

Westpac Scholars Trust

LONG-TERM IMPACT EVALUATION

Measuring Scholar Impact Over Time

February 2023

 Scholars



Jiah Pang, Tom Dickinson, Emma Troughton, Hannah Chen, Andre Kwok, Rebecca Walters, Yige Xu, Kevin Yu, Westpac Scholars, Asian Exchange

PROJECT BACKGROUND

In 2022 Westpac Scholars Trust embarked on its first long-term impact evaluation to discover how Westpac Scholars are helping shape a better future for Australia, in particular their contribution to building an inclusive Australia, a thriving technology sector, a sustainable future and enhancing Australia-Asia ties.

The Trust commissioned a study by market research agency Pollinate Australia and went through a six-stage research process to develop an evaluation framework. This involved consultation with scholars and stakeholders across several workshops and in-depth interviews as well as expert input from the Institute for International Education.



Grace Constable and Joseph Rowlands, Westpac Scholars, Future Leaders

KEY OBJECTIVES OF THE IMPACT EVALUATION

Primary Objective

Assess Westpac Scholars Trust's effectiveness in achieving its ultimate goal

Demonstrate how Westpac Scholars are helping shape a better future for all Australians, in particular their contribution to building an inclusive Australia, enhancing Australia-Asia ties, a thriving technology sector and a sustainable future.

Secondary Objective

Provide evidence of Westpac Scholars Trust's value to society

Share the evaluation insights (and indicators) with scholarship providers and key stakeholders to demonstrate the impact of scholarships to society and grow investment in scholarship programs.

A SIX-STAGE ITERATIVE RESEARCH DESIGN

1. Plan

1.5-hour kick-off meeting

Identify existing knowledge and questions, align objectives and discuss project plans.

2. Develop

2.5-hour workshops

Workshops with key stakeholders to map a draft 'theory of change' and evaluation framework.

3. Explore

Qualitative research

Conduct a series of triads (3 x people for one hour) and in-depth interviews (45 minutes) with scholars and adjacent stakeholders.

4. Validate

2 x 2-hr presentation & workshops

Present and workshop with stakeholders to optimise and agree an impact framework.

5. Assess

15-minute online survey among n=100

Online survey scholars and people who work with/have worked with scholars.

6. Present and report

Present and report on the research findings to stakeholders and wider relevant audience.

Presentation and report of the research findings to stakeholders and wider relevant audiences.

EVALUATION FRAMEWORK

1. Building Future Leaders

Providing scholarship opportunities to people with the drive and capability to contribute to Australia's progress across technology, environmental and social sustainability, and our engagement with Asia.

Short-term outcomes

- Scholars gain new skills, profile, connections, knowledge, and perspectives to lead in key priority areas
- Scholars are inclusive leaders and value diversity
- Scholars have greater confidence and intention to step-up and lead
- Scholars have access to a global network of thought leaders and experts for on-going professional development and opportunities
- Scholars are engaged in W100 mentorship and network and foster collaboration and enduring relationships
- Scholars indicate high satisfaction with:
 - Westpac Scholars Trust (WST) program
 - WST support services
- WST is perceived as championing diversity and inclusion
- University partners provide inclusive and effective scholarship promotion

2. Empowering a Network of Scholars

To enable a network of scholars (W100) that provides opportunities for collaboration, leadership development and giving back to each other and Australia.

Medium-term outcomes

- **Economic**
Scholars innovating existing or leading new breakthrough initiatives in priority areas
- **Influence**
Scholars gain credibility and respect from peers
- Scholars introduce and lead culturally competent and inclusive practices into their work or networks
- **Collaboration for impact**
Scholars continue to engage with W100, universities and Westpac to access a broad range of experts and provide ongoing leadership and development opportunities
- **Diversity & inclusion**
Scholars and W100 promote the value of and demonstrate their commitment to diversity and inclusion.
- **Reputation**
Westpac Scholars programs result in positive shift in Westpac Group's reputation

3. Creating a Stronger Australia

To develop a program that is globally recognised for delivering measurable and sustainable impact across the Trust's priority areas.

