

# INVESTING WITH PURPOSE

## NTCOSS October Business Month Forum

Tuesday 11 October 2016 YWCA Barbara James House (9 Mirambeena Street, The Gardens, Darwin)

**8.30**      **Registration**

**9.00**      Welcome

**Wendy Morton, Executive Director, Northern Territory Council of Social Service**

**Lu Steuart, Director, Social Policy Coordination, Department of the Chief Minister, Northern Territory Government**

**The Honorable Jeff Collins, MLA, Assistant Minister for Police, Fire and Emergency Services; Assistant Minister for Primary Industry and Resources and Chair of the Government's small business round tables**

**9.15**      **Session 1**

Impact Investment and the Social Impact Bond Model

Impact investment, an approach to financing social service programs. Distinct from corporate or other philanthropy, it combines meeting a social need and enhancing business return by developing and demonstrating shared value. Explore in more detail one model of impact investing, Social Impact Bonds (SIBs) designed to raise private capital for intensive support and preventative programs which address areas of pressing social need.

**Sandy Blackburn-Wright, Managing Director, Social Outcomes**

Sandy has 15 years international development experience in Southern Africa, 10 years corporate experience in professional services and financial services in Australia, she has taken an active role in growing the impact investing market in Australia and has established several large social innovation projects. Sandy was the Head of Social Innovation for Westpac, working to establish the bank as an active player in the emerging impact investing market and led the establishment of an industry forum on social finance. She was part of the team that built and issued Australia's first social impact bonds and has been acting as an advisor to government, corporates, philanthropists and not-for-profits on the opportunities of social innovation and impact investing here and in the region. Sandy also established the Organisational Mentoring Program at Westpac to build the capacity of social enterprises and remains involved in strategic grant making through the Westpac Foundation. Sandy serves on the Australian Advisory Board of the International Taskforce on Impact Investing sponsored by the G8, sits on the Advisory Board for the Australian Centre for Not-for-Profit and Philanthropic Studies at QUT, the Business Advisory Council of the Benevolent Society and is a Director of the Community Services Industry Alliance.



10.00 **Morning Tea**

10.30 **Session 2**

### The Social Impact Investment Trust

Discover why HESTA, the industry super fund for health and community services, has made a \$6.7 million investment in Horizon Housing, a community housing provider operating in Queensland, which is focused on increasing the supply of social and affordable housing and helping low income earners achieve home ownership.

#### **Tony Kotsonis, Client Relationship and Member Education Manager NT, HESTA**

With more than a decade of superannuation experience, Tony has acquired distinctive knowledge on Australia's superannuation system that he has used when working for HESTA's key clients in the NT for eight years. Tony holds a Bachelor of Business (Eco/Fin) from Charles Darwin University and a Post Graduate Diploma in Applied Finance from Kaplan Professional.



Social Ventures Australia, a not for profit organisation established in 2002 (by The Benevolent Society, The Smith Family, WorkVentures and AMP Foundation), focuses on overcoming disadvantage in Australia. Offering funding, investment, and advice to support partners across sectors to increase their social impact. Learn how they assisted HESTA to invest with purpose

#### **Nick Harrington, Manager, Impact Investing, Social Ventures Australia**

Nick joined the SVA Impact Investing team in 2013 as an analyst and is now a Manager. Nick is part of the transaction team that identifies, analyses and executes new investments for the SVA Social Impact Fund and the Social Impact Investment Trust. Nick is also involved in the management and development of social impact bonds. Prior to starting at SVA Nick worked at a leading Barristers Chambers in Sydney, a human rights law firm in Botswana and also started two small businesses. Nick is the founding director of an international development organisation called The Manjeri School Project. Nick has a Bachelor of Laws and International Studies from UTS.



