



Social Capital Residency

ORATION

ALLYSON HEWITT
DON DUNSTAN FOUNDATION
THINKER IN RESIDENCE

OCTOBER 5, 2017

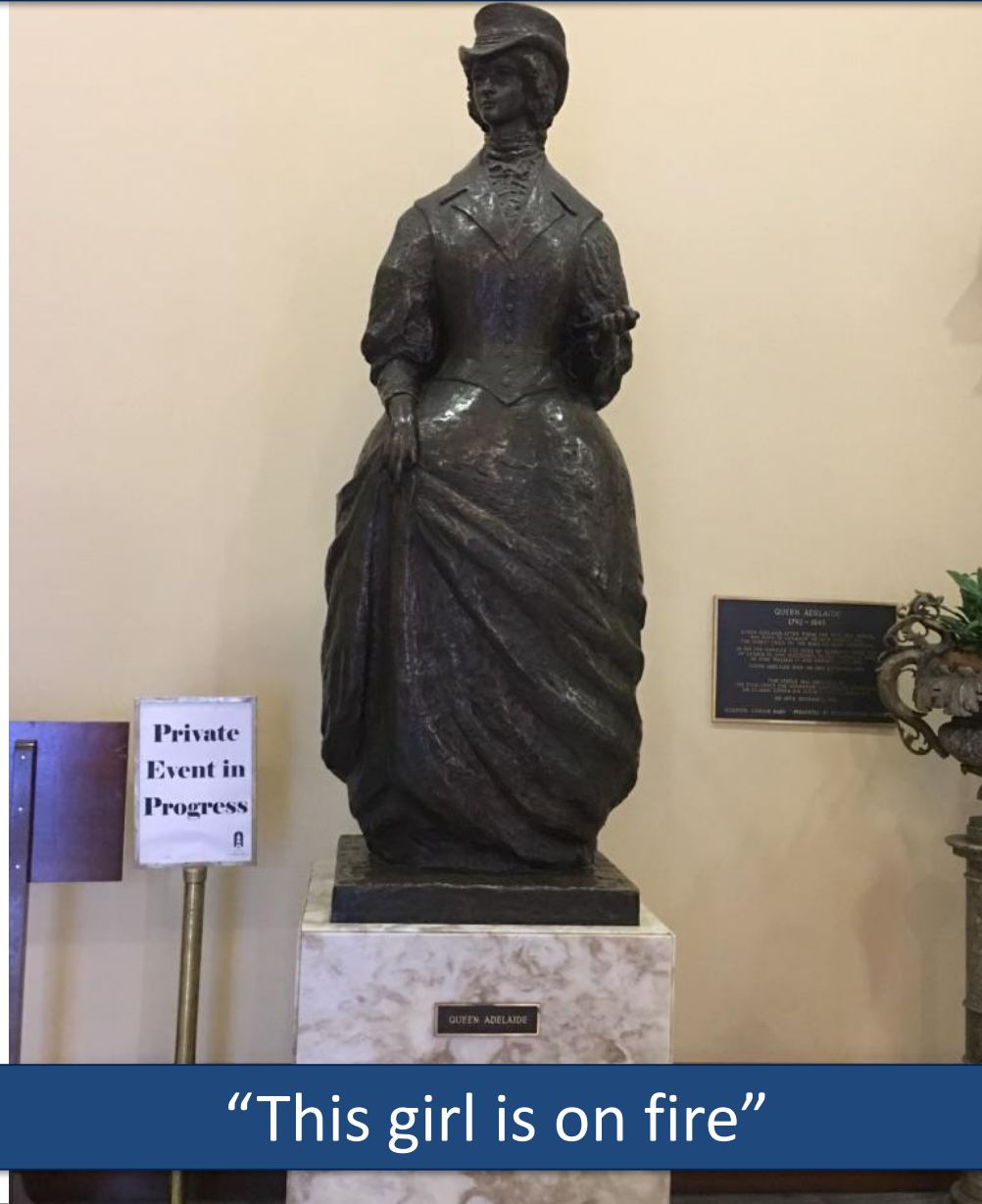
Visit us at marsdd.com



What's changed in Adelaide since May?



With all due respect to Alicia Keyes ...



“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

68TH 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?





