

Ethical Fields Submission

Measuring What Matters – second consultation process

Thank you for the opportunity to present this submission as part of the Government's Measuring What Matters Statement consultation process.

Who are we?

We are [Ethical Fields](#). We are Community Wealth Builders. For the past six years we have worked with community, business and government to create prosperous, equitable, regenerative, and resilient economies and communities using community wealth building.

Our [team](#) has extensive experience in community wealth building, new economy models, fund design and management, cooperative and mutual approaches, enterprise start-up and scaling, stakeholder engagement and capability building across these areas. We have an extensive network of partners from around Australia to support program delivery, and a successful track record of leading impactful co-design projects.

Our foremost initiative is the [Place Based Capital Program](#). The Place Based Capital Program has emerged after years of consultation with a vast range of regions to address systemic capital and investment challenges for local people and places. The Place Based Capital Program is a network of twenty places plus partners from across Australia, working together to co-design and build capital and investment systems and structures, that will:

- Fund place-based impactful opportunities that will benefit local places and people across Australia,
- Enable local places and communities to invest in themselves and attract co-investment from aligned sources outside the region,
- Promote locally-led, owned and inclusive development, investment, returns and impact,
- Build the empowerment, control, wealth, equality and wellbeing of local people and places,
- Utilise aggregation and cooperation between local places to achieve economies of scale and provide access to larger forms of capital, and
- Transform the capital and investment logic – so that local places and people are financially self-sufficient, resilient and prosperous.

This is one of many potential community wealth building initiatives for Australia that could help our nation reach aspirational wellbeing targets for all.

What is Community Wealth Building?

Community Wealth Building is an economic development framework that lifts whole communities both economically and socially. Community wealth building provides a way of transforming and organising our economies to place ownership, control and benefits into the hands of people and to ensure that the economy genuinely works for all.

Unlike many other economic frameworks, CWB provides proven and practical tools and approaches that can be applied to a whole of place, council or government strategy, an industry or enterprise model, or a community initiative. Following its prominence and success in many regions of the US and UK, progressive Australian regions such as the City of Sydney, Newcastle, Ballarat and Gippsland are beginning to explore how community wealth building strategies can tackle their local challenges.

The Principles of Community Wealth Building

Community Wealth Building is based around 8 core principles (Figure 1.) These provide a guide for how to structure and operate our economies. At the centre of these principles is people and place.

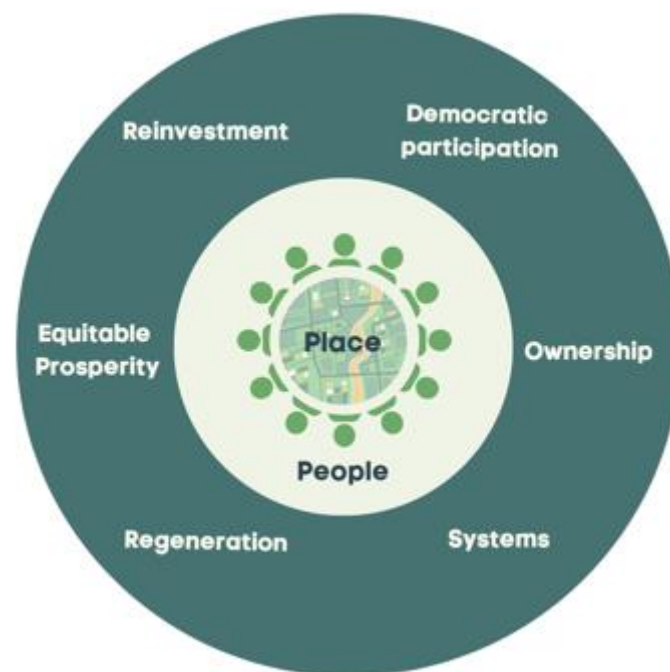


Figure 1. Guiding principles of Community Wealth Building

The pillars of community wealth building are the local economic intervention areas that can be influenced and controlled by government, local communities, enterprises and councils (figure 2). In community wealth building we want to shift these local economic intervention areas in the direction of the principles.

