



**SIMNA Ltd. Annual General Meeting 2020 - Minutes**  
**Thursday 12 November 2020, 4:00pm - 5:15pm**

Meeting convened: 4.05PM AEDT

|    | <b>Item</b>                | <b>Decision points or notifications</b>   |
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| 1. | Meeting Open & Welcome     | Simon Faivel, SIMNA’s Chair (SF) declared the 2020 AGM open at 16:05. He welcomed and thanked attendees for joining. The AGM is an important marker in the calendar. It provides an opportunity to stop and reflect. SF invited attendees to use the chat function to ask questions.  |
| 2. | Acknowledgement of country | The meeting opened with an acknowledgement of country. All acknowledged the traditional owners and custodians of the land on which they were located. Attendees were present from the land of the Turrbal people (SE Queensland), the land of the Darug people (Western Sydney), the land of the Gadigal people (central Sydney), the land of the Wurundjeri people (north Melbourne,) the land of the Boonwurrung people (south-central Melbourne), the land of the Kurna people (Adelaide) and the land of the Whadjuk people (Perth). This geographic diversity and acknowledging the traditional custodians of this land is central to SIMNA’s story.   |
| 3. | Approval of Minutes        | The minutes of the AGM in November 2019 were approved.  |
| 4. | Chair’s Report             | <p>The Chair presented his report, reflecting that it has been almost a decade since the conversation began about establishing an SROI network in Australia. It was soon realised by those involved that a network of this type was, by necessity, going to part of a much bigger debate. Driving the establishment of SIMNA in 2012 was a desire to value what matters, to measure what matters and to make better decision as a result. There have been several phases in SIMNA’s development. The most recent, as highlighted in the Annual Report, has been the receipt of philanthropic funding from Equity Trustees. SF acknowledged that in the last year, despite bushfires and Covid-19, SIMNA has been fortunate to have the structures (tools) and the resources (people) in place to allow our work to continue. This has happened most obviously through the recent webinar series.</p> <p>SF handed over to SIMNA Board Member Kathy Hoyt (KH) to introduce the Board’s latest thinking around SIMNA’s strategy and theory of change.</p> |

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|  |      | <p>KH opened with a reflection - that despite being a small organisation, the thinking time that strategy work requires is no different to a larger organisation. The Board are to be commended for their work on this.</p> <p><b>Theory of Change development process slide</b></p> <p>KH showed a slide illustrating the evolution of SIMNA’s Theory of Change. She explained that Board members Simon Faivel and Ross Wyatt had presented a preliminary Theory of Change at the 2019 AGM. Two key things have happened since, as follows:</p> <ul style="list-style-type: none"> <li>a) Consultation with SIMNA Organising Committee Chairs, Organising Committee members, and other Board members – to consider what SIMNA could become in the future. There has been a lot of discussion around this. This has resulted in an updated Theory of Change for the network.</li> <li>b) Desk research, to clarify our understanding of what it means to be a network and to feed this into the Theory of Change.</li> </ul> <p>As a result of these two activities, we’ve pulled together a refreshed Theory of Change. This was accepted by the Board in July 2020. The Theory of Change will continue to evolve.</p> <p><b>Theory of Change narrative slide</b></p> <p>KH showed a second slide. This highlighted that SIMNA model is understood more clearly when described as a learning network. We are interested in the power of the learning network to encourage greater collaboration across nodes. This approach acknowledges that practice is evolving all the time. The ultimate aim for SIMNA is to influence policy, program design and resource allocation.</p> <p>KH thanked everyone that had helped with this work, acknowledging that the input of those who have ‘stayed the course’ this year has been greatly appreciated. This points to the value of the network and the people within it.</p> <p>Looking at the diagram, SF explained that on the LHS is our approach – this is important. The darker blue indicates the clearer, shorter-term outcomes. The longer-term work to do is the lighter blue. This is what we are working towards in the future.</p> <p>A question was asked about how we measure a shift in policy, the shift in resources allocation. KH explained that because SIMNA is a network, we’re looking at how ‘healthy’ the network is. This is our foundation. From here, the short-term outcomes lend themselves to the longer-term outcomes. The policy one is the hardest one and the furthest ‘out’ there. Should our activities really drive that or not? Or this more loosely achieved by having policy makers in the network?</p> |