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





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





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

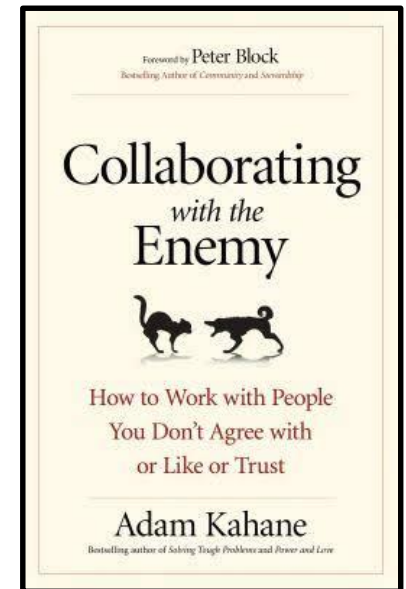
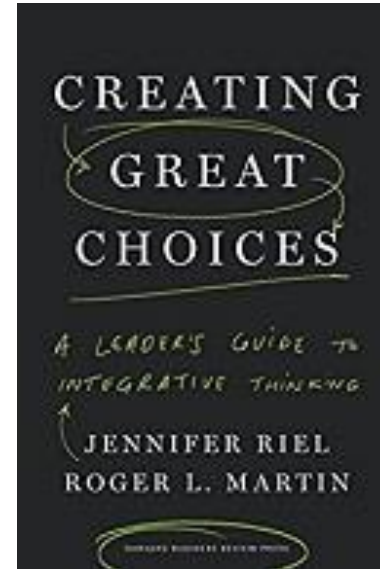
How might we ...

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?



DEVELOPING TALEN

VENTURES • OPENING MARKETS

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 21st C?





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?



