

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

Westgate Community Initiatives Group Ltd.’s ongoing commitment to social enterprise ensures we are in line with Government’s 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 enterprise with the means to make change in people’s lives. WCIG’s ability to combine disability employment, training, and youth services add 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 have 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 a barrier to employment. In the case of WCIG, our primary focus is 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

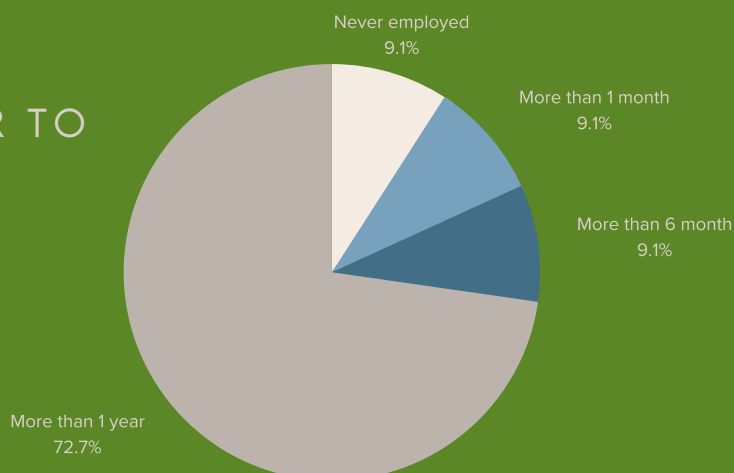
100%

paid an Award wage

19,750

Paid hours of employment

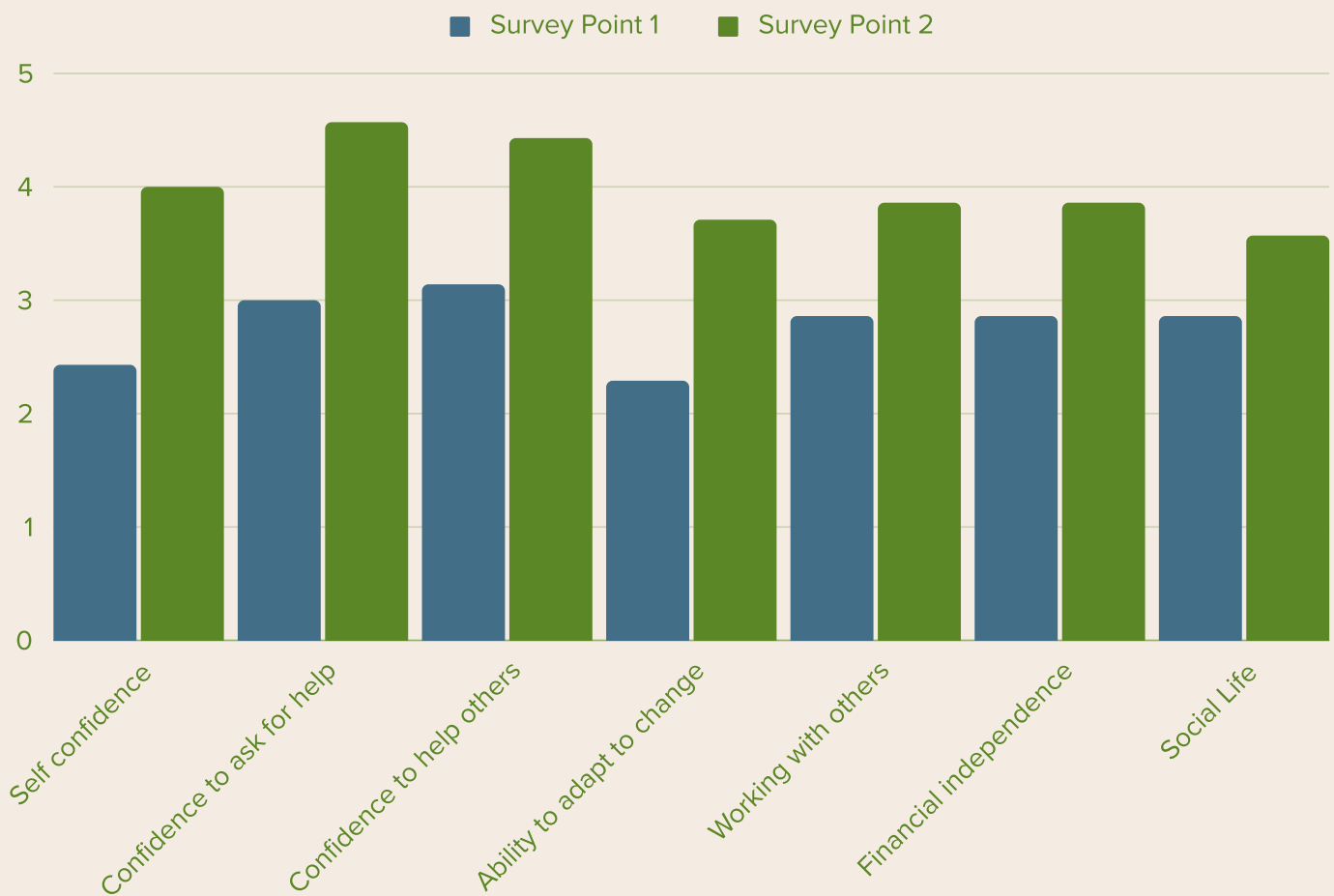
LENGTH OF UNEMPLOYMENT PRIOR TO COMMENCING WITH WCIG



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 in the wellbeing of staff as they met these goals. This study was undertaken with a self-assessment survey where participants rated themselves at 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). 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

Social Impact Report 2022/23

CLEANABLE

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 clean 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 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.

LoveLuvo Develop Soft Skills Retail Course

LoveLuvo, in conjunction with WCIG's Training division, developed and trialed a course to benefit 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/test for their driving license.

"The course experience has reminded me the importance of person to person relationship in any job, family and all personal interactions. (It has) provided renewed confidence with 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

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