



# Purpose, Talent and Job Creation in Regional SA

**DON DUNSTAN FOUNDATION**  
INSPIRING ACTION FOR A FAIRER WORLD



# Agenda

1. Background: Me, Don Dunstan Foundation, & the Thinkers in Residence Program
2. The Purpose Economy
  - Industries – NDIS, health, education, creativity
  - Business Models – B-Corp, Cooperative, Shared Value, Social Enterprise
  - People – Millennials and Ageing Well
3. Lessons so far: Change, Technology / Work, Social Innovation, Scale (MaRS), Creativity, Collaboration, Finance, Measurement.
4. Regional South Australia – what are the implications?

**DONDUNSTANFOUNDATION**  
INSPIRING ACTION FOR A FAIRER WORLD



# QUESTIONS

## What is your regional, organisational and personal purpose?

- What networks exist to enable collaboration, new ways of working and thinking?
- Is your community aware of the possibilities the purpose economy offers?
- Do you have the right infrastructure?
- What are you measuring?
- What problems could social innovation in your region help solve?

**DONDUNSTANFOUNDATION**  
INSPIRING ACTION FOR A FAIRER WORLD



# Don Dunstan Foundation

The Don Dunstan Foundation is a thought leadership organisation that works on collaborative projects to inspire action for fairer world & build on the legacy of the late Premier Don Dunstan.

We are a registered charity and focus on social justice issues by working with a wide range of partners on projects, research, public events and creating new ventures.

Our current areas of focus are:

1. Growing the **Purpose Economy**
2. Ending **Homelessness**
3. Promoting the benefits of **Migration** and Multiculturalism
4. Supporting **Aboriginal Economic Empowerment** and Reconciliation
5. Better understanding community **Mental Health** and Wellbeing

**DONDUNSTANFOUNDATION**  
INSPIRING ACTION FOR A FAIRER WORLD



# Thinkers in Residence Program

Thinkers in  
Residence  
Program:

**26**  
Residencies

24

Government  
(SA)

2

Don Dunstan  
Foundation

**\$200** Mil

New program  
investment  
between 2003 & 2013



**2017**

MAY

JULY

SEPTEMBER

NOVEMBER

Allyson Hewitt  
VISIT 1

Suzi Sosa

Allyson Hewitt  
VISIT 2

Vic Strecher

**2018**

Ilse Treurnich

Specialist Thinker

Allyson Hewitt  
FINAL VISIT

**DONDUNSTANFOUNDATION**

INSPIRING ACTION FOR A FAIRER WORLD



# Social Capital Residencies



**11**

Roundtables



**54**

Presentations  
& Meetings



**5**

Public forums



Engaged with  
**1,212**  
People

**3**  
Weeks in  
Adelaide



**9**  
Local site  
visits

**51**

Organisational Partners in  
Social Capital Residencies



Social  
Services



Education



Health



Creative



Tech



Professional  
Services

**DONDUNSTAN FOUNDATION**

INSPIRING ACTION FOR A FAIRER WORLD



# Partners in the Process

## Presenting Partners



## Major Partners



## Residencies Partners



## Contributing Partners



## Supporting Partners



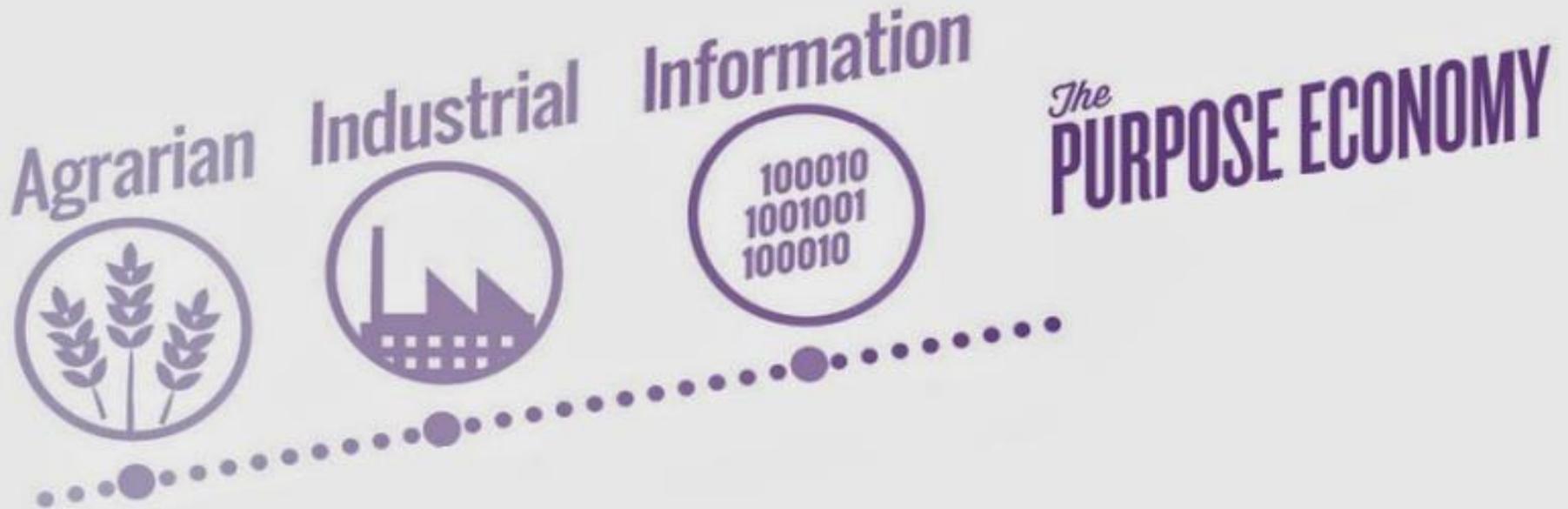
# Partner Initiatives

- **Regional Development Australia** – how do we better measure social impact in our regions
- **Carers SA** are leading some work with a range of organisations, including RDA's, on how more innovative approaches to the use of transport can help the care sector in either the Murray Lands or the Riverland.
- **The Social Impact Investment Network of SA** is developing an Impact Investment Plan for South Australia – so that social innovators can access the finance they need to scale their impact.
- **Community Living SA** and **TACSI** are exploring the idea of establishing a cooperative business model to support small NDIS providers to share back and front end services to make traversing the NDIS market easier for people living with a disability.
- The **South Australian Centre for Economic Studies** has done some initial work on surveying the social enterprises in SA.
- **TACSI** and the **Wyatt Trust** have lead some work on how we better understand the social innovation ecosystem in SA.
- Other organisations like **Helping Hand**, **Volunteering SA**, the **RAA** and all three of our public universities are exploring the opportunities the purpose economy provide for their work and have been engaging with our thinkers to help them do that.