Long-term outcomes

- **Economic**
Scholars attract funding and investment for breakthrough initiatives in priority areas
- **Influence**
Scholars are influential thought leaders, bringing focus on issues of significance
- Scholars inspiring increased participation from diverse backgrounds and building capacity in priority areas
- Scholars influencing, changing or creating policy, at a local, state, national or international level
- W100 collaborating on sector leading and cross-sector initiatives within the priority areas
- Scholars leverage the unique partnerships between Westpac and academia to enhance their impact
- W100 is a scholar-led, sustainable network, enabled by the Trust
- **Reputation**
Westpac Scholars are recognised as leaders driving innovation towards a more sustainable and inclusive economy

SHORT-TERM OUTCOMES

Building future leaders

The Westpac Scholars program is highly valued as a driver of leadership development. Many alumni note they are contributing via innovation, leadership positions and have an increased profile in their field.

91%

believe Westpac Scholars are leaders in driving innovation towards a more sustainable and inclusive Australia

90%

believe Westpac Scholars are creating a stronger Australia

94%

believe Westpac Scholars contribute to inclusion and diversity

81%

believe Westpac Scholars contribute to cultural change

92%

developed new skills that enhanced their ability to achieve goals

91%

more confident in their ability to positively contribute to the future of Australia

91%

believe their leadership potential was enhanced

85%

had access to networks that are valuable to their career



*Creators of NPS, Bain & Company, suggest a score above 80 is world class.

SKYE O'MEARA

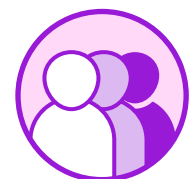
SOCIAL CHANGE FELLOW & MANAGING DIRECTOR APY ART CENTRE COLLECTIVE

Scholar Impact Story
Championing First Nations artists & communities

The Westpac Scholarship has had a significant influence on me. It came at a time when I was at a crossroads. I desperately needed access to the support and expertise.

Without this opportunity I may not have continued in my work, I was feeling so lost. The Westpac opportunity changed everything. Since the Fellowship, I have supported the startup of the APY Studio in Adelaide where 30+ First Nations artists across a diversity of language groups work daily.

I have supported the establishment of the Umoona Community Arts Centre for 60+ First Nations artists in Coober Pedy, Umoona, Oodnadatta, and surrounding homelands. Westpac has also supported us in securing our new headquarters in Adelaide and through partnerships with MinterEllison we've made significant progress in informing Government policy to support the protection of vulnerable artists and art centres.



Impact Area:
An Inclusive Country



USMAN IFTIKHAR

SOCIAL CHANGE FELLOW & CEO OF CATALYSR

Scholar Impact Story

Empowering migrants and refugees in Australia

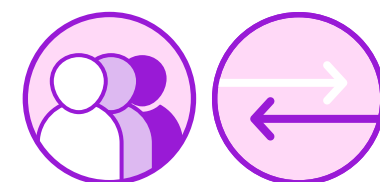
When I applied for the Westpac Social Change Fellowship I was a first-time founder, with a fledgling early-stage social enterprise that had supported less than 100 people. We were struggling financially and I did not have the leadership skills to grow the organisation.

The Fellowship supported me and believed in my work. I was able to learn about social entrepreneurship at the best university in the world – Stanford Graduate School of Business, and met with many incredible social entrepreneurs, philanthropists and impact investors within Australia and across the globe. This gave me the credibility, skills, capability, and network to scale up our organisations to support migrant and refugee entrepreneurs. It also helped me deal with a very difficult funding and business environment created by the COVID-19 pandemic, lockdowns and the economic uncertainty. The support ensured that myself and Catalysr did not just survive the pandemic but was more anti-fragile and better off as a result.

Now Catalysr has supported 684 migrant and refugee entrepreneurs (who we call migrapreneurs) to learn about entrepreneurship and launch their own startups, and they are all a part of our collective goal to make Australia more inclusive.

Since the Fellowship I have also become a founding member of the Global Refugee Entrepreneurship Network, which brings together incubators/accelerators, governments, corporates and academia from across the world to collaborate and share best practice on refugee entrepreneurship. I have been involved as a founding member of the Iti Rea Rea collective in New Zealand, which brought together many different settlement organisations across Auckland, a micro-finance organisation and also introduced Catalysr's work to create a new (first of its kind) collective of organisations to holistically support refugee entrepreneurs in New Zealand. And provided guidance to the Yunus Centre Team at Griffith University as they set up a new place-based incubator.

The scholarship was deeply transformational for me personally. What I am most proud of is finding clarity of purpose on what I want to focus on for the rest of my life. In the short-term that's supporting action on climate change migration and the integration of migrants and refugees. Long-term, I want to focus on creating global solutions to the impending climate migration crisis.



