

IAIA Annual Conference

social impact assessment for 21st century economies

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small
things**

Strategy | Engagement | Impact



how do we evolve SIA to do
not just do *some* good but the
most good in contributing to
regional development
agendas?

three key trends for 21st century economies

**DIGITAL
REVOLUTION**

**GIG
ECONOMY**

**SUSTAINABLE
ECONOMY**

	Gen 1	Gen 2	Gen 3	Gen 4
Approach	Traditional		Emergent	
Concern	Legal compliance	Reputation	Social licence to operate (SLTO)	Humanity and ecology
Audience	Regulators	Influencers and elites	Impacted and affected	Inclusive of minorities and marginalised
Priority	Science	Message	Dialogue and relationship	Equity
Intent	Inform	Defuse	Understand	Empower
Management focus	Compliance	Risk	Risk and opportunity	Rights and responsibilities
Interaction	Pre-determined	Reactive	Proactive and systematic	Participatory
Occurrence	Issue	Crisis	Ongoing	Sustained
Access	Closed	Open	Transparent and accountable	Mutual
Discipline	Technical	Public relations (PR)	Community relations	Community development
Information flow	One-way	Two-way	Responsive	Complex and multidirectional
Communication focus	Internal	External	Internal and external	Holistic
Messaging	Set	Constructed	Tailored	Intuitive
Reach	Regional	Global	Local to global	Networked

*Generations of stakeholder engagement in the mining industry
(Kemp and Boele 2005)*



Despite growing awareness, there is little consensus on how businesses can measure and assess the value of social and human capital resources. The development of measurement and valuation approaches – particularly in relation to social capital – is still in its infancy. Even when CEOs and other decision-makers recognize the value of assets such as community relationships or employee talent, they are unable to translate this value consistently into terms that people inside and outside their businesses can understand, trust and, most importantly, use. As a result, businesses struggle to embed these factors into processes such as strategic decision-making and communications. In many cases, this leads to undervaluing and consequently, underinvesting in the people and relationships on which businesses and society depend.

**- Social and Human Capital Coalition
2019**

Queensland Major Project Pipeline

\$41.5 billion project pipeline
194 projects over the next 5 years

56% public projects
44% are private

Unfunded projects (25% of pipeline) expected to deliver 5,000 jobs

Funded projects (75% percent of pipeline) are expected to deliver 11,900 jobs

48% of projects are located in urban SE corner.

Majority of regional areas only have a single digit share of pipeline

(QMCA, 2019)

Queensland Small Business Sector

Small businesses make up 97.4% of all businesses

Employ 44% of Queensland's workforce or 414,000 jobs

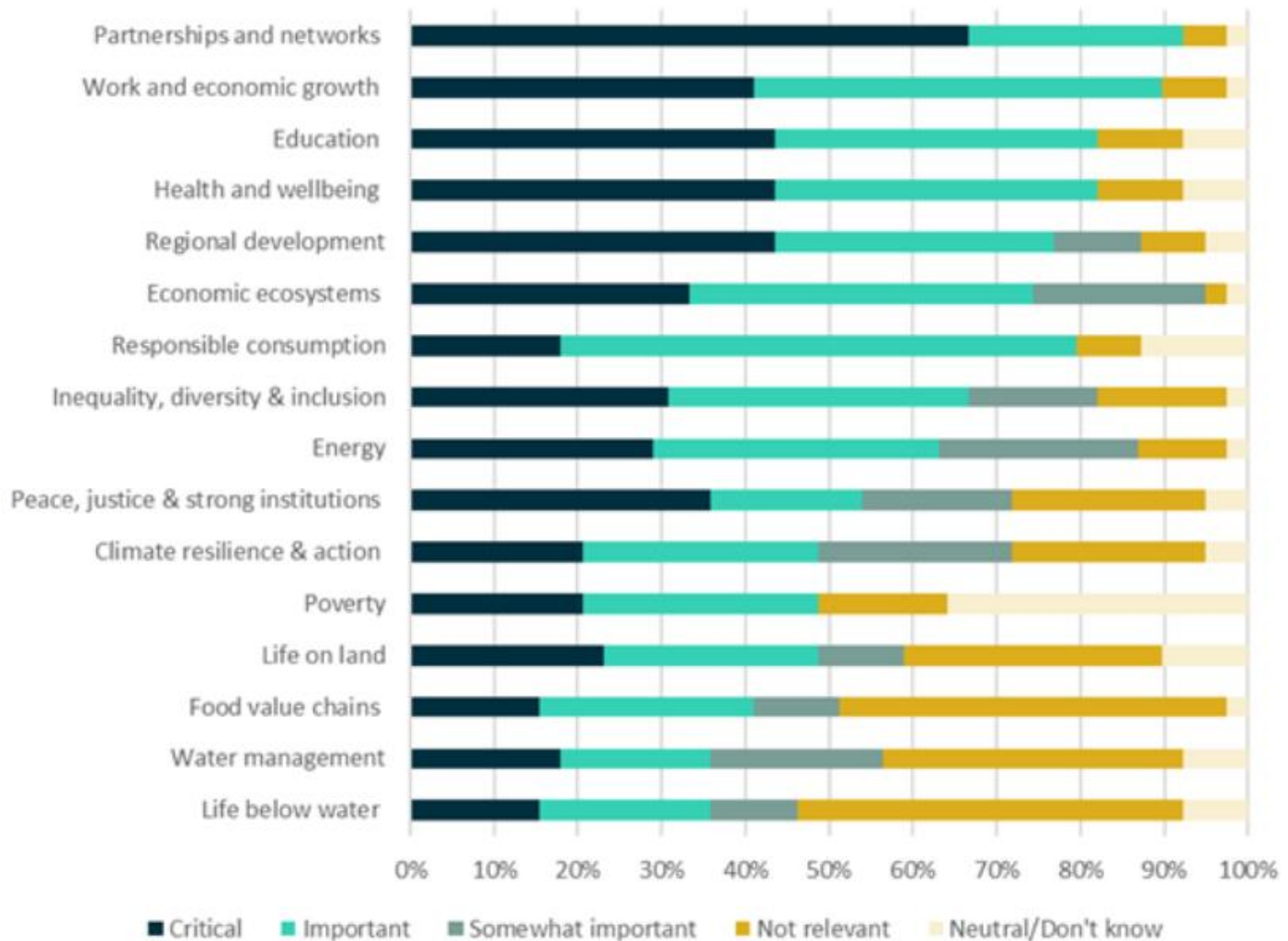
Contribute around \$110 billion to Gross State Product

