Accelerating young entrepreneurs' ideas to change the world

Findings from the Young Social Pioneers evaluation 2015

Foundation for Young Australians
October 2015
This report was prepared by the Foundation for Young Australians (FYA).

FYA is Australia’s only national for-purpose organisation dedicated to backing the next generation of young people who are going to rethink the world and create a better future.

We believe young people are not a problem to be helped or solved. They are ambitious, creative and capable of rethinking the world and solving tomorrow’s problems today. And they can do it all with a social conscience that will let them build a better world in the process.

Find out more at fya.org.au

October 2015

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Introduction

The world is changing rapidly. Australia’s economy is being impacted by global competition, digital disruption and an ageing population/shrinking workforce (FYA 2014). We are also being impacted by global challenges related to inequality, geopolitical instability, sustainability of resources and climate change (FYA 2014). The old ways of doing things are no longer enough to maintain our standard of living or quality of life.

While the challenges are significant, FYA sees an opportunity to shore up our nation’s future by investing in the next generation, backing young people to lead economic and social change, with a focus on innovation, entrepreneurship and sustainability to create a new social economy.

THE IMPACT

New Skills
74% reported gaining new skills at the 1st touchpoint, 91% at the 2nd touchpoint & 92% at the 3rd touchpoint

Vision
68% reported their venture changed between the 1st & 2nd touchpoints & all reported change between the 2nd & 3rd

Community
When asked what they liked best, over half referred to the people. Pioneers valued meeting & working with each other.

Inspiration
When asked “how important was YSP for starting or continuing your enterprise?” 74% said “very” or “essential”

Long term
83% of YSP alumni (2009-2014) now own one or more enterprises & 32% have an annual turnover of more than $100,000

Expertise
The competencies most commonly reported as gained were the refinement of purpose, business modelling & public speaking

Prestige
Most YSP participants reported that being selected was an honour

Applicants
227 applications were received, 102 from young women & 104 from young men
Over the past few decades, “social entrepreneurs” have been using the disciplines of the business world to set up ventures to tackle complex social problems across the spectrum of:

- environment sustainability (e.g. recycling water projects)
- global development (e.g. ending poverty, supporting education)
- equity and fairness (e.g. rights, inclusion of different population groups), and
- individual wellbeing (e.g. positive body image, tackling bullying, ending harming behaviours) (Kernot & Mc Neil 2011)

The Foundation for Young Australian’s (FYA) Young Social Pioneers initiative (YSP) supports Australia’s best and brightest emerging social entrepreneurs and innovators to develop skills, networks and vision needed to create successful ventures and businesses.

To date, we have developed 129 Pioneers: the largest community of connected young social entrepreneurs in Australia. Our alumni includes seven Australian of the year finalists.

YSP is part of FYA’s Unlimited Potential commitment to young Australians to:

- educate and equip them with new enterprise skills
- invest in young Australian social and business entrepreneurship
- turbocharge connections with Asia
- back young people to contribute and lead change (FYA 2014).

YSP is also part of the International Youth Foundation’s global initiative YouthActionNet, which has to date supported 1 330 young leaders and social entrepreneurs across ninety countries (YouthActionNet 2015).

The Young Social Pioneers Program recognises that in the face of urgent social challenges young people are exercising their leadership potential like never before. They are doing it differently and creating new approaches and solutions. Their energy and instinct for making a difference drives them to take risks, to look beyond obstacles, and to develop innovative solutions (YouthActionNet in FYA 2010)

This report is presented in two sections. The first introduces YSP and provides some background about the initiative, our alumni and the challenges of operating in the social economy in Australia today. The second presents summary evaluation of the 2015 findings.
Young Social Pioneers

YSP invests in the next generation to drive social and economic change by:

» backing a community of young, brave, skilled and connected social entrepreneurs
» establishing an “ecosystem” of support around young social entrepreneurs that focuses on innovation, entrepreneurship and sustainability.

FYA is building the biggest community of young changemakers in Australia: the innovators, makers, dreamers, thinkers, doers and creators

We engage and nurture Pioneers in the early stages of their ventures by:

» Showcasing bold and innovative ideas led by young Australians
» Allowing young innovators time to explore and iterate their business plans and models with the support of mentors and partners
» Fostering entrepreneurship and risk taking
» Providing practical knowledge and tools to develop leadership capacity, innovation practice and management skills
» Creating opportunities to network and collaborate with the best innovators, experts and senior leaders from entrepreneurial, industry, government and community sectors around Australia
» Shining a light on the crucial role innovative thinking and entrepreneurship plays in improving economic prosperity and quality of life.
The YSP model

Finding young people with ideas

YSP 2015 began with a national competition, *Innovation Nation*, calling for young people’s ideas to create a better Australia. It was rolled out via FYA’s digital channels and through an Australia wide network of collaborators: YSP partners, universities, startup incubators, and other organisations engaging young people. Hundreds of ideas were generated and connected to the application process for YSP.

