

Innovation Unit Design Academy Australia

Building design capability for
social impact and systems change

Join our 2024 cohort!



Supported by:



About Innovation Unit Design Academy

The Innovation Unit Design Academy (IUDA) is an 8-month, project-based program, which supports organisations, leaders, and practitioners, to deliver real world innovation projects and grow their design capability for social impact and systems change.

Facilitated by our team of experienced Social Innovation Practitioners, the Design Academy runs as an online program with fortnightly workshops, regular coaching sessions, and peer-to-peer meetups, alongside a cohort of like-minded professionals and organisations.



Identify a project
Identify a real world priority project within the organisation



Bring a team
We recommend 2 or 3 participants on a project to provide peer support and increase uptake of new ways of working*



Learn along the way
Over 8 months, complete the project with targeted learning and coaching



Create impact
Implement innovation, and secure long term shifts in mindsets and skills.

Why join?

Our Design Academy welcomes professionals from a wide range of sectors, including non-for-profits, government, and social enterprise, who choose IUDA for its practical teaching from experienced practitioners, connection with a diverse cohort, and the chance to directly apply skills through real-life projects.



Get bespoke design support and coaching to deliver a priority project for your organisation



Build innovation and design capabilities to apply to complex social issues and systems change



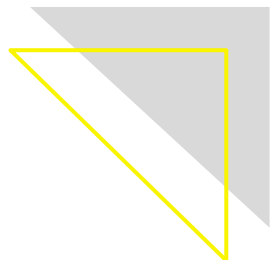
Be connected with like-minded professionals and organisations

"This course has really helped add to my toolkit. It's not just been a theoretical course, you get to embed it into your practice."

- *Helena Shojaei, Principal Project Officer, Department of Communities WA*

"It has been a great team building process, we now all talk a similar language and have a new set of shared experiences to draw on when we are considering innovation and service design."

- *Andrea Dwyer, Director Innovation, Anglicare Victoria*



Intended outcomes

The Design Academy is intended to build design capability across the social sector in Australia, to help shift complex challenges and create better outcomes for people and communities.

For individuals

Building design capabilities to be applied in social innovation projects.

For organisations

Building innovation capacity, solving real-world problems, and developing leaders who think differently.

