

wcig



LoveLUVO

# WCIG Social Enterprise Group Impact Report

FY2022 - 2023



CLEANABLE

# Introduction



According to Social Enterprise Australia, there are currently over 12,000 social enterprises in Australia that employs over 200,000 people (1.6% of the Australian workforce). Social enterprise contributes \$21B to the Australian economy each year. There is no “one way” to establish a social enterprise, and often different enterprises can aim to address a similar outcome utilising different models.

Social enterprise is developing momentum in Australia. Whilst it is not a new way of creating change or opportunity, the last 12 months have propelled the awareness and value of social enterprise into some key government initiatives.

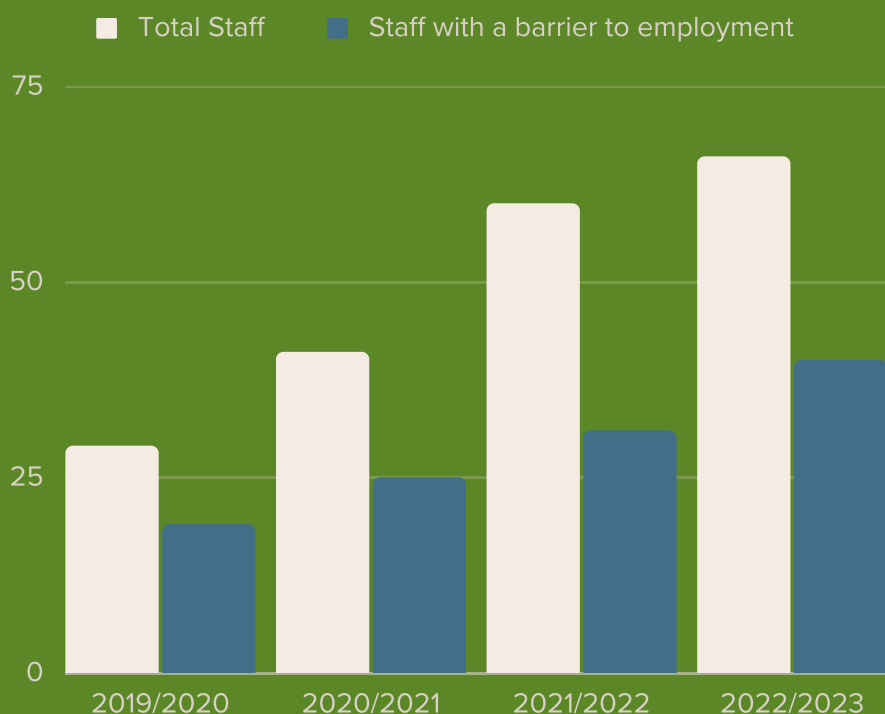
- Department of Social Services establishing a Payment by Outcome trial for social enterprises (of which WCIG is a leading participant).
- The federal budget proposing the Social Enterprise Development Initiative and the Outcomes Fund (the first time a federal budget has mentioned social enterprise).
- Working Future White Paper: The government is positioning social enterprise to assist in the removal of barriers to work and ensure that jobs are secure and fairly paid.
- The Royal Commission into Violence, Abuse, Neglect, and Exploitation of People with Disabilities contains several recommendations addressing the open employment of people with a disability that align with social enterprise.

Westgate Community Initiatives Group Ltd.’s ongoing commitment to social enterprise ensures we are in line with the government developing strategies for the ongoing creation of employment pathways for those who find it difficult to find and keep a job.

The results contained within the 2022-2023 financial year show the benefits of strong partnerships with business, governments and intermediaries can provide social enterprises with the means to make change in people’s lives. WCIG’s ability to combine disability employment, training, and youth services adds additional layers of support to prove what we know: employment has the ability to increase wellbeing, inclusivity, and independence. All of which has a positive outcome on the lives of people living with, or at risk of, mental illness.

WCIG has established two social enterprises: Cleanable Property Maintenance Service and LoveLuvo. Both initiatives were established as “Work Integrated Social Enterprises” (WISEs). The aim of a WISE model is to create employment opportunities for people with barriers to employment. In the case of WCIG, our primary focus is on employment pathways for people with a diagnosed mental health condition. Our enterprises trade as any mainstream employer would, with the additional structure of support and training to ensure people reach their employment goals.