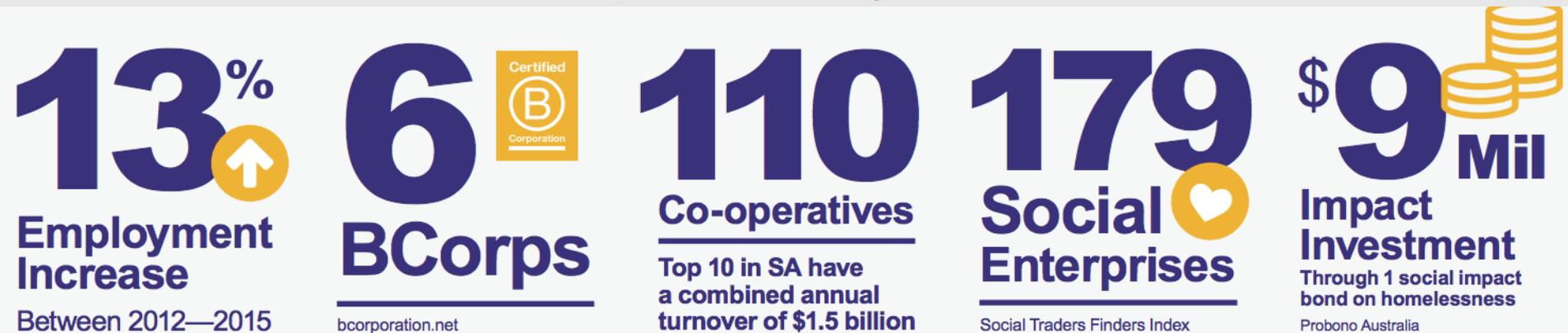
**DONDUNSTANFOUNDATION**  
INSPIRING ACTION FOR A FAIRER WORLD



# The Purpose Economy

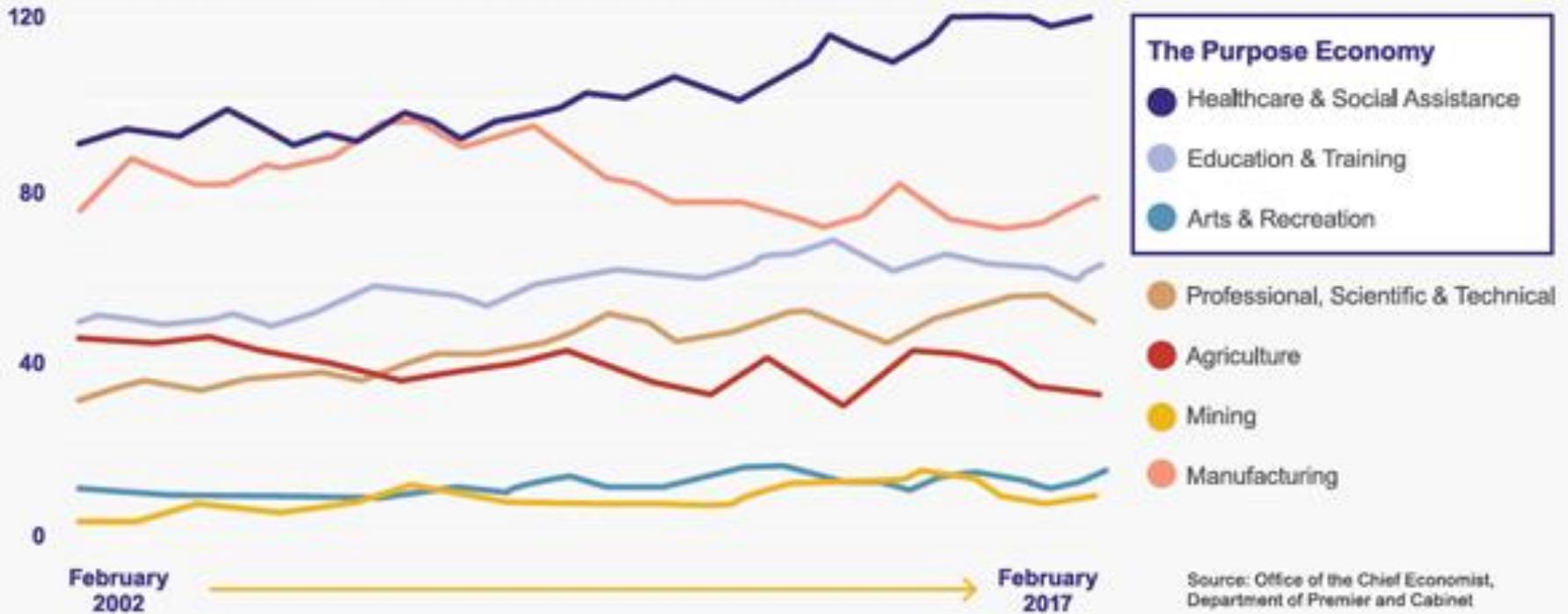


## The Purpose Economy in South Australia



# The Purpose Economy – Industry

Total employment by industry (moving annual average)



