

A large yellow speech bubble graphic is positioned behind the main title text. The bubble is rounded at the top and has a tail pointing towards the bottom left.

social
impact
festival

**PARTNERSHIP
PROSPECTUS
2018**

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ABOUT THE FESTIVAL

WHAT IS IT?

The Social Impact Festival is hosted by the Centre for Social Impact UWA at The University of Western Australia Business School (CSI UWA). It is a series of events in July that celebrate initiatives bringing about positive social change, with a focus on Western Australia.

It is the flagship annual event and primary public engagement initiative of CSI UWA with massive potential for translating important research, collaborating with industry and community, influencing public policy, and generating a significant positive impact.

The Festival hosts hundreds of cutting-edge international and local speakers, community leaders, artists, and organisations, in a multi-faceted series of events that go far beyond talking about the issues confronting our society.

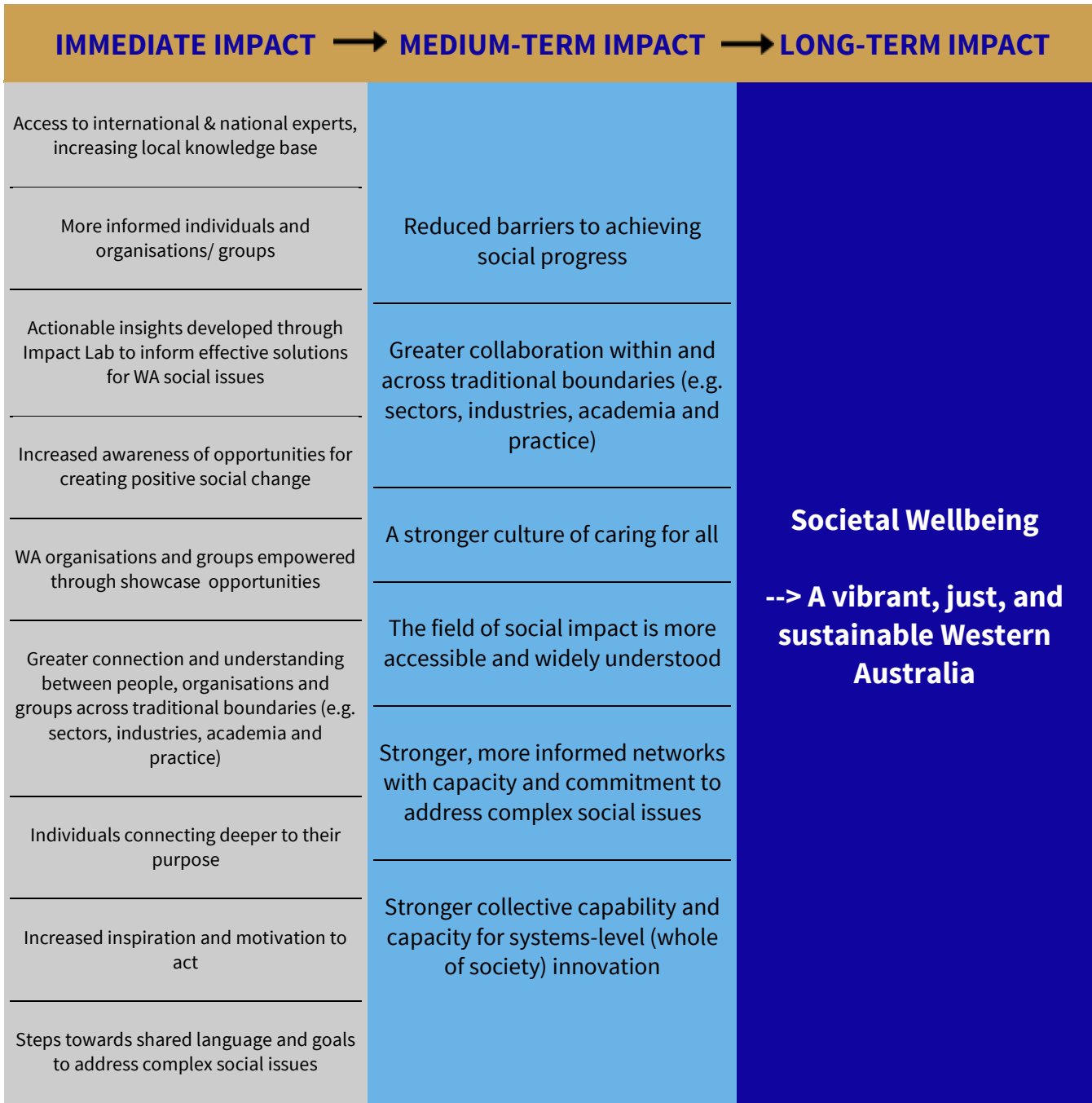
The 2018 festival will be the fourth of its kind, following annual festivals since 2015, each growing significantly in breadth and depth.

