

## Strategic Directions Group (SDG) Meeting #2 Notes

Friday August 14, 2015 8:00 am, Give Where You Live Board Room

Item	Notes
<p>Welcome and Introductions</p>	<p>Attendees: Elaine Carbines (chair) CEO G21            Anne O'Brien, GROW Director            Brent Lyons-Lee, Baptist Union of Victoria            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            Nic Jarvis, Acting Chair Whittington Works Alliance</p> <p>Apologies: Bill Mithen, CEO Give Where You Live            Keith Fagg, Director Fagg's Mitre 10            Lenny Jenner, CEO Borough of Queenscliffe            Peter Dorling, Chair Northern Futures</p>
<p>GROW Project review</p>  <p>GROW SDG August presentation.ppsx</p>	<p>Elaine reviewed the Collective Impact approach of GROW and referred to the objectives of 'accessible quality job creation with career pathways', as part of a continuum of effort to address disadvantage in the region. The governance structure and role of the SDG was reiterated, and new staff (Anne and Liz) were introduced.</p>
<p>GROW Update</p> <ul style="list-style-type: none"> <li>• Social Procurement Network and GROW Compact</li> <li>• Current Activities</li> </ul>	<p>Anne referred to the importance of commitment to the Theory of Change which is the foundation of the GROW Strategic Plan. Current GROW activities include:</p> <ul style="list-style-type: none"> <li>• GROW Social Procurement Network – their role in developing the GROW Compact and the bi-partisan signing event.</li> <li>• Regional Procurement Economic Modelling Project – funded by RDA, this will provide essential evidence about how expenditure in the G21 region is allocated and the reasons, policies and practices behind spending decisions. The final report will provide actions and strategies to deliver on GROW objectives and support the delivery of the Compact.</li> <li>• Baptcare Norlane Integrated Development – ongoing interactions with GROW to support key strategic focus around social procurement, impact investment, employment and outcome measurement, specifically for Norlane.</li> <li>• Encompass' The Paddock – support for National Stronger Regions Fund application and ongoing relationship with Whittington Works Alliance.</li> </ul>
<p>Engagement opportunities for GROW</p>	<p>Liz reported on opportunities currently being investigated, including social enterprise mapping, demand-led employment models, government infrastructure investment and private developments. She requested that members provide any opportunities, suggestions, ideas or contacts for further exploration.</p>
<p>GROW Compact</p>	<p>Members discussed the Compact and implications for signing. Issues included the impact on private enterprises in terms of privacy and the restrictions of some current government policy.</p> <p>It was noted that the aim of the "annual statement" was to focus on GROW outcomes rather than financial reporting.</p> <p>Members suggested that the signing event will need representation from private enterprise as well as government, not for profit organisations and quasi-governmental organisations.</p>
<p>Comments and Actions for SDG</p>	<p>Mike talked about the importance of the procurement data to develop</p>

members	<p>opportunities, and expressed interest in raising awareness of GROW with Bendigo Bank customer base.</p> <p>Jan referred to departmental issues such as timing for major infrastructure and the government's trend to centralise procurement (noting local organisations can also tender for state projects). She hoped to drive momentum within Department of Justice, particularly as 2.6% of postcodes contribute 25% of those in justice system.</p> <p>Nic reported that Whittington Works offers cleaning, automotive and aged care programs which can introduce employers to GROW, and also supports members of the East Geelong Business Network.</p> <p>Henry noted that businesses rely on appropriate employee attitudes to build organisational culture and there was acknowledgement of the wide range of supports required to create genuine job readiness.</p> <p>Kylie raised issues of applying GROW principles to small business and suggested Brand Bureau could be a test case for Social Procurement Policy development with SMEs. She offered to support the link with the Geelong Chamber of Commerce local procurement Group.</p> <p>Lisa commented that GROW has synergies with Skilling the Bay to be explored, particularly with Northern Futures and Whittington Works.</p> <p>Justin described challenges of employment of disadvantaged jobseekers, but felt that overall, his experience with Northern Futures demonstrates that 'demand-led employment' often achieves successful employment outcomes by focusing first on providing 'best fit' for employers. He will work with GROW to explore how larger private organisations demonstrate the GROW principles.</p> <p>Brent will consider opportunities for GROW related to Impact Investment, especially for small business who have investable models including social impact outcomes.</p>
Actions for GROW Team	<ol style="list-style-type: none"> <li>1. Amend GROW Compact.</li> <li>2. Report on progress of the RDA Project at next SDG meeting.</li> <li>3. Develop Social Procurement tools, ie. examples of policy and case studies, to assist in delivery of the outcomes.</li> <li>4. Link GROW to Geelong Chamber of Commerce local procurement group.</li> <li>5. Bring ideas for Impact Investment to next SDG meeting.</li> </ol>
Next meeting	8:00 – 9:00 am Friday November 13, 2015 @ Give Where You Live Boardroom