## SOCIAL ENTERPRISE GROUP EMPLOYMENT



**61%**

staff with a barrier to employment

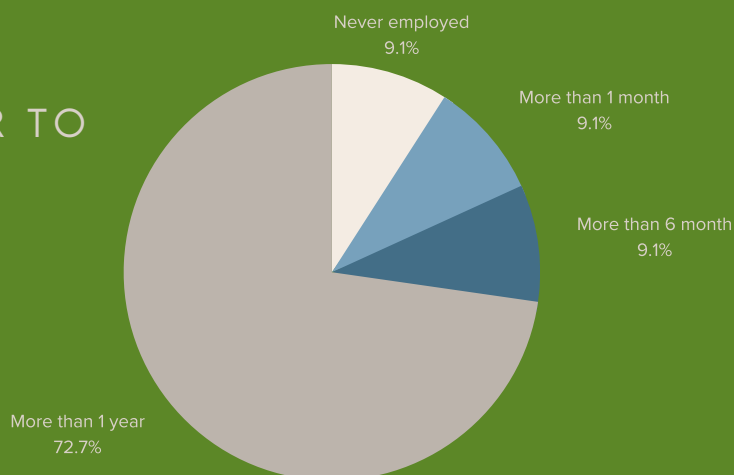
**100%**

paid an Award wage

**19,750**

Paid hours of employment


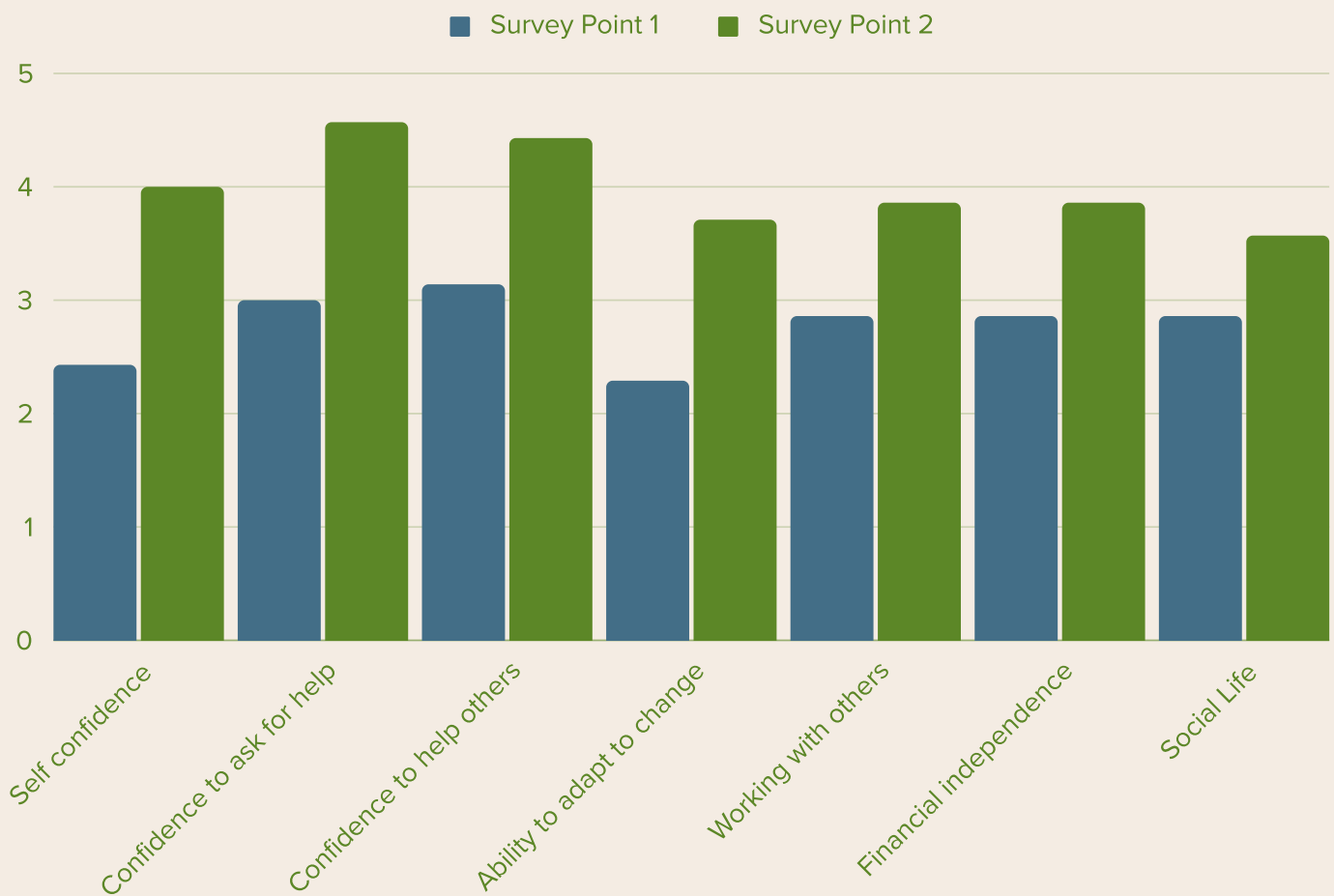
## LENGTH OF UNEMPLOYMENT PRIOR TO COMMENCING WITH WCIG



# IMPACTS OF WRAP AROUND SUPPORT

In June 2022, we commenced a more direct approach to wrap around support of staff in the Social Enterprise Group. A new Job Mentor role was created within the team to establish an improved one to one approach with staff to facilitate their employment goals and support their employment journey.

The graph below shows the impact that this support generated on the wellbeing of staff as they met these goals. This study was undertaken with a self-assessment survey where participants rated themselves at the beginning of employment and again 6 months after employment.



**\$300,290**  
Social Value generated in  
2022/23\*

*\*The values used in these calculations, provided by the Australian Social Value Bank, are owned by Alliance Social Enterprises ([www.asvb.com.au](http://www.asvb.com.au)). They have been produced by Simetrica-Jacobs, using best practice methodology for policy evaluation. These values are used under Licence # ym1A7m with expiry date 21/9/2024.'*



CLEANABLE

# CLEANABLE

## Social Impact Report 2022/23

Cleanable Property Maintenance Service (Cleanable) is a commercial cleaning and property maintenance social enterprise providing sustainable, paid employment to people facing barriers to employment.

We specialise in commercial office cleaning, litter collection, and labour hire services.

Created by WCIG in 2005, Cleanable supports its employees to learn new skills and reach their personal and employment goals.



**18,430**

hours of paid  
employment to staff with barriers  
to employment



**+\$528K**

award wages paid  
to staff with barriers to  
employment



**69%**

team members have  
barrier to employment



**+6**

employees with  