Year-by-Year Snapshot

2015 Prototype A variety of social impact-related events over a few weeks at UWA	2016 Growing up Lots of carefully designed events packed into 1 week all around Perth	2017 Breadth & Depth Carefully designed events plus 'fringe' events in 10 days around WA
<p>Duration: 3 weeks (14 May – 5 June 2015)</p> <p>Events: 6</p> <p>Attendance: approx. 1,000</p> <p>Location: Venues within UWA</p> <p>Highlights: An impact investment pitch event 'MustardSeed' with 12 social enterprises</p> <p>Tackling Complex Social Problems workshop series with Mark Cabaj</p> <p>Lectures featuring Sara Bice (Melbourne School of Government), Michael Sheldrick (Global Poverty Project NYC) and Nicholas Biddle (ANU)</p> <p>A lunch event 'Education and Overcoming Entrenched Disadvantage' with Annie Fogarty (Fogarty Foundation), Jo Ferrie (Woodside) and Anne Hampshire (The Smith Family)</p>	<p>Duration: 7 days (20 – 27 July 2016)</p> <p>Events: 34</p> <p>Attendance: approx. 2,000</p> <p>Location: 16 venues around Perth (UWA & CBD)</p> <p>Themes: the social impact core concepts – 'how-to's' (design & innovation, measuring impact, philanthropy & investment, and leadership & collaboration)</p> <p>New in 2016: Major opening event at Octagon Theatre, featuring speech, poetry, music & art</p> <p>The ethical marketplace</p> <p>Social Impact Open House</p> <p>A dedicated website</p>	<p>Duration: 10 days (18 – 28 July 2017)</p> <p>Events: 54</p> <p>Attendance: approx. 4,000</p> <p>Location: 30 venues around WA</p> <p>Themes: home (Homelessness – Housing Design – Architecture – Innovations in Aged Care and Disability Housing), land (Agriculture – Climate Change – Sustainability – Cultural Connection to Land –Native Title), and place (Place-Based Disadvantage –Community Development – Urban Design – Collaboration)</p> <p>New in 2017: Impact Gallery, Impact Lab & Impact School</p> <p>Impact Sparker Events (the 'fringe')</p> <p>New website & branding</p>

OUR APPROACH – OUR THEORY OF CHANGE

The festival structure, event types, formats, and delivery are all designed from purpose and towards the overarching vision. The events and activities of the Social Impact Festival are designed to achieve the following short-, medium-, and long-term impacts.



THE 2018 PROGRAM

In 2018, the Festival will run throughout July and all around Western Australia with a hub at The University of Western Australia Crawley campus.

Themes

The overarching theme is ‘**Societal Wellbeing**’ which includes streams:

- **Equitable** Futures
- **Healthy & Strong** Futures
- **Sustainable** Futures

We also approach programming through the following two lenses:

- **Past** (what we can learn, what we need to preserve), **present** (the important work happening now that needs to be amplified), and **future** (designing solutions for the future, and thinking long-term)
- The ‘hows’ of social impact: **designing and innovating** for social impact; **demonstrating** social impact; **resourcing** social impact; and **leading and collaborating** for impact.

Schedule

SOCIAL IMPACT FESTIVAL 2018

1 July <-----> 31 July

All around Western Australia & online

<-----IMPACT SPARKER EVENTS (THE ‘FRINGE’)<----->

These events are hosted by organisations, groups and change-makers all around Western Australia, sparking impact wherever they are.

