

Understanding, assessing and measuring social impact

Speaker 1: Alison Ziller

Alison Ziller, PhD, is Lecturer in Social Impact Assessment, Department of Geography and Planning, Macquarie University, author of *The new social impact assessment handbook* (Australia Street Company, 2013) and editor of the monthly online alert service: Social Impacts Alert!

Speaker 2: Anika McManus

Anika is an experienced change leader with expertise in stakeholder engagement, strategic decision making, organisational change and issues management. Anika is currently working for Australian gold company, Evolution Mining, as Group Manager – External and Indigenous Relations where she is responsible for ensuring Evolution maintains its social license to operate by listening to community stakeholders and proactively working with them on the issues and opportunities that matter to them. Anika is particularly passionate about working with Evolution's Indigenous Traditional Owner groups to improve outcomes for their communities, especially employment and business development opportunities, and also her work with community stakeholders to identify and implement shared value projects.

Prior to Evolution, Anika was the Group Sustainability Leader at Lion (Lion Nathan and National Foods), responsible for developing and implementing group-wide strategies for sustainability and corporate responsibility. Before becoming a sustainability and corporate responsibility practitioner, Anika worked for many years across various industries in workplace relations and in change leadership, particularly through mergers and acquisitions. Anika is also a non-Executive Director on the Board of Big Brothers Big Sisters, a not-for-profit organisation that helps vulnerable kids reach their potential by providing a long-term volunteer mentor to guide them through their formative years. Anika's career purpose is to help create positive corporate legacies within communities.

Speaker 3: Anna Scott

Anna has a background in environmental impact, social impact and sustainability consulting across the corporate, government and not-for-profit sectors over the last 20 years. She is the CEO of Orbis Environmental (a Founding Certified B Corporation) and works with for purpose organisations, enterprises and social entrepreneurs to increase their capacity to design and deliver purposeful programs and services to help solve social and environmental problems, which often includes work around the measurement of "impact". Anna is also the Deputy Chair of the Social Impact Measurement Network Australia (SIMNA) and supports organisations from all sectors to start the social impact measurement journey. Anna is an Advisory Board Member for the Clean Cut Fashion Council, where she uses her skills to increase Clean Cut's capacity to deliver activities and programs which achieve social and environmental outcomes and impact, consistent with the organisation's mission of making sustainable and ethical fashion more mainstream. Originally working as an environmental biologist over 20 years ago, Anna brings an ecosystem approach and "systems thinking" to organisations and asks questions such as: "What is your role in the overall system to achieve the long-term vision/impact?", "who are your target populations/groups that your programs are serving?", "how can you collaborate with others to achieve stronger impact?" and "how do you know your activities are creating change consistent with your mission and purpose?". She has a Bachelor of Science (Environmental Biology), Graduate Certificate (Environmental Engineering and Management) and a Graduate Certificate (Social Impact) from the Centre of Social Impact (CSI) through the Business School of the University of New South Wales. In 2011, she was awarded two CSI prizes, for outstanding academic performance in "Leadership for Social Impact" and "Demonstrating Social Impact".