

ITEM 4. KNOWLEDGE EXCHANGE GRANT SPONSORSHIP – SOCIAL ENTERPRISE ECOSYSTEM MAPPING – WILDWON**FILE NO: S112458.024****SUMMARY**

An application for sponsorship under the Knowledge Exchange Sponsorship Program has been received from Wildwon Projects Pty Ltd to undertake an inner Sydney social enterprise ecosystem mapping project.

Wildwon is a local social enterprise that provides engagement and design services for other purpose-driven businesses. It is a certified B-Corp – a respected social impact business accreditation. Wildwon runs the Purpose conference in the city – a key annual networking event for purpose-driven businesses. The upcoming February 2018 event will be used to gather information for this project from sector attendees. The application has been evaluated, and support of \$30,000 (cash) and in-kind value of \$324 (waived community venue hire fee) is recommended.

The social enterprise sector in inner Sydney is diverse and dynamic, with growing economic activity and a growing enterprise cluster in the local area. The sector, by definition, delivers positive impacts on society beyond pure economic output and so delivers on a wide range of the City's social, economic and environmental strategic goals for Sydney.

It is an important economic growth sector in the city in that it delivers inclusive economic growth – including through its delivery of business activities in areas where government services may not be meeting community needs, and through its delivery of employment and other economic participation opportunities for people who are disadvantaged.

As a first step in determining potential pathways for supporting and enabling the sector's development, this project will provide a clearer picture of the current state and scale of the sector in inner Sydney. This will provide an important evidence base against which growth and change can be tracked and through which the needs, opportunities and trends identified by the sector can be shared to inform collaborative action.

This project will deliver a range of outputs. It will produce an ecosystem map of Sydney's social enterprise sector, developed through a staged process. The scoping phase will draw on existing evidence of the sector's scale, growth and scope of activities in inner Sydney. The second primary research phase will involve a survey of sector organisations to explore their key characteristics, networks, and perceived needs and opportunities.

The Knowledge Exchange Sponsorship Program is a means through which this research can be generated *by* the sector, *with* the sector and *for* the sector. Deep engagement with sector organisations is at the core of the proposal, which will draw in a timely manner on the upcoming Purpose conference and participant community.

Wildwon will also deliver a post-survey collaborative capacity-building workshop for local social enterprises, enabling them to engage directly with the research findings to enhance their own understanding of the sector and its collective activities to inform their business operations. The workshop will explore future directions and potential collaborations towards growing the sector in inner Sydney. Data gathered through the project will be made available through an Open Data platform, further enabling knowledge generated to be shared and utilised for the sector's own benefit.

This exploratory project will also help to inform the City's considerations of how it may support the growth and development of the sector and what roles it may play. It delivers on strategic goals for inclusive economic growth and local enterprise and employment articulated in the City's Community Strategic Plan and the *City for All* Social Sustainability Policy, along with the Economic Development Strategy, which promotes the building of business networks, promoting new business models, and building spatial networks and clusters for knowledge diffusion and innovation.

RECOMMENDATION

It is resolved that:

(A) Council approve the grant of:

- (i) a cash sponsorship of \$30,000 (excluding GST); and
- (ii) in-kind contribution to the value of \$324 in the form of waived community venue hire fees

to Wildwon Projects Pty Ltd for the Social Enterprise Ecosystem Mapping Project; and

(B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer the sponsorship agreement with Wildwon Projects Pty Ltd for the purposes set out in clause (A) which must specify that the payment by the City of the grant detailed in clause (A) is conditional on Wildwon Projects Pty Ltd preparing and obtaining the City's approval of the following documents:

- (i) an engagement plan for the project;
- (ii) a revised budget; and
- (iii) a methodology for a scoping phase to the project.

ATTACHMENTS

Nil.