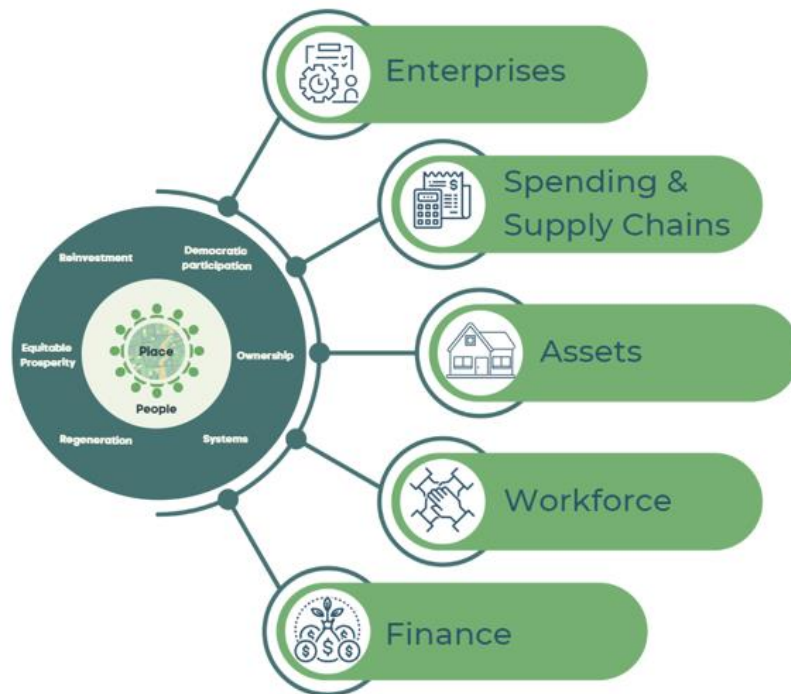


Figure 2. Community Wealth Building's 5 key pillars

Where successfully implemented, there are many benefits and outcomes that community wealth building offers, including:

- Increased community participation, control and influence
- Improved cohesion and connection to community, place, economy and each other
- Increase in community prosperity and wellbeing
- Improving economic and social equality, self-reliance and resilience
- Seeding innovation and strengthening democracy
- Provides local communities greater ability to direct local economic and community development towards achieving sustainable, net zero and regenerative goals.

It is noteworthy to highlight that the principles of Community Wealth Building are well aligned to the current policy themes of the Measuring What Matters Statement.

Measure What Matters Policy themes	Community Wealth Building Principles
Prosperous	Equitable prosperity, People and Place
Inclusive	Ownership, Democratic participation, People and Place
Sustainable	Regeneration, Reinvestment, Place
Cohesive	People and Place
Healthy	People

Measuring community wealth and wellbeing

Community wealth building offers new measures beyond traditional economic growth and jobs metrics, using the measurement of community wealth building principles as strong indicators of wellbeing. Under a community wealth building framework, people and place really matter. Economic participation and ownership really matter. Economic inclusion and equitable prosperity really matter. Example measures might include:

- Place - Economic activity acknowledges and meets the different aspirations and needs of all places - from remote and regional, to urban.
- People - Economic activity meets the aspirations and needs of all Australian people.
- Regeneration - Economic activity regenerates Australia's natural environmental assets and ecosystems.
- Democratic participation / inclusion - Australians are empowered to make decisions relating to the economy.
- Ownership - All people across Australia hold an economic share in assets of all kinds.
- Equitable Prosperity - Australians equally share in the prosperity of Australia's economy.
- Reinvestment - The wealth and opportunities created by Australia's economy is reinvested back into Australian people and places.
- Regeneration - Australia's economy regenerates place and people.

To create a wellbeing economy that seeks to achieve measures such as these, we need to measure the extent to which these principles are reflected in the five economic pillars.

Example measures at this level might include:

- Enterprises
 - Measure of the diversity of business structures in Australia's economy (such as small businesses, for-purpose businesses, cooperatively owned businesses, community owned businesses and businesses owned by Aboriginal and Torres Strait Islander people)
 - Measure of locally owned and inclusively owned business structures
- Spending & Supply Chains
 - Measure of national, regional and local spending reinvested back into local economies
- Assets
 - Measure of the distribution of ownership of assets
 - Measure of the number of Australians that hold a share in assets of all kinds (including enterprises, land, homes, investment properties, infrastructure, equipment)
- Workforce
 - Measure of the stability of jobs
 - Measure of the number of employees that hold an economic and controlling share in their place of work (employee ownership)
 - Measure of the number of employees who receive a living wage
- Finance
 - Measure of financial inclusivity - where individuals regardless of their backgrounds or income have access to useful, affordable and appropriate financial products, services and investment opportunities
 - Measure of the extent to which financial infrastructure and institutions serve all Australians and all places across Australia

Consultation outcomes, opportunities and synergies

Ethical Fields has a rich and engaged community of practice and community wealth building ecosystem. As part of this consultation process, we have gathered several of these thought leaders who span the local government, academic and community sectors. Their responses are attached and mirror our understanding of the thoughts and opinions of our broader community wealth building network in Australia.