From idea to Pioneer

Two hundred and twenty seven applications were made to YSP across seven themed streams:

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<thead>
<tr>
<th>Stream</th>
<th>Supporting Partner</th>
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<tbody>
<tr>
<td>Sydney Cohort</td>
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<tr>
<td>Asia engagement and the environment</td>
<td>UBS</td>
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<td>Digital Life</td>
<td>Optus</td>
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<tr>
<td>Global challenges around urban living, food and smart energy</td>
<td>BASF</td>
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<tr>
<td>Melbourne Cohort</td>
<td></td>
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<tr>
<td>Innovation fuelled by science, technology, engineering, mathematics (STEM)</td>
<td>PwC</td>
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<tr>
<td>Medical, Health and Wellbeing</td>
<td>The Shine On Foundation</td>
</tr>
<tr>
<td>Education, community health, migrant and community connectedness</td>
<td>The Bennelong Foundation</td>
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<tr>
<td>Art and Culture</td>
<td>Betty Amsden AO</td>
</tr>
</tbody>
</table>
The top 52 young entrepreneurs were selected by a judging panel of FYA and YSP partners. YSP cohorts were created in both Melbourne and Sydney.

The ideas of the Pioneers in each of the above streams are described in the findings under *The 2015 Pioneers* (page 14).

**The YSP Learning Journey**

Over six months, Pioneers underwent a learning journey that involved three compulsory, intensive face-to-face three day residential learning “touchpoints”. The first examined innovation practice and process, the second how to turbocharge your venture, and the last was a “pitch up”.

They pitched to a live audience and before a panel of judges for seed funding of between $5,000 and $10,000 per stream (supported by their stream sponsor). Following the third touchpoint all participants were invited to be part of FYA’s *Unleashed* festival and awards - Australia’s largest annual gathering of young changemakers and entrepreneurs. Alumni were invited to apply to undertake a masterclass on communication training in the Colin James method and were given mentors to hone their pitches for further funding ($10,000).

### Innovation Practice and Process

- **Introduction to FYA and partners**
- **Communicate ideas to a live audience and receive feedback**
- **Interactive panel discussions and presentations**

### Turbocharge Your Venture

- **Concept refinement and development**
- **Prepare to operationalise your venture**
- **Developing a value proposition**
- **Interactive panel discussions and presentations**
- **Business Model Canvassing**

### The PitchUp

- **Inspiring, motivating and influencing with verbal communication**
- **Marketing and Digital for entrepreneurs**
- **Pitch preparation and practice**
- **Live pitching for seed funding**

**The YSP Alumni**

The 2015 YSP cohort was supported by an alumni of 77 young entrepreneurs from previous years (2009 to 2014). Most of our alumni (83%) continue to own one or more enterprises:

- The size of the ventures varies: 11% have an annual turnover of less than $10,000pa and 32% of more than $100,000pa
- 18% make a good return, 42% break even, and 24% are not yet breaking even
- many alumni have won awards, been accepted into competitive programs, or obtained a prestigious job
- 74% report YSP was either "very important" or "essential" for them starting or continuing an enterprise.
The alumni provide a supportive ecosystem for current Pioneers. And all alumni are provided with other opportunities through FYA and its networks to engage with further opportunities to develop their ideas, networks and skills.

Some alumni successes include:

<table>
<thead>
<tr>
<th>Name</th>
<th>Year</th>
<th>Success</th>
</tr>
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<tbody>
<tr>
<td>Lachy Ritchie</td>
<td>(YSP 2011)</td>
<td>Grew Dismantle, a bike rescue and learning organisation for disadvantaged youth to sustainability before founding Sprout Ventures which creates innovative community hubs in greenfield developments working with major property developers and local governments.</td>
</tr>
<tr>
<td>Brodie McCulloch</td>
<td>(YSP 2011)</td>
<td>Created Social innovation in Western Australia (SiiWA) to connect WA’s entrepreneurial community address social challenges in Australia and Spaccubed, a co-working space to connect entrepreneurs and innovators.</td>
</tr>
<tr>
<td>Chris Raine</td>
<td>(YSP 2010)</td>
<td>Launched in 2010 Hello Sunday Morning has become the largest online movement for alcohol behavior change in the world. The model is now being examined by governments for application to other forms of addiction.</td>
</tr>
<tr>
<td>Elliot Costello</td>
<td>(YSP 2010)</td>
<td>Y-Generation Against Poverty (YGAP) uses creative fundraising and social enterprise to support poverty alleviation across Australia, Asia and Africa. It is well known in Australia for its 5 cent and Polished Man campaigns.</td>
</tr>
<tr>
<td>Edda Hamar</td>
<td>(YSP 2013)</td>
<td>Edda co-founded Australia’s largest sustainable fashion runway show in 2011. Undress Runways celebrates and raise awareness of the work of sustainable designers from around the world.</td>
</tr>
<tr>
<td>Felicity Briody</td>
<td>(YSP 2013)</td>
<td>Cofounded The Power of Engineering to inspire young people to explore engineering and science and has since cofounded Machinom to make maths education for students more relevant to the real world.</td>
</tr>
<tr>
<td>Genevieve Clay-Smith</td>
<td>(YSP 2010)</td>
<td>Works with diverse and marginalized communities through her NFP organization Bus Stop Films to voice their experiences through films. In 2009 Be My Brother won first prize at Tropfest and in 2014 I am Emmanuel examined challenges faces by African / Australian refugees.</td>
</tr>
<tr>
<td>Jordan O’Reilly</td>
<td>(YSP 2012)</td>
<td>Fighting Chance was created to provide opportunities for people with disabilities and has created several social enterprises. More recently Jordan started HireUp to give people the power to choose their own carers under the NDIS.</td>
</tr>
<tr>
<td>Julian O’Shea</td>
<td>(YSP 2012)</td>
<td>A humanitarian engineer and director of Engineers Without Borders he has led sustainability projects in developing countries around the world. He also founded Makeshift Studio to harness technology for social change.</td>
</tr>
<tr>
<td>Kumari Middleton</td>
<td>(YSP 2010)</td>
<td>Mayibuye is a youth-led community organisation, which uses performing arts to facilitate educational opportunities for young people working in South Africa, Brazil, Australia, Cambodia, Egypt and India</td>
</tr>
</tbody>
</table>
Lucinda Hartley (YSP 2009)  
Codesign Studio has completed projects across five countries in the Asia Pacific region and are recognized as experts in placemaking and tactical urbanism.

