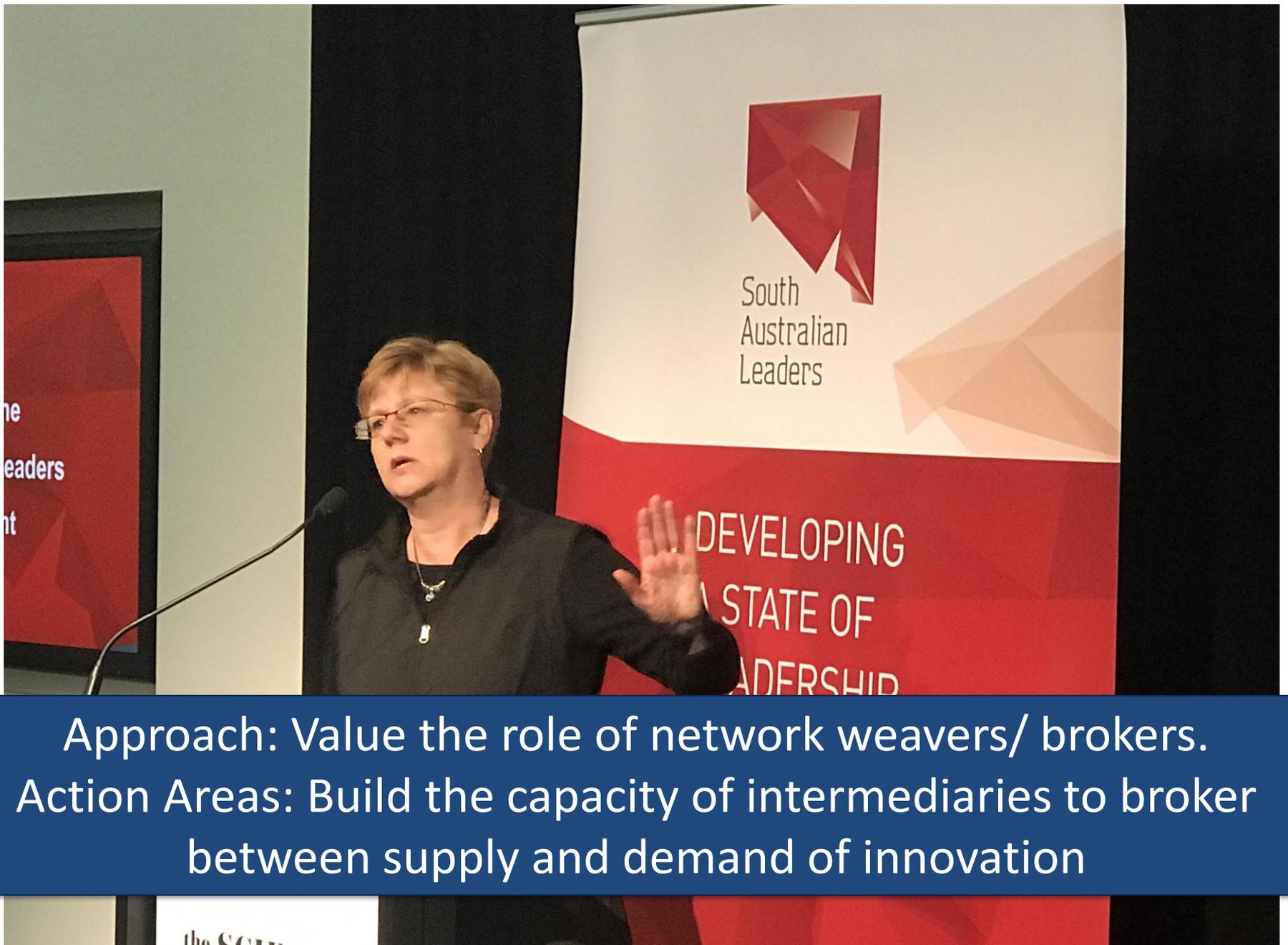


Approach: Default to open

Action Areas: Challenge areas where this is not the default position



**Approach: Embrace data.**  
**Action Areas: Determine key sources of data and unlock them for analysis and use**



Approach: Value the role of network weavers/ brokers.  
Action Areas: Build the capacity of intermediaries to broker between supply and demand of innovation



Approach: Be both patient and impatient.  
Action Areas: Recognize that innovation works on erratic timelines and build receptor capacity.

MARIAN ST.



**Remember that the happiest people are not those getting more, but those giving more.**

**- H. Jackson Brown, Jr.**

**#POSITIVESIGNS**

2P  
EVENT  
PARKING  
LOADING  
ZONE  
10 MINUTE  
8-5  
8-12

what does the  
**future**  
look like to you?

Open  
State



Open  
State