Common themes that emerged from these conversations include:

1. There is widespread support for the adoption of wellbeing indicators and a shift towards a wellbeing economy for Australia. The adoption of these measurements should happen as soon as possible, with an acknowledgement that the parameters and means of measurement will evolve over time.
2. To 'move the dial' towards better wellbeing outcomes will require significant shifts in policy and vehicles for change.

3. Community wealth building was identified by all respondents as a useful framework to measure and to shift social and economic wellbeing.
4. For multiple policy themes, access to affordable housing is a key component and yet is not specifically mentioned anywhere in the Statement. This was also mentioned as one of the most important issues for future wellbeing.
5. Policy themes do not mention the need for connection amongst communities, strong democracy or faith in our leaders.
6. Several data sources were mentioned, but in general participants felt that there is no lack of data. Rather, there is a lack of acknowledgment of existing indicators, and a lack of bold policy or strategy.
7. Difficulties in measuring many of these wellbeing parameters were mentioned, with respondents noting the importance of qualitative measures, lived experience and acknowledging the different starting points for community and individual progress.

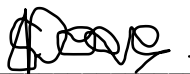
We suggest that this feedback is considered in your refinement of the Measuring What Matters Policy Themes.

We further propose that the synergies between community wealth building and the proposed Measuring What Matters Policy should be explored by the Government. This will be particularly relevant as the Government moves towards developing an overarching framework, measurable indicators, and on-the-ground strategies necessary to address the many social and economic challenges that will likely emerge from the reporting of these parameters. Community wealth building can provide this framework for a wellbeing economy, and offers a range of established and tested indicators and strategies.

We welcome the opportunity to continue the conversation about the opportunities that community wealth building offers in the Government's pursuit of a wellbeing economy and invite Mr Chalmers and his Treasury team to be a strategic partner in our Place Based Capital Program.

Ethical Fields

Address: 160 Main Road, McLaren Vale SA 5171



Samantha Doove – Director

sam@ethicalfields.com

26 May 2023

Attachment A: Measuring What Matters: Consultation Feedback form

To be completed by meeting host after each meeting and returned to measuringwhatmatters@treasury.gov.au by 26 May 2023.

Meeting details

Meeting host name/ organisation: Ethical Fields

Meeting host contact details [phone or email]: sam@ethicalfields.com

Meeting host

- ☐ Member of Parliament
- ☐ Local government
- ☐ Non-government organisation
- ☒ Business
- ☐ Academic
- ☐ Community group
- ☐ Individual
- ☐ Other Click or tap here to enter text.

Meeting date: 23/05/2023

Meeting location: Online

Participants attending:

- ☒ Member of a community organisation
- ☐ Businesses
- ☐ Academics
- ☐ Union members
- ☐ Individuals
- ☐ Other Click or tap here to enter text.

Number of participants: 2 – Community Leader, Perth WA

What matters to Australians?

1. Did the five emerging policy themes Prosperous, Inclusive, Sustainable, Cohesive and Healthy resonate with meeting participants?

☒ Yes ☐ No if not, why not [Click or tap here to enter text.](#)

2. Which of the following themes are most important to you? (Select three)

☐ **Prosperous:**

A growing, productive and resilient economy

☒ **Inclusive:**

A society that shares opportunities and enables people to fully participate

☒ **Sustainable:**

A natural environment that is valued and sustainably managed in the face of a changing climate for current and future generations

☐ **Cohesive:**

A safe and cohesive society that celebrates culture and encourages participation

☒ **Healthy:**

A society in which people feel well and are in good physical and mental health now and into the future

3. Which themes or descriptions were most frequently discussed? (Select three)

☐ **Prosperous:**

A growing, productive and resilient economy

☒ **Inclusive:**

A society that shares opportunities and enables people to fully participate

☐ **Sustainable:**

A natural environment that is valued and sustainably managed in the face of a changing climate for current and future generations

☒ **Cohesive:**

A safe and cohesive society that celebrates culture and encourages participation

☒ **Healthy:**

A society in which people feel well and are in good physical and mental health now and into the future

4. What do you see as the most important issues for future wellbeing? Are these captured by the emerging policy themes?

Housing emerged as a key theme for future wellbeing.