Rowan Kunz (YSP 2011)  
MyEdOnline is a startup that uses technology and design to make learning student centric and effective.

Vanessa Picker (YSP 2012)  
2013 Young South Australian of the Year  
Founded Play Forward to harness the power of sport as a vehicle for social change. She created online platform FitUsIn for people to compare fitness opportunities.

**Case study**

**Lucinda Hartley (YSP 2009)**

Before becoming a Young Social Pioneer in 2009, landscape architect, urbanist place maker and social entrepreneur Lucinda Hartley spent two years working in slum communities in Vietnam and Cambodia.

On return she founded Co-Design Studio, a design and place making consultancy that works to make neighbourhoods more connected. Under Lucinda’s leadership, Co-Design Studio has delivered projects across five countries in the Asia Pacific region and engaged over 700 people. This includes more than 40 urban renewal projects across Australia.

Lucinda is an elected representative to the UN-Habitat Youth Advisory Board, a member of the global Place Leadership Council and a consultant for the Asian Development Bank.

Lucinda continues to work with other innovators and partners from multinationals like Lend Lease through to local community organisations to explore faster and more effective solutions to urban problems – from masterplans to upgrading local streets. Her expertise covers urban strategy, innovation, tactical urbanism and is the co-author of *The Tactical Urbanism Guide to Australia and New Zealand*, and *The Rapid Urban Revitalisation Toolkit*. 
Social entrepreneurship in Australia

Over the past few decades, entrepreneurs have been using the disciplines of the business world to set up ventures that have social change as their primary purpose (FYA 2013). In the past, these ventures were largely not-for-profit and funded by philanthropic organisations, government or through donations (Varbanova, 2009). More recently, the term “impact investing” has been coined to describe a wave of people and institutions exploring ways to invest in “social purpose businesses” that also generate profit (Freireich & Fulton 2009) (Figure 1). Socially responsible investment is moving from the periphery to mainstream financial institutions and creating a funding mechanism for social ventures to provide solutions at a scale that charitable donations have not been able to fund (Addis et al 2013).

Figure 1. Types of social ventures

Source: Mitchell et al 2008 in Senate Economics References Committee 2011

It is not known exactly how many social purpose ventures there are in Australia (FYA 2013). In the mid-2000s, however, it was estimated there were 59 000 economically significant not-for-profit organisations and 20 000 small, medium and large social enterprises, that were working across every industry of the Australian economy, and some overseas (ABS 2009; Barraket et al 2010). A British survey conducted around the same time, found young people were the most likely age group to be social entrepreneurs establishing ventures (Harding & Cowling 2006).

What is known is that social enterprise/business is growing rapidly in Australia (Addis et al 2013; Productivity Commission 2010). The impact investing market, however, remains “immature” and social entrepreneurs face significant challenges financing their ventures (Addis et al 2013; Productivity Commission 2010). Subsequently, these ventures are still largely sustained by personal debt (something more difficult to obtain for young people), grants or donations (Addis et al 2013).

The development of the market, however, is dependent on the presence of entrepreneurs willing to take risks and demonstrate the potential of social businesses. After a review of the literature in this area, the Commonwealth Government concluded that, in addition to working on the investment side of business, the social purpose venture market needs:

» a critical mass of skilled enthusiastic practitioners,
» a body of knowledge about practice and practitioners, and
» leadership groups (Addis et al 2013).

YSP is contributing to growing this industry by creating the critical mass of young, brave, skilled and connected social entrepreneurs in Australia as well as building an ecosystem around them.
Potential for impact

The overall impact of social purpose ventures is not yet known but some individual ventures are demonstrating significant reach and impact (Barraket et al 2010). For example, Pallotta TeamWorks (2013) in the US is a social purpose venture that uses commercial marketing techniques to create large scale events. People fundraise by walking or riding long distances in the name of causes they care about (AIDS Rides, AIDS Vaccine Rides, African AIDS Trek, Breast Cancer 3-Day walks, and Out of the Darkness suicide prevention overnight event). Combined, Pallotta TeamWorks has netted $305 million for charity after all expenses in nine years (1994 to 2002). Participants have raised $556 million and hundreds of thousands of citizens have been involved in the events.