7 July	8 July	9-13 July	19-20 July
THE GOOD MARKET @ UWA Ethical retail market with performances & kids activities	PUBLIC LECTURE W/ DR OTTO SCHARMER @ UWA Business School	PRESENCING FOUNDATION PROGRAM* @ The Esplanade Fremantle A capacity building and professional development program for awareness-based systems change	SOCIAL IMPACT SUMMIT @ UWA Business School The ultimate social impact experience for learning, connecting, and co-creating the future

*See <https://www.presencing.org/#/programs/marketplace/presencing-foundation-program--australiaasia-pacific-2018>

THE PARTICIPANTS

PARTICIPANT PROFILE

While the participants are as incredibly diverse as the festival itself, some **common or typical characteristics** include:

- **Leaders of change and innovation** – people leading the way in positive change, whatever their sector and industry
- **People who care** – responsible citizens who care for their place and its people
- **Conscious consumers** – people who are driven to make purchasing decisions that have a positive impact (for example sustainable products)
- **Future thinkers** – people who consider the future and are excited by the new and innovative
- **Learners** – people who are curious, particularly about emerging concepts such as social impact, social enterprise, impact investing, measuring impact, and collaborative models for working (and how these apply to their work)
- **Intrapreneurs** – people who create positive change and innovation from wherever they are working within their organisation
- **Collaborative & Community-Minded** – people who want to work in collaborative and networked ways, and embedded in communities (of place, practice, learning, etc.)

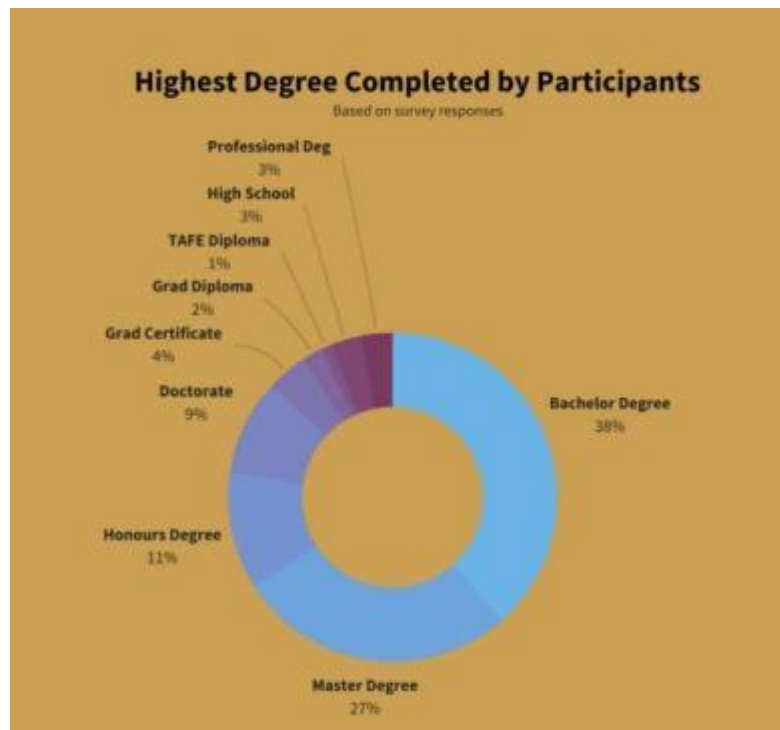
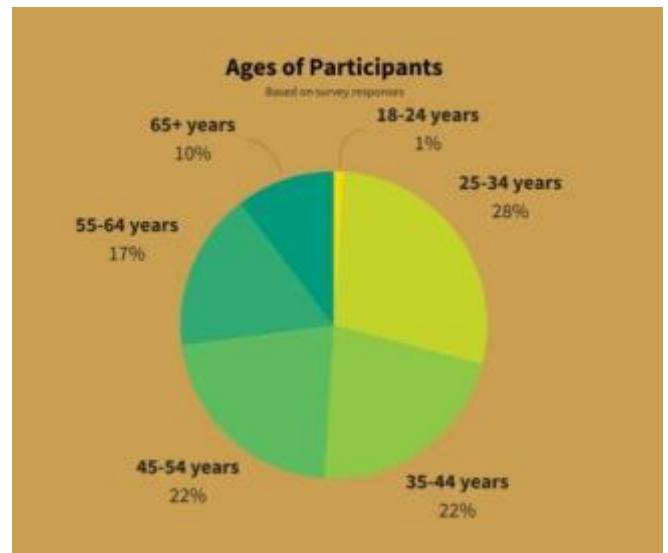
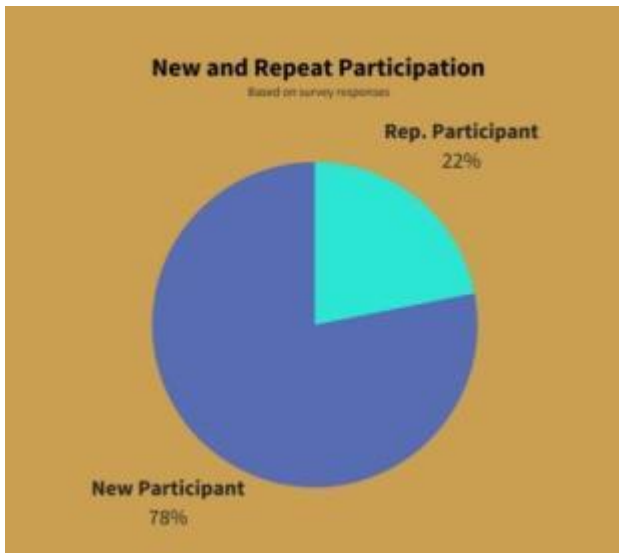
Participants are **diverse** in their:

- **Sector**
- **Industry**
- **Discipline**
- **Culture**
- **Reasons for learning about social impact**

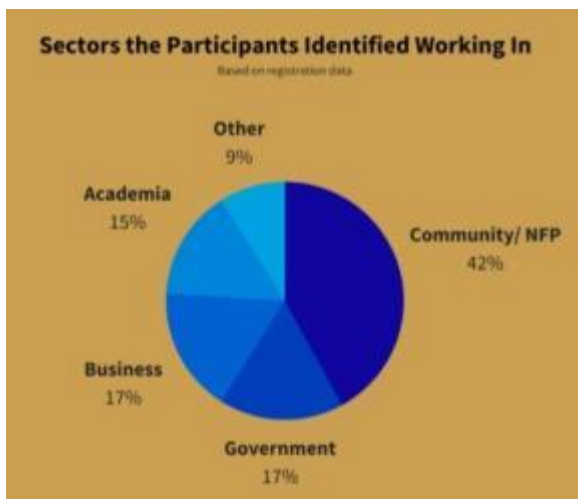
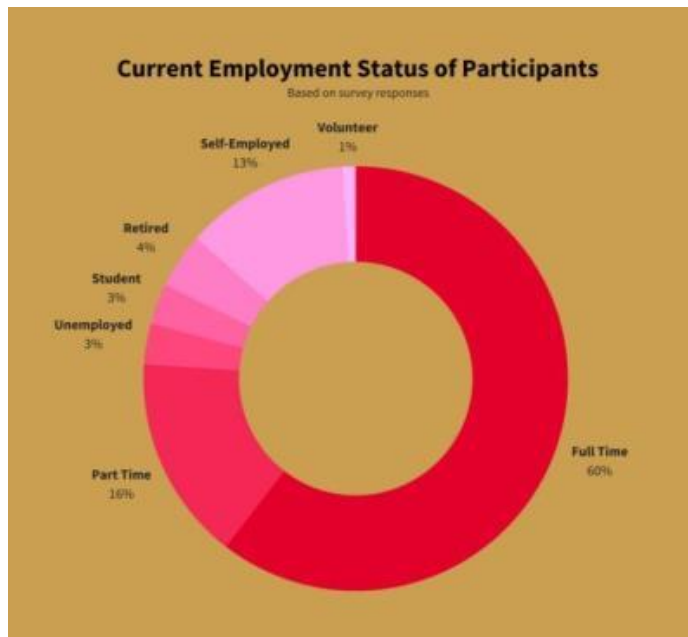


PARTICIPANTS IN 2017

People who attended events are referred to as participants. Some event participants are those also contributing to other events (e.g. speakers, artists, facilitators, event hosts). The survey sent immediately following the festival is more likely to reach those who attended registered events (for example Impact School, Impact Labs, the opening and closing events, and public lectures).



Note: survey results collected from 96 respondents



Top 5 reasons for participating

- Professional growth and development
- Growing and broadening knowledge and skills
- Networking and making new connections
- Attraction to the themes of the festival (Home, Land, and Place)
- Developing new collaborations or partnerships with other organisations

Top 5 things the Festival has inspired participants to do afterwards

- Initiate new collaborations or partnerships with other people or organisations
- Look for opportunities to network with peers they met at the festival
- Look for opportunities to connect and collaborate more with the Centre for Social Impact UWA
- Seek out and network with a Festival speaker, facilitator, artist, or other contributor
- Review my/my organisation's strategy, purpose, and/or impact

MARKETING & MEDIA

The Social Impact Festival is promoted and communicated through a wide variety of channels.