Impact Areas:
An Inclusive Country & Australia in Asia



Usman Iftikhar, Westpac Scholar,
Social Change Fellow & CEO of Catalysr

MEDIUM-TERM OUTCOMES

Empowering a network of scholars

Westpac Scholars Trust enables a network of exceptional individuals (W100) that provides opportunities for collaboration, leadership development and giving back to each other and Australia.

The W100 gives alumni the confidence to shape their future and make connections to enable their potential.

Collaboration serves to challenge thinking, broaden horizons and drive better outcomes for alumni and ultimately their work to create a better Australia.

1 IN 3

scholars have collaborated with other members of the W100 Network.

Scholar Collaborations

“I have recruited two Westpac alumni as research assistants. Working with Westpac alumni has been a great way to support my research project and received valuable research assistance, while simultaneously mentoring Australia’s next generation of scholars/policy-makers working on the Australia-Asia relationship.”

Assoc Professor Amy King, Research Fellow

“I’ve recently started discussions to collaborate with current scholars in various labs around the country to focus on how our research (in the same sector) can be collaborative rather than competitive with each other. Still more to come from this space.”

Harry Carpenter, Future Leader

“I’ve worked with other Young Technologists to develop hackathons and initiatives to promote the ideas of data analytics and technology to non-technology people. This led us to create a really inclusive and successful hackathon in 2021.”

Amy Robertson, Young Tech

“I was introduced to Marion Wands, another Social Change Fellow, who had created an early intervention suicide prevention program that my charity has adopted as a training package we now deliver.”

Jeremy Forbes, Social Change Fellow



SCHOLAR IMPACT

Leveraging university partnerships

“During my time at university, I was employed as part of their School of Science Student Ambassador program, with the idea of encouraging school students to study a STEM subject, specifically Computer Science and Cyber Security. As part of this, I developed a game to introduce students to the basic idea of encryption, by combining the concept of the Caesar Cipher with the game Hangman. As a result, I got to present to visiting school groups and at career events and do a presentation on the process of developing this application.”

Aidan Arbuckle, Young Technologist

“I’m most proud of my current role at the University of Sydney, inspiring the University to use its purchasing power for good and leading the response to modern slavery, Indigenous procurement and sustainability in its supply chains. My current role is thanks to the scholarship program, from my studies in international human rights, access to networks which was the catalyst for me to pursue human rights consulting, the leadership program to enable me to be an authentic and reflective leader, to working in the Westpac Scholars Trust and learning about social enterprises, and the incredible mentoring and endless support from the Westpac Scholars Trust team, W100 and fellow scholars.”

Phil Chan, Future Leader

“I re-designed a high school outreach program to promote STEM to students with a focus on female students who become disinterested in STEM subjects. This has impacted over 100 students in the pilot program in 2019 and is continued to be used by the UTS Women in Engineering and IT team in their high school outreach.”

Amy Robertson, Young Technologist

“I assisted efforts to bring together all universities in Victoria to discuss approaches to preventing and responding to instances of sexual misconduct in the university community. This has informed government policy on consent law reform and is supporting efforts to reduce sexual misconduct in university communities, to ensure they are safe and inclusive for all. Because of the Westpac scholarship I have the confidence to challenge ideas, put myself forward and work with individuals across a wide variety of sectors.”

Kate Aldred, Future Leader



Phil Chan, Westpac Scholar, Future Leader

LONG-TERM OUTCOMES

Creating a stronger Australia

Westpac Scholars Trust is delivering on its mission to create a stronger Australia by building future leaders that contribute significantly to the economic and social success of our country.

>1 IN 3

scholars hold a position of leadership in business or community organisations.

1 IN 5

scholars have launched one or more organisations.

72%

of these organisations have generated new jobs in Australia.

Contributions include a scholars appointment into a position of leadership or their involvement in new initiatives, which in turn creates employment opportunities, generates funding, and influences changes to policy.

1 IN 4

scholars are receiving financial investment to support their work.

>50%

of these scholars are receiving \$500,000 or more and 10% are receiving over \$5 million.

7%

of scholars have had their research commercialised.



Professor Elizabeth New, Westpac Scholar, Research Fellow

SCHOLAR IMPACT

Leading policy and advocacy

“Working for Australians for Mental Health we influenced the mental health policy at the last federal election. Due to the Fellowship I felt confident to champion this advocacy work and could draw on the insights from meeting global drug policy leaders that have helped me refine my career direction in Australia.”

Chris Raine, Social Change Fellow

“Through my organisation Fighting Chance we are doing a huge amount of work to change policy in the disability employment space, in light of the DES reforms, which my fellowship helped me to build my confidence to do, particularly around impact storytelling.”