11.15 **Session 3**

### Partnering with corporates for community outcomes

Connecting Up, Inc. is a not-for-profit organisation that works to unleash the power of not-for-profits by providing a variety of information, products, resources and programs. As the local partner of the US-based TechSoup network, Connecting Up manages technology donation programs of companies such as Microsoft, Cisco, Adobe and many more. In Australia, this program has assisted over 15,000 organisations to benefit from over \$400 million worth of product. Connecting Up has recently conducted a social return on investment of their programs, showcasing the return each dollar of product donation provides to the community.

#### **Ryan Jones, Technology & Membership Coordinator, Connecting Up**

Ryan Jones is an experienced marketing and technology consultant, specialising in digital marketing and utilising technology as part of the marketing mix. After building his first commercial website at age 12, Ryan mixed his love of technology and design before beginning a Bachelor of Management (Marketing) degree at the University of South Australia. Ryan spent the next 10 years working extensively in digital media, online video streaming and startup businesses, while he has spent the last 6 years mixing his marketing skills with his passion for technology, educating the not-for-profit sector on technology use, marketing and digital media.



## 12.00 **Networking Lunch**

## 1.00 **Session 4**

### Investing in the Community

The Nightcliff Community Branch of Bendigo Bank opened in September 2008 and since then has grown to be a vital part of the local community through targeted service, support and sponsorships. Bendigo Bank is also a 50% partner of Community Sector Banking, the other 50% owned by the community. Community Sector Banking has a vision to be the financial institution that strengthens not-for-profits in delivering social change and community wellbeing.

#### **Jeff Watson, Manager, Bendigo Bank Nightcliff**

Jeff has over 30 years of Banking experience and in recent years has held the roles of Mortgage Manager & Regional Manager before joining the Nightcliff Bendigo Bank in 2009. Jeff has a long term relationship with the Community of Darwin and is closely involved in the many sporting & not for profit groups in the area and sitting on the board of the Trailer Boat Club as Assistant Secretary.



## 1.15 **Session 5**

### Investment needs at the different stages of the business development cycle

With a vision to see further growth of Aboriginal businesses in remote Australia, Enterprise Learning Projects itself is a social enterprise working intensively in the Katherine region assisting to develop ideas that provide income and employment. This session will look at investment needs at the different stages of the business development cycle, and share examples of how ELP is working to resource start up enterprises.

#### **Laura Egan, CEO, Enterprise Learning Projects (ELP)**

Laura's passion is creating opportunities for people to achieve their aspirations through business. In October 2010, she established Enterprise Learning Projects (ELP), a social enterprise that works in partnership with remote Aboriginal communities to develop inclusive, creative and sustainable enterprise-based initiatives that support family and community goals. Some of the businesses ELP has incubated include Gulbarn Tea, Ngarinyman Bush Soap and Speargrass Bike Tours. Laura holds a Bachelor of Arts/Bachelor of Commerce, a Postgraduate Certificate in Indigenous Studies and a Certificate IV in Small Business Management. She was awarded 2010 Social Entrepreneur of the Year by the School for Social Entrepreneurs (SSE), was selected as a Young Social Pioneer by the Foundation for Young Australians (FYA) in 2012, and was recently awarded a scholarship to attend the 2016 Global Entrepreneurship Conference in Silicon Valley by the US Department of State.



october  
BUSINESS  
month 2016

### Social Enterprise NT Style, the motivations, the pitfalls and measuring the impact

HPA empowers people with disabilities through supported employment, accommodation and an outreach residential support service. HPA's runs three arms of the business Kokoda Industries, Ausdesigns and Darwin Accommodation Services.

#### **Tony Burns , Chief Executive Officer, HPA “Helping People Achieve”**

An achiever with a heart of gold, Tony Burns brightens the lives of everyone he meets. At a young age Tony's parents instilled in him the mantra that giving back is the best reward in life. Taking their advice, Tony dedicates his time to making life easier for others. Letting his feet do the talking, Tony is an ambassador for the John McLean Foundation and runs fantastic feats, tirelessly raising money for children in need of mobility support. Tony has raised more than \$600,000 through completing multiple Triathlons and Ultra Marathons. In July 2014 he braved a 100km run through Darwin raising \$135,000 for Namarluk School, providing them with sensory equipment, a wheelchair ramp and an assistance puppy. Currently CEO of HPA (Helping People Achieve), 2016 Telstra NT Business of the year, Tony is the leading force in providing training and work experience and inspiration to people who are physically and intellectually challenged.