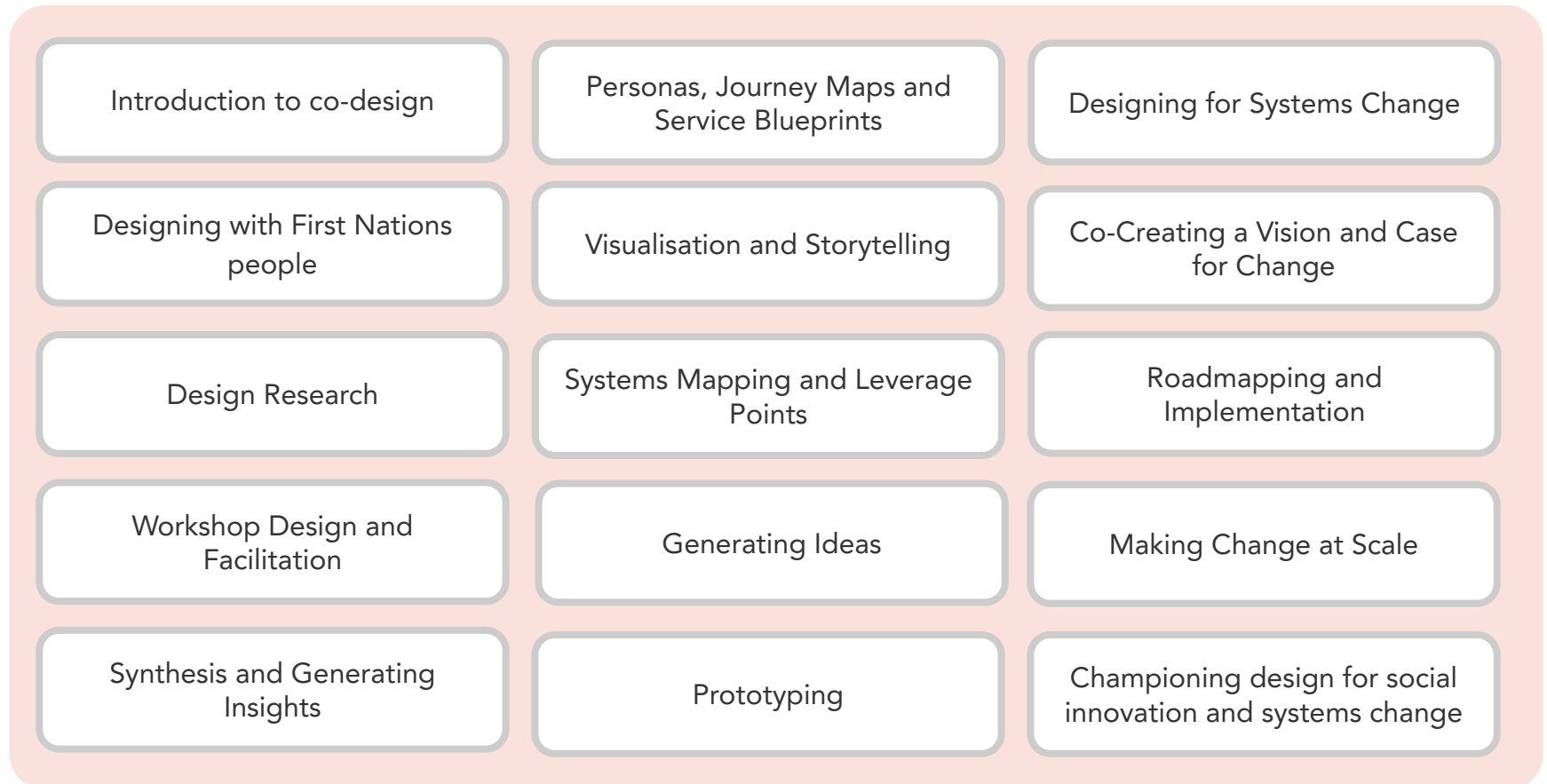
For the sector

Building the social sector's capacity to shift complex challenges and make the kind of impact Australia needs.

Program content

The Design Academy program will focus on developing knowledge and expertise design methodology as applied to complex social issues and systems change, as well as building wider design skills and creative confidence.

*Topics covered**

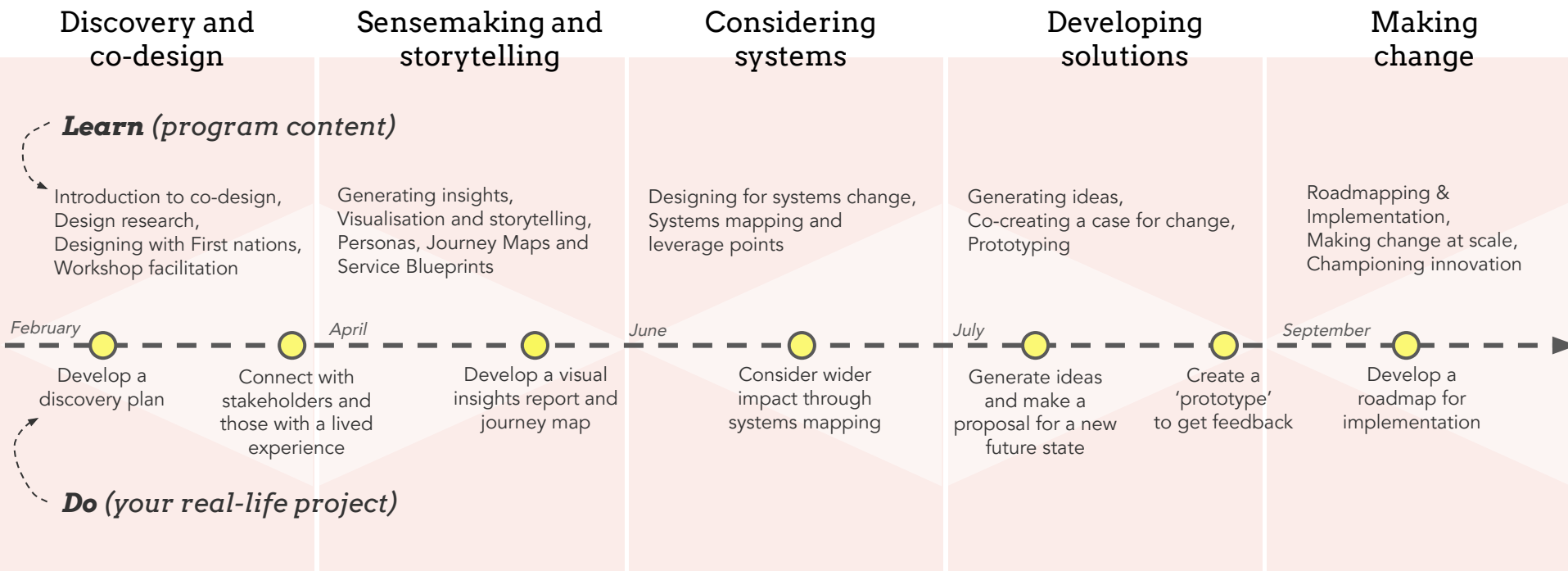


*Program content may change depending on the feedback and learning needs of each unique cohort of participants

The IUDA journey

The program structure uses a parallel learning and project journey, coaching you through a real world project identified as a priority of your organisation.