Laura O'Reilly, Social Change Fellow

“I am a part of a team that received Defence funding of \$1.4 million to train Defence officials involved in formulating Australian strategic policy towards the Asia-Pacific region. I design innovative courses to enable Australian strategists to better understand Chinese security policymaking and China-Japan relations and facilitate research-led exercises that allow Australian Defence officials to develop their own frameworks for evaluating China's behavioural consistency with international order.”

Assoc Professor Amy King, Research Fellow

New Ventures

“Since the Fellowship, I've started a home detox service. This builds on my work with Hello Sunday Morning which built a community supporting over 100,000 individuals. My new start-up Clean Slate Clinic focuses on GP-led home alcohol detox that has supported 150 people to date, with an ambition to support 10,000 people by 2025.”

Chris Raine, Social Change Fellow

“I'm the founder of Selfhive, a start-up providing easier management of everyday consumables and shopping lists for everyday people. The Westpac Scholars program supported my studies in being able to develop a product (via software development), and I would say, gave me the confidence and conviction to grow a new venture.”

Maxim Mattvey, Future Leader

“I'm currently developing new innovations in micromobility – such as a patent around solar powered electric scooters. This builds on the work I did with Unbound in education and social impact.”

Julian O'Shea, Social Change Fellow

Commercialisation

“As part of my Research Fellowship funded project we developed a method of detecting blood levels of platinum anticancer agents (used in ~50% of all chemotherapies) to help address toxicity issues in the clinic. This has been patent-protected and we are currently collecting clinical data to be able to license the technology to a major pharmaceutical company. So, it is not quite commercialised yet, but close.”

Professor Elizabeth New, Research Fellow

“I have initiated new research directions in biomedical engineering and renewable energy that have been internationally recognised. I founded a start-up company on nanotechnology. We are also creating a spray coating that can protect surfaces from virus and bacteria for an extended period.”

Professor Antonio Tricoli, Research Fellow

“I'm currently developing a tool on city adaptation to climate change, specifically heritage building adaptation to flooding. It is one of the first globally and the prototype has received strong interest.”

Robert Snelling, Future Leader

DAMIAN MEDURI

ASIAN EXCHANGE SCHOLAR ASSOCIATE DIRECTOR – INVESTMENT NSW

Scholar Impact Story

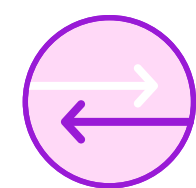
Advancing Australia-Asia Ties

Being a Westpac Scholar was important at the start of my career in highlighting my unique capabilities around Australia's engagement with Asia. The role I was applying for was highly competitive and the team was small, but I was lucky enough that the employer had known of the reputation of the Westpac Scholars program which provided a well needed boost for myself.

Since joining the Investment NSW team I've had exposure to the highest levels of business and government in Australia and China. I am proud to have worked on some of the largest initiatives in the Australia-China relationship such as the NSW-Guangdong Joint Economic Meeting, where despite a freeze at the time at the national level, we were still able to hold a government-to-government meeting and pave the way for increased dialogue between the two countries.

Our team has directly assisted many NSW businesses expand and grow in mainland China, Hong Kong and Taiwan as well as engage with the business and government communities to increase collaboration. Out of many examples, a particularly big one is a \$40 million dollar deal in health that should see greater outcomes for the sector over the coming years and is a strong story of how collaboration can thrive between Australia and Asia.

Establishing nuance in trade and investment relations with Australia and China is important as there can be political overtones. When I joined there was an emphasis on using high-level data to describe economic conditions which sometimes lacked nuance and worked into decision making processes. However, I pushed back to ensure there was a greater depth of analytics and resources to describe economic conditions as part of our advice to government that has been adopted across other international market teams, such as our ASEAN team better understanding the massive increase in food and beverage exports to countries and how they can assist Australian businesses.



Impact Areas: Australia in Asia



Damian Meduri, Westpac Scholar, Asian Exchange & Senior Associate – Investment NSW

SARAH PRIME

SOCIAL CHANGE FELLOW & CEO OF CHAMPIONS ACADEMY

Scholar Impact Story

Reframing farm waste

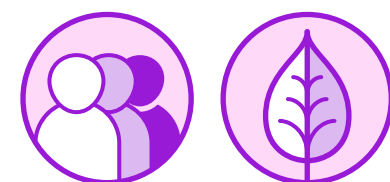
Through the surplus merchandise left over from an event, I had the vision to recover local plastic waste and remanufacture it into higher value end products. This led to the development of Next Gen Waste Co — a Rural Circular Economy blueprint which can be replicated by any rural community.