Together with medium enterprises (under 200 employees) contribute 67% of workforce

86 small businesses per 1000 people. In regional areas there are 100 per 1000.

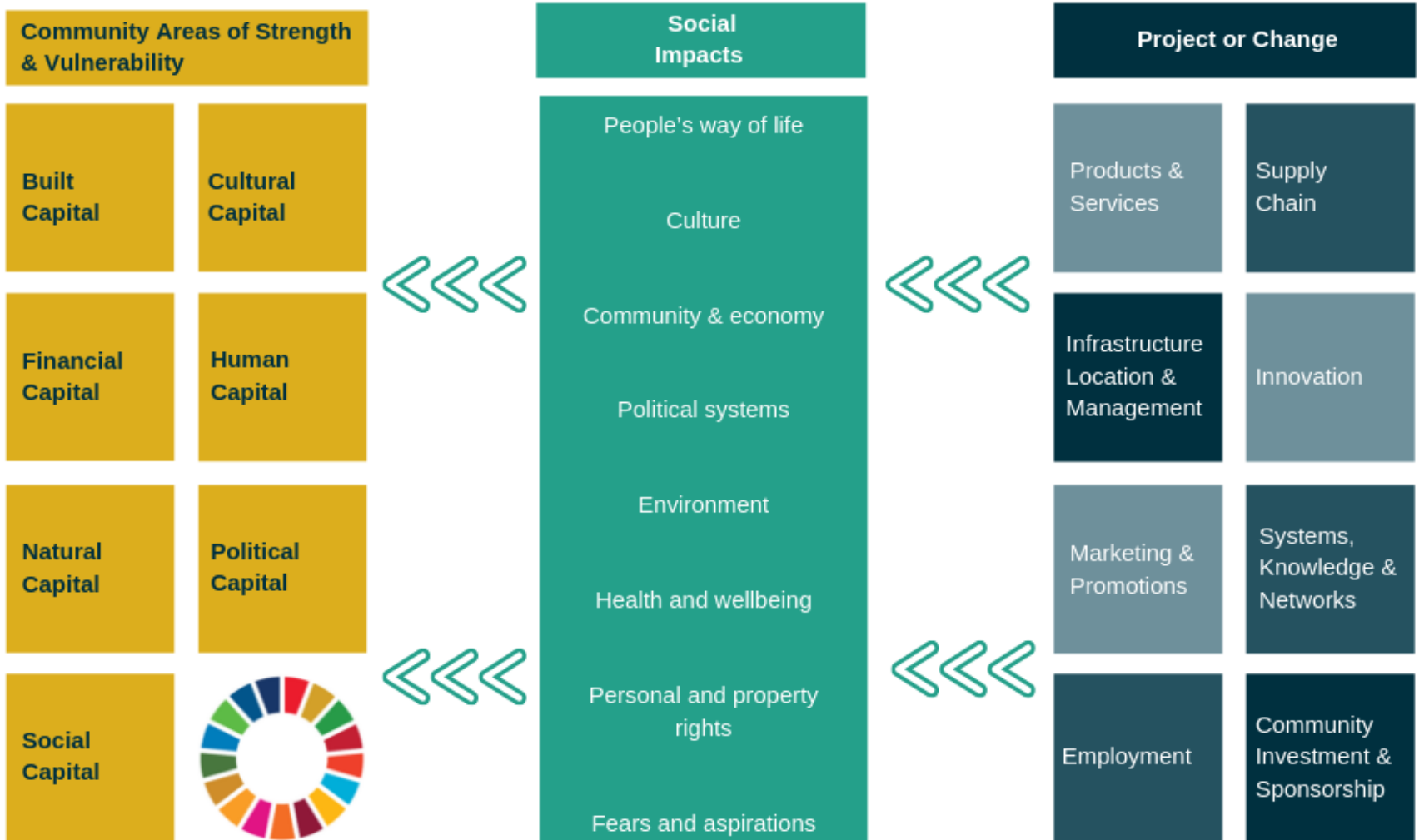
Nationally, small businesses contribute 35% to GDP

