



Engagement and Impact 2018

University of Technology Sydney

UTS15 (SS) - Impact

Overview

Title

(Title of the impact study)

Assisting refugees in Sydney to establish a business in the first three-years of settlement: a research partnership between UTS Business School and Settlement Services International

Unit of Assessment

15 - Commerce, Management, Tourism and Services

Additional FoR codes

(Identify up to two additional two-digit FoRs that relate to the overall content of the impact study.)

16 - Studies in Human Society

Socio-Economic Objective (SEO) Codes

(Choose from the list of two-digit SEO codes that are relevant to the impact study.)

94 - Law, Politics and Community Services

Australian and New Zealand Standard Industrial Classification (ANZSIC) Codes

(Choose from the list of two-digit ANZSIC codes that are relevant to the impact study.)

72 - Administrative Services

Keywords

(List up to 10 keywords related to the impact described in Part A.)

refugee business start-ups

minority entrepreneurship

humanitarian immigrant settlement outcomes

research collaboration

social-ecology

policy development

program development

research dissemination

international implications

Sensitivities

Commercially sensitive

No

Culturally sensitive

No

Sensitivities description

(Please describe any sensitivities in relation to the impact study that need to be considered, including any particular instructions for ARC staff or assessors, or for the impact study to be made publicly available after EI 2018.)

Aboriginal and Torres Strait Islander research flag

(Is this impact study associated with Aboriginal and Torres Strait Islander content?)

NOTE - institutions may identify impact studies where the impact, associated research and/or approach to impact relates to Aboriginal and Torres Strait Islander peoples, nations, communities, language, place, culture and knowledges and/or is undertaken with Aboriginal and Torres Strait Islander peoples, nations, and/or communities.)

No

Science and Research Priorities

(Does this impact study fall within one or more of the Science and Research Priorities?)

No

Impact

Summary of the impact

(Briefly describe the specific impact in simple, clear English. This will enable the general community to understand the impact of the research.)

UTS Business School's engagement with the unique Ignite Small Business Start-ups pilot program run by Settlement Services International (SSI) between 2014-2016 enabled researchers to conceptualise a new "social ecology" approach to interventions, improving the prospects of refugees forming new businesses. Sixty-one new businesses were created during the project "Facilitating New Refugee Enterprise Formation in Sydney" that led to estimated savings in welfare payments of \$3.1m. The model has informed decisions by SSI and other organisations to expand initiatives to support refugees start businesses and to assist people with disability become entrepreneurs. Immigration, Citizenship and Refugees Canada will begin a program based on Ignite in Vancouver, Toronto and Winnipeg in 2018.

Beneficiaries

(List up to 10 beneficiaries related to the impact study)

Refugees, particularly those escaping persecution in the Middle East, Africa and Asia

Newly arrived female refugees, especially in single-parent families

The refugees' families and related community organisations

Government depts responsible for implementing policies relating to refugee settlement and promotion of small business

Not-for-profit organisations working to assist humanitarian migrants settle into a new country

Companies with social enterprise programs targeted to help refugees establish businesses

Countries in which the impact occurred

(Search the list of countries and add as many as relate to the location of the impact)

Australia

Canada

Germany

Details of the impact

(Provide a narrative that clearly outlines the research impact. The narrative should explain the relationship between the associated research and the impact. It should also identify the contribution the research has made beyond academia, including:

- who or what has benefitted from the results of the research (this should identify relevant research end-users, or beneficiaries from industry, the community, government, wider public etc.)
- the nature or type of impact and how the research made a social, economic, cultural, and/or environmental impact
- the extent of the impact (with specific references to appropriate evidence, such as cost-benefit-analysis, quantity of those affected, reported benefits etc.)
- the dates and time period in which the impact occurred.

NOTE - the narrative must describe only impact that has occurred within the reference period, and must not make aspirational claims.)

With the world facing an unprecedented refugee crisis, successfully settling humanitarian migrants is a key focus for host countries to ensure social cohesion. In its Immigration Outlook Report 2017, the OECD argues for a need to “focus on how to help people settle in their new host countries and integrate into their labour markets.” Prof Jock Collins has a 40-year history at UTS conducting research into migrants and migrant entrepreneurs in Australia. Many migrants face specific challenges settling into a new society and engaging with the economy. Entrepreneurship can address these barriers by allowing migrants to create their own jobs.

His research led to changes in the approach of government-funded programs to assist enterprise formation. It underpinned the expansion of initiatives to support humanitarian migrants establish businesses in Australia, and sparked new initiatives to support people with a disability who want to be entrepreneurs. Beneficiaries include the refugees themselves, their families and communities, government departments and organisations charged with assisting refugee resettlement. Additionally, the wider society benefits from the economic contribution and greater social cohesion that result from the successful formation of new enterprises by refugee entrepreneurs in Australia.

