

FINANCE

OPENING BALANCE	\$727
TOB REVENUE	\$1,894
TOB EXPENSES	[\$1,783]
BFF REVENUE	\$1,900
BFF EXPENSES	[\$1,773]
TEAM GRANTS	\$593
TEAM EXPENSES	[\$579]
CLOSING BALANCE	\$979

SUMMARY

135,000 SOCIAL MEDIA REACH
219 DIRECTLY IMPACTED
15 TEAM MEMBERS
1,120 TEAM HOURS
5 BAB MEMBERS
2 ACTIVE PROJECTS
1 UPCOMING PROJECT

MISSION

“TO VIGOROUSLY
CREATE SOCIAL GOOD
WITH RESPONSIBLE
AND DISCIPLINED
ENTREPRENEURSHIP”

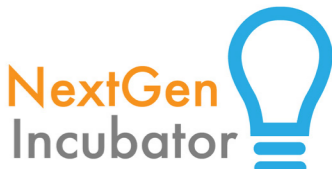


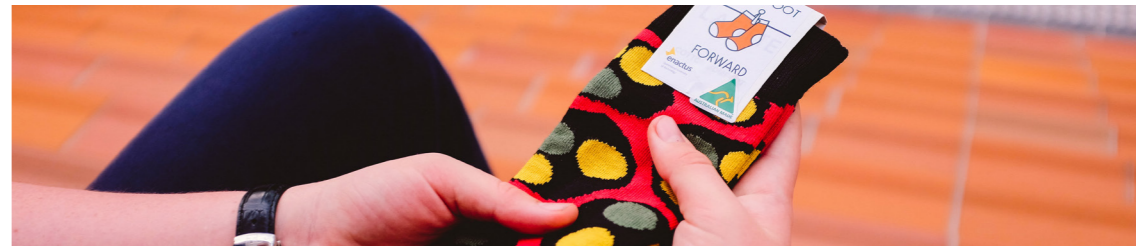
PARTNERS



2017

ANNUAL REPORT





UPCOMING PROJECT

PROBLEM

- Lack of confidence, enterprise skills and opportunities for young students with refugee and migrant background

OPPORTUNITY

- To collaborate with community partners to design and facilitate a series of workshops to equip young people from refugee backgrounds with the enterprise skills to launch their passions into careers and businesses

ENTREPRENEURIAL ACTION

- ANALYSIS**
- Identified target groups
 - Evaluated optimal learning and delivery methods
 - Assessed content through mock workshops
 - Worked with community groups to overcome cultural sensitivities

- ACTION**
- Contacted community groups to partner with for project
 - Connected with higher education provider to host workshops
 - Engaged key stakeholders to tailor workshop content
 - Completed professional facilitator training

PROBLEM

OPPORTUNITY

ENTREPRENEURIAL ACTION

EFFECTIVE EMPOWERMENT

ECONOMIC, SOCIAL AND ENVIRONMENTAL FACTORS

- Isolated local businesses within migrant communities were struggling to realise their full potential

- Enactus QUT saw the opportunity to help migrant business owners by providing them exposure to the broader Brisbane community

- ANALYSIS**
- Needs analysis including primary market research with Made in Africa and Chopan Charcoal business owners
 - 4P Analysis (Place, Product, Promotion, Price)
 - SWOT Analysis
 - Primary market research with prospective Taste of Brisbane customers

- ACTION**
- Collaborated with business owners to establish common goals and determine event dates
 - Organised quarterly food expeditions to participating restaurants: Made in Africa, Chopan Charcoal and Mu'ooz
 - Tickets sold through EventBrite and marketed via Facebook, Instagram and the QUT Business School newsletters

- Business owners were empowered to share their unique experiences and culture
- Created a network of participants who were eager to engage and learn more about new cultures they would not have otherwise been exposed to

- ECONOMIC**
- Directly increased revenue for business owners in off-peak hours from Taste of Brisbane events
 - Generated income for Enactus QUT to reinvest into projects
- SOCIAL**
- Improved refugee business owner confidence and satisfaction
 - Enhanced understanding of social media and marketing in Australian business environment
 - Greater awareness and connection between refugee and broader community

OUTCOMES AND OUTPUTS



76 PARTICIPANTS



\$1,844 COMBINED REVENUE FOR BUSINESS OWNERS



135,000 SOCIAL MEDIA REACH TO DATE



PROBLEM

OPPORTUNITY

ENTREPRENEURIAL ACTION

EFFECTIVE EMPOWERMENT

ECONOMIC, SOCIAL AND ENVIRONMENTAL FACTORS

- Lack of funding and exposure for Indigenous community groups in the Brisbane region

- Enactus QUT saw the opportunity to collaborate with local Indigenous artists, creating wearable products that could be sold to raise funds for Indigenous community groups

- ANALYSIS**
- Primary market research with Indigenous community groups
 - Needs Analysis
 - 4P Analysis (Price, Product, Promotion and Place)
 - SWOT Analysis
 - Monte Carlo Simulation (Revenue Forecast)

- ACTION**
- Contacted most fitting Indigenous community group
 - Liaised with community group to engage an artist
 - Evaluated suppliers to determine most financially viable option
 - Used professional networks and social media channels to distribute the initial run of products
 - Sourced second artist to increase product line and build market presence

- Gave artists an avenue to share their culture and heritage by creating wearable artwork
- Enabled customers to share in the rich culture of Indigenous Australians
- Provided local Indigenous organisations with revenue injection to fund their own sustainable initiatives

- ECONOMIC**
- Raised revenue to fund local Indigenous community projects: Kirrawe Kidz
 - Generated income for partner artists
 - Supported local economy through Australian manufacturer
- SOCIAL**
- Connected the wider Brisbane community with Indigenous culture, while instilling a sense of pride and respect for the Indigenous community.
 - Empowered Indigenous community groups and artists to share their stories, through wearable artwork
 - Enabled Kirrawe Kidz to continue supporting Aboriginal values and social support practices
- ENVIRONMENTAL**
- Environmental impact analysis revealed bamboo socks would allow project to have greatest environmental sustainability

OUTCOMES AND OUTPUTS



130 UNITS SOLD



\$1,900 REVENUE



\$1,150 GROSS PROFIT



\$500 DONATED DIRECTLY TO INDIGENOUS CHAIRTY