Each phase is designed to help your team learn key design skills, from discovery through to implementation, and to apply these directly into practice.



Although we have some suggested milestones to guide your project work, our coaches and facilitators will work with you and your team to establish which deliverables will be most useful for your project. You will receive regular feedback on your project work through coaching sessions.

A month in the life

The monthly learning cycle of a Design Academy participant

WORKSHOP

Professionally facilitated online (2.5 hours)

Deep dives into design and innovation tools, skills, and approaches, led by experienced facilitators from the Innovation Unit team and expert guests.

MEETUP

Professionally facilitated online (~1.5 hours)

An opportunity to connect with the cohort and further explore specific concepts or tools.

COACHING*

Online with our Innovation Unit facilitators (1 hour)

Get bespoke advice and feedback as you develop your social innovation project. Teams each have 7 hours of coaching allocated across the program, and choose how to schedule their sessions.

WORKSHOP

Professionally facilitated online (2.5 hours)

Deep dives into design and innovation tools, skills and approaches as above, led by experienced facilitators from the Innovation Unit team and expert guests.

The team behind the Design Academy

The Design Academy is delivered by Innovation Unit staff with complementary expertise in capability building, co-design, facilitation, community engagement, research, and systems change. Our team is experienced in leading design work in the social, education and health systems, and will be sharing practical learnings with participants throughout the program.

Particularly, our main program facilitators are:



Jethro Sercombe
Director of Innovation Practice

Jethro is an experienced Not for Profit leader, and is passionate about the way society treats its most vulnerable citizens, and the potential for innovative social services and adaptive systems to respond to complex social issues. He brings a Service and Strategic Design capacity to projects within Government and the NFP social sector's response to underserved populations.

Prior to joining the Innovation Unit team, Jethro dedicated his work to youth homelessness, spending 17 years in Western Australia's NFP sector, culminating in the development of flagship project Foyer Oxford, and the development of internal innovation capability at Anglicare WA. He was named one of Business News' 40 under 40 (2013) and awarded a Westpac Social Change Fellowship (2019).



Matt Berry
Senior Project Lead

Matt brings a strategic systems lens to projects, but also has extensive experience rapidly prototyping products, services, and solutions with clients across the corporate, government, and NGO fields. He has a passion for design and innovation with equity at the centre, and loves the opportunity to work on deep and complex challenges over time to make a lasting impact.

With qualifications across Design, Communications, Political Science, and Environmental Studies, Matt leads design and innovation projects across a range of sectors and issues. Matt has a particular expertise in delivering engaging and impactful workshop experiences for diverse participants, and is driven to achieve systems-level impacts through design and innovation approaches.

How to join

Expressions of Interest (one per team)

By 6th Dec 2023

Head to [this link](#) to fill out a brief EOI by 6th December. We encourage you to **identify a pair or trio** within your organisation (or with partners) who would be interested in **joining IUDA as a team** and work on a project together. If you have any questions on this, feel free to [contact us](#).

Confirm your team's place

By 15th Dec 2023

Once you've submitted your EOI, our team will have an informal chat with you to ensure IUDA is right for your team. You'll then be invited to pay a deposit to confirm your team's place in our 2024 cohort.

Submit participants' profile

By 8th Jan 2024

Places will be confirmed, but we will also invite each of your team members to submit a participant profile so we can better understand participants' learning needs and strengths, and tailor the Design Academy to the cohort who'll be joining us.

Two-way interviews

*From December 2023
to January 2024*

We'll be in touch to line up a conversation with your team where we'll ask a bit more about what you're hoping to learn and the shape your project might take, and you can ask us any questions you might have about the program.

Onboarding and kick-off

*Program commences
early Feb 2024*

After our interview you'll receive a welcome pack and we'll begin onboarding, including introducing you to the rest of the cohort, before we kick off the program early February 2024!