In 2014 Settlement Services International (SSI) — a Sydney-based service provider to refugees and migrants — established the Ignite Small Business Start-ups program. The three-year pilot assisted newly arrived refugees establish a business in Sydney. The SSI board contracted UTS to undertake the research project “Facilitating New Refugee Enterprise Formation in Sydney” between 2014 and 2017 to assess the impact of the Ignite program and provide advice on the development of the program. These evaluations and analysis by Professor Collins helped transform SSI's program and helped to conceptualise the path breaking initiative for the entrepreneurship literature and helped to promote the program to policy makers globally.

Ignite was initially based on the Sirolli Institute's enterprise facilitation model. However, the facilitators employed by SSI found they needed a more hands-on approach to account for the often traumatic circumstances leading to the arrival of refugees in Australia. Families were separated and there were histories of torture and forced displacement. Traditional methods of economic engagement of refugees had proven to have a low effect. To help steer them on their entrepreneurial journey, SSI enterprise facilitators needed to intervene in almost all aspects of the refugees' lives accompanying them through all stages of the process. They arranged loans, engaged students as mentors, organised web and logo design, arranged accountancy and marketing advice, found supplies, and introduced clients to potential customers. They also acted as counsellors, friends and sounding boards. Professor Collins developed a new “social-ecology” model to support the refugees form enterprises. He argued such a model could easily be extended to other minority groups in society, such as Indigenous Australians and people with disability.

In the social-ecology approach, facilitators must understand the cultural landscape within which newly arrived refugees operate, and the factors, ideas, experiences and activities that influence them. Social-ecology looks towards public policy interventions, facilitating wider participation and more effective integration into society, not just into business. In short, the social-ecology model embeds the journey to entrepreneurship within the reality of the participant's everyday life, thus making change sustainable.

Professor Collins' analysis demonstrated conclusively that refugees – when provided with the kind of support they received under the Ignite program – can successfully establish a business despite the enormous barriers that they face. By so doing, they remove themselves from reliance on government welfare programs. Some even take on additional employees from their own communities, thus forming a larger virtuous circle. Enterprise formation by Ignite entrepreneurs is estimated to have contributed an additional \$1.05M annually to the government from welfare savings and additional tax receipts.

His final evaluation report described the outcome of the Ignite initiative after three years as “remarkable”. Humanitarian entrants created 61 new businesses across a wide range of industries within three years of arriving in Sydney in 2014. Another 174 clients were in the pipeline to establish businesses with appropriate resourcing.

The validation of the impact of Ignite and Professor Collins' conceptualisation of the social-ecology model of intervention reinforced his and SSI's advocacy for more, better-resourced and targeted government and private

sector programs to assist refugees in all Australian states and territories.

The research has also had an impact on the New Enterprise Incentive Scheme (NEIS), a program designed to assist unemployed Australians establish a business, which incorporated aspects of the Ignite model into their programs and services by waiving the requirements for a well-developed business plan as a precondition to entry into NEIS program.

Ignite's success helped stimulate other policy initiatives in the refugee enterprise space. For example, Thrive Refugee Enterprise – a new social enterprise designed to assist refugees raise finance, supported by Allianz Australia and Westpac – was inspired by Ignite's success. SSI has subsequently launched a new program (IgniteAbility) based on the experience of Ignite to assist people with a disability become entrepreneurs. In addition, SSI and Professor Collins are exploring ways that the Ignite Small Business Start-ups model can be applicable – with Indigenous consultation and modification – to assist Indigenous Australians establishing a business enterprise.

Associated research

(Briefly describe the research that led to the impact presented for the UoA. The research must meet the definition of research in Section 1.9 of the EI 2018 Submission Guidelines. The description should include details of:

- what was researched*
- when the research occurred*
- who conducted the research and what is the association with the institution)*

The UTS contracted research project involved monitoring and evaluating SSI's Ignite program over three years from 2014-2016. This included an annual qualitative evaluation of the experience of the enterprise advisers and refugee clients. The researchers conducted three-monthly interviews with the enterprise advisers and successful clients from 27 different countries. Eight out of ten were males, and most lived in western Sydney. By the time the final report was written, 61 refugees had started an enterprise.

Professor Collins also attended monthly Resources Board meetings and held regular sessions with SSI during the period. He wrote annual reports at the end of year one and year two with a final report in 2016.

The SSI research builds on a substantial body of research conducted on minority entrepreneurship in Australia by Professor Collins. He conducted this research concurrently with an ARC Discovery Grant project "Humanitarian immigrant entrepreneurs in private and social enterprises". This project critically evaluated the experiences of humanitarian immigrant entrepreneurs in urban and regional Australia.