"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.*

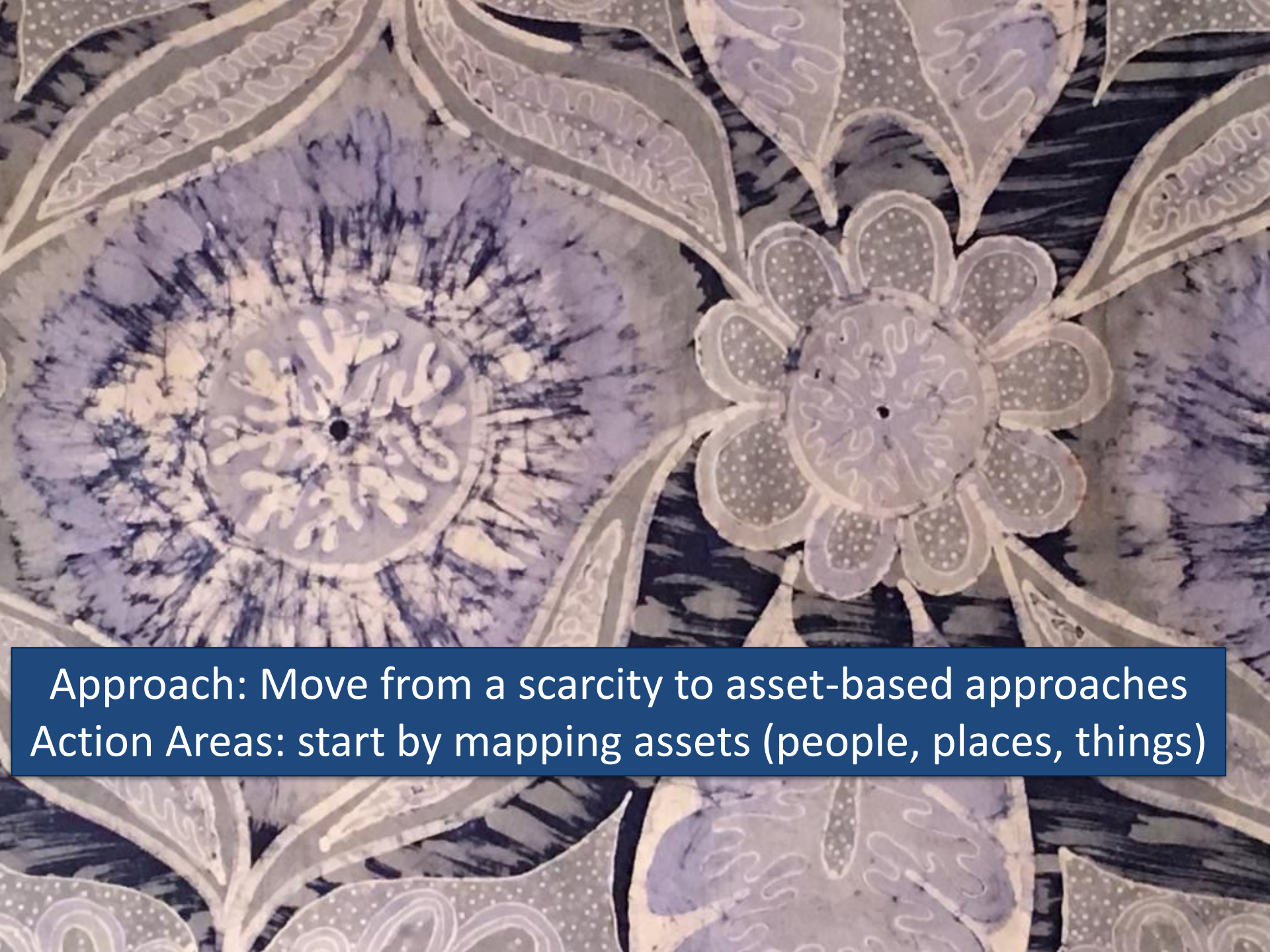


COMMUNITY
NATION

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 -

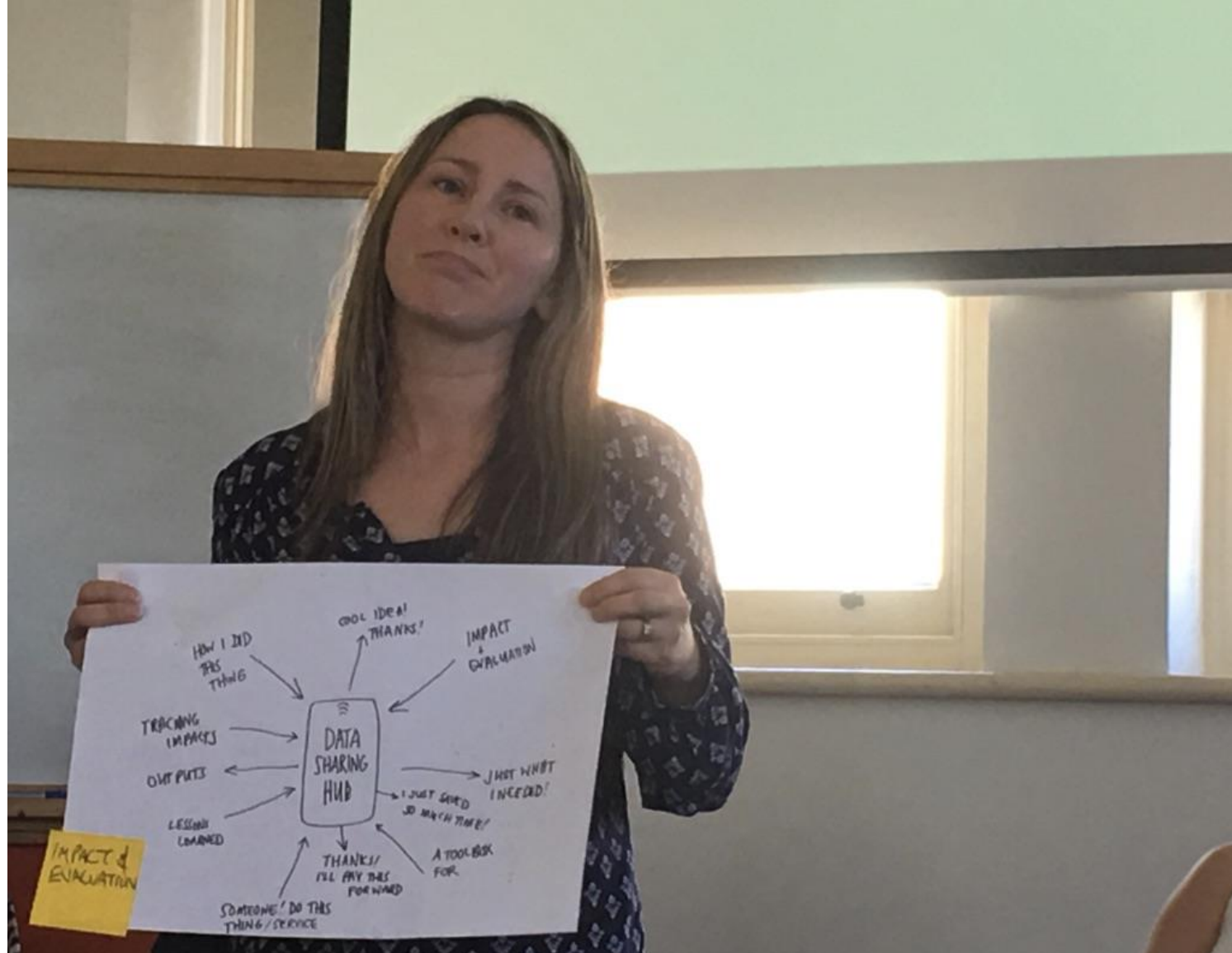
providers need clear
offers.

