



Social Impact Lab

CONNECTING COMMUNITIES, CHANGING LIVES

CQUniversity's Social Impact Lab (formerly Office of Social Innovation) is on a mission to create meaningful change through social innovation, human-centred design, and co-design projects.

We're passionate about tackling tough social challenges – whether through long-term collaborations or impactful one-off initiatives. We do it by ensuring people with lived experience are at the heart of everything we do. We incorporate trauma-informed approaches, so our work is sensitive, collaborative and effective.

We work hand-in-hand with communities to reimagine what's possible, and co-create solutions that truly work.

With fresh perspectives and boundless creative energy, we use social design as a powerful tool to explore complex issues and unlock potential, helping

communities build stronger, more inclusive futures. We can apply these skills and approach to anything from social procurement, to youth unemployment, to mass recycling projects!

We draw on expertise across CQUniversity, including academic rigour, invaluable evaluation and excellent research-informed minds to maximise our impact.

CQUniversity has a national footprint and extensive networks, especially in regional Queensland, allowing us to leverage diverse perspectives and resources. This collaborative spirit ensures that our projects are not only innovative, but also grounded in real-world impact and sustainability.

If you're looking for a partner who brings big ideas, deep empathy, and a dash of fun and creativity to the table, we'd love to connect and make change happen – together.

What we do

- › Facilitation
- › Co-design
- › Human-centred design
- › Workshop design



Book a meeting with Social Impact Lab experts to grow funding, partnerships and opportunities.

MEET OUR TEAM



STEVE WILLIAMS

Steve has spent 25 years working in social impact. He specialises in working with communities to uncover and develop innovative and entrepreneurial ways of addressing social and environmental problems.



SARA BROWN

With experience in regional and remote communities, Sara strengthens collaborations with and for community-partnered projects. She has a passion for non-profit program management, facilitation and stakeholder engagement.



RUBY SMITH

Ruby has an honours degree in psychology, with a research interest in human behaviour, trauma and resilience. Ruby's main passion is using her skills in projects which benefit community mental health and wellbeing outcomes.

OUR WORK

The Social Impact Lab works on a fee-for-service basis, or we can partner to apply for grant or philanthropic funding with external organisations.

Our projects have included:

Q-SEED

Co-designing sustainable employment opportunities for young people, while working to equip small and medium businesses to improve access to Townsville region's \$2 billion procurement spend.

Growing Workforce Participation Project

Working with Queensland Social Enterprise Council to understand diverse employment strategies used by social enterprise.

Rockhampton Zero Waste Initiative

Partnering with Rockhampton Regional Council to design pathways for social enterprises to be part of region's goal of zero waste by 2050.

CONTACT US

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WHAT OUR PARTNERS SAY

"Through the Q-SEED program, I've seen their outstanding facilitation skills and ability to work with people from all backgrounds. They have a real knack for nurturing participants and allowing everyone to share their view and be heard."

Elisabeth Lette, Regional Director QLD and NT, ArcBlue

"The team can only be described as dynamic, innovative and inclusive. Their approach to achieving great social outcomes has helped us design community-led systems, meet community needs (and) gain carefully crafted evaluation frameworks to demonstrate these outcomes."

Chris Ford, Manager Philip St Community and Families Precinct, The Salvation Army Australia

"The workshop was exceptionally well planned, prepared, and executed – fantastic job! Your attention to detail and the seamless delivery truly stood out. I trust in your expertise and approach and am eager to support and witness the progress in the next workshop."

Q-SEED participant

"The team was so fun, and so relatable, really knowledgeable. They made you feel like your opinion is valued, and never like we couldn't say what we wanted to say or couldn't throw a curly one."

Social Isolation Project participant