- **Online listings** (e.g. Pro Bono Australia, Social Change Central, Philanthropy Australia, Our Community, Experience Perth, We Love Perth, Business News, UWA Events)
- **Print advertising** (e.g. The Big Issue, community newspapers)
- **EDM** (reach of over 5,000 through CSI UWA database)
- **Social Media**
 - Facebook (CSI page with over 7,000 likes)
 - Twitter (CSI UWA profile with about 2,000 followers & CSI profile with over 18,000 followers)
 - Instagram (Social Impact Festival account with over 300 followers)
 - YouTube (CSI account with over 500 subscribers)
 - LinkedIn
 - Multiple UWA accounts across all channels
- **Media (print, online, radio, TV)** (e.g. ABC radio, Business News, Pro Bono Australia, RTR FM, Today Tonight)



320%
**INCREASE IN FESTIVAL
EMAIL DATABASE
SINCE 2016 FESTIVAL**



THE HOST

ABOUT CENTRE FOR SOCIAL IMPACT UWA

The Centre for Social Impact UWA (CSI UWA) is a catalyst for positive social change, addressing society’s deep social problems and ensuring well-being for all. As part of the UWA Business School, the Centre creates and delivers education that transforms, research that informs best practice, and public engagement that inspires and mobilises change makers.

CSI UWA is part of a national collaboration with UNSW Australia and Swinburne University of Technology. Together, the three universities form the Centre for Social Impact, which takes a systems approach to developing innovative solutions to the biggest social challenges today, with a vision for a better Australia tomorrow. Read more about CSI UWA.

THE SOCIAL IMPACT FESTIVAL TEAM

The Social Impact Festival is realised each year by the following team, a range of casual event staff, and over 30 volunteers and supported by the Centre for Social Impact UWA. The core Festival team is as follows:

- [Professor Paul Flatau](#), Director of Centre for Social Impact UWA
- [Claire Stokes](#), Co-Director of Social Impact Festival
- [Katie Stubley](#), Co-Director of Social Impact Festival



Pictured (left to right): the Social Impact Festival 2017 team plus guests [Stephen de Filippo, Jocelys Liew, Lauren Webster, Claire Stokes, Dwayne Mallard, Vinisha Mulani, Dr Noel Nannup, Delson Stokes, Professor Paul Flatau, Professor Kristy Muir, Emma Crane, Katie Stubley, Christine Clementz]

PARTNERSHIP OPPORTUNITIES

Partnering with the Social Impact Festival is a unique opportunity to associate your brand with positive social impact and innovative approaches to creating a bright future for all, particularly in Western Australia. It's the only event of its kind, attracting the most purpose-led individuals, groups, and organisations from around Australia and beyond.

By partnering with the Festival, you also partner with its values: **inspiring, purpose-driven, catalytic, cutting edge, and unifying**. It's an ideal opportunity for meeting corporate social responsibility and community investment goals, as well as for engaging staff in a variety of innovative ways. Providing staff with the opportunity to attend the Social Impact Summit as a team is a particularly impactful and rewarding experience, where through team learning and capacity building they leave inspired, more connected, and equipped with the latest knowledge and skills to lead positive change in your organisation and community.

Brand Exposure

Your brand could be exposed to thousands of attendees directly, and thousands more online. The varied nature of events also means the audience base is broad and diverse, but with a general profile as described on pages 6 to 8. The Festival will reach thousands through the following:

- At The Good Market (3,000+ attendees)
- At the public lecture with Dr Otto Scharmer (approx. 300 attendees)
- At the Social Impact Summit (approx. 350 attendees)
- At Impact Sparker Events (30+ events attracting over 2,000 attendees in total)
- Through Social Impact Festival emails – minimum fortnightly emails to database of 1,500, with growth to at least 2,000 (note: the Festival is also promoted through CSI UWA main database of 4,000+ on a monthly basis)
- 20,000+ people through social media (Facebook, Twitter, Instagram, LinkedIn)



