

Social Business & Innovation Seminar

– 27th October 2010, 5:30pm at Innovation Campus



University of Wollongong's Social Innovation Network (SInet) was very fortunate to have Cheryl Kernot as key speaker for its third Seminar for 2010 on *Social Business & Innovation* at the Innovation Campus, on Wednesday, 27th October. Cheryl is currently the Director of Social Business, Centre for Social Impact at the University of NSW. She spoke about *Creating Social Value: social innovation driving social change* and distinguished *Social Business* from Charities, Not-for-Profits and traditional For-Profit Business. Social businesses operate in the real market place make a social impact as well as a profit which they plough back into the business to improve the social agenda. Cheryl gave some exciting international examples of this and struck a chord with the audience in her plea that we emulate some of these here in Australia.

Other speakers echoed this message including James Dellow from Headshift Social Business Consultancy and SInet co-director Helen Hasan. Both gave examples of using IT in the health sector not just to collect vast amounts of statistical information to tell us what is happening but stories of real people that can give insight into why things happen. James described the UK website "Patient Opinion" where patient stories, the majority of which are positive are guiding new directions for the health system. Helen invited the local audience to participate in the co-creation of a Wiki <http://www.healthservicewiki.org/> as a local community resource for patients, carers, practitioners and service providers in the Illawarra. The evening concluded as SInet Director Heather Yeatman launched "The SInet 2010 eBook", a broad collection of fascinating papers from our inaugural SInet conference in November 2009 showcasing the work of SInet members.