Social Impact Approach

Social Impact is defined by the Centre for Social Impact as "The net effect of an activity on a community and the well-being of individuals and families."

TOWN OF
VICTORIA PARK

Why have a Social Impact Approach?

So that:

- Elected Members and C-Suite see the value of their investment in programs and projects
- Teams see the value of the work they do (increasing job satisfaction)
- Community sees the value in programming decisions

To:

- Inform decision-making based on social and economic value
- Keep community at the centre of what we do
- Ensure strategic alignment

Aims and Objectives:

A unified approach for:
- internal projects
- investment in external groups (Impact Investment)
- collaborative projects (Collective Impact)
- A simple process that teams can incorporate in their planning and evaluation
- A toolkit of resources to reduce time investment
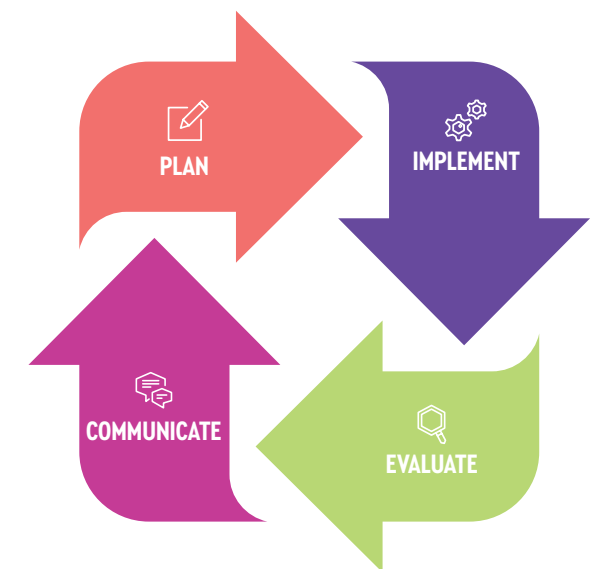- A communication method that tells the impact story

Social Impact Overview

Guiding Principles:

- Inquiry oriented
- Strengths-based
- Informed by evidence
- Collaborative
- Innovative

Guiding Principles

Inquiry oriented

Strengths-based

Informed
by evidence

Collaborative

Innovative

Process

PLAN → IMPLEMENT → EVALUATE → COMMUNICATE

Impact investment

Collective impact

Internal initiatives

Ecosystem

STRATEGY & POLICY
COMMUNITY ENGAGEMENT
SOCIAL INNOVATION
MONITORING & EVALUATION

Ecosystem

Strategy & Policy

- Links to international, Federal and State Government outcomes frameworks
- Ensure strategic alignment
- Use findings to inform policies, plans and decisions

Community Engagement

- Listen, inquire, show empathy
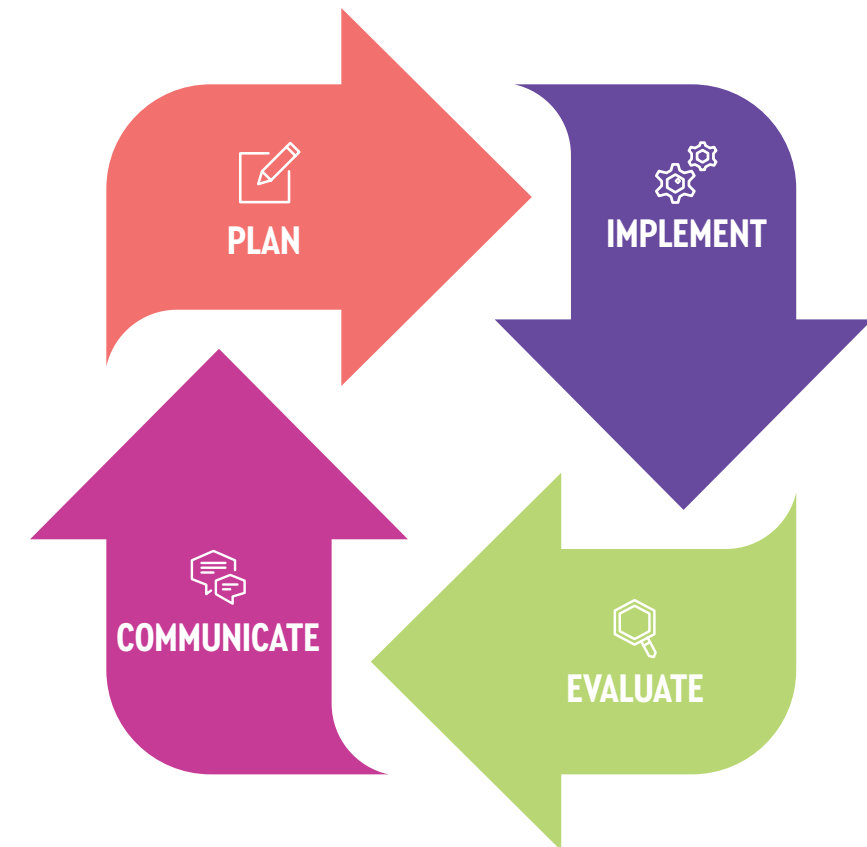- Keep the community at the centre of all decisions