The respondent also highlighted the importance of connection, and a lost faith in our democratic system.

A Government shift away from GDP towards measuring the wellbeing of a nation (this statement is a good start).

5. How might the descriptions be amended to best reflect our priorities?

Inclusion of housing as a key measure of wellbeing.

Appearance of the words connection and democracy.

6. Are there any indicators and existing data sources that will be critical to inform the emerging policy themes?

The respondent referred to the Centre for Social Impact and their work in measuring social outcomes.

The overall sentiment was that there is a large amount of data that already identifies social and wellbeing challenges. However, there is a lack of reference to this data and a lack of bold strategy and testing of new policy responses to shift the dial. . In the example of housing, there are many measures of the lack of housing, the affordability crisis, the suitability of housing. But these statistics are rarely mentioned by government. Government needs to all pull in the same direction to address large scale issues like housing.

7. Is there any additional information you would like to see in the Measuring What Matters Statement? If so, please outline.

[Click or tap here to enter text.](#)

Attachment A2: Measuring What Matters: Consultation Feedback form

To be completed by meeting host after each meeting and returned to measuringwhatmatters@treasury.gov.au by 26 May 2023.

Meeting details

Meeting host name/ organisation: Ethical Fields

Meeting host contact details [phone or email]: sam@ethicalfields.com

Meeting host

- ☐ Member of Parliament
- ☐ Local government
- ☐ Non-government organisation
- ☒ Business
- ☐ Academic
- ☐ Community group
- ☐ Individual
- ☐ Other Click or tap here to enter text.

Meeting date: 23/05/2023

Meeting location: Online

Participants attending:

- ☒ Member of a community organisation
- ☐ Businesses
- ☐ Academics
- ☐ Union members
- ☐ Individuals
- ☐ Other Click or tap here to enter text.

Number of participants: 2 – Community Leader, Remote NSW

What matters to Australians?

1. Did the five emerging policy themes Prosperous, Inclusive, Sustainable, Cohesive and Healthy resonate with meeting participants?

☒ Yes ☐ No if not, why not [Click or tap here to enter text.](#)

2. Which of the following themes are most important to you? (Select three)

☒ **Prosperous:**

A growing, productive and resilient economy

☒ **Inclusive:**

A society that shares opportunities and enables people to fully participate

☒ **Sustainable:**

A natural environment that is valued and sustainably managed in the face of a changing climate for current and future generations

☒ **Cohesive:**

A safe and cohesive society that celebrates culture and encourages participation

☒ **Healthy:**

A society in which people feel well and are in good physical and mental health now and into the future

3. Which themes or descriptions were most frequently discussed? (Select three)

☐ **Prosperous:**

A growing, productive and resilient economy

☒ **Inclusive:**

A society that shares opportunities and enables people to fully participate

☒ **Sustainable:**

A natural environment that is valued and sustainably managed in the face of a changing climate for current and future generations

☒ **Cohesive:**

A safe and cohesive society that celebrates culture and encourages participation

☐ **Healthy:**

A society in which people feel well and are in good physical and mental health now and into the future

4. What do you see as the most important issues for future wellbeing? Are these captured by the emerging policy themes?

Lack of leadership development to implement the policies and strategies that will emerge from measuring these wellbeing indicators – particularly in rural Australia. There is a big reliance on volunteerism in these communities.

A economic structure which doesn't actually value people for their contribution.
The many structural impediments that prevent community from addressing local challenges.

5. How might the descriptions be amended to best reflect our priorities?

There is no mention of the disparities for urban versus regional Australia, youth, or disability.
There is no mention of the value of democracy, faith and trust in our government or self reliance and freedom of choice.

The term "Closing the Gap" in relation to First Nations people is a policy name, rather than a value – the value is that we have a society where First Nations culture is recognised, valued and embedded.

6. Are there any indicators and existing data sources that will be critical to inform the emerging policy themes?

The respondent noted that measuring outcomes is complex, given the entry point for improvement in wellbeing outcomes is very different for different groups.

Data gives no contextualisation or lived experience, and broad approaches to policy implementation gives no scope for developing place based responses. This is particularly the case in policies developed for an urban environment that do not translate to a rural or remote context.

The respondent moted gender equity data released by Financy, and Tony Vincent's Dropping of the Edge reporting.