The investment

What's included

- 50+ hours of professionally facilitated workshops and learning sessions
- 7 personalised design coaching sessions (per team)
- Curated program materials and readings, including practical toolkits
- Experience applying design skills and tools to real-world projects
- Opportunities to connect and learn with like-minded peers
- Access to experts in design, innovation and systems change
- A dedicated space to commit time and energy to building design capabilities in your organisation

Pricing details per participant

Standard rate

\$9995 ex. GST

West Australian rate

WA based participants benefit from a discounted rate thanks to Spacecubed' Innovative Society Initiative, supported by Lotterywest

\$4995 ex. GST

Pay It Forward

For larger organisations based in WA willing to further subsidise a place for a Small Organisation, First Nations or Lived Experience participant

\$7495 ex. GST

There are potential options for further subsidy for those who identify as First Nations, Lived Experience practitioners, or are from a small organisation. Please indicate this in the [EOI](#).

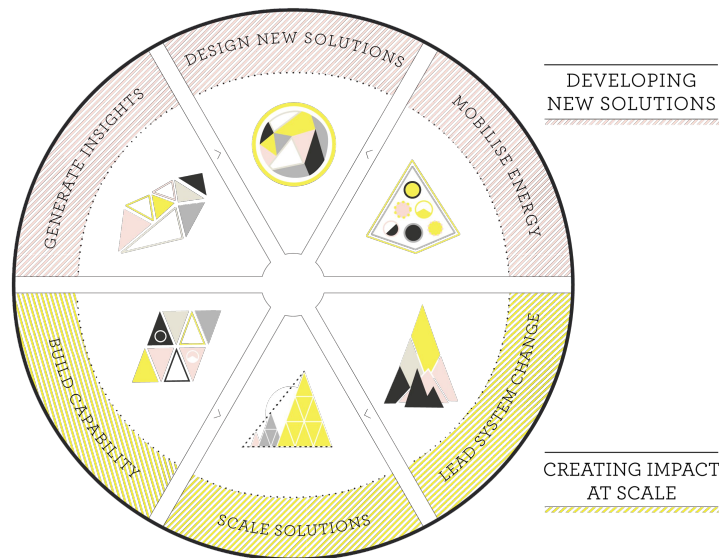
Subsidised for WA Participants!

About Innovation Unit ANZ

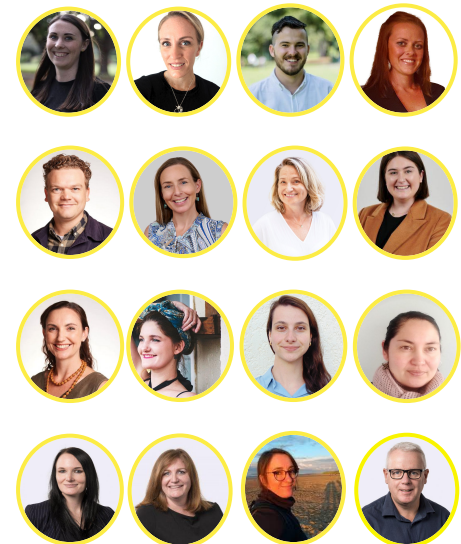
[Innovation Unit](#) is a not-for-profit social enterprise that grows new solutions to complex social challenges. Initially established in 2006 in the UK and registered as a charitable organisation in Australia in 2018, Innovation Unit ANZ is respected internationally as a social impact consultancy, having led high profile projects for governments and nonprofits in Australia, New Zealand, and recently Bermuda.

Reducing inequities in health, educational and social outcomes is a major focus for our efforts to create thriving societies. To achieve this we take a people-centred approach to innovation that enables those most affected to be actively involved in helping to create solutions that work for them, and help our partners to design and scale solutions, ensuring they reach the people who need them most.

Our Formula for Innovation and Impact



Our Team



Contact Us

If you have any questions on the Design Academy, please let us know. We can have a chat with you before you fill in your [Expression of Interest](#), to help you think about the type of projects best suited to bring to IUDA, as well as how to form a team within/across organisations.

For any questions, contact Jethro Sercombe, Director of Innovation Practice at:

jethro.sercombe@innovationunitanz.org

Expression of Interest



IUDA is supported by



We are able to bring IUDA to WA participants at a discounted rate thanks to the Catalyst funding received through Spacecubed' Innovative Society Initiative, supported by Lotterywest. Catalyst supports new or expanded initiatives that strengthen, progress or grow WA's innovation ecosystem.