Some of the ventures brought to YSP are also beginning to show significant reach and impact from several years of development. For example, Elliot Costello’s Y-Generation Against Poverty (YGAP) (http://ygap.com.au/) uses fundraising and social enterprise to support poverty alleviation across Australia, Asia and Africa. Elliot is a YSP alumni from 2010 and has had an ongoing alumni relationship with FYA and an auspice arrangement. YGAP has 13 198 likes on their Facebook page, and 2 538 Twitter followers (as of October 2015). For the last three years it has run a “5 cent: change-for-change” campaign with 1 237 volunteer collectors signed up nationally in 2014. Awareness of the venture potentially reached 19.7 million Australian’s through their media work, including Channel 10’s The Project and promotion of the campaign by a 7-Eleven through its stores and 600 000+ social media followers. The 5 cent campaign website attracted 30 million unique browsers per month during the 2014 campaign and raised $213 192 (60% growth from 2013) (YGAP 2014). YGAP funds have “sparked” 185 entrepreneurs, who have in turn changed the lives of 91 956 people living in poverty, across East Africa, South Africa and the Pacific through better income, a better house, better education or reducing their risk of suffering from preventable disease or violence. YGAP’s goal is to significantly and measurably impact one million lives by 2018.

What do social entrepreneurs need for success?

A recent report published by FYA, The New Work Order, found the barriers to entrepreneurship are decreasing due to the rise of technology and more efficient regulatory regimes/start up procedures (FYA 2015). Young people globally are becoming more confident about their capacity to create their own jobs (FYA 2015). Nonetheless, research has identified that entrepreneurs need support early in their ventures to overcome five significant challenges:

1) A lack of confidence and fear of failure, which is more common in young entrepreneurs (Fatoki & Chindoga 2011; Yitshaki et al 2008; Harding & Cowling 2006),

2) An inability to generate finance, especially for young people who have less savings/equity to generate loans (the largest challenge reported) (Hoogendoorn et al 2011; Villeneuve-Smith 2011; Clemensson & Christensen 2010; Yitshaki et al 2008; Fatoki & Chindoga 2011; Schwab Foundation 2009; Fritsch et al 2006),

3) A lack of business skills (Villeneuve-Smith 2011; Fatoki & Chindoga 2011; Hofer & Delaney 2010/11),

4) A lack of human resource mobilisation and people management competencies (Hoogendoorn et al 2011; Schwab Foundation 2009), and
5) **A lack of networks and engagement with stakeholders**, including networks that generate legitimacy and awareness with customers (Fatoki & Chindoga 2011; Hoogendoorn et al 2011; Villeneuve-Smith 2011; Yitshaki et al 2008; Fritsch 2006).

These barriers map over a “strategic triangle” of skills considered necessary for the success of any business with a social purpose described by Mark Moore and Sanjeev Khagram (2004) (Figure 2) (FYA 2013). Their model suggests young entrepreneurs need:

1. **A clear social purpose and understanding of the “public value” they are trying to create.** This will be contested, and the challenge for entrepreneurs is to enter into the wider social debate about purpose. It is not enough for the entrepreneur to have their own purpose – others have to share it. Entrepreneurs therefore need a robust analysis to determine what constitutes “valuable means and ends” for their enterprise (Moore & Khagram 2004).

2. **Sources of legitimacy and support that will allow their enterprise to take action and that will provide resources.** This means building networks with stakeholders who have an interest in the entrepreneur’s idea: customers, investors, community, government, media, etc (Moore & Khagram 2004). Social entrepreneurs need better networking skills than their commercial counterparts because of their greater breadth of stakeholders (Hoogendoorn et al 2011; Nicholls 2006; Harding & Cowling 2006; Sharir & Lerner 2006). A lack of professional/peer networks and finance are two of three main barriers reported by young entrepreneurs themselves (the third being a lack of enterprise skills, described below) (Hoogendoorn et al 2011; Clemensson & Christensen 2010; Productivity Commission 2010).

3. **Operational capabilities, which in the case of the Young Social Pioneers, means enterprise skills that allow entrepreneurs to run a successful venture** (Moore & Khagram 2004). Evaluation studies support the need to develop operational capabilities, showing that social entrepreneurs who have started enterprises do not necessarily have the skills to make them succeed (Hofer & Delaney 2010/11). A lack of enterprise skills is one of three main barriers to success reported by young entrepreneurs themselves (Villeneuve-Smith 2011). Enterprise education programmes are growing internationally, supported by research that shows they have an impact (OECD 2009; World Economic Forum 2009). An example includes evaluation findings recently released by Young Enterprise that has run enterprise education for young people for 50 years in the UK (Athayde 2013). It compared its alumni with a control group and showed alumni were more likely to be running their own business (42% compared to 26% in the control group) and those businesses had a larger turnover, employed more people, were more industry diverse, and had more indicators of innovation and resilience (Athayde 2013).

*Young Social Pioneers* focuses on developing this strategic triangle in young people (Figure 2).
Summary of 2015 YSP findings

The following section summarises the evaluation findings of YSP 2015. It describes the ideas generated by *Innovation Nation*, the 2015 Pioneers, and how YSP helped develop ideas/purpose, networks and operational or enterprise skills.

The findings are based on:

- initiative data: ideas submitted to *Innovation Nation*, YSP applications and registrations
- analysis of three surveys:
  - touchpoint 1 survey: 27 respondents
  - touchpoint 2 survey: 23 respondents
  - touchpoint 3 survey: 12 respondents (Note: low response rate 23 per cent due to unexpected clash with pitches)
- in depth interviews with 13 Pioneers
- in depth interviews with 5 partners
- a “where are they now” alumni survey.