7. Is there any additional information you would like to see in the Measuring What Matters Statement? If so, please outline.

[Click or tap here to enter text.](#)

Attachment A3: Measuring What Matters: Consultation Feedback form

To be completed by meeting host after each meeting and returned to measuringwhatmatters@treasury.gov.au by 26 May 2023.

Meeting details

Meeting host name/ organisation: Ethical Fields

Meeting host contact details [phone or email]: sam@ethicalfields.com

Meeting host

- ☐ Member of Parliament
- ☐ Local government
- ☐ Non-government organisation
- ☒ Business
- ☐ Academic
- ☐ Community group
- ☐ Individual
- ☐ Other [Click or tap here to enter text.](#)

Meeting date: 24/05/2023

Meeting location: Online

Participants attending:

- ☐ Member of a community organisation
- ☐ Businesses
- ☐ Academics
- ☐ Union members
- ☐ Individuals
- ☒ Other Local Government

Number of participants: 2 – Local Government – Economic Development Lead

What matters to Australians?

1. Did the five emerging policy themes Prosperous, Inclusive, Sustainable, Cohesive and Healthy resonate with meeting participants?

☒ Yes ☐ No if not, why not [Click or tap here to enter text.](#)

2. Which of the following themes are most important to you? (Select three)

☒ **Prosperous:**

A growing, productive and resilient economy

☒ **Inclusive:**

A society that shares opportunities and enables people to fully participate

☒ **Sustainable:**

A natural environment that is valued and sustainably managed in the face of a changing climate for current and future generations

☒ **Cohesive:**

A safe and cohesive society that celebrates culture and encourages participation

☒ **Healthy:**

A society in which people feel well and are in good physical and mental health now and into the future

3. Which themes or descriptions were most frequently discussed? (Select three)

☒ **Prosperous:**

A growing, productive and resilient economy

☒ **Inclusive:**

A society that shares opportunities and enables people to fully participate

☐ **Sustainable:**

A natural environment that is valued and sustainably managed in the face of a changing climate for current and future generations

☒ **Cohesive:**

A safe and cohesive society that celebrates culture and encourages participation

☐ **Healthy:**

A society in which people feel well and are in good physical and mental health now and into the future

4. What do you see as the most important issues for future wellbeing? Are these captured by the emerging policy themes?

The participant identified the importance of suitable, plentiful and affordable housing as a key to meet many of the five policy themes.

5. How might the descriptions be amended to best reflect our priorities?

Inclusion of housing as a descriptor under the Inclusive policy theme.

6. Are there any indicators and existing data sources that will be critical to inform the emerging policy themes?

Measuring social value on social impact – there are 187 different measurement tools worldwide. HACT is a housing-based measure for social value around housing. The complexity lies in that most of these measures are monetary based. The challenge is introducing qualitative measures and story telling. Community wealth building is another framework that provides a way of measurement.

7. Is there any additional information you would like to see in the Measuring What Matters Statement? If so, please outline.

[Click or tap here to enter text.](#)

Attachment A4: Measuring What Matters: Consultation Feedback form

To be completed by meeting host after each meeting and returned to measuringwhatmatters@treasury.gov.au by 26 May 2023.

Meeting details

Meeting host name/ organisation: Ethical Fields

Meeting host contact details [phone or email]: shane@ethicalfields.com

Meeting host

- ☐ Member of Parliament
- ☐ Local government
- ☐ Non-government organisation
- ☒ Business
- ☐ Academic
- ☐ Community group
- ☐ Individual
- ☐ Other Click or tap here to enter text.

Meeting date: 22/03/2023

Meeting location: Online

Participants attending:

- ☐ Member of a community organisation
- ☐ Businesses
- ☐ Academics
- ☐ Union members
- ☐ Individuals
- ☒ Other Economic Development

Number of participants: 2 [Regional Development- DA Adelaide Hills, Fleurieu & Kangaroo Island HC.](#)
[One of 53 RDA's in Australia-group consisting of 53 RDA's](#)

What matters to Australians?

1. Did the five emerging policy themes Prosperous, Inclusive, Sustainable, Cohesive and Healthy resonate with meeting participants?