Simultaneously, during the assessment period Professor Collins was in the midst of an ARC Discovery Indigenous Researchers Development Grant project "Indigenous Women in Entrepreneurship in NSW", an ARC Linkage Grant project "Disability Entrepreneurship in Australia" and an ARC Discovery Grant project "From Boats to Businesses" focusing on Hazara refugees in Adelaide.

FoR of associated research

(Up to three two-digit FoRs that best describe the associated research)

15 - Commerce, Management, Tourism and Services

References (up to 10 references, 350 characters per reference)

(This section should include a list of up to 10 of the most relevant research outputs associated with the impact)

1. Chiang, F, Low, A and Collins J (2013) "Two Sets of Business Cards: Responses of Chinese Immigrant Women Entrepreneurs in Canada and Australia to Sexism and Racism", *Cosmopolitan Civil Societies: An Interdisciplinary Journal*; Vol 5, No 2 (2013) pp. 63-83. DOI: 10.5130/ccs.v5i2.3117

2. Jock Collins and A Low (2010) "Asian female immigrant entrepreneurs in Small and Medium-sized Businesses

in Australia", *Entrepreneurship & Regional Development*, Volume 22 Issue 1, January 2010, pp 97-111. DOI: 10.1080/08985620903220553

3.Collins J (2008) "Immigrant entrepreneurs in Australia: Regulations and responses", *Migracoes: Journal of the Portugal Immigration Observatory*, No. 3 October 2008, pp. 49-59.

4.Collins J (2003) "Cultural Diversity and Entrepreneurship: policy responses to immigrant entrepreneurs in Australia", *Entrepreneurship and Regional Development*, 15 (2003), pp 137-149. DOI: 10.1080/0898562032000075168

5.Collins J (2003) "Australia: Cosmopolitan Capitalists Down Under" in Robert Kloosterman and Jan Rath (eds.), *Immigrant Entrepreneurs: Venturing Abroad in the Age of Globalisation*, NY York University Press, New York and Berg Publishing, Oxford, pp 61-78.

6.Collins J (2002) "Chinese Entrepreneurs: The Chinese Diaspora in Australia" *International Journal of Entrepreneurial Behaviour & Research*, Vol 8, No 1-2, 2002, pp. 113-133. DOI: 10.1108/13552550210423750

7.Collins J (2002) "Arab Entrepreneurs in Australia" in G Hage (ed) *Arabs in Australia*, Melbourne University Press, Melbourne, pp. 92-127.

Additional impact indicator information

Additional impact indicator information

(Provide information about any indicators not captured above that are relevant to the impact study, for example return on investment, jobs created, improvements in quality of life years (QALYs). Additional indicators should be quantitative in nature and include:

- name of indicator (100 characters)*
- data for indicator (200 characters)*
- brief description of indicator and how it is calculated (300 characters).)*

Name

Consultation with/advice to Government

Indicator Data

Prof Collins presented the outcomes and evaluation of the Refugee Business start-ups program in three research seminars to the Departments of Employment, Social Services and Home Affairs in Dec 2016.

Indicator Description

Prof Collins recorded the dates and details of the presentations

Name

Other indicator – Economic impact

Indicator Data

The primary direct economic benefits arise from savings and revenues saved/achieved by the Government. Estimated annual economic benefit \$3,144,375 in total or \$1,048,125 per year.

Indicator Description

Prof Collins estimated the savings: savings to welfare payments \$710,364; additional taxation receipts made by entrepreneurs \$250,818; additional tax payments made by employees of newly established businesses \$74,293; additional consumption tax receipts from entrepreneurs \$12,650

Name

Established networks and relationships with research users

Indicator Data

Professor Collins has deepened his relationship with the International Metropolis research network, the world's foremost network of migration scholars, policy makers and practitioners.

Indicator Description

Professor Collins is a member of the Metropolis International Steering Committee and was appointed as Chair of the Metropolis sub-committee in 2017 to advise on Metropolis leadership transition. He is Chair of the Program Sub-committee for the Sydney International Metropolis Conference 2018.

Name

Developing relationships with industry partners

Indicator Data

Professor Collins has deepened his research relationship with Settlement Service International (SSI), the major Industry partner for two recent successful ARC Linkage Grant projects.

Indicator Description

Following a 2014-2017 UTS contracted research grant with SSI, Professor Collins was the lead CI in two successful ARC Linkage Grants (LP 160101735 and LP 160100697) where SSI (an NGO) was the lead industry partner. SSI contributed \$270,000 in cash and \$203,940 in-kind to these two grants.