*Innovation Nation ideas and YSP applicants*

The ideas initially generated by *Innovation Nation* covered a broad range of topics and support other research findings that suggest young people care about issues and particularly:

- if they connect to their everyday lives and local environments
- focus on personal, individualised strategies to contribute to social change (FYA 2014).

The top ten areas young people had ideas for creating a better Australia were:

- inclusion of minority groups/races/gender/disability and building understanding
- reducing waste, cleaner environments and renewable energy
- improving mental health
- political information and deliberation
- connecting people
- international aid
- generating funds for local not for profits
» improving STEM
» food sustainability and local food
» finding work
» support for young entrepreneurs.

Other themes were (in order): disability support, health and fitness, supporting the homeless, assistance with study, supporting artists, planning better cities and transport systems, personal development/resilience/success, cultural understanding between Asia Australia, reducing bullying, animal welfare, safety for women and children, financial literacy, drug issues, connecting young people to volunteering, sexual health, Indigenous issues, hubs to solve complex social challenges, and legal rights.

Young people’s ideas revolved around new products, new services, social enterprises, education initiatives, events, apps and new systems for doing things. Around a third involved a tech solution.

Of the hundreds of ideas submitted, 227 led to YSP applications.

Applications came from:

» young people aged 12 to 29 years (Figure 3)
» females and males almost equally (49% and 50% respectively)
» all state and territories: Victoria (108), followed by New South Wales (40), Western Australia (26), Queensland (22), South Australia (11), Tasmania (4), ACT (3), and the Northern Territory (1)
» higher socioeconomic areas: 45% from the highest socioeconomic status areas (the top 20% of areas on the SEIFA Index of Relative Disadvantage) and 7% from areas with the lowest socioeconomic status (the lowest 20% of areas on the SEIFA Index of Relative Disadvantage) (ABS 2011).

Figure 3: YSP applicants by age
The 2015 Pioneers

Fifty-two Pioneers were selected to take part in YSP. Pioneers were:

» aged 15 to 29 years
» more likely to be female than male (59% and 39% respectively)
» from all state and territories except the NT: Victoria (23), New South Wales (13), Queensland (8), 4 from Western Australia (4), South Australia (3), Tasmania (1)
» more likely to come from areas of higher socioeconomic status areas (33% from the top 20% of areas on the SEIFA Index of Relative Disadvantage) and 4% from areas with lowest socioeconomic status (the lowest 20% of areas on the SEIFA Index of Relative Disadvantage) (ABS 2011).

Developing ideas

The ideas the 2015 Pioneers bought to YSP and developed were:

<table>
<thead>
<tr>
<th>Digital life</th>
<th>Supported by Optus</th>
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<tbody>
<tr>
<td>Josh Gilbert (23)</td>
<td>Tractor Talks is a podcast which shares the stories of top agricultural experts globally so farmers can enhance their business and productivity</td>
</tr>
<tr>
<td>Cassie Fox (24)</td>
<td>iZRA is an online lifestyle magazine for ages 10+ that equips teens with the tools to live life in full</td>
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<tr>
<td>Jay Boolkin (29)</td>
<td>Promise or Pay is a social motivation platform that helps people stick to their goals. If broken, they donate to charity, if kept others do!</td>
</tr>
<tr>
<td>Thomas Clark (21)</td>
<td>Say “Yes” to helping others allows people to donate to provide a mobile phone service to people that need it and cannot afford it</td>
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<tr>
<td>Jessica Barlow (23)</td>
<td>Dear Holly Project receives postcard of advice for young people and publishes them online for young people around the world</td>
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<tr>
<td>Harriet Dwyer (26)</td>
<td>Fantasy Girl Gang League is like a fantasy football league designed to engage a mainstream audience in promoting gender equality</td>
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<tr>
<td>Emma McIntosh (27)</td>
<td>Positive Futures is an online service to provide people with learning disabilities with supported opportunities to find love and friendship</td>
</tr>
<tr>
<td>Caitlin Lomax (23)</td>
<td>Portus is a simple 1-on-1 in-App chat with certified counsellors and licensed social workers to help people overcome depression and anxiety</td>
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<tr>
<td>Angela Mariani (23)</td>
<td>Everbility provides accessible software solutions to assist people with disabilities and their carers participate more fully in the community</td>
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<tr>
<td>Jacob Thomas (25)</td>
<td>Better Practice Better Care is an app that assists young LGBTQIA+ youth in locating friendly and supportive GPs</td>
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Innovation fuelled by STEM

