



Innovation in Local Government

Empowering and activating aspiring social entrepreneurs

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Pitch for Good Parramatta





How does Pitch for Good work?





Pitch for Good and the City of Parramatta

- **How does it create active citizens?**
 - **Why is this project relevant for Local Government?**
 - **Outcomes and Evidence**
 - **Other things to consider**
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How does Pitch for Good create active citizens?

- Training
- Networks
- Support



Why is Pitch for Good relevant for Local Government?

- Social Investment
- Local Impact
- Community Engagement



Outcomes and Evidence

Over \$95,000 has been raised through Pitch for Good Parramatta .

- 18 social entrepreneurs have pitched
- 11 projects were successful in their crowdfunding (61%)
- 10 social enterprises continue to operate
- Over 400 people attended the events
- Over \$95,000 raised for the successful projects. Council contributed around \$14,000 directly to this (matched funds)



Other things to consider:

- Internal activation within Council
- Promotes more innovative projects
- Can be hard to get applications
- Relies on the participants to reach their crowdfunding target
- Additional promotional events



Thank you

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Questions?