**DONDUNSTANFOUNDATION**  
INSPIRING ACTION FOR A FAIRER WORLD



# The Purpose Economy & Business Models

From

- Profit or Purpose

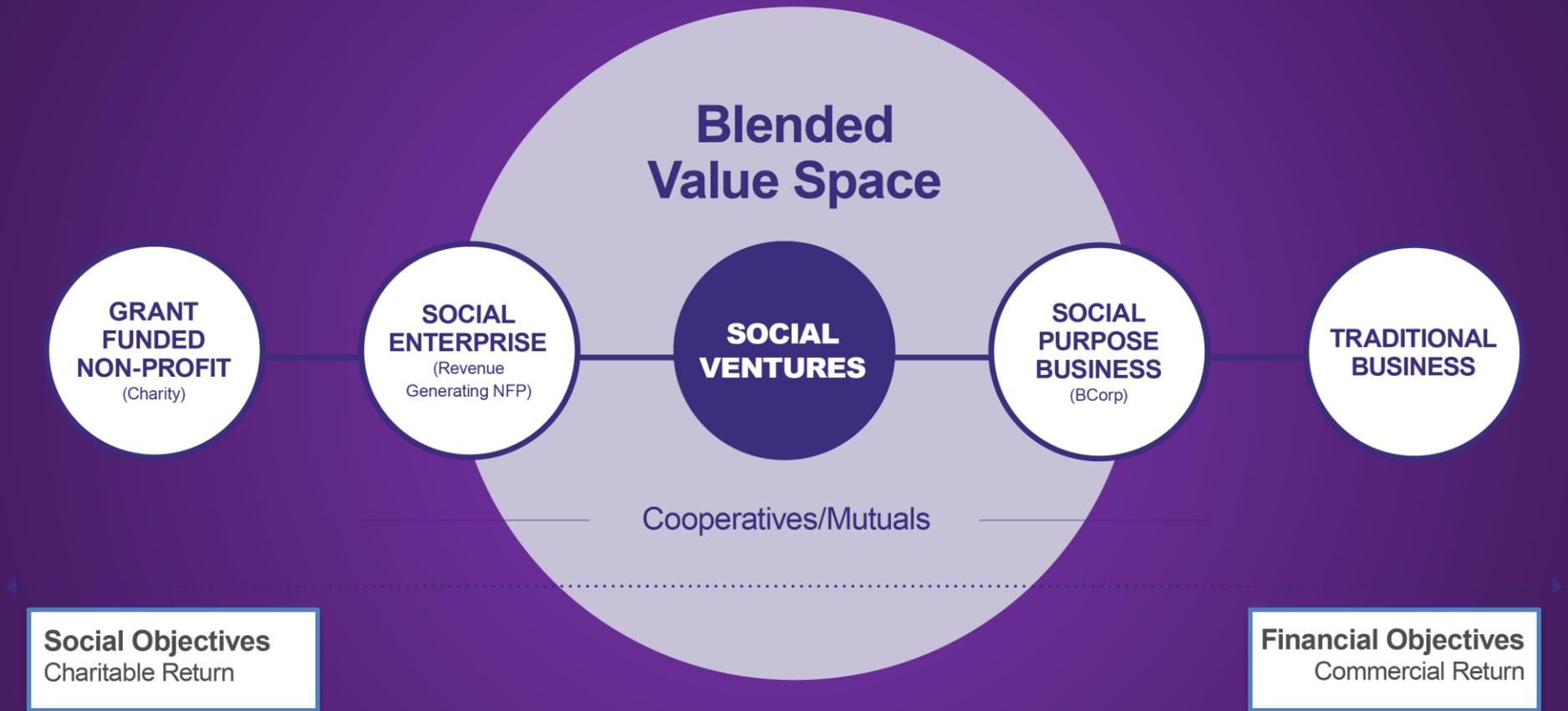
To

- Profit and Purpose

**DONDUNSTANFOUNDATION**  
INSPIRING ACTION FOR A FAIRER WORLD



# Business Model Innovation



**DONDUNSTANFOUNDATION**  
INSPIRING ACTION FOR A FAIRER WORLD



# Social Enterprise – TOMS Shoes



# TOMS

One for One



With every pair you purchase, TOMS will give a pair of new shoes to a child

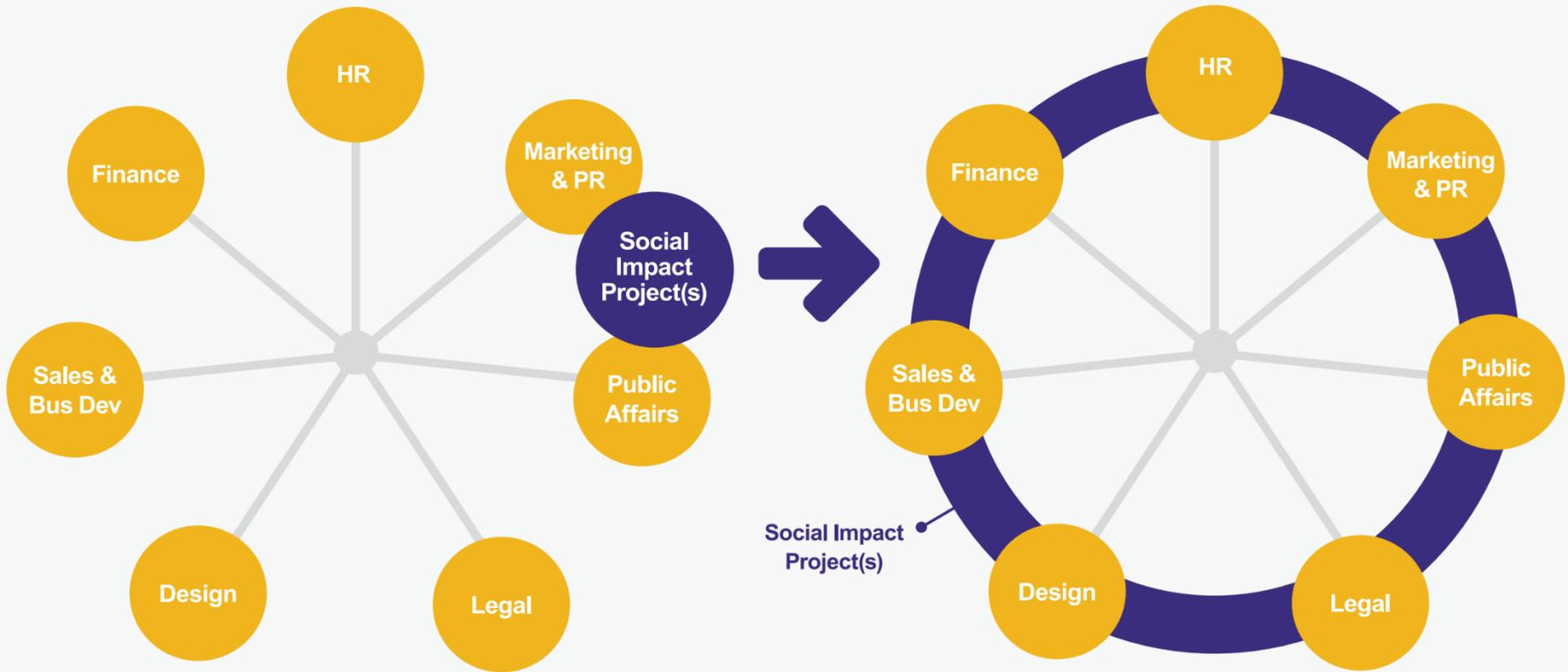


# B Corporations



B Corps use the power of business to solve social and environmental problems.

# Shared Value



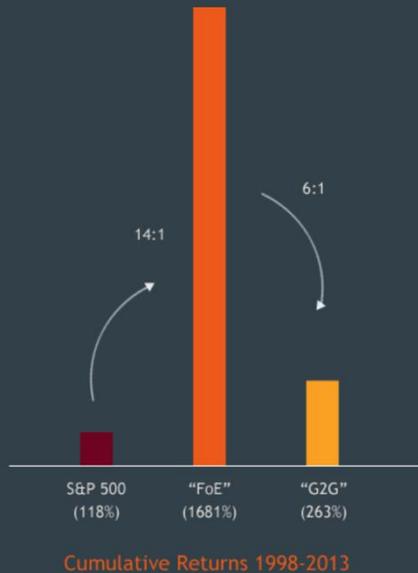
Source: Suzi Sosa

**DON DUNSTAN FOUNDATION**  
INSPIRING ACTION FOR A FAIRER WORLD



# Being more purposeful = greater profitability (in the long term)

## PERFORMANCE OF FIRMS OF ENDEARMENT



The firms of endearment featured in this book have out performed the S&P 500 by 14 times and Good to Great Companies by 6 times over a period of 15 years.

Cumulative Performance	15 Years	10 Years	5 Years	3 Years
US FoEs	1681%	410%	151%	83%
International FoEs	1180%	512%	154%	47%
Good to Great Companies	263%	176%	158%	222%
S&P 500	118%	107%	61%	57%

**DONDUNSTAN FOUNDATION**  
INSPIRING ACTION FOR A FAIRER WORLD

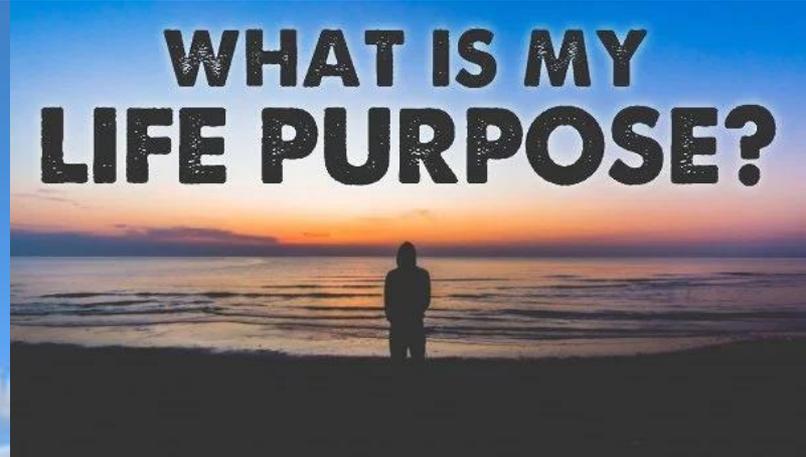
# The Purpose Economy – People

The purpose of life is a life  
of purpose.

