

# **SAIL TRAINING AND SHARED VALUE**

**A WAY TO BUILD LONG TERM STABLE  
PARTNERSHIPS?**

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# SHARED VALUE IS

(DEF. PORTER AND KRAMER)

*Policies and operating practices that enhance the competitiveness of a company while simultaneously advancing the economic and social conditions in the communities in which it operates*

Is anybody here involved with a company that they would regard as fulfilling that definition? (i.e. the company makes money you make money and a societal problem is alleviated)



# **TYPES OF ORGANISATIONS**

***Which of the following types of legal entities best describes your organisation? (One response per entity please)***

- A. State funded (Naval vessel, state funded educational vessel etc)**
- B. For profit (Company, limited liability structure, tax paying trust)**
- C. Not for profit (Unincorporated body or club, incorporated association, Company Ltd by guarantee some tax concessions)**
- D. Charity (An organisation registered as a charity, no tax)**
- E. Other**



# JOB RESPONSIBILITIES

***Which of the following are included in your job?***

- A. Fundraising (donations, events, bequests raffles, auctions etc)**
- B. Applications for grants or state funds**
- C. Sale of deck events**
- D. Sale of berths**
- E. Sale of programs (sail training, sleep overs, youth development etc)**
- F. Other ways of raising revenue**



# THE CRESTS AND THE TROUGHS

*Who has experienced one or more of the following (except I)*

- A. Unexpected significant donation
- B. Withdrawal of grant or program funding at short notice
- C. Fundraising not as successful as hoped/budgeted
- D. Sales revenue below target
- E. Donations, grants or bequests with conditions that are difficult to meet
- F. Having to make repeated applications for the same funds
- G. Short term commercial sponsorship (one event, one year)
- H. Difficult cuts to operating budgets
- I. None of the above



# MICHAEL PORTER ON SHARED VALUE



# **WHAT SHARED VALUE IS AND IS NOT**

**NOT**

**Philanthropy**

**Corporate Social Responsibility**

**Programs that are grant or state funded**

**IS**

**Reconceiving products and markets**

**Redefining productivity in the value chain**

**Enabling local cluster developments**

# **SO WHERE DO WE FIT IN**

- **Big corporates are not much good at defining societal problems and even worse at fixing them**
- **What societal problems can we help fix with our ships and our programs?**
- **Who might we be able to partner with?**
- **How could a corporate partner make a profit from our solution?**
- **How do we generate value for our organisations?**
- **How do we measure what we create?**

# **EXAMPLE 1 PCI**

**PCI is a small furniture recycler in the City of Sydney**

**PCI creates homes and keeps the recently housed in their accommodation**

**It provides furniture and whitegoods free to those who have just been housed, refugees, domestic violence victims, etc**

**Entirely volunteer run (70 or so volunteers)**

**Saves casework agencies \$50k saves C of S \$15k in landfill**

**Funded by Mortons (real estate) Morton's staff volunteer and are seen to be part of the community**

**Morton's are seen to be investing in the community who favour Morton's with their apartment sales listing increased by 35% in the area.**

## **EXAMPLE 2 NAB CARE**

**National Australia Bank partnered with Lifeline a telephone counselling service and mental health service.**

**NAB addressing financial exclusion and building financial resilience**

**Helped over 100,000 people in financial distress saved \$7.2m  
reduced loan defaults by 20%**

**Drove behavioural change by borrowers approx. 40% seek early intervention.**

# **TURNING SHARED VALUE INTO CAPITAL**

**Social return on investment (SROI) is a story about the changes experienced by people.**

**It includes qualitative, quantitative and comparative information, and also includes environmental changes in relation to how they affect people's lives.**

**It provides a framework to capture, measure value and verify the social outcomes a program or activity generates**

**Adopting the Principles of “A Guide to Social Return on Investment” will sometimes be challenging as they are designed to make invisible value visible.**

**Value is often invisible because it relates to outcomes experienced by people who have little or no power in decision making.**

**Applying the Principles will help make organisations more accountable for what happens as a result of their work and may assist them in developing funding for longer term capital projects**