Social Innovation

- Collaborations, Collective Impact
- Co-design
- Build capacity in external groups
- Systems Thinking for Systems Change

Monitoring & Evaluation

- Ensure ongoing alignment and relevance
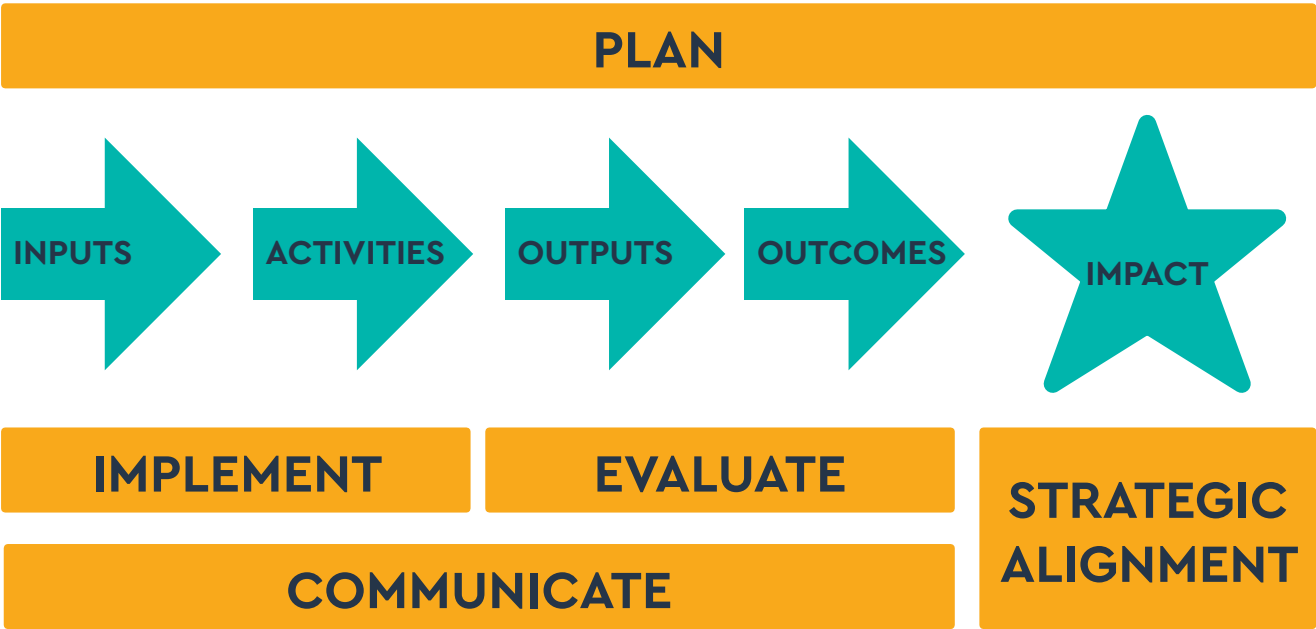- Evaluate process, value for money and impact

Process

We plan using a Theory of Change a Program Logic Model and an Evaluation Plan.

We implement a range of interventions to deliver positive outcomes

We evaluate against the plan to "measure what matters".

We communicate using a storyboard and scorecards which aggregate to an annual report card for the Social Plans.

Internal Initiatives

Impact

PLAN

INPUTS → ACTIVITIES → OUTPUTS → OUTCOMES → ★ IMPACT

IMPLEMENT

EVALUATE

COMMUNICATE

STRATEGIC ALIGNMENT

Our Internal process framework uses the **Program Logic Model** and the Town's Social Impact Process.

By shifting the focus from outputs to outcomes and consistently evaluating for impact, we identify whether we achieved what we intended.

Examples:

(Click on teal text to see details)

Storyboards and scorecards:

(a visual evaluation of project outcomes)

Outreach Service
CCTV partnership

Impact report cards:

(a four-page annual report against each Social Plan)

Safer Neighbourhoods impact report card

Town of Victoria Park Impact Investment Framework			
	🧑 SOCIAL Sustainable, connected, safe and diverse places for everyone.	**🏛 ECONOMIC** Sustainable, diverse, resilient and prosperous places for everyone.	**🌿 ENVIRONMENTAL** Sustainable, liveable, healthy and green places for everyone.
Priorities	S1 Helping people feel safe. S2 Collaborating to ensure everyone has a place to call home. S3 Facilitating an inclusive community that celebrates diversity. S4 Improving the access to arts, history, culture, wellbeing and lifelong learning.	EC1 Facilitating a strong local economy. EC2 Connecting businesses and people to our local activity centres.	EN1 Protecting and enhancing the natural environment. EN2 Facilitating the reduction of waste.
Outcomes	• We are safe. • We are connected. • We celebrate diversity. • We are healthy.	• We are resilient. • We are prosperous.	• Our environment is healthy.
Investment programs	• Arts Grants • Community Grants • CCTV Partnership Program • Operating Subsidies • Peppercorn Leases • Place Grants • School Welfare Donations • Security Incentive Scheme • Sport& Equipment Grants • Street Meet n Greet • Youth Donations	• Arts Grants • Business Grants • Operating Subsidies • Peppercorn Leases • Place Grants	• Adopt-a-Verge Rebates • Urban Forest Grants • Operating Subsidies • Peppercorn Leases • Place Grants