Robert Byrne



**WHAT IS MY  
LIFE PURPOSE?**

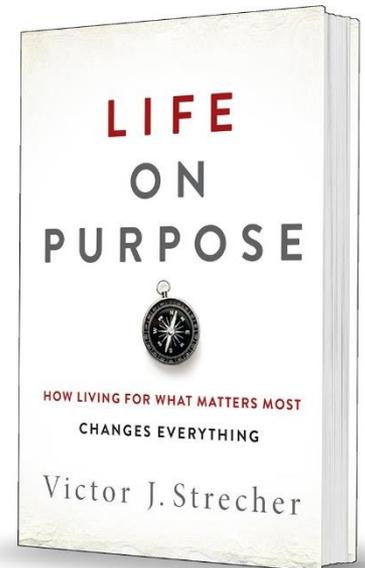


# People and The Purpose Economy – Wellbeing

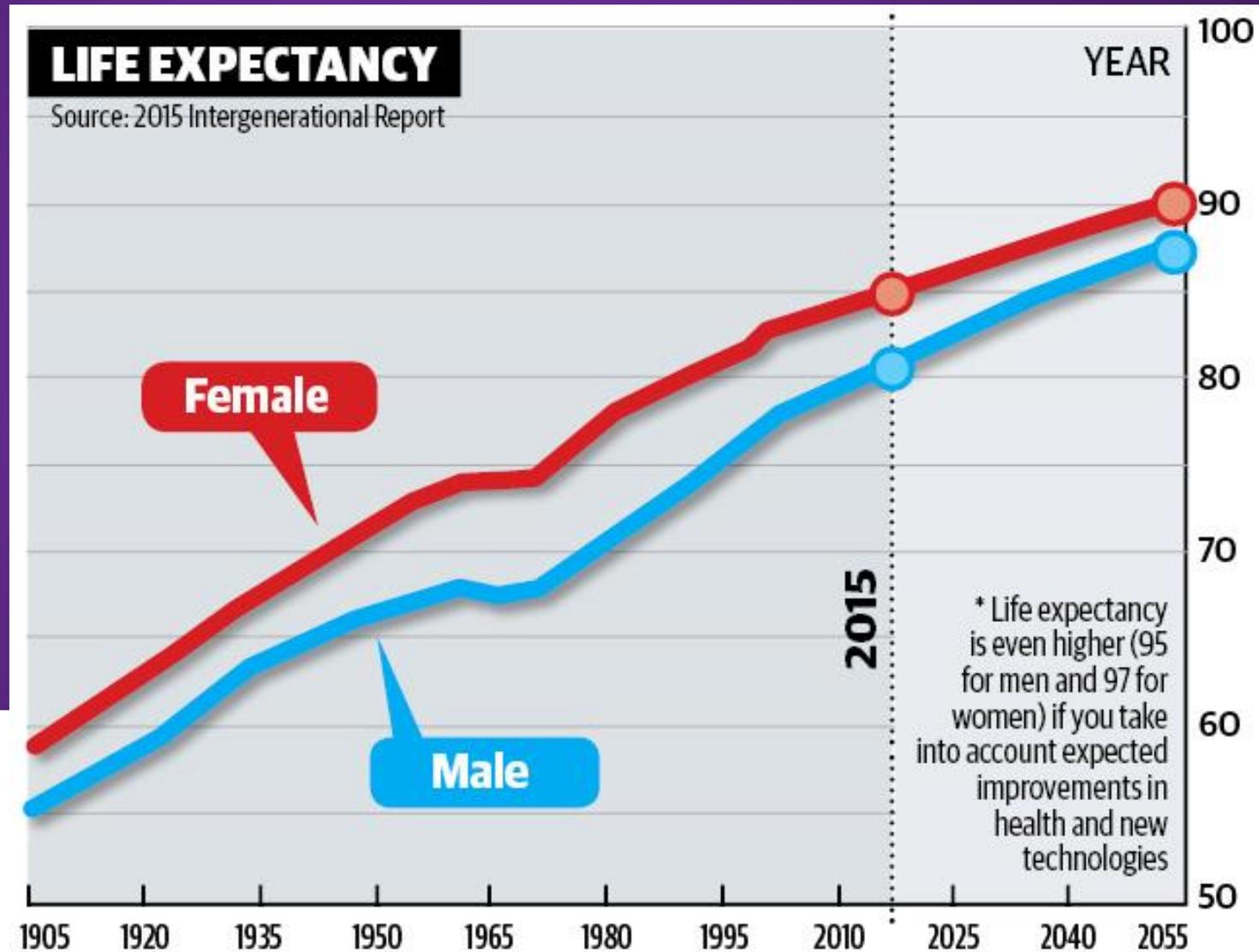


## LIFE ON PURPOSE

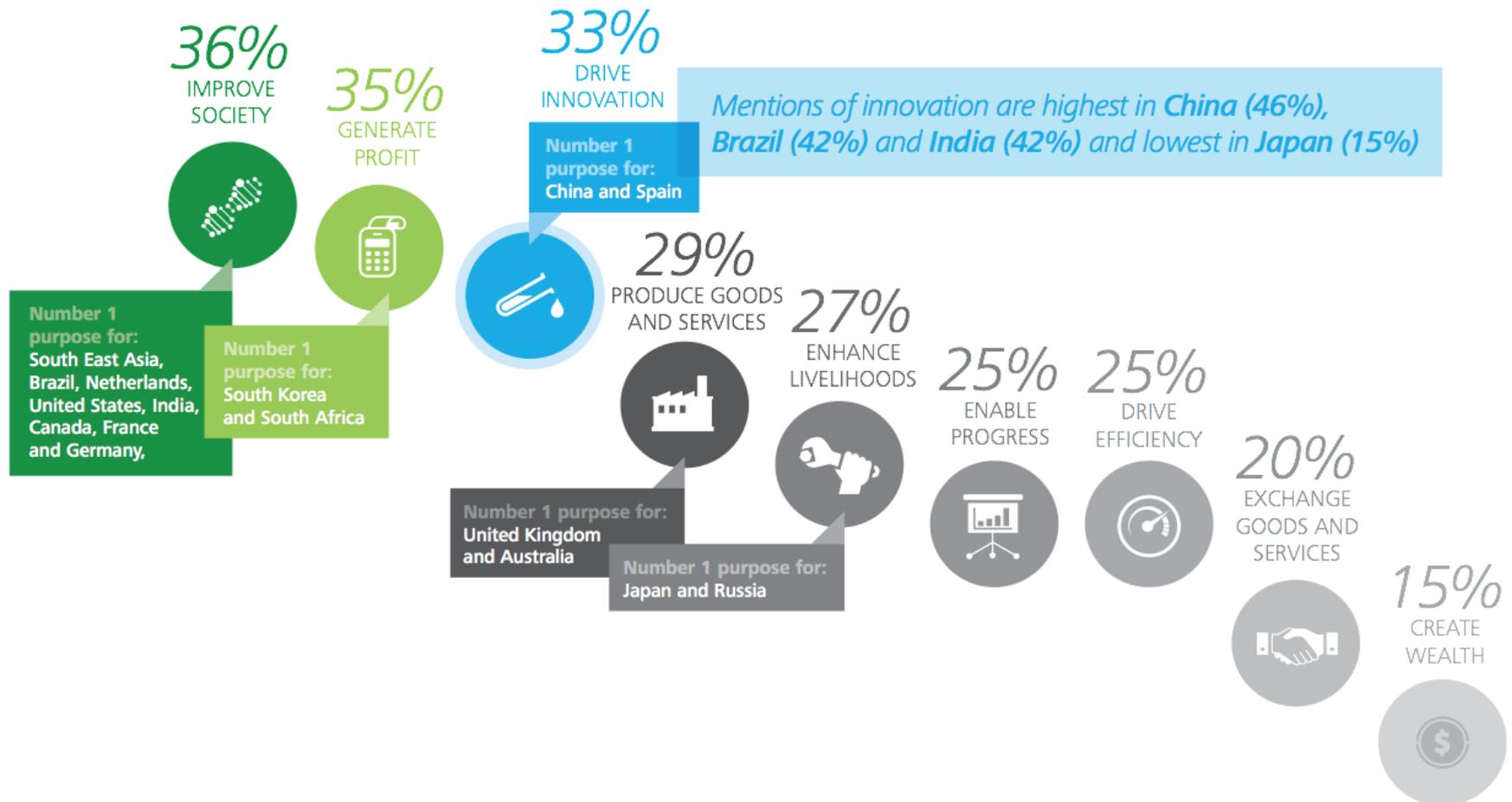
BY VICTOR J. STRECHER



# People and The Purpose Economy – Longevity



# People and The Purpose Economy – Millennials



# People and The Purpose Economy – Millennials

Today there are  
**FEWER**   
millennials living in South  
Australia than in the 1980s.

