

Transcript – Global Sisters Case Study 2 video

Are you interested in how other organisations measure their outcomes and impact?

Introducing Global Sisters, a not-for-profit organisation that works with women (or Sisters) experiencing systemic & structural barriers to employment and financial wellbeing. They help Sisters bring their business ideas to life so that they can achieve financial independence.

Over the past few years Global Sisters have invested in their social impact and reporting processes, including launching their Social Impact Platform to provide comprehensive, publicly available reporting on their activities and impact via a dedicated website.

This website is part of Global Sister's aim to make their impact reporting engaging and interactive. The Platform's homepage provides a demographic profile of the Sisters involved in the program, outlines their reach across Australia, introduces the areas of impact, or impact domains by which they measure their progress and the key achievements under each of these domains in the previous year.

Global Sisters have identified that there are different audiences for their impact reporting including their supporters, such as government, philanthropic and corporate organisations and social impact funders, current and potential Sisters and the wider community.

They tailor the information presented on their Social Impact Platform to these various audiences including the level of detail provided, and reporting on both individual and community-level impacts. This allows Global Sisters to match the type of information they provide to the needs of their audience.

Global Sisters approach to impact reporting demonstrates several key strengths.

First, detailed public reporting allows various stakeholders to interrogate and explore Global Sister's impact and supports their commitment to rigorous and transparent public reporting.

Second, Global Sisters use their strong branding and visual identity to help bring the reporting to life. By using web-based reporting, readers can interact with the content dynamically, easily selecting the information that is of most interest.

Third, reporting has a consistent focus on Global Sisters impact domains. Readers are able to clearly see how the impact domains relate to an individual Sister's experience as well as the impact that Global Sisters is aiming to have on the wider community. Key achievements against each of the impact domains are highlighted with much of this data reflecting feedback received directly from Sisters.

Finally, Global Sisters emphasise the importance of the voice and experience of Sister's within their reporting. Empowering individual Sisters to tell their own story is a powerful way for Global Sisters to communicate their impact and build the reader's understanding of a Sister's experience.

You can view Global Sister's Social Impact Platform at impact.globalsisters.org

To find out more about Global Sisters outcome and impact measurement, visit dss.gov.au.