SPONSORSHIP

	SPONSORSHIP LEVEL A: IMPACT CATALYST Your contribution: \$25,000+ Plus in-kind support by promoting the Festival to networks	SPONSORSHIP LEVEL B: IMPACT GENERATOR Your contribution: \$10,000+ Plus in-kind support by promoting the Festival to networks	SPONSORSHIP LEVEL C: IMPACT SUPPORTER Your contribution: \$5,000+ Plus in-kind support by promoting the Festival to networks
BENEFITS:	Acknowledgement		
Logo with hyperlink on Social Impact Festival website	✓	✓	✓
Logo on home page of the Social Impact Festival website	✓		
Logo on printed program	✓	✓	✓
Logo in Social Impact Festival EDMs	✓	✓	
Banner/s on display at Social Impact Summit	✓ (2 banners)	✓ (1 banner)	
Banner on display at The Good Market & Public Lecture w/ Otto Scharmer	✓		
Logo displayed on screens during Social Impact Summit	✓	✓	✓
Verbal acknowledgement in opening and closing addresses at Social Impact Summit	✓	✓	
Placement of item or flyer (A5 max.) in Social Impact Summit attendee packs	✓	✓	
Promotion via Social Impact Festival social media	✓ (min. 5 posts – Twitter, Facebook or Instagram)	✓ (min. 2 posts – Twitter, Facebook or Instagram)	
	Complimentary Tickets		
2-day passes to the Social Impact Summit (19-20 July)	✓ (Group pass for 10 people worth \$2,999)	✓ (2 x shared passes worth \$998)	✓ (1 x shared pass worth \$499)
Other discounts and offers to be determined	✓	✓	
	Other Benefits		
Receive special assistance from the Social Impact Festival team to design your involvement (e.g. an Impact Sparker Event, panel session, or activity at the market)	Can be explored if this is of interest		
Use of foyer space in Social Impact Summit to host an interactive learning experience showcasing your organisation	Can be explored if this is of interest	Can be explored if this is of interest	
Stall at The Good Market (7 July) to sell items or promote your organisation (or a partner)	Can be explored if this is of interest	Can be explored if this is of interest	

OTHER PARTNERSHIP OPPORTUNITIES

Community Partner

We love inviting organisations of all kinds into our community through mutually beneficial opportunities. This may include **in-kind support** (such as venue hire, supplier discount, or donated items) or **financial contributions below the above sponsorship levels**.

Benefits are provided on the basis of support and your needs, however may include complimentary or discounted tickets to the Social Impact Summit, logo with hyperlink on the Social Impact Festival website, and other opportunities to be determined.

Promotional Partner

As a promotional partner, you will support the Social Impact Festival by promoting to significant and relevant networks through your organisation's communication channels.

We just ask that promotional partners **perform at least 3 of the following actions in the lead-up to the festival**, during June 2018:

- List the event on your website or feature an article on your website/blog that showcases the Festival
- Send a special EDM about the Festival, or include it as a feature item in a regular EDM (e.g. an e-news) to your database
- Post about the festival on social media channels, particularly Facebook, Twitter, LinkedIn and Instagram where we're most active (and of course, like, share and re-tweet our posts when you can)
- Distribute at least 250 printed materials (e.g. postcard, brochure)

Benefits are provided on the basis of support and your needs, however may include complimentary or discounted tickets to the Social Impact Summit, logo with hyperlink on the Social Impact Festival website, distributing a discount code for your business to Festival attendees, and other opportunities to be determined.

SPONSORS & PARTNERS IN 2017

MAJOR SUPPORTER



SPONSORS



Government of Western Australia
Department of Communities



MEDIA PARTNER



PROMOTIONAL PARTNERS

Rotary Elizabeth Quay
Social Change Central
WACOSS

COMMUNITY PARTNERS

Anthropol • Australian Urban Design Research Centre • Arjaway • Boxed Green • Cathedral Square • David Malcolm Justice Centre • DrawHistory • Feilman Foundation • Hawaiian Pty Ltd • Impact Seed • Inspirationery • MercyCare • Perth Concert Hall • Perth Projects • Studio Startup • Stormflower Vineyard • The Australian Centre for Social Innovation • The Platform • Ultimo Catering + Events • UWA Publishing

CONTACT

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Social Impact Festival

socialimpactfestival.org | #SIFest18 | csi-events-business@uwa.edu.au

Access 2017 resources including photos, videos, speaker presentations and more at
<https://socialimpactfestival.org/about/resources/>

Social Media



The Centre for Social Impact | facebook.com/socialimpactfestival



Centre for Social Impact UWA | twitter.com/UWASocialImpact



The Centre for Social Impact | youtube.com/user/centresocialimpact



The Centre for Social Impact | linkedin.com/company/the-centre-for-social-impact



Social Impact Festival | instagram.com/socialimpactfestival