Two distinct social enterprises, Cash for Containers, home pick up can recycling and WIMS (Walking In My Shoes) retail shoe shop, provide a training pathways and employment opportunities for young adults with down syndrome.

#### **Rachel Kroes, Executive Officer, Down Syndrome Association NT**

Rachel is the initiator and instigator of a unique program called Project21, a post-school learning environment for young people with intellectual disabilities. Project21 addresses a tripartite approach across education, employment and social development delivering skills for future employment and independence. Project21 delivers Certificate I accreditation in retail, literacy, numeracy and work ready skills. Three social enterprises provide training and employment opportunities Cash for Containers (Recycling), WIMS (Walking In My Shoes Retail outlet) and Barista21 (Coffee Bar). Further programs cover health and fitness, sign, music, dance and social skills development. Operating in the Social Enterprise arena has brought real benefits to a traditionally disenfranchised group of young people which has already seen successes in job creation and independent living opportunities. Project21 has been recognised in the Human Rights Awards 2015 and Rachel has been the recipient of the Bicentennial Jenner Award, the National Disability Services Overall Winner in the NT 2013, is a Paul Harris Fellow (Rotary Club) and an NT Finalist in the Telstra Business Women's Awards 2016.



Situated in the Darwin's historical Lyons Cottage, Aboriginal Bush Traders is fast becoming one of Darwin's newest attractions. A function facility, café and retail store selling authentic Indigenous products.

#### **Rebecca Miniken, Manager, Aboriginal Bush Traders**

Rebecca comes from a background in cultural heritage management, in which she extended to work more broadly to establish projects and programs which preserve and protect Indigenous heritage and cultural knowledge throughout regional and remote Western Australia. She was involved in the design and development of several highly successful not for profit entities, conceived to support the implementation of these projects. Seeing the potential and opportunity for Indigenous groups and individuals to use their unique knowledge and understanding in the business space, Rebecca has continued to work to assist and support the growth of community projects, social enterprise and micro-business in the Northern Territory. In her current role she has worked to establish and grow Aboriginal Bush Traders on behalf of Ironbark Aboriginal Corporation, which lends support and assistance to emerging artists, microenterprises, small business and community art centres.



### 3.00 Afternoon Tea

### 3.30 Session 7

#### Collective Giving via Crowdfunding

Chuffed.org is Australia's first crowdfunding platform that assists NFPs, social entrepreneurs and everyday individuals to raise capital for their social cause projects. Unlike many crowdfunding websites Chuffed.org receives no commission on funds raised with one hundred per cent of the donation going to the project. This fundraising model starts with the cause's true believers and gets them to engage their networks through social media.

#### **Bec Bridges, Customer Advocate, Chuffed.org**

Bec comes from a media and communications background. She was previously producing digital content and overseeing the marketing strategy for an early-stage tech start-up. After finishing a degree in economics and marketing she struggled to picture herself working at an investment bank, and realised the hopes she had for her career lay somewhere in the overlap of the social sector and the media industry. Since beginning her role as Customer Advocate at Chuffed.org she's enjoyed learning about campaigners' needs first-hand, tailoring content to improve the success of the social cause projects on Chuffed.org, and identifying the best ways for campaigners to connect with their supporters. She also works as a volunteer editor at the human rights journal Right Now and is nearing completion of her masters degree in publishing and communications.



### 4.15 Wrap up

**Wendy Morton, Executive Director, Northern Territory Council of Social Service**

### 4.30 Close

This event is a partnership project between Northern Territory Council of Social Service and the Northern Territory Department of Business, via generous support from the Business Growth Program.

The Northern Territory Council of Social Service is funded by the Northern Territory Department of the Chief Minister and receives sponsorship from HESTA, Industry Super Fund.