A key priority of the business is to close the loop on agri/aquaculture plastics and document the provenance and chain of custody of waste streams that we collect and process. We can then create a transparent record of the lifecycle of plastics that we recycle, remanufacture and put back into use.

We have attracted funding from Green Industries SA and the Federal Government through the 'Recycling Modernisation Fund: Regional & Remote'. The plastic recovery, processing and remanufacturing phase of our Pilot is about to roll out in Port Neill, South Australia.

None of this would have been achieved if the Fellowship had not opened the doors of possibility to me. It enriched my journey as a thought-leader and change-maker by exposing me to critical learning opportunities, different perspectives and new networks. The experience I gained gave me the capacity and confidence to cut through the noise and deliver.

The Fellowship elevated me in a way that helped me to realise more fully what an individual is capable of when they have access to the right tools.



Impact Areas:
An Inclusive Country, Sustainable Futures

LUKE TERRY

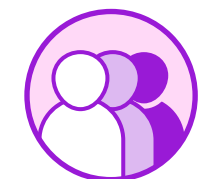
SOCIAL CHANGE FELLOW AND CEO OF WHITE BOX ENTERPRISES

Scholar Impact Story

Creating jobs for Australians who need it most

I set up White Box Enterprises in 2019 as a result of my Fellowship learnings to systematically address the constraints that routinely confronted me when launching social enterprises: access to affordable space, access to catalytic capital and partnerships that help bring social enterprise into the mainstream fabric of employment in Australia.

With more than 15 years' experience in the social enterprise and not-for-profit sectors, I led a number of large-scale employment-focused social enterprise projects that have created meaningful work pathways for people facing barriers to employment. Since 2019, White Box Enterprises has enabled 400 new jobs, incubated three social enterprises, raised over \$21m for jobs creation projects, created four job hubs, hosted SEWF22 and is now leading Australia's first Federal Government trial measuring the effectiveness of social enterprise.