BACKGROUND

1. Social enterprise is an important form of economic activity that delivers benefits for society through trading activity. The growth of the social enterprise sector reflects a broad economic trend of progressive firms building business models that blend or provide a social benefit alongside economic activity, above and beyond minimising harm as a baseline corporate social responsibility commitment.
2. The sector contributes to goals set out in the City's *City for All* Social Sustainability Policy of sustaining a socially just and inclusive Sydney through its focus on meeting unmet social needs, addressing environmental challenges, encouraging ethical markets and raising the bar for corporate responsibility.
3. Social enterprises are typically innovative in their responsiveness to emerging social issues and community needs. Through their openness to collaboration – frequently core to their business models – and their potential to deliver positive collective impact, the social enterprise sector is well positioned to form an innovation cluster and build a community of practice in our local area.
4. This project proposes the development of an ecosystem map of the local social enterprise sector in Sydney. Ecosystem mapping provides an important baseline of information that can inform considerations of how to support sector growth and development, and the possible role/s of various stakeholders in doing so.
5. The project will provide an overview of the range of organisations identified with the sector in inner Sydney along with primary insights into their characteristics and perceived needs and opportunities. It will provide an up-to-date understanding of this emerging, innovative, dynamic economic sector for which comprehensive, up-to-date information of this nature is not readily available.
6. The approach proposed is similar to that undertaken in the early stages of the development of the City's Tech Startups Action Plan and to that set out in the Victorian Government's recent *Map for Impact: Victorian Social Enterprise Mapping Project*, which provided essential baseline evidence bases to inform local sector development activities.
7. A core output of the project will be a report profiling social enterprises in and around the local area, their characteristics, size, location of activities, type of business and economic and social impacts. The project aims also to identify shared objectives, needs and aspirations as reported by sector stakeholders, and identify key opportunities to grow the sector locally.
8. Data will be gathered through a sector survey – promoted through the upcoming Purpose conference and through a sector stakeholder group, which will be established to guide the project.
9. Information gathered will be shared as open data via the City's open data platform. Additionally, a sector workshop at the end stage of the project will provide for sector knowledge sharing and capacity-building, through the presentation of research findings and exploration of areas of consensus and potential opportunities for collaborative action amongst stakeholders.
10. The applicant is contributing funding of \$350,000 in cash and value-in-kind contributions via its Purpose conference. The total expenditure expected is \$380,000.

KEY IMPLICATIONS

Strategic Alignment - Sustainable Sydney 2030 Vision

11. *Sustainable Sydney 2030* is a vision for the sustainable development of the City to 2030 and beyond. It includes 10 strategic directions to guide the future of the City, as well as 10 targets against which to measure progress. This sponsorship grant is aligned with the following SS2030 strategic directions and objectives:
 - (a) Direction 6 - Vibrant Local Communities and Economies –
 - (i) Objective 6.4 notes the “Unrealised potential for Villages to accommodate niche businesses, start-ups, *social enterprise* and diverse retailing”.
 - (ii) Objective 6.3.1 “Work cooperatively with other agencies to support and facilitate *pathways to training and employment for vulnerable communities*.”
 - (iii) Objective 6.3.2. “In conjunction with other levels of government, support the development and growth of new businesses, *new business models* and small to medium enterprises.”

Organisational Impact

12. The proposal will directly support staff by providing a clear profile of the inner Sydney social enterprise sector, along with primary research on its current activities, trends, aspirations, and perceived needs and opportunities. This will inform potential activities by the City and its sector partners aimed at supporting the sector’s growth and development – a strategic goal for supporting inclusive economic growth in the local area, arising from the *City for All* Social Sustainability Policy.

Social / Cultural / Community

13. The City of Sydney Social Sustainability Discussion Paper *A City for All: Towards a Socially Just and Resilient Sydney* highlights objectives of ‘inclusive growth and opportunities’ and ‘diverse employment and education opportunities’ under the inclusive City strategic direction. Social enterprise is an important economic sector for delivering local social benefit, and is a key area of focus through this work.
14. The project will provide clear baseline data on the scale and activities of the sector locally and identify areas of shared priorities and possible collaborative action amongst sector actors on local social issues. There is also an opportunity to promote links between social enterprises and local community services and community-based organisations.

Environmental

15. Many social enterprises have supplementary or core environmental sustainability objectives in their mission, thus building the sector can support these enterprises in creating positive environmental impact.

Economic

16. The project aims to profile this emerging and innovative sector, identify possible clustering and competitive advantages social enterprises in the local area, and to identify opportunities to support its development. Development in this sector has the potential to both deliver economic growth and jobs, and to deliver social benefit.
17. The project will deliver sector development benefits aligned with the following aims of the Economic Development Strategy:
 - (a) Promoting Opportunity: “Encouraging collaboration notes aims to promote the development of business to business networks and ensure that the links between business and the community are strong.”
 - (b) Entrepreneurs and Small Business: “The City will consider and respond to emerging trends and new business models.”
 - (c) Knowledge and Innovation: The Strategy highlights the importance of enabling networking and knowledge sharing to advance innovation: “Networks are critical between different elements of the economy and society for information sharing, a vital component of innovation development. To achieve long term, sustained innovation, cities must have strong connections between four sectors of the community: government, business, the not for profit sector and academia. The City has an ongoing role to play in facilitating these networks.”

BUDGET IMPLICATIONS

18. The proposal will be funded as a Knowledge Exchange Sponsorship via the Grants and Sponsorship Unit’s budget for 2017/18. The project will not generate income.

CRITICAL DATES / TIME FRAMES

19. Pending approval, the project is anticipated to commence in late February 2018 and will be completed by 30 September 2018.

PUBLIC CONSULTATION

20. This project will include open engagement in the form of a sector stakeholder workshop. This will aim to include smaller local community services and organisations representing vulnerable groups, eg, employment services providers. The project will also undertake a survey which will be promoted by multiple channels.

KIM WOODBURY

Chief Operating Officer

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