

23 Sept 2020

Re: Findings from impact evaluation of Optus *Future Makers* program

To whom it may concern,

Think Impact was commissioned in early 2020 to evaluate the impact of *Future Makers*, a capacity-building program which seeks to empower social entrepreneurs who are harnessing technology for social good. The scope of the evaluation covered the program from 2016 to 2018.

The evaluation found substantial increases in personal capability, business skills and social innovation capacity in the participating social innovators. Further we can confidently report improved financial position, ideation, technical capability, reach and reputation of the businesses founded by the social entrepreneurs. Optus itself experienced increased employee engagement, new business opportunities and enhanced reputation and brand as a result of their investment in *Future Makers*.

Future Makers is a classic example of a shared value initiative in its linkage of corporate capability with initiatives addressing diverse areas including disability support, disability care coordination, prevention of family violence and abuse, mental health, and employment for people with autism. Extensive interviews with participants revealed it is making a significant impact on the development of all the organisations (and social entrepreneurs) involved.

The commitment of Optus to continuous improvement of the program in light of the evaluation findings is commendable.

Regards,



Ross Wyatt
MANAGING DIRECTOR