

# youngsocialpioneers

**Brodie McCulloch**  
**27 years old**  
**Perth, WA**

Brodie McCulloch is the founder of Social innovation in Western Australia (SiiWA), a non-profit organisation that supports entrepreneurs, communities and businesses to deliver social good through innovative means.

To do this, SiiWA coordinates and facilitates support, resources and mentoring for anyone with socially positive ideas.

SiiWA's first key projects for 2011, 2012 and 2013 are The Hub Perth, Social Impact Measurement and training and development.

The Hub Perth is a partnership with property company Stockland to create a collaborative space in Perth's CBD where people can work to develop their ideas and start their ventures.

Social Impact Measurement is a partnership non-profits to pilot a project to measure the impact of two corporate social responsibility programs, two government programs and two not-for-profit programs.

Training and development is offered through a range of partner organisations around lateral thinking, complex systems thinking and design thinking.

Brodie was inspired to start SiiWA after returning from working abroad in the US and Europe. He started to set up Cyclefreo, a bike share social enterprise in Fremantle, but by going through this process quickly realised there was no support in WA for people who had a great idea outside the normal 'business' or 'non-profit' model. At the same time, he started to meet other people who had ideas and projects that didn't fit these traditional classifications and who therefore had no support.

Brodie contacted a number of organisations interstate and found that even though some had national agendas, they were locally funded and had nobody on the ground in WA. He then started building relationships with government, corporations and non-profits, creating key partnerships for events and early projects that are now gaining momentum.

"I'm hoping our relationships with government, corporations and non-profits will allow us to connect social entrepreneurs who are doing good with organisations that have the resources," Brodie says.

While still a young organisation, in just nine months SiiWA's work has already been recognised by a number of sectors as a central resource for social innovation, social enterprise and social entrepreneurship in Western Australia.

Locally, SiiWA runs key projects and events such as Innovation in Homelessness for the Australian Innovation Festival and an event with Ernst & Young to start educating their clients around social impact measurement. SiiWA is also a member of the Australian Social Innovation, Entrepreneurs and Enterprise Alliance.

Brodie's efforts have been recognised through being selected to take part in the Foundation for Young Australians' 2011 Young Social Pioneers program, a year-long program designed to equip young social change makers with the knowledge and skills they need to make their project or organisation a long-term success.

"I'm excited to be taking part in this year's Young Social Pioneers program, and look forward to meeting some interesting people who will help me with my goal of creating positive and lasting social change in Western Australia," Brodie says.