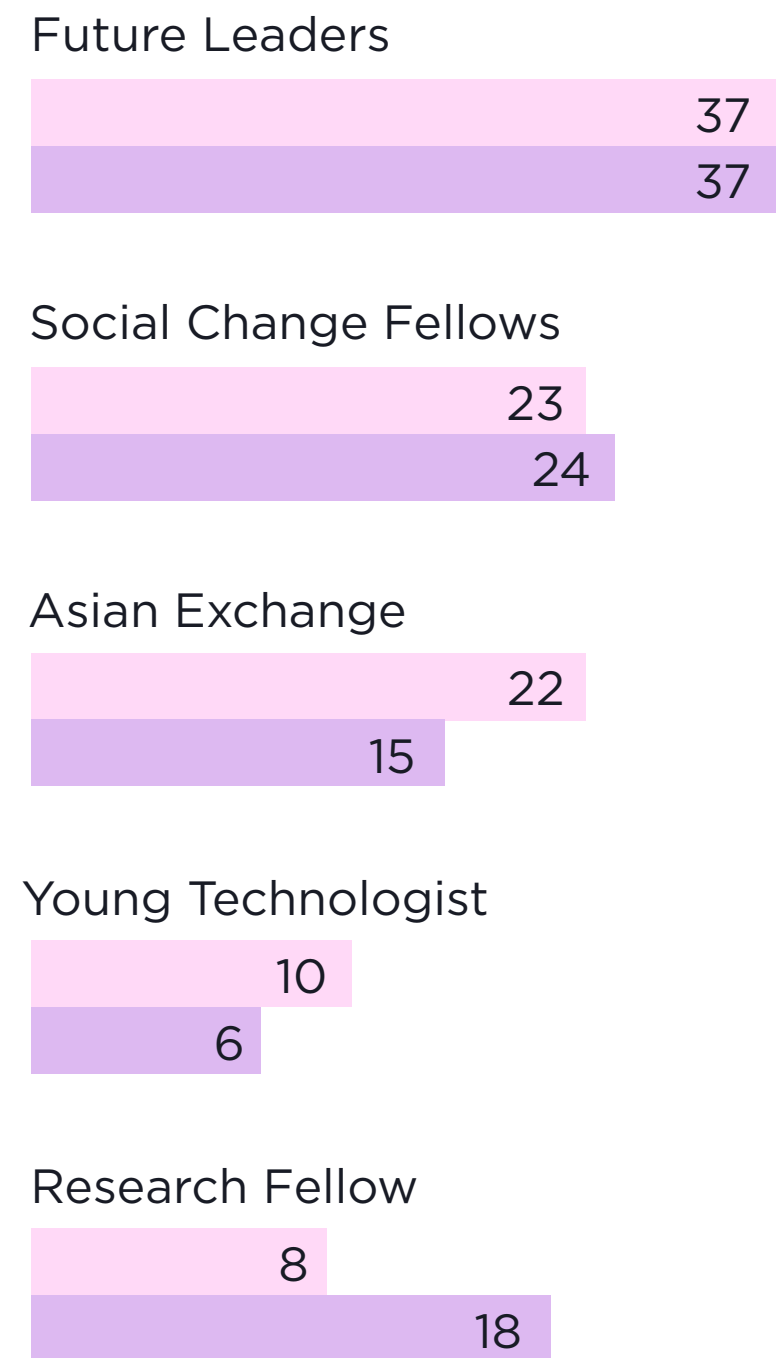
Impact Area:
An Inclusive Country



Luke Terry, Westpac Scholar, Social Change Fellow & CEO of White Box Enterprises

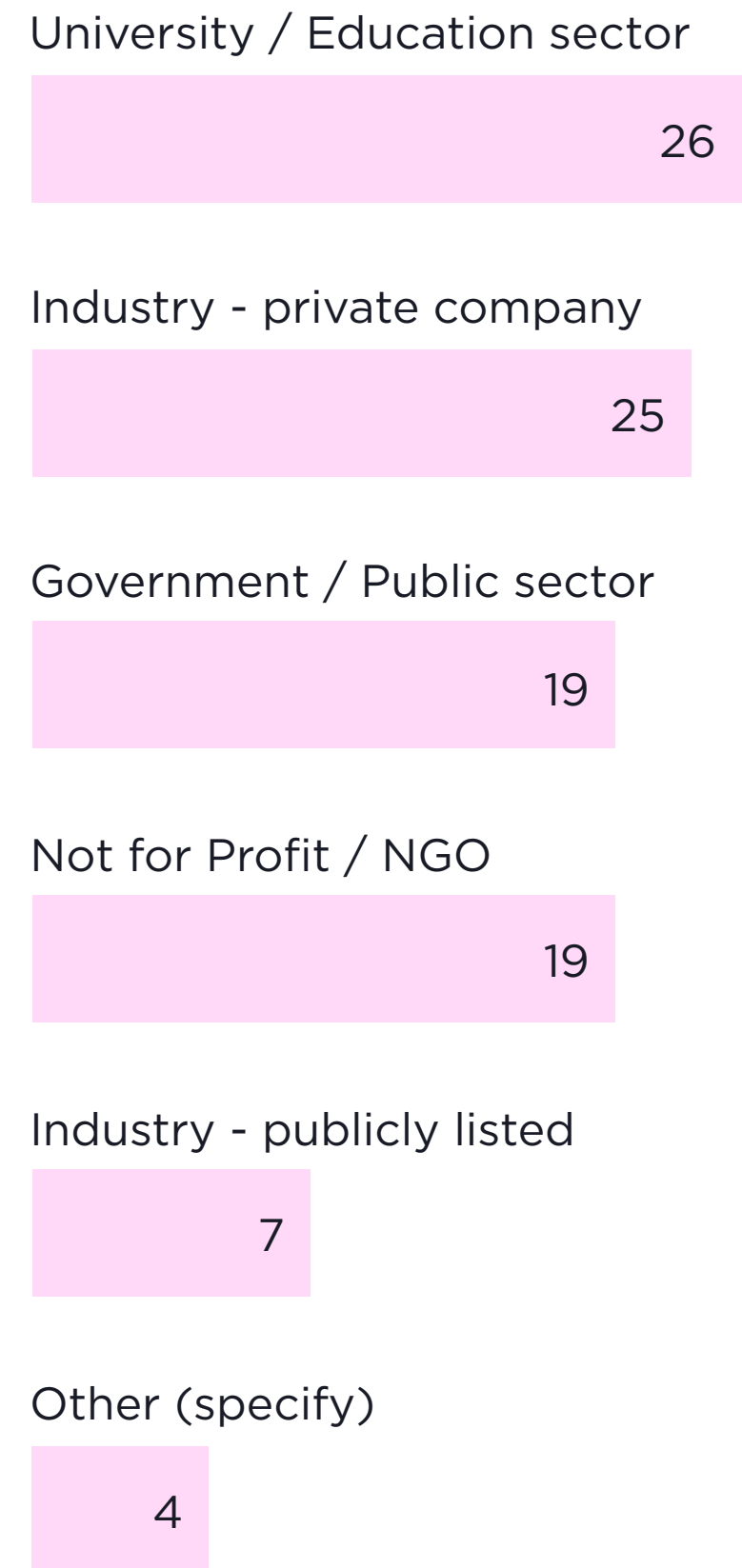
APPENDIX: PARTICIPANTS & METHODOLOGY

Scholar Type (%)