Our Impact Investment framework highlights the alignment of grant funding to our Strategic Community Priorities.
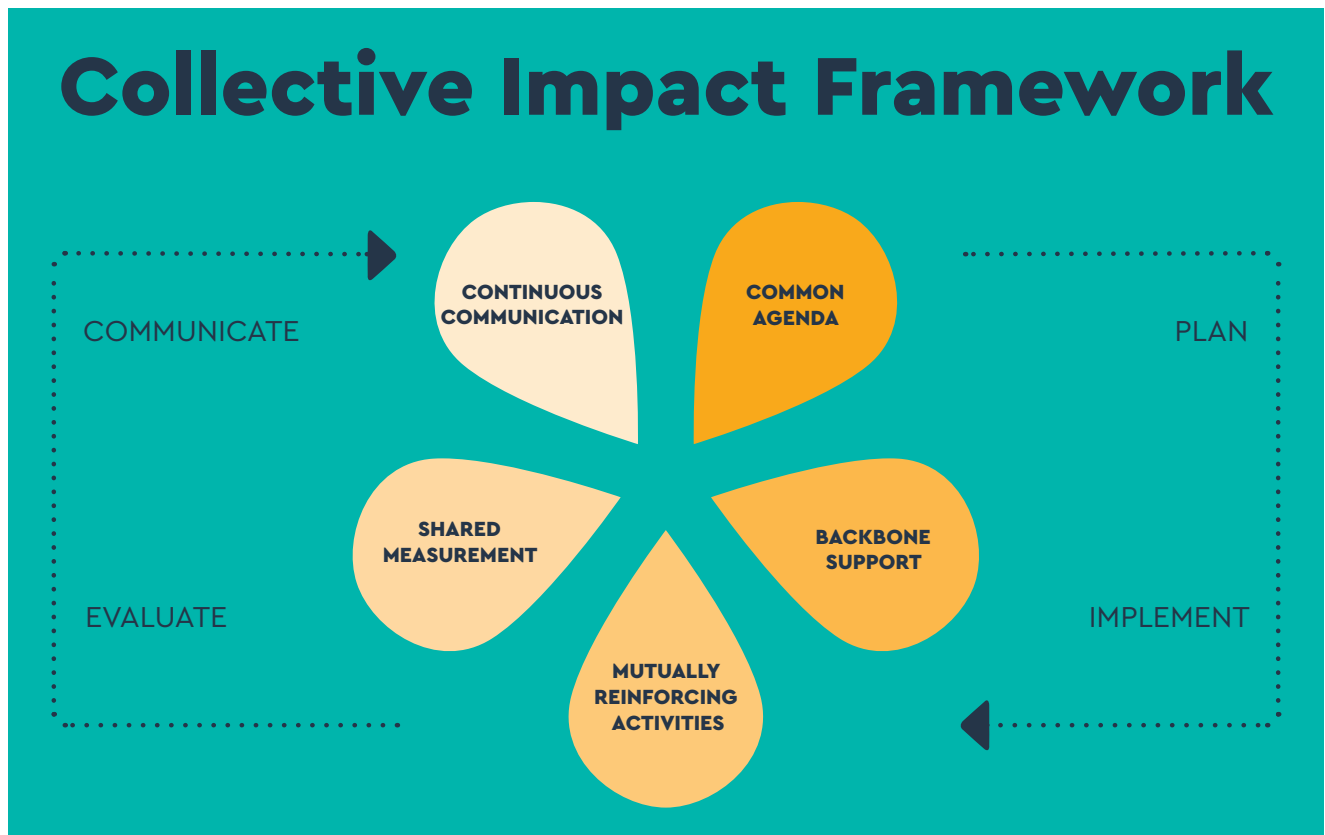
We are building the capability of funding recipients to report on the outcomes of their projects, and how these contribute to the community's priorities.

Examples:

(Click on teal text to see details)

Community funding
Operating subsidies
Peppercorn leases

Collective Impact

Collective Impact Framework

- CONTINUOUS COMMUNICATION
- COMMON AGENDA
- SHARED MEASUREMENT
- BACKBONE SUPPORT
- MUTUALLY REINFORCING ACTIVITIES

COMMUNICATE

PLAN

EVALUATE

IMPLEMENT

Our Collective Impact framework is based on the five conditions of **Collective Impact**.

We work with external organisations to create positive change in our community.

Examples:

(Click on teal text to see details)

Community Benefits Strategy
John Macmillan Multi Agency Response