

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?

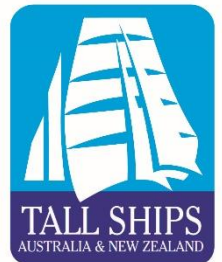
- A. Fundraising (donations, events, bequests raffles, auctions etc)*
- B. Applications for grants or state funds*
- C. Sale of deck events*
- D. Sale of berths*
- E. Sale of programs (sail training, sleep overs, youth development etc)*
- F. Other ways of raising revenue*



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