☒ Yes ☐ No if not, why not They also wish to add innovation and digitization

2. Which of the following themes are most important to you? (Select three)

☒ **Prosperous:**

A growing, productive and resilient economy

☒ **Inclusive:**

A society that shares opportunities and enables people to fully participate

☒ **Sustainable:**

A natural environment that is valued and sustainably managed in the face of a changing climate for current and future generations

☐ **Cohesive:**

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☐ **Healthy:**

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3. Which themes or descriptions were most frequently discussed? (Select three)

☒ **Prosperous:**

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☒ **Inclusive:**

A society that shares opportunities and enables people to fully participate

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☐ **Cohesive:**

A safe and cohesive society that celebrates culture and encourages participation

☐ **Healthy:**

A society in which people feel well and are in good physical and mental health now and into the future

4. What do you see as the most important issues for future wellbeing? Are these captured by the emerging policy themes?

The future was discussed and for RDA-AHFKI and their community the future wellbeing is all about regionalisation. Focusing on making the regions more self-sufficient, keeping supply chains close. Leadership and agency being at the smallest town level, decentralised.

5. How might the descriptions be amended to best reflect our priorities?

RDA-AHFKI sees technology, digitization and innovation as a priority and would like to see that in the metrics

6. Are there any indicators and existing data sources that will be critical to inform the emerging policy themes?

They currently use ID Data, Regional Australia Institute and Economic Development Australia

7. Is there any additional information you would like to see in the Measuring What Matters Statement? If so, please outline.

RDA-AHFKI sees technology, digitization and innovation as a priority and would like to see that in the metrics

Attachment A5: Measuring What Matters: Consultation Feedback form

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Meeting details

Meeting host name/ organisation: Ethical Fields

Meeting host contact details [phone or email]: shane@ethicalfields.com

Meeting host

- ☐ Member of Parliament
- ☐ Local government
- ☐ Non-government organisation
- ☒ Business
- ☐ Academic
- ☐ Community group
- ☐ Individual
- ☐ Other [Click or tap here to enter text.](#)

Meeting date: 23/03/2023

Meeting location: Online

Participants attending:

- ☐ Member of a community organisation
- ☐ Businesses
- ☐ Academics
- ☐ Union members
- ☐ Individuals
- ☒ Other Economic Development

Number of participants: 2 (Wimera Development Association representing 6 regions)

What matters to Australians?

1. Did the five emerging policy themes Prosperous, Inclusive, Sustainable, Cohesive and Healthy resonate with meeting participants?

☒ Yes ☐ No if not, why not They also wish to add innovation and digitization

2. Which of the following themes are most important to you? (Select three)

☒ **Prosperous:**

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☐ **Cohesive:**

A safe and cohesive society that celebrates culture and encourages participation

☐ **Healthy:**

A society in which people feel well and are in good physical and mental health now and into the future

4. What do you see as the most important issues for future wellbeing? Are these captured by the emerging policy themes?

WDA is extremely focused on making sure smaller towns get a voice and a say. The loudest people are the towns with the most people and these are the ones that get the attention. Regional areas are at the end of the line and often not heard and they have very different problems to more urban areas and different solutions. And even the similarity in problems amongst the rural regions the solutions are always unique, hence a centralised approach will be suboptimal.

Take for example the NDIS funding in the Wimmera region: A 67 year old can get \$140,000 to upgrade the house but the house is 60 years old, no AC, no insulation. The unique solution is that the 67 year old needs to sell the house for \$200,000 to a young family that will knock down and rebuild and add the \$140,000 NDIS funding to build a smaller fit for purpose higher density town house for the 67 year old.

5. How might the descriptions be amended to best reflect our priorities?

The public service in the regions has also been centralised. This is leading the poor service at the regions. Also the tender process and lowest cost is leading to underpricing which then leads to bankruptcy and then the service disappears from the region.

6. Are there any indicators and existing data sources that will be critical to inform the emerging policy themes?

They currently use SEFIA Socioeconomic indexes by the Australian Bureau of Statistics. This index focuses on relative socio-economic disadvantage, education, occupation and economic resources.

7. Is there any additional information you would like to see in the Measuring What Matters Statement? If so, please outline.

WDA are very focused on decentralising power. Power has been centralised and this means that regions are not heard directly. And if the region has a strong leader, a diverse leader showing promise that can influence change. They will be pulled into the major cities to represent the region, but this removes them from their community and the region is left without their leadership. They are often the ones that know how to apply and successfully achieve grants, they can effectively speak to government and when they get promoted and move to Ballarat or Canberra they get removed from that region and their skill and capacity gets removed also. Who is left to help on the ground at the regions. These are the unintended consequences that need measured and addressed.