barriers to  
employment add to  
the team



## Growth & New Opportunities

Cleanable now cleans 239 locations across this region.

Having focused on the western suburbs since 2005, this year Cleanable became operational across Greater Melbourne and Geelong.

New contracts with Nando's Australia, Bingo Industries, and Drummond Street Services have allowed sustainable growth and new employment opportunities for more people looking to find and keep a job.

# Sam's Story



**Things like illness and family emergencies often result in people being out of work for a period of time. This can create a whole new set of problems, as aside from the original challenge itself, there can be a cascade of fresh issues – from a lack of money, to a reduction in social interactions and overall quality of life.**

After an accident in his previous role took him out of work for a period of time, Sam had to cope not just with serious back pain, but also with a loss of income. This meant that he wasn't able to travel to see his kids anymore. The seriousness of his injury meant that he'd started to wonder whether he'd ever work again.

We helped him find a solution and after he started working with us, Sam soon began saving money. It wasn't long before he managed to afford a new vehicle. With a well-earned reputation as a hard worker amongst our team, Sam's resilience is inspiring. His family and friends have noticed how much happier he is, his back injury's improved, and one of the most welcome developments is that he has more money to pay the bills. Alongside the freedom to buy the things he wants, a major benefit is that – in his own words – “I don't have to go to Centrelink and stand in queues or sit in the chair for hours, plus before I was just laying in bed not working, which was making me feel depressed and bored”.

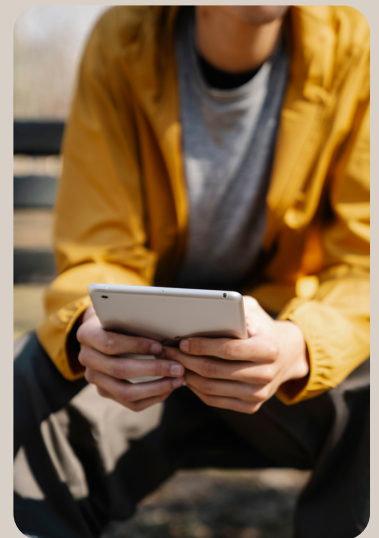
Now that he's been able to purchase a new car, he has connected up with his daughter and grandchildren again and looks forward to seeing them more often.