---

Source: Deloitte, Make it Big Adelaide: Shaping  
Future Cities Report.

Millennials are more  
likely to work for  
**ON DEMAND**   
**EMPLOYMENT**  
than any other previous generations

---

Source: Addison Group 2016 Workplace Survey

**DONDUNSTANFOUNDATION**  
INSPIRING ACTION FOR A FAIRER WORLD



# The Purpose Economy

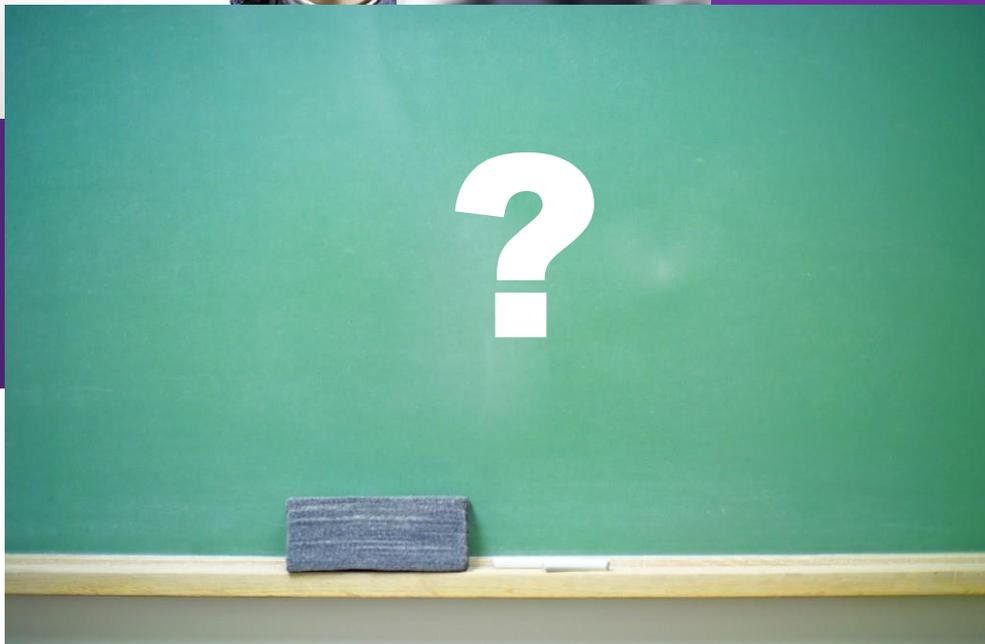
1. Industry
2. Business Models
3. People

**DONDUNSTANFOUNDATION**  
INSPIRING ACTION FOR A FAIRER WORLD



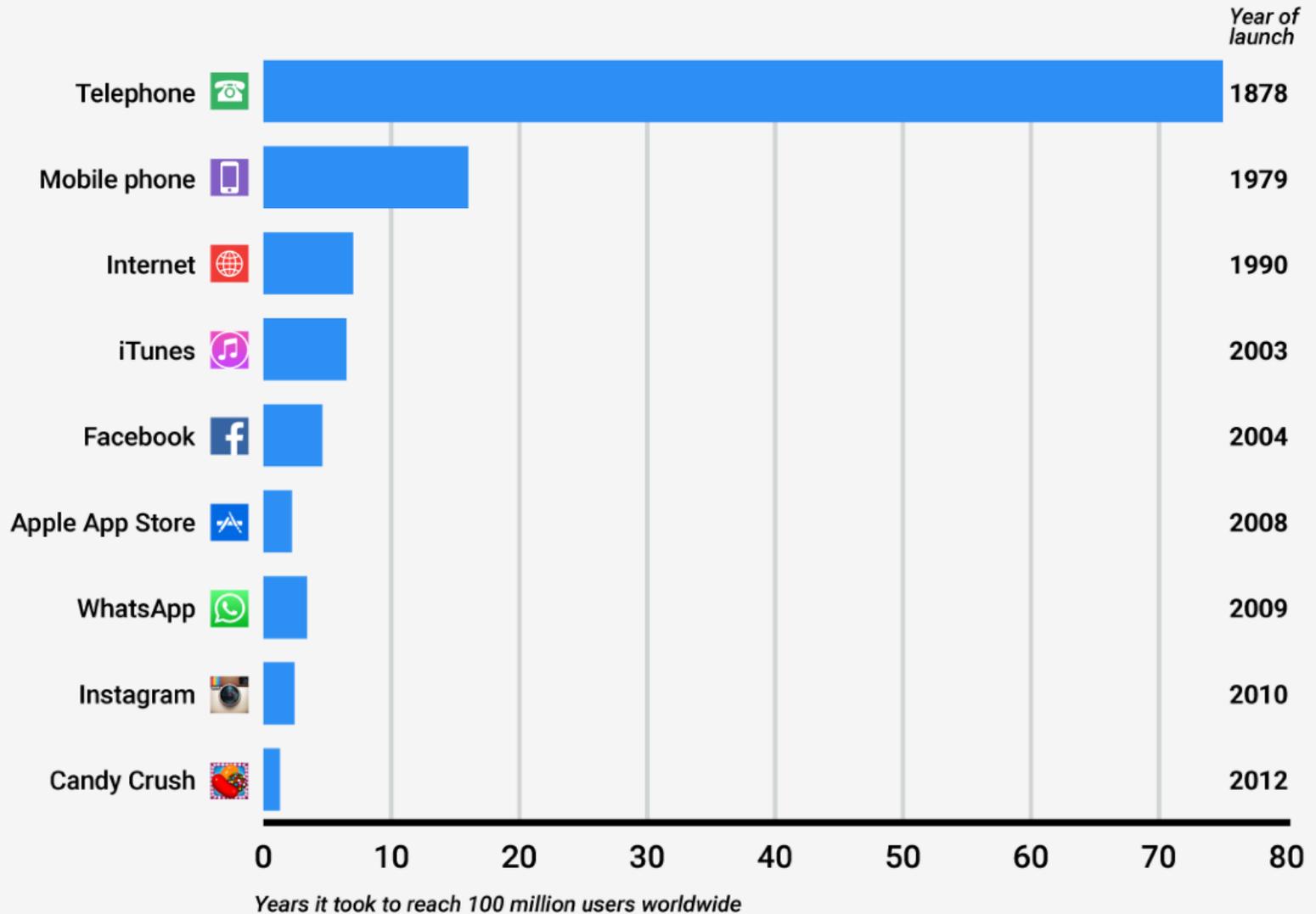
# What have we learned so far?