(QLD Office of Small Business, 2017)

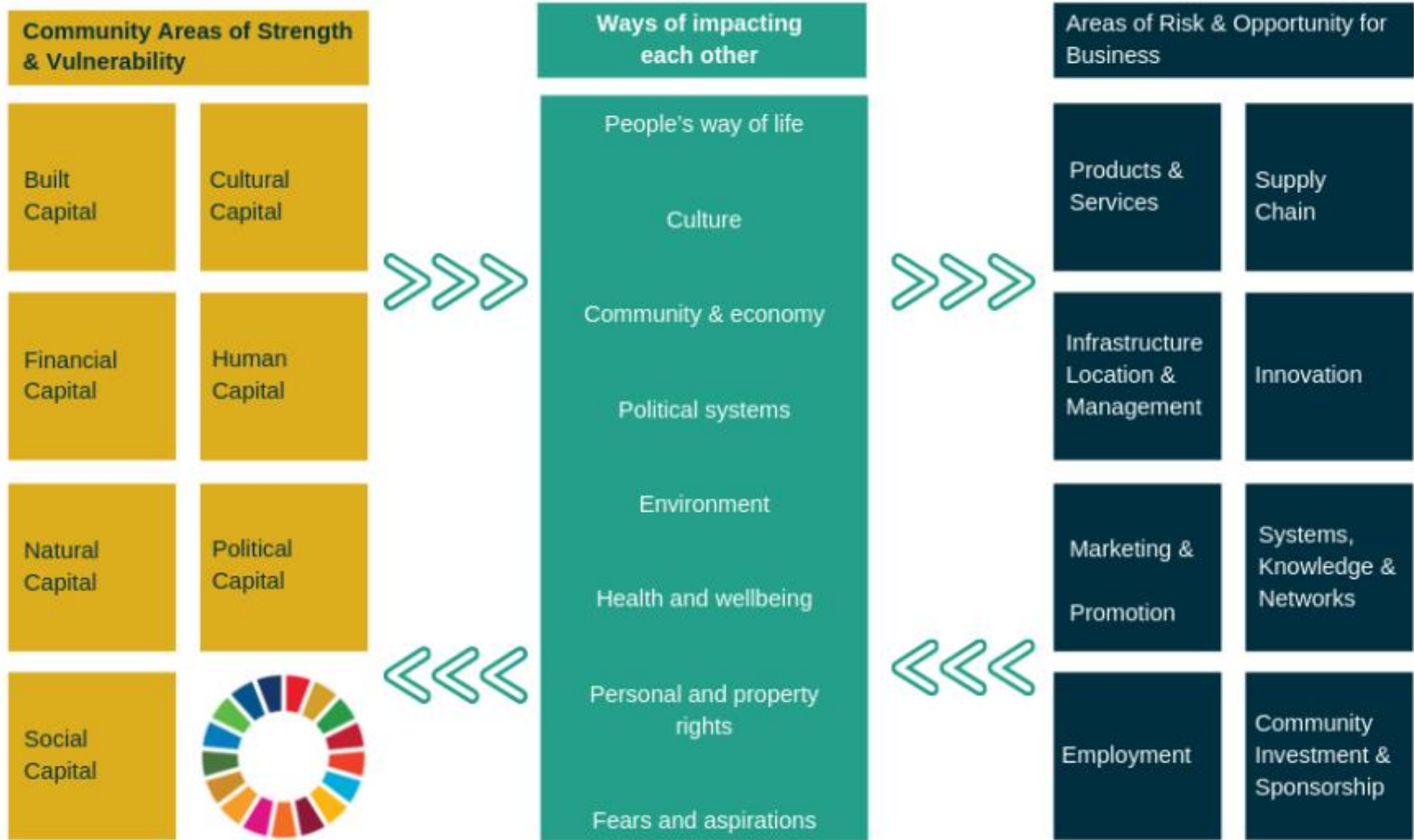


Survey of business on the Sunshine Coast - what sustainability issues are most important to your business (n=39)

Many Small Things (2019)



Representation of current SIA approach adapted from IAIA SIA Guidelines (2015) by Many Small Things



Representation of an adapted, ecosystem approach to SIA adapted from IAIA SIA Guidelines (2015) by Many Small Things

many small things make a
big change...

an experiment in action

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