

## WHAT IS CHANGING BECAUSE OF GROW?

GROW is in the start up phase of a ten year plan and we can already see changes that will contribute towards reducing unemployment and place-based disadvantage in our region.

### Joint community leadership actively addressing disadvantage

There are now **57 local businesses and organisations** committed to the GROW principles, and the momentum is strengthening. The GROW Compact Action Network (started in 2014) now has a **membership of 60**.

These local leaders are supporting the design and development of key GROW resources, developing, identifying and creating opportunities for local and social procurement throughout regional supply chains, creating new partnerships and exploring innovative approaches to address disadvantage from their individual business perspective.

“Since joining GROW Barwon Water have leveraged their buying power and influenced others to engage and commit to the GROW principles... Whilst local and social procurement is morally the right thing to do, it also provides a significant competitive advantage.”

- Barwon Water, 2016

Compact Signatories	57
GROW Compact Action plans	12 (in progress)

A key challenge has been data collection (20 Compact signatories) and completion of Action plans. To assist, a Compact Action Planning Tool has been developed.

### New skills and knowledge to implement social procurement

GROW has shed a light on how local and social procurement drives economic prosperity AND social benefit, resulting in increased regional capacity. The research from the Regional Procurement Economic Modelling Project offers key **baseline data and regional targets**, and the Social Procurement Toolkit, combined with workshops and case studies, provides the tools and tips on how to achieve these.

The partnership with **Localised** has enabled the development of a G21 region local supplier platform. **Industry-led** approaches are being facilitated by the GROW Regional Innovative Procurement Program (GRiPP).

Data collection from Compact signatories is tracking the collective impact through the Shared Measurement Framework, and also leading to **increased awareness** within organisations.

“The increased knowledge and awareness of the impact we can have within the region has been significant. You can only strive to achieve what you measure and understand... Engagement with GROW has opened discussion and has helped to identify opportunities for influence.”

- Programmed, 2017

### Local procurement shift

Change in local spend by Compact partners can now be tracked on the Regional Shared Measurement dashboard, launched 3 May, 2017, on the GROW website [grow.g21.com.au](http://grow.g21.com.au)

### Mobilising long-term resources into target communities

The \$2m (over 10 years) that was committed by Give Where You Live Foundation in 2014 has enabled **additional funds** to be leveraged into the G21 Region.

Legacy grant Alcoa Foundation	\$317k
Demand-led employment programs in target communities	\$1.3m
State Government funding	\$1.1m
Federal Government funding for Baptistcare's Norlane Project	\$7.25m

### Increased collaboration in demand-led employment

Deliberate efforts are required to ensure that the jobs created through social procurement flow to GROW target communities. In 2017 GROW are undertaking a joint longitudinal study investigating individual and systemic barriers to employment, to **inform new approaches**. Also underway is a project to map employment programs in the region, to clarify **support available to employers** who recruit job seekers from disadvantaged backgrounds.

### Jobs with GROW Compact partners

These initial numbers reflect the start of the GROW journey, and are testament to how GROW is influencing businesses in the region to **think differently** and **create targeted opportunities** for people currently experiencing barriers.

Based on data from 20 of the 57 Compact partners, collectively GROW has created long term sustainable jobs and employment pathways (traineeships, apprenticeships) in target communities.

GROW has also leveraged jobs and employment pathways through support, facilitation, collaboration and funding applications with GROW Compact partners.

Total employment outcomes	72
Jobs	15 (+2 leveraged)
Employment pathways	17 (+38 leveraged)



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 GROW PHILOSOPHY

...addressing disadvantage is everyone's business

#### ACRONYMS

AGM	Annual General Meeting
ALC	Australian Lamb Company
BSW	Barwon South West
CoGG	City of Greater Geelong
GRiPP	GROW Regional innovative Procurement Program
GROW	G21 Region Opportunities for Work
GWYLF	Give Where You Live Foundation
RDA	Regional Development Australia
RDV	Regional Development Victoria
SME	Small and Medium Enterprise
SVA	Social Ventures Australia

### 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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## REPORT CARD 2017

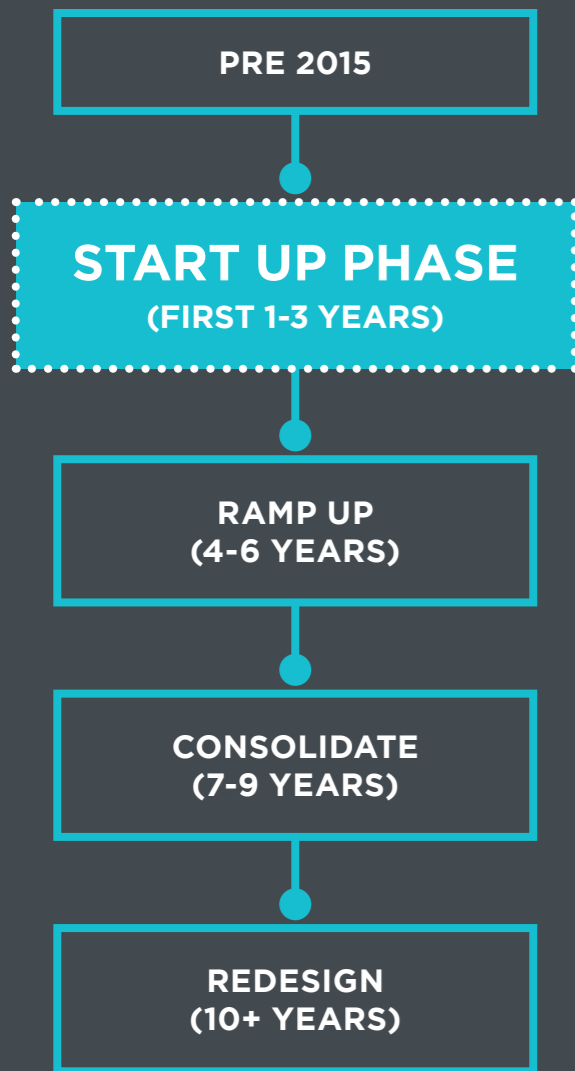
GROW (G21 Region Opportunities for Work) is an ambitious initiative which aims to address entrenched place-based disadvantage in the G21 Region.

This 'Report Card' is a timeline showing key outcomes, achievements and challenges experienced in the 'Start Up' phase.

## THE BEGINNINGS PRE 2015

- > Give Where You Live Foundation (GWYLF) 60+ year mission to address local disadvantage
- > G21 convened Addressing Disadvantage Taskforce, commissioned Report
- > Leadership from GWYLF committed \$2m to 10-year collective impact strategy to address place-based disadvantage
- > GWYLF and G21 formed partnership and MOU
- > Regional leaders partnered to mobilise resources for development of innovative strategic plan
- > Engagement of hundreds of individuals, businesses, community leaders and government
- > G21 key advocacy with local, state and federal government
- > Social Procurement Network begins operating
- > GROW Strategic Plan finalised to generate jobs in the G21 region

## THE GROW TIMELINE



## START UP PHASE (FIRST 1-3 YEARS)