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<th>Supported by PwC</th>
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<tr>
<td>Sarah McDonnell (27)</td>
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<tr>
<td>Alvaro Maz (27) and Jacob Lindsay (28)</td>
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<td>Taj Pabari (15)</td>
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<td>Name</td>
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<td>Matthew Lindsay (24)</td>
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<td>Marina Paronetto (29)</td>
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<td>Jillian Kenny (29) AFR/Westpac 100 Women of Influence</td>
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<td>Jo White (25)</td>
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<td>Priska Lowe (23)</td>
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<td>Dan Cable (29)</td>
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<td>Yasmin Clarke (28)</td>
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<tr>
<td>Nathan Inwood (22)</td>
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<tr>
<td>Mathew Benjamin (27)</td>
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<td>Mercedes Page (24)</td>
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<td>Mirai Kirsanovs (24)</td>
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<tr>
<td>Natalie Kyriacou (27) National Finalist Global Student Entrepreneur Award</td>
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<td>William Brown (25) &amp; Nick Taylor (25)</td>
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<td>Alexie Seller (27)</td>
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<td>Monica Davis (19)</td>
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<td>Naomi Edwards (28)</td>
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<tr>
<td>Thomas King (18) Victorian Young Australian of the Year 2015</td>
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<td><strong>Medical, Health and Wellbeing</strong></td>
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<td>Pip Russell (28)</td>
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<td>Sohum Raut (22)</td>
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<tr>
<td>Katherine O’Shea (25)</td>
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<tr>
<td>Maddeline Mooney (27)</td>
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<td>Emmy-Lou Hamley (29)</td>
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<tr>
<td>Ethan Butson (18) National Australian Science &amp; Engineering Young Scientist</td>
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<tr>
<td>Amy Rhodes (28)</td>
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<tr>
<td>Rosie Thomas (30)</td>
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<td>Sam Ogenenis (23)</td>
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<td>Devaki Wallooppillai (22)</td>
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<thead>
<tr>
<th><strong>Education, community health, migrant &amp; community connectedness</strong></th>
<th><strong>Supported by Bennelong Foundation</strong></th>
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<tbody>
<tr>
<td>Dean Cohen (23)</td>
<td><em>The Best Bunch</em> is a social enterprise that sells and delivers flower bouquets employing people with a disability (see Box below)</td>
</tr>
<tr>
<td>Madeleine Buchner (23) Young Citizen of the Year for the City of Glen Eira</td>
<td><em>The Dream Coaching Platform</em> is a not-for-profit online support group for young carers.</td>
</tr>
<tr>
<td>Cheree Hunter (27)</td>
<td><em>Social Pops</em> is a social enterprise that sells all natural gourmet pops to create employment and self-employment for young people</td>
</tr>
<tr>
<td>Dana Afleck (25)</td>
<td><em>Road to Refuge</em> engages Australians of all ages, backgrounds and political leanings in a conversation about asylum seekers</td>
</tr>
<tr>
<td>Ayesha Singh (21)</td>
<td><em>Empowered Together</em> is a not-for-profit organisation that provides education on sexual assault</td>
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<tr>
<th><strong>Global challenges around urban living, food and smart energy</strong></th>
<th><strong>Supported by BASF (also participated in a second stream)</strong></th>
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<tbody>
<tr>
<td>Eva Mackinley (25)</td>
<td><em>The Last Straw</em> is a campaign which encourages businesses to switch to using biodegradable straws to reduce the amount of plastic in landfill</td>
</tr>
<tr>
<td>Name</td>
<td>Description</td>
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<tr>
<td>Liam Hanel (22)</td>
<td>Replacing plastic bags and satchels with more ecological sustainable alternatives, to fund research and development of environmental programs</td>
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<tr>
<td>Sheree Rubinstein (27)</td>
<td>One Roof provides everything a female entrepreneur needs to thrive.</td>
</tr>
<tr>
<td>Monica Davis (19)</td>
<td>Rumbl * Recycling food waste</td>
</tr>
<tr>
<td>Josh Gilbert (23)</td>
<td>Tractor Talks * sharing farming innovations in the community</td>
</tr>
<tr>
<td>Nick Taylor (25)</td>
<td>Allume Energy * enabling affordable pay as you go solar energy</td>
</tr>
<tr>
<td><strong>Art and Culture</strong></td>
<td>Supported by Betty Amsden OAM</td>
</tr>
<tr>
<td>Josh Muir (24)</td>
<td>Neon Laneways illuminates laneways with ultraviolet lights and florescent artwork to make them more inviting and interesting to the community</td>
</tr>
<tr>
<td>Sanja Grozdanic (25)</td>
<td>KRASS is a print publication that promotes emerging writers and artists</td>
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**Case study**

**Dean Cohen (YSP 2015)**

Dean Cohen saw a need to create inclusive and supportive employment opportunities for people with disabilities so he did just that through his social enterprise The Best Bunch. The Best Bunch sells uniquely styled flower bouquets for $25 delivered. People with a disability are employed to make and deliver the bouquets.

Dean’s venture was recently profiled on the national breakfast TV program The Today Show.

Dean was also selected to pitch at an event being hosted by YSP partner The Bennelong Foundation. For Dean, YSP helped him to deliver his vision well ahead of his original goal to have it ready by 2016 as he says:

_The connections that I have made have ensured that I am achieving far more than I ever imagined in such a short amount of time … I also have a broader focus and a more audacious vision for what I believe I can achieve thanks to the confidence I gained through the support of FYA and Bennelong._
All Pioneers reported YSP helped them clarify the purpose of their venture and the best way to achieve their goal. When asked what in particular had changed:

» 88% had challenged, strengthened or expanded their idea
» 68% reported that their venture changed between the first and second touchpoints, with 35% reporting the first residential (Innovation Practice and Process) contributed to this change
» 100% reported it changed between the second and third touchpoints, with 67% reporting the second residential (Turboccharge Your Venture) contributed.