**LESSONS  
LEARNED**

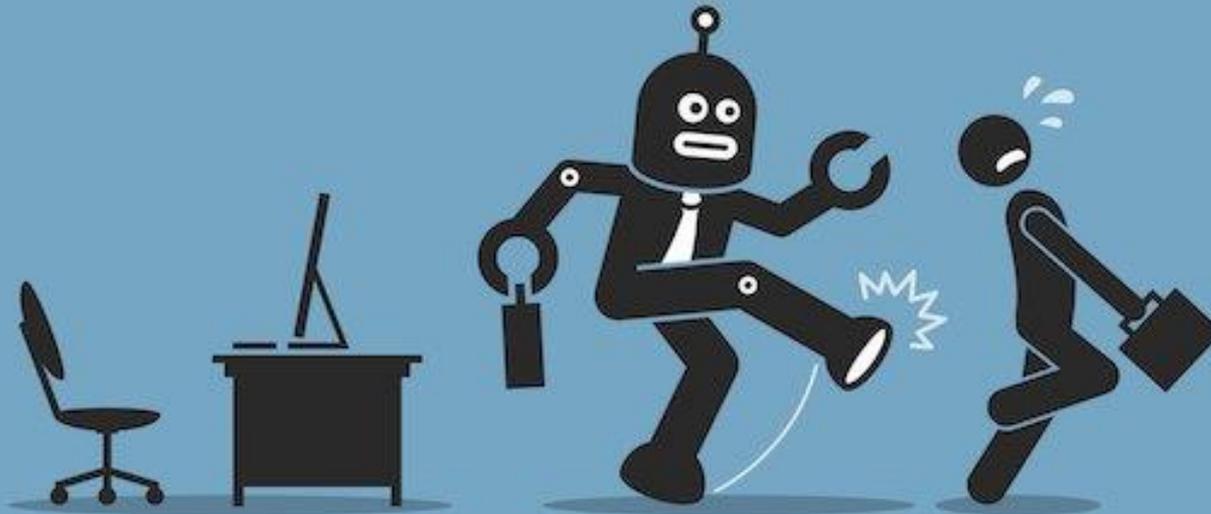


# Change

## HOW MUCH TIME IT TOOK TO REACH 100 MILLION USERS WORLDWIDE



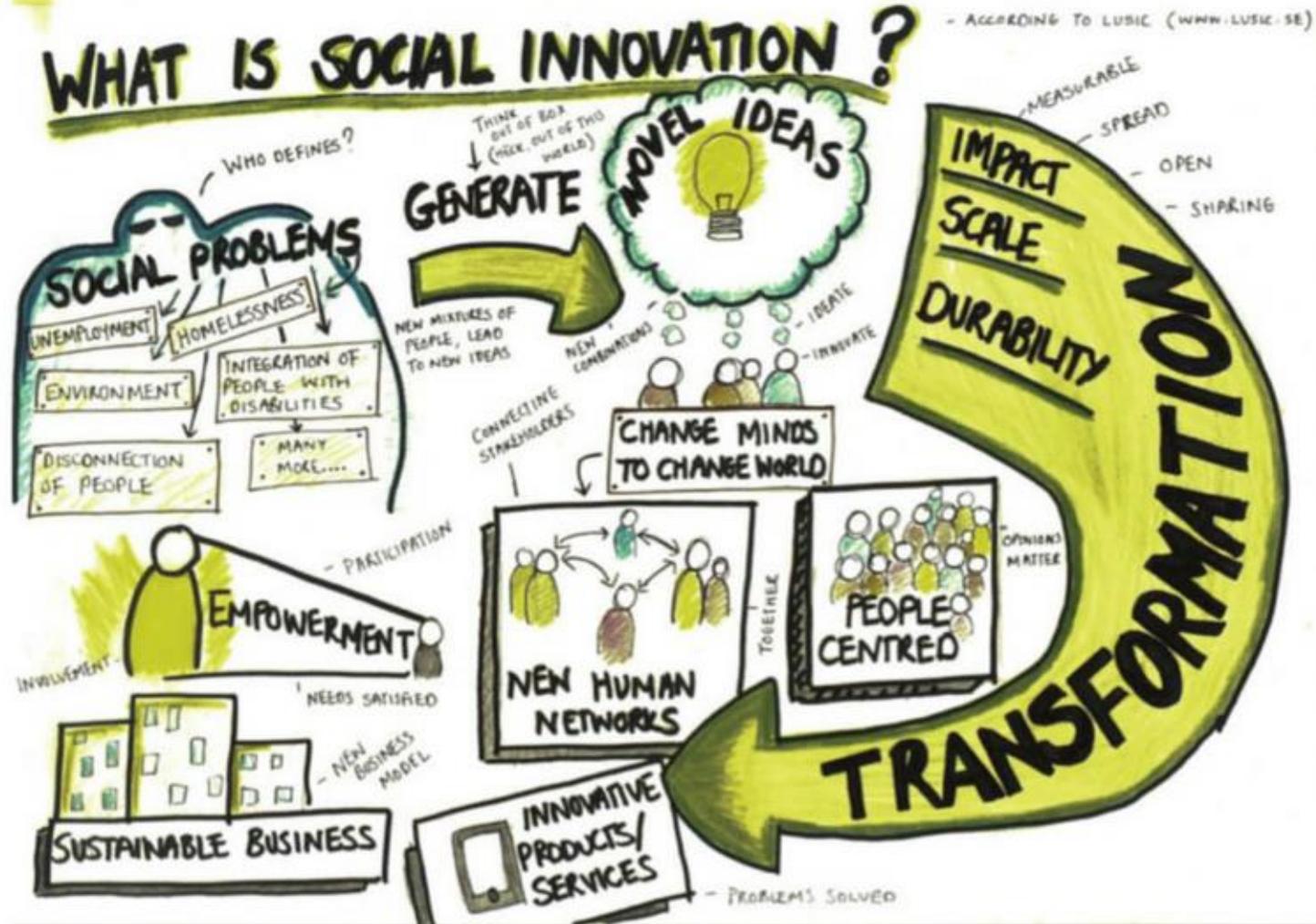
# Technology and the Future of Work



**DONDUNSTANFOUNDATION**  
INSPIRING ACTION FOR A FAIRER WORLD



# Social Innovation can help!

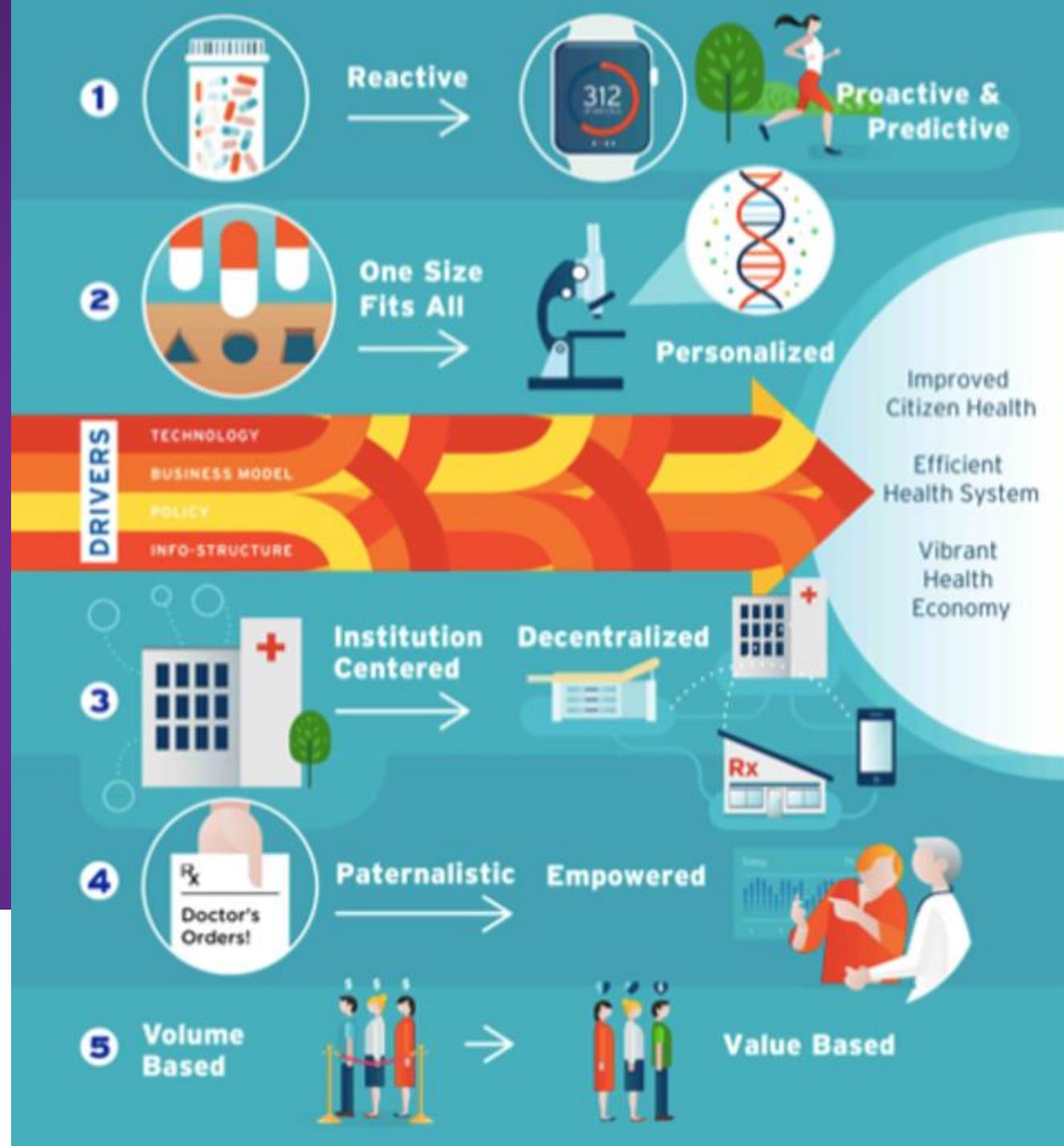


