



MISSION: Contribute to the dream of social justice and inclusive growth by making organisational processes fair, systems inclusive, and people thrive.



IMPLEMENTATION

KEY ALLIES

- Associates
- Colleagues in STEM professional bodies, companies
- Social enterprise network
- HR/allied service-related providers working in related areas

KEY RESOURCES

- Website
- LinkedIn
- Technology tools (conferencing, polling software, multi-currency account, etc...)
- EBooks
- Membership of bodies (AHRI, Optica, SHRM, IAAP)
- EDI Podcasts, Webinars

KEY ACTIVITIES

- Trainings
- Webinars
- Workshops
- Consulting
- Reports
- Research output
- Technology: accessibility services
- Tools



VALUE

SOCIAL INNOVATION

- EDI education as a way to motivate positive change society
- 3-fold social impact:
 - Directly from our services**
 - Our commitment to reinvesting into community**
 - Our workforce, associates, partners, vendors**

VALUE PROPOSITION

- Our work is linked to UN SDGs
- EDI education for social change, sustainable development, UN SDGs 4.7b, 10.3
- Equitable processes enable equality, UN SDGs 5.5, 5c, 8, 8.5, 10.4
- Inclusion enables sustainable development, UN SDGs 10.2, 10.3, 10.4, 16.3, 16.7, 16b



MARKET

CUSTOMER RELATIONSHIPS

- Value driven engagement. Empathetic, horizontal, empowering, equitable relationships
- Organisations examining their systems, processes to adopt just business & organisational practices, those seeking to engage socially conscious stakeholders (customers, talent, suppliers)
- Professional bodies
- STEM organisations
- Social Enterprise networks
- Local councils, state and federal government
- Companies and Charities (global)
- DEI conscious leaders and managers

CHANNELS

- Website
- LinkedIn
- Professional bodies-newsletters and network
- Speaking at events for organisations
- Writing for websites and organisations

CONSUMER BENEFITS

- Micro:**
- Organisational management hire, promote more equitably, fairly, also from disadvantaged groups
 - Organisational workforce is inclusive towards all
- Meso:**
- Organisational practices, culture more equitable inclusive, welcoming of diversity, sustainable
- Macro:**
- Globally, society is more equal, equitable
 - Globally society is more just and inclusive



FINANCES – COST OF DELIVERY

- Preparation, research time
- Website, Technology related (laptop, tools)
- Membership fees of bodies
- Certification costs
- Professional development costs
- Logistics
- Salaries



FINANCES – COMMUNITY REINVESTMENT

- At the moment through in kind Free/discounted
- Training (webinars, workshops, talks, podcasts)
 - Consulting
 - Research on EDI, EDI & technology
 - Resources for people to use (EDI reports, tools, etc.)
 - Mentoring of disadvantaged individuals



FINANCES – REVENUE STREAMS

- Training
- Consulting
- Technical (Accessibility work)



ACRONYMS:

EDI: Equity, Diversity & Inclusion

UN SDG: United Nation Sustainable Development Goals

STEM: Science, Technology, Engineering, Mathematics

AHRI: Australian Human Resource Institute

SHRM: Society for Human Resource Management

IAAP: International Association for Accessibility Professionals