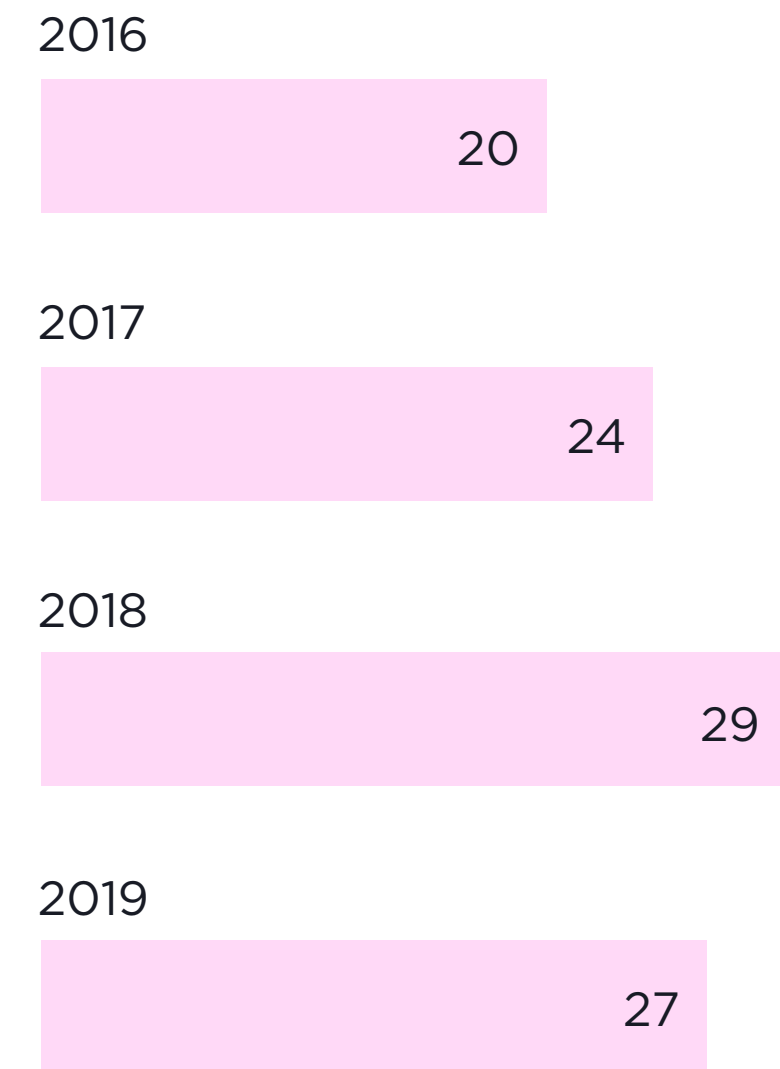


Alumni
Adjacent

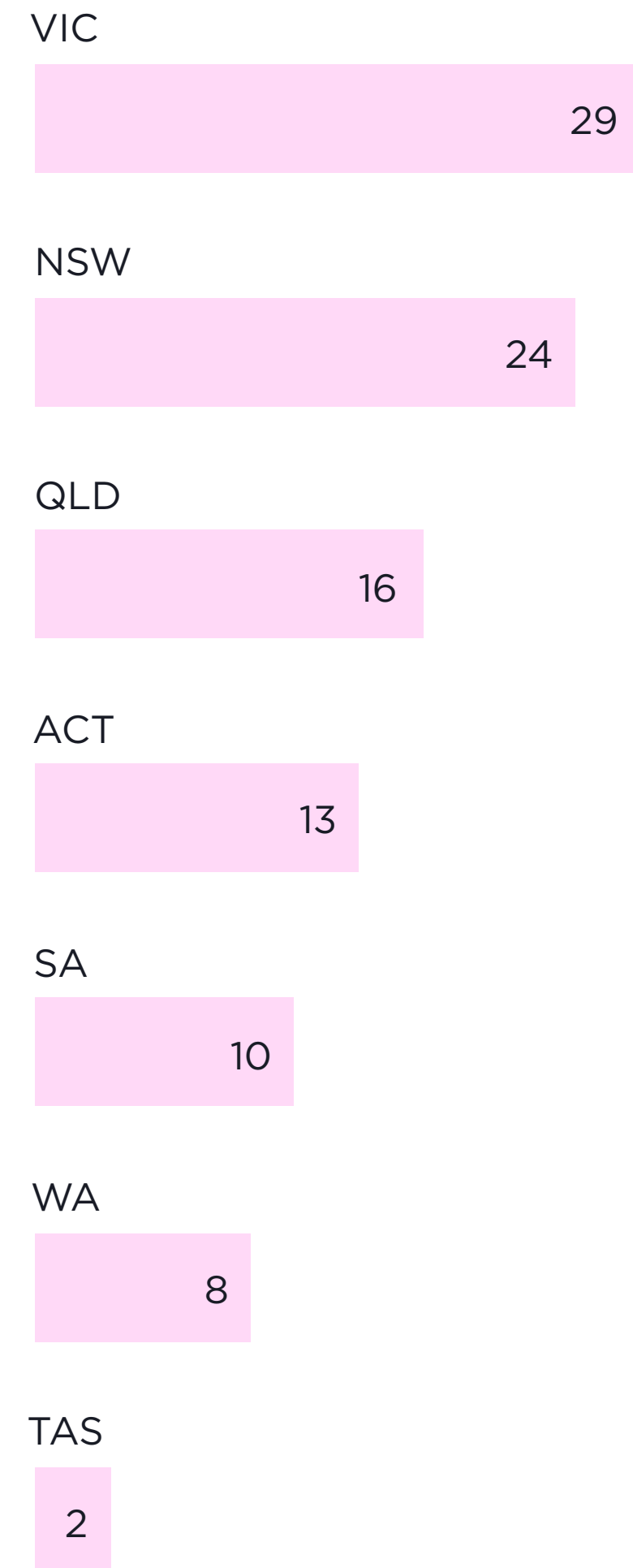
Employment Sector (%)



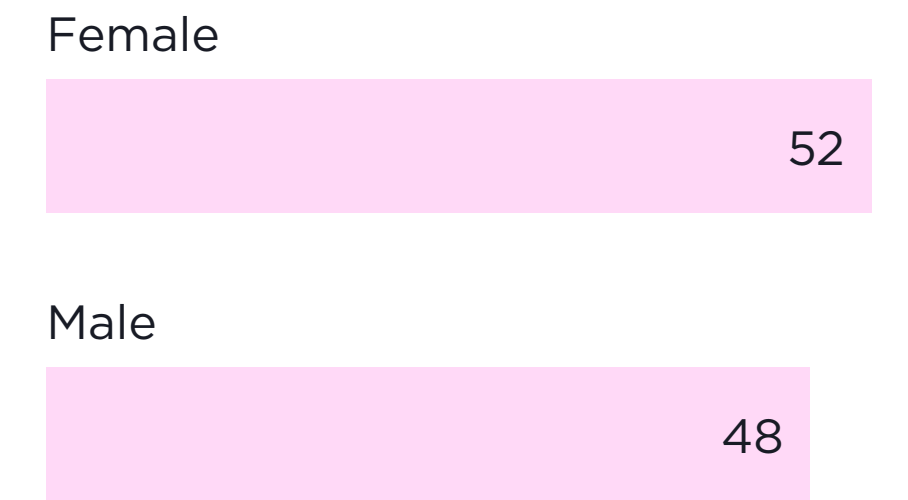
Year Commenced Scholarship (%)



State (%)



Gender (%)



Methodology - Project Amplify (MT/LT).

15min survey among n=86 Westpac Scholars and Sample recruited via Westpac Scholars Trust's database. n=34 Adjacent Contacts. Sample recruited via Westpac Scholars Trust's database. Fieldwork conducted 20 June - 6 July 2022



2022 Westpac Social Change Fellows

Scholars

 westpac.com.au/scholarships

 westpacscholars@westpac.com.au

 [WestpacScholars](https://www.instagram.com/WestpacScholars)

 [Westpac Scholars](https://www.linkedin.com/company/WestpacScholars)

 [WestpacScholars](https://twitter.com/WestpacScholars)