# Social Innovation

The charitable sector is shifting too

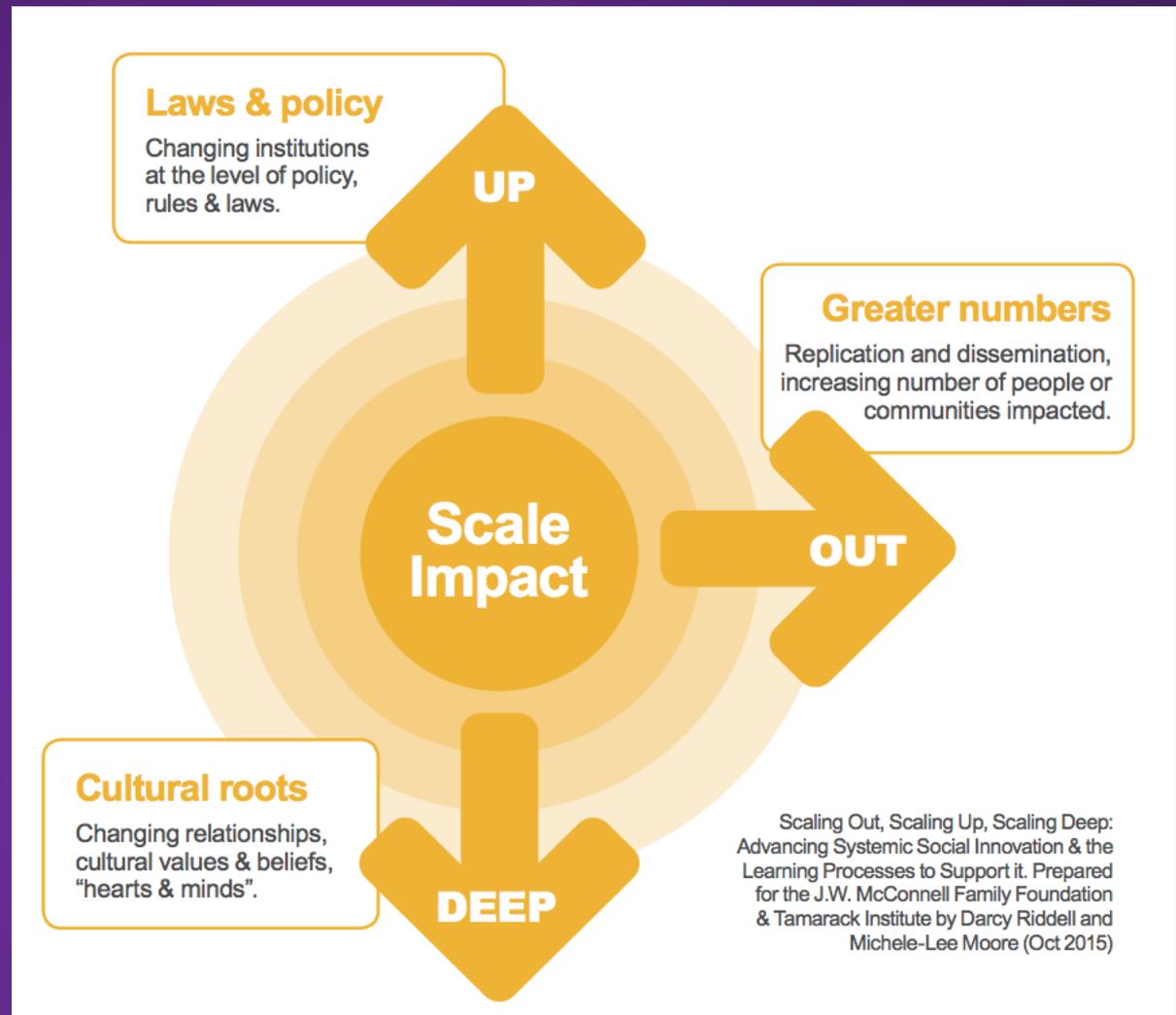
NEED   BURDEN	→	OPPORTUNITY   STRENGTH
<b>SYMPTOMS</b>	→	<b>SOLUTIONS</b>
FUNDRAISING	→	FINANCING
<b>INDIVIDUAL PROJECTS</b>	→	<b>MULTI-SECTOR PLATFORMS</b>
GROWTH	→	SUSTAINABILITY
<b>INCREMENTAL CHANGE</b>	→	<b>SYSTEMS CHANGE</b>
MINIMUM COSTS	→	TRUE COSTS

