



## Strategic Directions Group (SDG) Meeting #4 Notes

Friday February 12, 2016 8:00 am, Give Where You Live Board Room

Item	Notes
Welcome and Introductions	<p>Attendees: Bill Mithen, CEO Give Where You Live (chair)            Anne O'Brien, GROW Director            Brent Lyons-Lee, Baptist Union of Victoria            Elaine Carbines, CEO G21            Henry Bongers, CEO BDH            Jan Noblett, Exec Director West Area, Dept of Justice &amp; Regulation            Justin Giddings, CEO Avalon            Kylie Warne, Chair Geelong Chamber of Commerce            Lisa Line, CEO Gordon TAFE            Liz Everist, GROW Engagement Officer            Mike Hirst, CEO Bendigo and Adelaide Bank</p> <p>Apologies: Keith Fagg, Director Fagg's Mitre 10            Lenny Jenner, CEO Borough of Queenscliffe            Nic Jarvis, Acting Chair Whittington Works Alliance            Peter Dorling, Chair Northern Futures</p> <p>Guests: Chris Newman, Consultant, ArcBlue            Joanne McNeill, Freelance Consultant</p>
Guest Presentations	<p>            Regional Economic Modelling Project - !</p> <p>Chris referred to the early draft Tier 3 data obtained for the Regional Economic Modelling Project (160 respondents) and also the possible collective/individual dashboards for participating organisations. Members discussed the need for business capacity building to enable competitive local tendering, particularly relating to centralised procurement for state government.</p> <p>            JMcNeill_Geelong_1            20216.ppsx</p> <p>Joanne placed the GROW initiative in an international context, showing the positive potential for GROW's future plans. Links of case studies include:</p> <ul style="list-style-type: none"> <li>• Living Cities - <a href="https://www.livingcities.org/blog/206-anchor-procurement-as-a-lever-for-economic-opportunity-challenges-and-opportunities">https://www.livingcities.org/blog/206-anchor-procurement-as-a-lever-for-economic-opportunity-challenges-and-opportunities</a></li> <li>• Initiative for a Competitive Inner City (ICIC) - <a href="http://www.icic.org/ee_uploads/pdf/ICIC_NEWARK_rprt_REV.pdf">http://www.icic.org/ee_uploads/pdf/ICIC_NEWARK_rprt_REV.pdf</a></li> <li>• Annie E Casey Foundation funded report on Anchor Organisations and Dashboard reporting - <a href="http://community-wealth.org/sites/clone.community-wealth.org/files/downloads/AnchorDashboardCompositeFinal.pdf">http://community-wealth.org/sites/clone.community-wealth.org/files/downloads/AnchorDashboardCompositeFinal.pdf</a></li> <li>• Chicago Anchors for a Strong Economy (CASE) - <a href="http://www.worldbusinesschicago.com/case/">http://www.worldbusinesschicago.com/case/</a></li> <li>• Economic Gardening - <a href="http://citiesspeak.org/2013/01/11/what-is-economic-gardening-and-why-does-it-matter/">http://citiesspeak.org/2013/01/11/what-is-economic-gardening-and-why-does-it-matter/</a> and <a href="http://edwardlowe.org/edlowenetwp/wp-content/uploads/2015/08/EG-4-pager-revised.pdf">http://edwardlowe.org/edlowenetwp/wp-content/uploads/2015/08/EG-4-pager-revised.pdf</a></li> <li>• SFMade <a href="http://www.sfmade.org/">http://www.sfmade.org/</a></li> <li>• SeattleMade <a href="http://www.seattlemade.org/about/">http://www.seattlemade.org/about/</a></li> </ul>

<p>GROW Strategic Directions for 2016</p>	<p><b>Collective Impact Backbone Function Priorities</b></p> <ul style="list-style-type: none"> <li>• Advocate and promote the GROW Common Agenda within the region, state and nationally</li> <li>• Source and mobilise funding for GROW and key aligned activities</li> <li>• Continue GROW 's Collective Impact expertise and reputation</li> </ul> <p><b>Social Procurement Priorities</b></p> <ul style="list-style-type: none"> <li>• Co-design Compact Action Plans with November 2015 signatories</li> <li>• Develop, design and build key resources, tool kit and case studies for the GROW Social Procurement webpages – including the Regional Procurement Dashboard</li> <li>• Complete 100 Compact signatories</li> </ul> <p><b>Demand Led Employment Priorities</b></p> <ul style="list-style-type: none"> <li>• Develop demand-led employment pilot project in Colac, and explore additional resources and options for 3214 and 3219</li> <li>• Pursue localised job opportunities for job seekers from target areas (using forward procurement/labour market intelligence)</li> <li>• Establish Employment Outcomes Reference Group/s to drive projects in place</li> </ul> <p><b>Impact Investment Priorities</b></p> <ul style="list-style-type: none"> <li>• Continue researching and connecting with Impact Investment expertise, including Social Return on Investment models</li> <li>• Continue scanning for opportunities for place based Investment in target communities</li> <li>• Identify interest, expertise and membership of GROW Impact Investment Reference Group</li> </ul> <p><b>Shared Measurement Priorities</b></p> <ul style="list-style-type: none"> <li>• Finalise initial baseline data, indicators and key outcome measures</li> <li>• Recruit data manager and Data Reference Group to establish shared measurement strategy for reporting and sharing data to measure impact (short, medium and long term)</li> <li>• Design and build the GROW shared measurement infrastructure including develop dashboard reporting system</li> </ul>
<p>Actions for SDG members</p>	<ol style="list-style-type: none"> <li>1. Please provide feedback on proposed Priorities for GROW in 2016, above.</li> <li>2. Please provide contacts for future Compact Signatories (to Liz) ASAP.</li> </ol>
<p>Actions for GROW Team</p>	<ol style="list-style-type: none"> <li>1. Follow up 'Back to Work' initiative with Jan, Lisa and others.</li> <li>2. Liaise with Kylie to develop strategy for possible promotion at Geelong Chamber of Commerce events.</li> <li>3. Follow up announcement from Avalon.</li> </ol>
<p>Next meeting</p>	<p>8:00 – 9:00 am Friday 13 May 2016 @ Give Where You Live Boardroom</p>