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| 5. | Financial Reports | <p>SIMNA Board member Sarah Collyer-Braham (SCB) presented the P&amp;L and Balance sheet. She noted that 2020 had been a challenging year for all businesses. SIMNA is no different.</p> <p>At the end of the financial year, SIMNA was in a strong position. SIMNA qualified for jobseeker and the cashflow bonus for the first half of the year. SCB advised that this was received until August 2020, so doesn't show in this year's Balance Sheet. For accounting purposes, this will appear under miscellaneous income. This has been fantastic. It has enabled SIMNA to keep Lisa in post and to keep activities running with little change or interruption.</p> <p>SCB shared that SIMNA Membership had remained stable. This was better than anticipated given the period. SIMNA Awards sponsorship has helped greatly too. SIMNA's philanthropic funding from Equity Trustees ended in June 2020.</p> <p>A question was asked about software licensing fees. SCB clarified that several tools are used, including Wild Apricot, Xero, Survey Monkey, Canva and Infogram, amongst others.</p> <p>A question was asked clarifying whether Organising Committee income was included (or not) on the balance sheet or whether this was separate. SCB confirmed that this is shown on the P&amp;L.</p> <p>A question was asked about the revenue deferred going into the negative. What's this? SCB was able to explain that this was an accounting error in 2018. This dates back to the philanthropic funding from Equity Trustees. This should be zero.</p> <p>SF added that SIMNA has been fortunate. Jobseeker and the cashflow boost has matched the previous income received from Equity Trustees. As we look ahead for the FY21 financial year, we will however need to be careful. There's a good amount of revenue generating activity for a small NFP. Finding a suitable philanthropic partner for the next phase of SIMNA would of course be excellent. SF encouraged all attending, as partners in SIMNA's future success, to reach out with any suggestions or potential leads.</p> |
| 6. | Director Changes  | <p>SF explained that this year, there has been no voting requirement. But after 2 years, SCB has decided to step down. SF thanked SCB for all her work in the background, specifically over the last year, learning and managing the network's finances.</p> <p>Next year will be the next member opportunity to vote new members onto the SIMNA Board.</p>  |

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| 7. | SIMNA Annual Review 2019-20 | <p>Lisa McGhee (LM) presented the 2019-20 Annual Review. She shared two major developments in this reporting period. Firstly, the SIMNA Awards. Held in Melbourne in October 201, the SIMNA Awards Ceremony brought the social impact community together to celebrate Australian social impact measurement and its growing significance. This event was a great success.</p> <p>Secondly, the unforeseen arrival of the global pandemic and the relative ease with which SIMNA and its many contributors have successfully adapted and delivered the new webinar program. This has brought new connections and learning opportunities.</p> <p>In terms of the Annual Review, LM spoke to the four pillars outlined in the current Strategic Plan, namely:</p> <ul style="list-style-type: none"> <li>• <b>Strengthen Organisational Foundations</b> – moving to SIMNA's Member Management Platform (Wild Apricot) for the organisation of all webinars and events has been great. The rollout of SIMNA's first Volunteer Survey has generated important insights.</li> <li>• <b>Enable Strong Networks</b> – there are many ways we are trying to build connections in and across the network. We acknowledge that this takes time to take a more natural hold.</li> <li>• <b>Create Platforms for Knowledge Sharing and Capacity Building</b> – this is work in progress! Newsletter continue to have value and are widely read. A total of 12 events were held by SIMNA's five Organising Committees, across four States. This includes SIMNA's early webinars. The webinars have been a resounding success so far. They are drawing in newcomers to the network. This is encouraging.</li> <li>• <b>Promote Excellence in Impact Measurement</b> – with SIMNA's VIC Committee, we organised and hosted the 2019 SIMNA Awards at the Queen Victoria Women's Centre in Melbourne. This was our best year yet for applications.</li> </ul> <p>LM closed this section by thanking SIMNA's volunteer Organising Committee and Board members. At any one time, SIMNA operates with the support of between 40 and 50 volunteers, professionals working in a variety of roles in the social impact space. Volunteers are asked to commit a 12-month term, from January to December. Many have been giving their time to SIMNA for more than three years. Some, for more than five. SIMNA's Organising Committees are Advisory Groups to the Board.</p> |

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| 8. | Other Business | There was no other business.            |

The meeting ended.

**3. Date and time of next meeting**

The next meeting will be on Thursday, 11 November 2021. The meeting will run from 4-5pm AEDT.