one place
shares back
unmet needs
opportunities

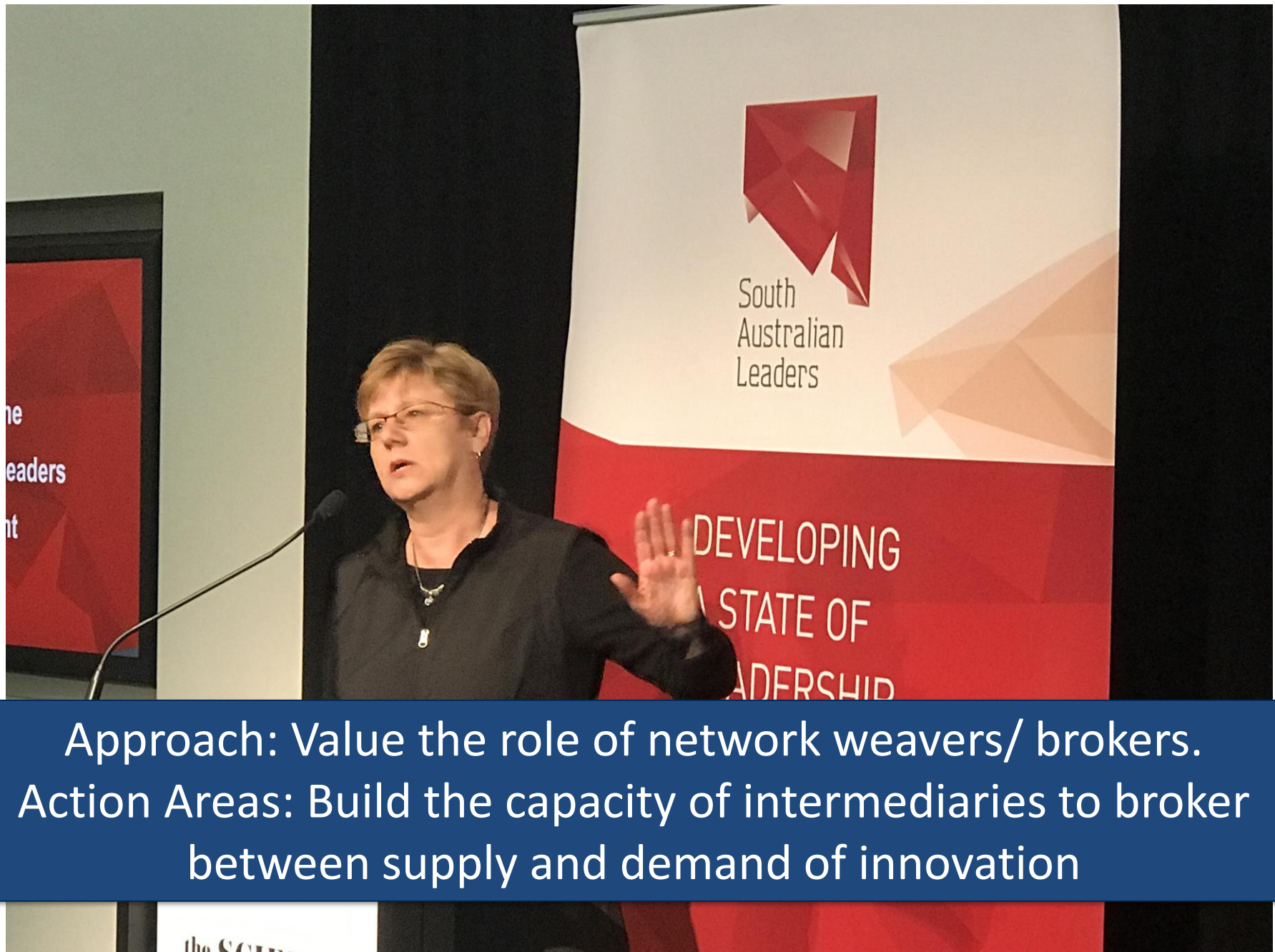
Approach: Look up and out.
Action Areas: Learn from adjacent industries



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



what does the
future
look like to you?

Open
State



Open
State