

2010 Graduating Impact Report

PURPOSE

To support the development of social enterprise in the Parramatta region by providing access to mentoring, pro bono, management tools and business skills.

The Hub Model

Social Enterprise Hubs are an innovative approach to developing partnerships between government, philanthropists and the community sector to support the development of social enterprises in Australia.

They provide place-based business and support services to accelerate the growth of social enterprises through networking opportunities and access to resources that would not otherwise be available or affordable.

The key objectives of a Social Enterprise Hub are to:

- Increase the sustainability of new or existing social enterprises
- Increase employment opportunities for people excluded from the labour market
- Increase the capacity of social entrepreneurs to run their social enterprises
- Improve social inclusion.

The Hub works to meet these objectives by offering a number of services to social enterprises including:

- Meeting Place – opportunities to network with existing entrepreneurs through regular meetings and events
- Business development – support to organisations to enable them to start-up or increase their sustainability
- Commerce panel – a business plan review service provided by a panel of business experts. The panel acts as a gateway for further support
- Procurement support – advice and guidance on tendering for government or commercial contracts
- Impact evaluation – annual tracking of the growth, performance and impact of a social enterprise
- Pro bono support – access to mentoring and pro bono support from a range of corporate partners.

Combined, these services are aimed at transforming enterprises from 'piece meal' organisations to robust, sustainable trading entities delivering social benefits and employment.

History of the Hub

The Parramatta Social Enterprise Hub was established in July 2007 as a three year pilot project. The original partners of the Hub were SVA, Parramatta City Council and the Allco Foundation. The Hub's core purpose was to increase employment opportunities for residents of Parramatta who were seriously disadvantaged in the labour market.

Pro bono support was crucial to the Parramatta Social Enterprise Hub's success and was a vital offering to the social enterprises being supported. The

following organisations provided this much needed support: BASI Parramatta, Bendigo Bank, Best Creative, Westpac, Pilch Connect, Minter Ellison and PricewaterhouseCoopers Foundation.

Impact

Since its establishment, the Parramatta Social Enterprise Hub has achieved much for individual social entrepreneurs in Parramatta, as well as generating a depth of understanding, backing and profile for social enterprise as a business model. At the micro level, those who engaged with the Hub are members of a growing cohort of entrepreneurs who are attracting investment and planning for growth.

Supported Social Enterprises

The following social enterprises were supported through the Hub:

Mars Hill Café employs disadvantaged youth as staff and volunteers.

Food Connect Sydney provides community groups in Sydney with ethically grown fresh produce direct from local farmers and producers.

CareerTrackers is an internship program and supported pathway to employment into corporate Australia for Indigenous graduates.

The African Food Project supplies traditional African vegetables to Sydney's growing community of migrants from the region.



Parramatta Social Enterprise Hub

Information and Cultural Exchange (ICE) provides digital media and arts programs that are focused on allowing refugees, migrants and young artists within the community to express themselves and to create and collaborate, leading to new skills development and job creation.

Parramatta College/Global Talents Australia provides a pathway to employment and skills development for migrants.

Parramatta Clay and Arts Incorporated provides studio space, instruction, support and employment opportunities for ceramic artists and associated stakeholders.

Dreams from Within Food Busters provides access to affordable, healthy meals for families, as well as back-to-basics cooking classes, a weight loss program and monthly goal setting meetings which include simple finance and savings tips.

Ermington Church is a café enterprise waiting for premises as part of a new community hub in Ermington.

Marita's Mealie Meal provides a quality Australian grown mealie meal (African corn staple) to the African community at a reasonable price.

Jafra Catering is a catering enterprise offering Palestinian cuisine.

Food Connect Sydney and CareerTrackers have both been successful in securing investments through SVA's current Supporting Social Enterprise project. Separate impact reports will be carried out on each of these social enterprises.

Looking Ahead

The Parramatta Social Enterprise Hub pilot ended in June 2010. Parramatta City Council will continue to directly support and invest in a number of social enterprises in the Parramatta region and Western Sydney.

SVA will continue to work with CareerTrackers and Food Connect Sydney as well as look for opportunities to support social enterprises looking to increase their impact in the future.

"Our participation in the Hub has allowed and generated a slow and steady shift in the organisational orientation of ICE towards social enterprise. Our participation has had a huge impact on the aspiration and broader strategic direction of the organisation. It has helped us consolidate and restructure the organisation so that now an emphasis on creative enterprise is a strong component of our overall operation and business plan"

LENA NAHLOUS,
EXECUTIVE DIRECTOR, ICE

Investment

Year of initial SVA investment	2007
Total amount of investment in Hub	\$450,000
Total investments approved to Careertrackers and Food Connect Sydney through Supporting Social Enterprises Project	\$244,320

In-kind support

Mentors secured	4
Baseline/progress reports carried out	6
2009	
– ICE	1
– Mars Hill Café	1
– Parramatta College	1
– Marita's Mealie Meal	1
2010	
– Food Connect Sydney	1
– CareerTracker	1
Jobs created or secured over the total period of the Hub for excluded people	52
– Food Connect Sydney	14
– Mars Hill Café	7
– CareerTrackers	31