# Social Innovation in Health



# Scale

*We need to think differently about scale*



**DONDUNSTANFOUNDATION**  
INSPIRING ACTION FOR A FAIRER WORLD



# Global Scale

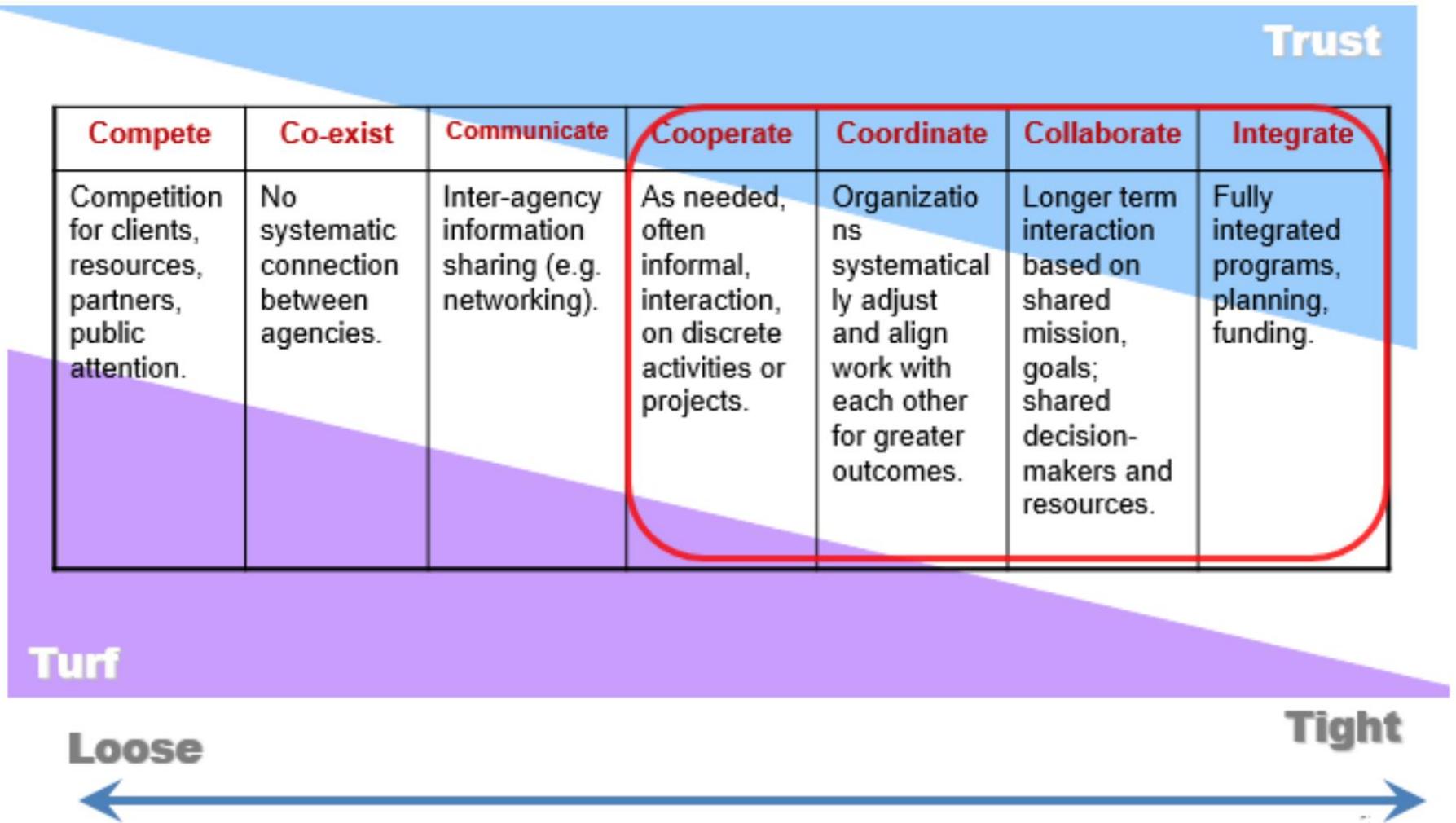


## SUSTAINABLE DEVELOPMENT GOALS

<b>1</b> NO POVERTY 	<b>2</b> ZERO HUNGER 	<b>3</b> GOOD HEALTH AND WELL-BEING 	<b>4</b> QUALITY EDUCATION 	<b>5</b> GENDER EQUALITY 	<b>6</b> CLEAN WATER AND SANITATION 
<b>7</b> AFFORDABLE AND CLEAN ENERGY 	<b>8</b> DECENT WORK AND ECONOMIC GROWTH 	<b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE 	<b>10</b> REDUCED INEQUALITIES 	<b>11</b> SUSTAINABLE CITIES AND COMMUNITIES 	<b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION 
<b>13</b> CLIMATE ACTION 	<b>14</b> LIFE BELOW WATER 	<b>15</b> LIFE ON LAND 	<b>16</b> PEACE, JUSTICE AND STRONG INSTITUTIONS 	<b>17</b> PARTNERSHIPS FOR THE GOALS 	<b>SUSTAINABLE DEVELOPMENT GOALS</b> 

# Collaboration

*Are we really collaborating or are we just collegial?*



# Creativity

\* ADELAIDE  
\* FRINGE \*

A D E L A I D E  
F E S T I V A L

WOMADelaide  
- THE WORLD'S FESTIVAL -

DREAM  
BIG  
FORMERLY COME OUT CHILDREN'S FESTIVAL

ADL  
FILM  
FEST

SALA

OzAsia  
Festival

ADELAIDE  
GUITAR  
FESTIVAL

ADELAIDE FESTIVAL CENTRE'S  
ADELAIDE  
CABARET  
FESTIVAL

feast



“Think left and think right  
and think low and think high.  
Oh, the thinks you can think up  
if only you try!”

- Dr. Seuss

# Measurement

*“Our gross national product ... counts air pollution and cigarette advertising, and ambulances to clear our highways of carnage. It counts special locks for our doors and the jails for those who break them.*

*Yet the gross national product does not allow for the health of our children, the quality of their education, or the joy of their play. It ... measures everything, in short, except that which makes life worthwhile.”*

- Robert Kennedy

**DONDUNSTANFOUNDATION**  
INSPIRING ACTION FOR A FAIRER WORLD



# Thinking differently about Finance

**SOCIALLY RESPONSIBLE  
INVESTING (SRI)**

**SUSTAINABLE INVESTING**

Increasing impact  
intent, reporting  
and measurement

**IMPACT  
INVESTING**

# Impact Investing

*Two examples:*

- *Microfinance*
- *Social Impact Bond - Aspire*



# Impact Investing - Case Study

## The Aspire SIB structure



Source: Social Ventures Australia

**DONDUNSTANFOUNDATION**  
INSPIRING ACTION FOR A FAIRER WORLD

# Social Impact Bond

## The Aspire SIB structure

Performance scenario	Underperform	Below target	Target	Above target	Outperform
<b>Estimated Investor Returns<sup>1</sup></b>	Approx 50% loss of capital	4.5% pa	8.5% pa	12.0% pa	13.0% pa
<b>Participant outcomes (% reduction in services)</b>					
- <b>Hospital bed days</b>	5%	10%	15%	20%	25%
- <b>Convictions</b>	5%	10%	15%	20%	25%
- <b>Crisis accommodation periods</b>	15%	40%	50%	60%	67%

Source: Social Ventures Australia

**DONDUNSTAN FOUNDATION**  
INSPIRING ACTION FOR A FAIRER WORLD



# Regional South Australia – what are the implications?

## Questions

- What is your regional, organisational and personal purpose?
- Is your community aware of the possibilities the purpose economy offers?
- What networks exist to enable collaboration and new ways of working?
- Do you have the right infrastructure – access to the world?
- What are you measuring?
- What problems could social innovation in your region help solve?

**DONDUNSTANFOUNDATION**  
INSPIRING ACTION FOR A FAIRER WORLD



# We can do this... it's who we are.

  
BY ORDER OF THE  
**Colonization Commissioners**  
FOR HIS MAJESTY'S PROVINCE OF  
**SOUTH AUSTRALIA**  
NOTICE IS HEREBY GIVEN,  
THAT THE COMMISSIONERS ARE NOW  
**SELLING ORDERS**  
FOR  
**Town and Country Sections**  
OF  
**LAND,**  
Entitling the Holders of the first 400 Orders to  
**PRIORITY OF CHOICE.**  
The Commissioners are also prepared to receive applications  
from such intending Settlers as may wish to have their Servants  
or Labourers conveyed to the Colony  
**FREE OF COST,**  
By means of the Emigration Fund.  
The GOVERNOR, COLONIAL COMMISSIONERS, and other CHIEF  
OFFICERS, will depart on board the ordinary arrangements are supplied.  
Copies of the Regulations for the disposal of Public Land and the Emigration of  
Labourers may be obtained of the Surveyor General, to whom applications for Land may be  
made; or of the Office, No. 6, Adelaide Street, Adelaide.  
By order of the Board,  
**HOWLAND BULL, Sec.**



# Thank you

E: [david.pearson@adelaide.edu.au](mailto:david.pearson@adelaide.edu.au)

W: [www.dunstan.org.au](http://www.dunstan.org.au)

**DONDUNSTANFOUNDATION**  
INSPIRING ACTION FOR A FAIRER WORLD