Aside from the residential touchpoints, the main influences on ideas development were:

» other Pioneers (44%)
» family and friends (19%)
» work and university colleagues (13%)
» mentors/business experts (9%) and Colin James (9%)
» online or in-print resources (9%).

Pioneers were more confident in their ideas by the end of YSP:

» 100% felt more confident in their ability to make change

Pioneers were increasingly confident with their clarity of purpose as they progressed through YSP (Figure 4)

Figure 4: Clarity of purpose: How confident do you feel that you have clarity of purpose regarding the direction of your venture?

My focus hasn’t changed but the understanding [that] just because you’re ‘doing good’ doesn’t mean you can’t make money ... that has been helpful. That was a very very useful perspective, basically understanding what a good social venture is and how you can pitch that idea to investors

Developing networks

Having a great idea is not a guarantee for venture success. Young entrepreneurs need the networks that provide resources, legitimacy and support. The greatest reported benefit of all FYA initiatives with young people is the networks they build with peers – and there was no difference with 2015 YSP. Pioneers also built contacts with collaborators, information providers, mentors and funders.
Peers

Pioneers give each other support, encouragement and energy. This is important in a world where entrepreneurial activity is challenging. The smaller group size of YSP allowed Pioneers to quickly develop understanding and trust, as well as understanding each other’s ventures so that they could assist each other and collaborate together.

» **76%** of Pioneers reported meeting peers was the best aspect of YSP.

*Meeting the Pioneers. It was the biggest energy buzz I could imagine.*

*What I love about YSP is being around young ambitious people. It really energises me.*

*I am still in contact with [them]. Together we are engaging a lot and creating a strong support system. It’s nice to have others there to reach out to.*

*When you’re running a social enterprise, people don’t know what you are doing... having a community really pulled me through.*

*Figure 6: The best aspects of the YSP touchpoints*
Case study
Jillian Kenny (YSP 2015)

29-year-old engineer Jillian Kenny came to YSP with her project Machinam, a tech start-up that makes high school maths class engaging and relevant to real life.

At this point she and the Machinam co-founders had set up the company with a core team and had lots of ideas about what they wanted to do, but were working on a small scale.

Jillian says YSP was valuable because of the networks and opportunities she was able to connect with. It gave her the opportunity to meet with people who know the social enterprise space well, as well as those engaged with STEM education.

Jillian successfully secured $10,000 seed funding for Machinam from YSP partner PwC through the YSP program. Machinam has continued to go from strength to strength, securing a further $5,000 through the Masterclass Pitch-Up at the Unleashed Festival and being named the crowd favorite at the QUT Bluebox innovation challenge.

Machinam have now expanded their team to include content writers and app developers. They are in the process of completing their first set of trials in schools, with more scheduled to take place in 2016.

Mentors and partner organisations

Pioneers were exposed to a range of other people that could potentially expand their networks and provide resources to help their ventures succeed. This included visiting speakers, FYA staff, and most importantly the business mentorship offered by YSP partners. The Pioneers found the combination of group presentations and individual conversations to be valuable. Pioneers valued the mentoring from representatives from partner organisations and FYA staff. They particularly sought expertise in business development or management.

The Pioneers reported they used mentors as sounding boards, to get advice for specific problems and felt like their enterprise was further legitimized through this engagement.

I was lucky I had a good mentor and one to myself! [My mentor] was interested in what I was doing and was very high up in the management team so was very knowledgeable ... was willing to challenge my concept and explore all the possibilities especially in an early stage project. [We explored] whether the concept was water tight and what improvements needed to be made ... and identified road block I may face.

I'm alone on this [my enterprise] and young, there's a lot of people supporting me, but it's just me [in the team] so that sets off alarm bells for investors, but for them seeing me supported by all these others makes a difference.
Developing skills

The final element for success at running a social purpose venture, and related to the knowledge held in networks, is knowing how to run a venture (operationalizing or enterprise skills). The Pioneers reported:

» 83% developed new skills to run a venture
» 74% gained skills at touchpoint 1 (Innovation practice and Process)
» 91% gained skills at touchpoint 2 (Turbocharge your Venture)
» 92% gained skills at touchpoint 3 (The Pitch Up)

The skills [I learned] contributed to being able to communicate our project during the pitch in a way that seemed deserving of funding. I was able to talk about how and why it would be sustainable and how we would measure it.

Figure 7: New skills: Did you gain any new skills out of participating in YSP?

Overall, the main skills Pioneers gained were:

» 84% skills about how to attract funding
» 71% skills regarding business models and business planning - the remainder reporting they already had good business plans in place
» 50% skills in communication and marketing

Skills gained in touchpoint 1 were:

» evaluation (63%)
» storytelling (37%)
» self-appraisals/reflections

In touchpoint 2:

» business modelling (36%)
» communication (pitching, public speaking, communicating with a team) (32%)
» value proposition

» confidence
» new knowledge and understandings
» public speaking

» evaluation
» high performing teams
» business strategy
» time management
» governance
In touchpoint 3:

» pitching (73%)
» presentation (18%)

Pioneers confidence levels in their enterprise skills increased over YSP (Figure 8).

