

30 Members

2 Projects

169,309 Reach

\$14,600 Revenue

"Empowering people,
inspiring action."

ENTREPRENEURIAL

initiating ideas and business solutions
with passion and innovation.

ACTION

the willingness to make a sustainable
impact with integrity.

US

student, academic and business leaders
collaborating to create a better
world.



enactusTM

The University of Melbourne
2016-2017

ANNUAL REPORT

IMPRINT

IMPRINT is a student organisation that is committed to creating community spaces to drive inclusive community engagement. Through collaborative work with local councils and partners, IMPRINT is able to create parks and various public spaces for locals to enjoy.

TARGET AUDIENCE

SOCIAL MEDIA REACH (01/07/16 - 01/07/17)

3,234

IMPRINT targets communities that are in need of rejuvenated public spaces, which are most often in low socioeconomic neighbourhoods.

BUSINESS AND ECONOMIC CONCEPTS

IMPRINT focuses on designing and developing community engagement spaces for the public. Costs are determined through the IMPRINT Model Specification, which involves detailed costs analysis.

3

PROJECTS

in the 2016/17 financial year

ACTION

1. The University of Melbourne

At The University of Melbourne the IMPRINT team worked with Student Precinct to engage with students and members of the community to improve spaces around the university. Through designing little libraries, pitching ideas such as grass chairs to stakeholders, and conducting a detailed analysis of areas of high use and need for improvement, we have been able to incubate projects which we will extend to broader communities.

2. Moreland Pop-up Park

The team has also contacted Moreland City Council to investigate the feasibility of redeveloping an underutilised space into a thriving open space for the local community. A third of the way through their implementation plan, the team plans to reach out to the public and host a pop-up park in a location agreed upon by the council. This will support social interconnection and community pride in the area.

3. Brunswick Art Scene

IMPRINT is working with Hello City, an agency committed to developing innovative and workable strategies for places and spaces to provide artists in Brunswick with information regarding rezoning laws that have seen industrial spaces become mixed use. We have a meeting planned for Tuesday week where IMPRINT will discuss ways in which key stakeholders can ensure the longevity of the Brunswick art scene and develop an action plan for the next 5 years.

EFFECTIVE EMPOWERMENT

IMPRINT advocates social capital building within and across communities. We believe in the value of collaboration. By seeking out partnerships with organisations, private firms, local neighbourhoods and communities with creativity and passion, we are able to achieve our collaborative vision.

We do this by engaging the passersby, inviting the public, and connecting communities to be a part of decision making processes that affect them. Through creative consultation techniques, unique design interventions and skilful facilitators we are able to leave a community IMPRINT in the urban environment and public spaces.



NEXUS

Adhering to our fundamental belief of enabling changes through entrepreneurial actions, Nexus Abroad is an international liaison project whose success is underpinned by our consultants' abilities in implementing unique and entrepreneurial solutions to make local businesses financially viable and operationally sustainable.

Working with local NGOs and NPOs, the Project targets the most vulnerable in the selected community. Our works go beyond profit making and are considered to be successful only if we have instilled the much needed entrepreneurial spirit to local economic agents.

TARGET AUDIENCE

SOCIAL MEDIA REACH (01/07/16- 01/07/17)

16,684

Our target audience (the women of the Nangi Village at present) has been strategically chosen based on the underlying issues that Enactus tries to solve. The Nepal project has been a concern of ours since we found that the women of Nangi Village are very unfairly compensated given the amount of hours they put into producing handmade notebooks and journals.

Through ongoing support of the women, we aim to not only allow members of the poor community to have a sustainable income stream and make a living, but also ensure that the artistic traditions of Nepal are preserved.

BUSINESS AND ECONOMIC CONCEPTS

Strategies and concepts vary depending on the fundamental characteristics of issues at hand:

Prior to Nepal, establishing a buffalo-rearing plant in India provided the local community with enhanced income streams, where profit was achieved through proper business restructuring, financial modelling, and effective preemption of potential business challenges of the process.

Based on what we have learnt from previous projects such as this, we conduct a thorough analysis of the costs and benefits associated with new projects, and devise a strategy for both short and long term implementation and development.

NEPAL



ACTION

Nexus Abroad is a global project. We made differences to the lives of people in Ghana and India, and are currently directing our efforts towards serving village communities in Nepal.

Our Nepal Project aims to improve the lives of women in Nangi Village who are being unfairly compensated for their work.

Implementing a strong supply chain management system in Nepal has depressed the costs associated with making the notebooks. This way, the majority of the revenue is spent not on logistics but on fairly remunerating women who made them. After proceeds have been distributed to the women, leftover income is placed into the community pool to support children studying in the local boarding school.

EFFECTIVE EMPOWERMENT

We equip local economic agents with the entrepreneurial spirit that allows them to expand their business ventures, timely seize opportunities, and diversify revenue generation streams.

We provide members of struggling communities with sound business judgments that enable them to make future strategic and financial decisions.

We raise awareness both locally and internationally about the urgent need for socially inclusive businesses that indiscriminately provide everyone with a chance to realise their utmost potential.

MEDIA REPORT

MEDIA SOURCE	REACH
NEXUS ABROAD	16,684
IMPRINT	20,600
ENACTUS	132,025
TOTAL	169,309

FUNDING REPORT

REVENUE

GRANTS	3000
PROJECT INCOME	400
VOLUNTEER PROGRAM	11,200

TOTAL REVENUE	14,600
---------------	--------

EXPENSES

NEXUS ABROAD	95
IMPRINT	220
FUNCTIONAL EXPENSES	600

TOTAL EXPENSES	915
----------------	-----

NET SURPLUS	13,685
-------------	--------

BUSINESS ADVISORY BOARD

DANIEL PERCIVAL

Vocational Service
Director, Rotary Club
Carlton

NOEL REID

Human Performance
Company

PHILIP CHAN

KPMG

MARK LATHAM

Principal, Latham
Solutions

MARGARET ABERNATHY

Sir Douglas Copland Chair
of Commerce, Faculty of
Business and Economics

MARK KING

Former CELT Deputy
Director

SUZANNE DIXON

Former Faculty Advisory,
Director of Management

JEFF BORLAND

Lecturer, Faculty of
Business and Economics

SPONSORS AND PARTNERS

ACKNOWLEDGEMENTS

A special thankyou to all those who have devoted their time and effort in volunteering for our projects. We could not have made such an impact without your unwavering support.

