



TDi has a deep belief in the power of business to achieve change. We partner with business leaders and communities to create sustainable solutions for social issues where everyone can prosper. Through a basis of empathy, relationships and creativity we help business leaders to create new models that are fundamentally good for business and genuinely addresses a social issue. Shared Value is at the heart of what we do.

The Difference Incubator (TDi) is a group of creative practitioners, entrepreneurs & innovators bringing together decades of success in building out social enterprises and impact driven ventures.

Examples of Shared Value projects

Yumi Tourism Partners

“YuMi Tourism Partners” is a shared value collaboration between Carnival Australia, Dept of foreign affairs & trade and TDi. YuMi is a program designed for Pacific Island indigenous entrepreneurs to help them develop culturally authentic tours able to be contracted to Carnival. YuMi is about addressing the gap for indigenous tour operators & developing pathways for new culturally authentic product. TDi are the implementing partner. It was developed as a response to two big questions:

1. How can Carnival better support indigenous tourism businesses to create authentic and exciting experiences for tourists ?
2. How can Carnival Australia build on and further deepen the 80-year relationship they’ve had with Pacific Island communities?

Through a design process and stakeholder consultations, we developed a tailored accelerator program that couples product development & business building.

YuMi has been piloted in Vanuatu & PNG. Across the region we’ve worked with 53 entrepreneurs with 4 business winning contracts & an addition 10 likely over the next 12 months. This represents \$1.5mill flowing back to local communities annually & the creation of 100s of jobs.

Porgera Joint Venture

Porgera Joint Venture (PJV) operates a gold mine in Porgera, PNG. As a part of PJV’s commitment to its local communities, it has formed a strong and enduring relationship with Porgera District Women’s Association (PDWA), who support local women’s economic empowerment through business.

PJV were looking to extended its social licence to operate in the region through local procurement opportunities. TDi was engaged to work in with PDWA to build out a cleaning business that is able to

be contracted through PJVs system. This is an incredible opportunity for economic empowerment of local women in the region.

Life Circle

For 30 years LifeCircle has guided people caring for someone who is dying, as they live through the experience. LifeCircle works with individuals and partner organisations (including Cancer Council NSW, Bupa and Opal Specialist Aged Care) providing electronic resources and telephonic coaching support focused on the social, emotional and human aspects of dying. They help families and friends across Australia to learn to make the decisions that are right for them, that meet the wishes of the person who is dying and that help them make the most of their time together during the last 12-16 weeks of life.

In November 2018 TDi commenced working with LifeCircle to assess and build a plan for their shared value business model with ongoing coaching as they implement.

For more information about our shared value projects or to discuss how TDi can help you build shared value within your business, contact Olivia McClean +61 425768441 [Olivia @tdi.org.au](mailto:Olivia@tdi.org.au) or Anthea Smits +61 412574700 anthea@tdi.org.au