# Tom's Story

**Many people experience worries around starting work. While it's common to feel nerves or anxiety when starting a new job – and even more so if it's your first ever job – the majority of people may not be aware of how this can be even harder for those of us who are neurodivergent.**

This makes us all the more proud of our staff member Tom who we've seen go through a complete transformation. When Tom first started working with us, he could only manage one shift a week and was experiencing major social anxiety. He would typically prefer to escape into a book or play games on his Nintendo at breaks, as interacting with other staff members was a big challenge for him.

Now he's working two days a week, has made new friends at work and has sourced his own therapy. He's getting more exercise, is working on video editing in his spare time while enjoying the benefit of his increased income allowing for a deeper exploration of his hobbies.





# LOVELUVO

## Social Impact Report 2022/23

LoveLUVO

LoveLuvo is a retail social enterprise based in Seddon, Victoria. Our eco-friendly body care products, cruelty-free skincare and bath products, and sustainable home products are vegan and locally sourced.

LoveLuvo was established by WCIG in 2011 to provide sustainable, paid employment opportunities for people who experience barriers to finding a job and empower them to build skills and confidence in a supportive work environment.



**1320**

hours of paid  
employment to staff with  
barriers to employment



**+\$34K**

award wages paid  
to staff with barriers to  
employment

## Meet Jarrod

Jarrod had found himself continually overlooked for paid positions after being an unpaid volunteer at a large Australian charity for a long period. Having speech and hearing challenges, as Jarrod does, can make things like job interviews and customer-facing roles seem almost impossible. Jarrod didn't let that knock his confidence – indeed, after progressing in his role with us, he now works and speaks with both staff and customers on a regular basis.

Overall he's noticed that alongside his communication having improved massively, the increase in income has inspired him to begin learning about money management and begin saving towards financial goals which include buying a house. There have been many other benefits too – he doesn't have to travel so far to work anymore, he's been able to complete a number of relevant courses to help improve his employment options, and he's become used to working as part of a team.

With so many big steps already taken, we're sure we'll be hearing about lots more positive outcomes for Jarrod before long.





**\$69,095**

Spent with business that create impact

LoveLuvo creates an opportunity to showcase products that contribute to social or environmental benefit. These are sourced from other certified social enterprises and businesses that donate profits from the sale of products to worthy causes.



**6684**

plastic bottles saved from landfill

We refilled 3342L of our refillable products when customers visited us with their empty containers. This is equal to 6684 x 500ml bottles entering our community's landfill.



**\$144,376**

spent with local business

Our store in Seddon is part of a community and, we understand supporting locally made products. Customers know that when purchasing from LoveLuvo, it means supporting local businesses.

## LoveLuvo Develops Soft Skills Retail Course

LoveLuvo, in conjunction with WCIG's Training Division, developed and trialed a course to help unemployed participants gain soft skills and develop confidence in their employment journey.

- 14 participants with 100% completion reached
- 12 stated they would like to find work now in retail.
- 3 gained employment during the course.
- 2 gained confidence to apply for or test for their driving license.

*"The course experience has reminded me of the importance of person to person relationships in any job, family, and all personal interactions. (It has) provided renewed confidence in myself and socialising."* – Renee

LoveLuvo will be developing this course further in the coming 12 months to add transitional employment support and training to provide greater impact through employment.



# Acknowledgements

We would like to take this opportunity to thank our supporters and partners who helped contribute to this year's impact.

These include:

Hume City Council  
Nando's Australia  
John Holland  
Bingo Industries  
Djerriwarrh Community & Education Services  
Maliku Group of Companies  
Drummond Street Services  
Villawood Properties  
White Box Enterprises  
Social Traders  
Social Enterprise Network Victoria  
Australian Social Values Bank  
Social Impact Hub  
Seddon Traders Association  
HoMie Clothing  
Purpose Communications  
AWD Digital  
Safety Pro Australia  
and all of our wonderful LoveLuvo customers in Seddon and around Australia.

We pay our respects to their Elders past, present and emerging. WCIG acknowledges the Traditional Owners of the land on which we conduct our work.



Business for good

wcig



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