» 68% were very or quite confident after touchpoint 3

Figure 8: Confidence in enterprise skills

Skills led to positive changes within the Pioneers’ enterprises, in particular their ability to pitch and market their venture, build partnerships and articulate a program logic (Figure 9).

Figure 9: Usefulness of YSP activities
Case study

Jordan O’Reilly (YSP 2012)

27 year old Jordan O’Reilly came to YSP with his venture Fighting Chance. The project was inspired by his younger brother Shane who had cerebral palsy. It focusses on creating more opportunities for people with disabilities to participate in their community.

Today Jordan continues to grow Fighting Chance alongside his sister Laura.

The program has raised more than $3.1 million dollars and now includes vocational programs to challenge unemployment, social programs to tackle isolation and a number of social enterprises.

The pair are New South Wales finalists for young Australian of the Year 2016. Jordan has also recently launched the online service and mobile app Hire Up, which matches people with disabilities with support workers in their area which gives Australians with disabilities the power to choose their own support workers and manage their own care under NDIS funding provisions. The start-up has 1000s of registered users and has recently raised over $2m in funding to continue to scale their growth. They have a target to service at least 3% of the market for NDIS in Australia.
Conclusions

In our changing world there is a compelling case to invest in the next generation of young social entrepreneurs. Young social entrepreneurs will find solutions to the biggest challenges Australia faces, and in the process will create jobs in our ever expanding social economy. In this way we can invest in our nation’s future by backing next generation to come up with ideas and solutions to disrupt and innovate within industries and across the community.

This evaluation shows that YSP helps young entrepreneurs develop the capacities needed to create social purpose ventures with the greatest chance of impact. It helps Pioneers:

» refine their ideas and visions to create ventures with public value. All the Pioneers developed the ideas behind their ventures – something particularly important for young people who may have less experience to draw on.

» build networks amongst peers that provide support, encouragement and energy for activities that are difficult to make work, take a long time and require significant perseverance and determination. They can also find new opportunities by working together and with the alumni.

» helps make networks with mentors and other contacts that provide valuable information about how to operationalise their ideas and the resources and legitimacy needed to make things happen.

» build the enterprise skills they need to design, develop, implement and govern a successful venture, in particular skills to pitch and attract funding, create business models and plans, build partnerships, articulate a program logic and market. Pioneers reported using these skills to make positive changes in ventures

» build confidence in both ideas and skills, a lack of which and a fear of failure, which the literature has identified is the biggest barrier for young entrepreneurs

As Australia’s only incubator for young entrepreneurs with a social purpose, we will continue to support social purpose ventures, driven by young, brave, innovative, skilled and networked Australians, who have ideas for creating a better world. Backing young socially responsible Australians to be confident, skilled and connected will contribute to social and economic sustainability of the social entrepreneurship sector in Australia more broadly.

The 2015 Pioneers will need time to build their ventures to maximum impact. It is too early to measure the impact of YSP on the 2015 cohort’s ventures but the case studies provided show some are already achieving success. We do know our alumni are successful, with 83% still running one or more enterprise. Involvement in enterprise early also brings other rewards – like finding great jobs and receiving awards. In some ways it should be expected that young entrepreneurs fail in their first outings, given there is little ecosystem for support in Australia. But learning how to be enterprising young, building confidence, and being encouraged to think big, are ingredients for future success.

YSP can only happen because of our partners across government, private and public sectors who share a vision to support young entrepreneurs to develop the ventures we need for a create a world. Partners assist in the selection process, host the streams, provide business mentorship/expertise, provide opportunities for collaboration, judge on panels, and give their time and resources. We thank our partners for their tremendous support of young Australian social entrepreneurs and look forward to reporting where they end up in coming years.
Knowing FYA is there as an organisation and a support network is critical, even if the social venture dies tomorrow ... FYA is giving people a platform to explore and express what they couldn’t otherwise do because Australian culture, tall poppy syndrome, to take measured risk to explore a change that can impact socially, economically and culturally isn’t celebrated that much ... so giving people the platform to do these things, take risks, explore opportunities and make change is good.

Next steps

Our priorities going forward are to continue to extend Australia’s only national program to accelerate young social entrepreneurs. We will:

» **Grow YSP** to support more young Pioneers. We will continue to build strong relationships with partners, universities and other accelerators to identify the best ideas emerging from young people representing the diversity of backgrounds across Australia.

» **Build an ecosystem around young social entrepreneurs** to give them more opportunities to build their ventures. This will include FYA continuing to:
  
o Advocate to government, private and public sectors to engage with young innovators, and provide opportunities for funding, support and time
  
o Broker funding collaborations/auspice support and develop opportunities for impact investment and new forms of funding and support.
  
o Establish a community of practice supported by expertise from all walks of government, public and private sectors who can provide time and guidance to mentor and support young Australian entrepreneurs on their journey of innovation.

» **Supercharge the most innovative solutions** to accelerate the most innovative models for change. FYA will work collaboratively with alumni to open up new networks, funding and purpose to help move these innovations from demonstration to scale and on to reform. FYA will work with government, public and private sectors to explore how the most innovation solutions can influence social and economic prosperity for Australia.

“This generation of young people will promote innovation and entrepreneurialism and grow our economy to maintain our standard of living”

*(Philip Lowe, Deputy Governor of the Reserve Bank of Australia 2014)*
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