



**WORKING WITH SOCIAL ENTERPRISES HELPS SUPPORT VULNERABLE COMMUNITIES**



**SOCIAL PROCUREMENT GENERATES POSITIVE SOCIAL & ECONOMIC OUTCOMES**

### Why sign the GROW Compact?

Benefits for your organisation include:

- > increasing your networks and brand awareness, leading to new opportunities for local projects and partnerships
- > standing out as a regional business supporting local/social outcomes and community leadership
- > building your participation in the G21 Region business community
- > being part of a local procurement network with access to online tools and resources
- > learning more about local and social procurement policies and practices
- > developing partnerships with local employment programs
- > making a difference to the G21 Region's economic prosperity



**EMPLOYMENT OFFERS A KEY PATHWAY TO ACHIEVE PERSONAL GOALS**



**LOCAL INVESTMENT LEADS TO JOBS GROWTH**

THE GROW PHILOSOPHY

...addressing disadvantage is everyone's business

### Make a difference today and start GROWing opportunities in our region

Contact GROW to find out more:  
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GROW is a joint initiative of Give Where You Live Foundation and G21 - Geelong Region Alliance.

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# GROW



Join us in our aim to **GROW** job opportunities in the G21 Region, especially in the most disadvantaged communities.

### What is GROW?

GROW (G21 Region Opportunities for Work) is an ambitious initiative which aims to address entrenched place-based disadvantage.

GROW focuses on job creation (using social procurement and investment) and ensures jobs also flow to the most disadvantaged communities in the G21 Region.

Together we can make sure that the benefits of living in this region are shared - that the quality of life that it offers are available to all, and that our region's growth is inclusive.

GROW will initially focus on three target areas in the G21 Region where unemployment can be between two to three times higher than regional averages: Norlane-Corio, Whittington and Colac.



**DEMAND-LED EMPLOYMENT MATCHES JOB SEEKERS WITH THE NEEDS OF EMPLOYERS**

### What is the GROW Compact?

An agreement between GROW and organisations in the G21 Region, in which the organisation aims to:

- > buy local to support local businesses, organisations and suppliers to improve economic and social outcomes
- > work with social enterprises, not-for-profit businesses and organisations who help support vulnerable communities
- > strengthen employment and training opportunities for targeted job seekers
- > collaborate with other GROW partners to address disadvantage and support economic participation in our region
- > reflect this commitment in their policy and practice

[grow.g21.com.au](http://grow.g21.com.au)

gsdm.com.au\_12897

GROW PURPOSE

...to create opportunities for work across the G21 Region particularly in and around areas of entrenched place-based disadvantage



By moving just 7% of the G21 expenditure from non-local to local suppliers, together we can generate:

- > 2,500 jobs (500 for GROW targeted communities)
- > \$1 billion into the regional economy

The GROWth chart

The GROWth chart illustrates how you and your business can make a difference in the G21 Region and help contribute to our 2020 target.

GROW daily

As a GROW partner you will learn how your routine and project spend can benefit your community as well as your business.

TOGETHER SMALL CHANGES MAKE BIG DIFFERENCES

...the GROWth chart

