

Evolve: Social Solutions (Business Profile)

<http://www.evovesocialsolutions.com.au>

About us

Evolve Social Solutions is a boutique consultancy specialising in social research, communications and strategic development for the not-for-profit sector, councils, government and business. Our principal consultants bring together decades of experience in social policy, research, community consultation, needs analyses, social planning, service development, media and communications, project management and social marketing. Our commitment is to ongoing social improvement and we believe that solutions to often complex social issues can be found in people who are prepared to work together.

This experience means that we can provide a comprehensive viewpoint on a range of issues which impact on people and communities. So, if you are looking for consultants who know the business of communities and services, speak to us. We welcome any inquiry and look forward to an opportunity to work with you.

Our services

Social research

- policy research
- program evaluation
- needs assessments
- satisfaction surveys
- attitudinal surveys
- scoping and awareness studies
- literature reviews
- market research
- focus groups
- observational research

Communications and stakeholder engagement

- stakeholder and community engagement
- media relations
- public relations
- risk analyses
- events management
- issues management
- copy writing
- media training

Social marketing

Social marketing is where social policy and communications intersect. We have years of experience in developing campaigns in the areas of health, road safety, electoral education, environmental awareness, recreational activities, tourism and other major government initiatives. Our understanding of audiences and market segments is second to none and we have been involved in all aspects of campaign development.

Our services (cont)

Strategic development

- policy development and review
- program evaluation
- strategic planning
- project management
- social planning
- needs assessment
- access and equity
- community development strategies
- capacity building strategies
- change management
- tenders and submission writing
- project management

Support services

We can also provide a range of associated support services from downstream suppliers, as required.

- creative development and graphic design
- materials development and production
- specialist copy writing (finance, products, technology)
- website development and web-based communications
- larger scale quantitative surveys
- events management
- advertising & media buying
- translations

How we work

We work closely with our clients and like to think of ourselves as an extension of your team.

1. First, we discuss with you the scope of the task – aims and objectives, stakeholders, background, benefits, challenges, socio-political environment, risks, audiences and markets, deliverables, expectations and estimated budget.
2. We prepare our approach, timeframe and costs leading to a formal agreement on our involvement.
3. Clients are kept in the picture at every stage with progress reports and briefings based on your timeframe and on agreed milestones.
4. Where possible, we like to involve clients in the project so that the experience helps build your organisation's capacity and stays in your corporate memory.
5. Most projects conclude with a formal report documenting activities, our analysis and recommendations.
6. Flexibility is behind what we offer to ensure that solutions are achievable, on target, within budget and on time.

Examples of recent projects

Sector Connect (Youth Services Model Development Project)

Evolve Social Solutions undertook Stage 1 of the Youth Services Model Development (YSMD) project, funded by the NSW Government *Better Futures* initiative. The purpose of the project was to map significant youth support organisations in the Macarthur and Wingecarribee regions and to identify models of best practice in service integration through a literature review of Australian and international experiences. An extensive process of consultations was held with youth services, major NGOs, government agencies, police, juvenile justice, health and local councils in the two regions and a comprehensive report was submitted to the steering committee containing a literature review, demographic and needs analysis, significant issues and recommendations for the implementations stages of the project. The project's steering committee comprising Sector Connect (lead agency); Departments of Premier and Cabinet, Community Services, Education and Training, Art Sport and Recreation, South West Sydney Area Health Service and Campbelltown, Camden, Wollondilly and Wingecarribee Councils.

Sydney Water – Communications Strategy for Payment Assistance Scheme

Increasing water and utility costs are posing significant hardships on people who may be financially disadvantaged for a variety of reasons. Sydney Water appointed Evolve Social Solutions to assess its revised Payment Assistance Scheme and to develop a communications strategy to convey information to people in hardship. The challenge was to convey a balance between informing people who needed it most without creating unrealistic expectations. The communications strategy addressed internal realignments in how the scheme will be delivered; and targeted peak welfare and community organisations which currently provide assistance to disadvantaged groups in the community.

Co.As.It. Italian Social Assistance

In 2009, we were privileged to undertake a study in the Italian-Australian community. Co.As.It. (Italian Social Assistance) was established in 1958 as a welfare and settlement support services at the height of Italian migration to Australia. The organisation has developed into one of Australia's most effective and prominent ethnic welfare providers with an extensive service network across Sydney focusing largely on the needs of older Italian-Australians. Evolve Social Solutions undertook a needs assessment informing Co.As.It.'s strategic planning process. This involved one of the most extensive consultation processes undertaken in the community through seniors groups, day care groups and community meetings; and workshops with staff, volunteers and service providers representing nursing homes, community transport, health and local government services.

We also undertook a satisfaction survey of recipients of funded Community Aged Care Packages (CACP) and a review of the Sutherland Multicultural Day Care group based on principles and standards established in National Guidelines. The two projects involved a mix of discussion groups and telephone surveys.

Principals

Lou Bacchiella

Lou has over 20 years experience in research, social policy, program development community and stakeholder consultation and social marketing campaigns developed while working in state and local government and in private sector consulting. He has been directly involved in developing targeted social marketing campaigns ranging from childhood immunisation, tobacco, electoral education, road safety, quarantine, community arts, environmental issues and more. Lou has also worked with community and not-for-profit organisations assisting them in organisational development and in developing client-focused service models.

Angela Calabrese

Angela has been a communications practitioner for the past 28 years. Commencing with a career in journalism, she has developed extensive skills and experience in all aspects of communications including campaign development and delivery, working with media agencies, public relations and facilitation. Angela has been at the forefront of a number of social marketing campaigns as well as promoting services, products and consumer brands. Angela draws on her communications background to offer advice and media training for clients.

Both Lou and Angela are passionate about fostering an understanding of the nexus between research, policy and social awareness. They enjoy working with clients who are genuine in their desire to forge positive links with their local communities and to engage in delivering social solutions.

For full resumes of the principals, please contact us. We also have access to a network of highly skilled associates from a range of specialist areas should a project require specific skills.

Contact us

Evolve Social Solutions
ABN: 36 247 004 972
2 Mill Street, Hurlstone Park NSW 2193
Tel: +61 2 9113 0560 Fax: +61 2 9558 4873
Email: info@evolvesocialsolutions.com.au
Web: www.evolvesocialsolutions.com.au