



enactusTM
Edith Cowan University

2015/2016 ANNUAL REPORT ENACTUS ECU PERTH WA

OUR ACHIEVEMENTS

2 projects ongoing

1 new project 2016/17

24 active team members

1,249,222 media impressions

205 individuals directly impacted

2650 total hours worked voluntarily

6 businesses directly impacted by projects

9 active Business Advisory Board members



Working with businesses to reduce waste, ensuring a more sustainable future

Problem

- Australia’s carbon footprint is twice that of the global average, wasting over 4 million tonnes of food worth 8 billion dollars each year (Department of Climate Change, 2008).

Seeing Opportunity

- In March 2015, Enactus Australia and CHEP were seeking help to address the vast amount of food waste in Australia.
- We conducted a needs assessment survey for 5 local restaurants and found that many of them did not understand the significant impact this may have on the success of their business. Our project was selected by Brambles Food Waste Challenge and we were given \$1000 funding to progress.

Taking Action

- Waste Not helps to address the knowledge gap that some businesses have within the food service industry.
- In 2016, we conducted 5-day waste audits at 3 local cafes: Pure and Natural, Aroma cafe and Cafe Elixir.
- We were invited to visit the cafes at the end of the business day. The audit entailed 4 Enactus ECU students systematically measuring the amount of food waste. Food was categorised as recyclable, non-recyclable and organic.
- Results were collated, and then tailor made reports were produced with recommendations on how to reduce waste, improve awareness and be a responsible business owner. By working towards a sustainable environment business owners can significantly reduce food waste and increase profitability.

Enabling Progress

- Individual reports were developed followed by business consultation to implement future strategies to reduce food waste.
- We plan to revisit these businesses within 3 months to ensure they are on track.

Moving Forward

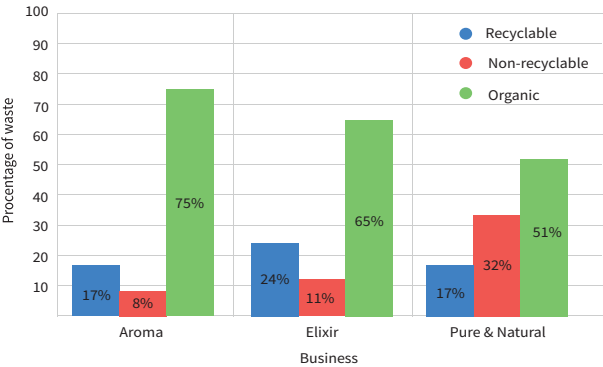
- We will be making compost bins from up-cycled materials and supplying them to our project partners.
- We will evaluate the success of our Waste Not model in consultation with our partners.
- We will introduce our waste management handbook “Mini Guide to Minimise” and provide ongoing support.
- We have been approached by a large supermarket chain and a large hospitality provider in Perth to conduct waste audits at their premises within the next 3 months.

9
Volunteers

3
Businesses impacted

700
Volunteer Hours

Coles
supermarket on board!



“I think there is a great benefit in this collaboration for all of us. It’s a great idea and all business owners should do this for the environment. I will definitely take the suggestions in the report. It’s not hard to do this if you care” - Ian Campbell, Pure and Natural, Joondalup



Living Education
Future project 2016/2017

Working to empower the homeless and enriching their lives with education

Problem

- According to the current census data (2011) nearly 10,000 people in Western Australia are homeless or sleep rough on any given night.

Seeing Opportunity

- We are in the early stages of developing a program for those that are homeless, which will help build their skills and confidence. This will be done in collaboration with our community and business partners.
- The program will commence in our local area of Joondalup.

1 in 250
Western Australians are homeless



Problem

- We have identified a significant gap between senior citizens and their ability to use technology.

Seeing Opportunity

- According to the Australian Institute of Health and Welfare (AIHW), dementia is the second leading cause of death in Australians aged over 75 years. New research shows that the use of tablets for reminiscence therapy is extremely effective. This makes Net University's approach valuable as it empowers the seniors long before such potential risk.
- There are currently 300,000 Australians who suffer from Alzheimer's disease. By 2050, that figure will increase to a staggering 1 million. Recent studies have shown that physical separation from family and friends can cause psychological issues that may worsen potential dementia or Alzheimer's related conditions. By looking at photographs and images of loved ones, this provides reminiscence therapy for the elderly. This is taught in our classes through applications such as Skype, email, creating photo galleries etc.
- Today, most seniors over 75, still use a passbook when visiting their bank. However, technology is progressing at such a rate that senior customers are unfamiliar and uncomfortable with using ATM's, Internet banking and apps on portable devices. According to our research, 60% of seniors are not using electronic banking methods.

Taking Action

- We have delivered a series of classes that we've built upon since 2013. Our partners include the City of Joondalup Libraries, City of Wanneroo and UniBank.
- In 2015, Unibank heard about our Net University project and asked us to teach their senior members how to use internet banking. We developed an online banking manual exclusively for UniBank members. To date there have been 45 seniors attend these classes. Our satisfaction rate is 100% as shown on our evaluation forms.
- At City of Joondalup Libraries we have been delivering beginner iPad, Intermediate iPad and beginner Android classes. Satisfaction rates for iPad classes are 92.2%. At a social level, seniors respond very well to students who deliver the classes. There is a mutual respect between teacher and participants.
- In 2016, we have delivered 2 pilot classes to 25 seniors at Wanneroo Library. This relationship will continue into 2016/2017.
- Our classes have a ratio of 1:2 Enactus ECU members to seniors, allowing us to give them much needed support during the class.

Enabling Progress

- In 2015/2016 we empowered 205 participants, which is an increase of 74% from last year.
- In 2015/2016 we increased our number of classes by 50%.
- By empowering seniors with the skills to use technology, they can use social media, access internet banking and reconnect with their family and friends. All of this has profound effects on their mental wellbeing.
- We have increased our marketing efforts by delivering pitches at the Wanneroo Business Association, Sixty27 Co-working space and drop in sessions for the 'National Year of Digital Inclusion' (Go Digi). This was held for the first time in Western Australia in May.
- We are currently in discussions to expand this project with 3 new partners for the next 3 years.

Moving Forward

- Based on feedback we will develop our training manuals further to support smartphone technology.
- We will explore commercialisation of Net University.
- We will develop a 'train the trainer' module with our partners.
- We will be delivering our Net University classes at state and national level.
- Enactus ECU will grow in membership from 25 to 100+ students in the next 3 years through expansion across the University.

1450



Volunteer Hours

205



People directly
impacted

50%



Increase in no. of
classes

74%

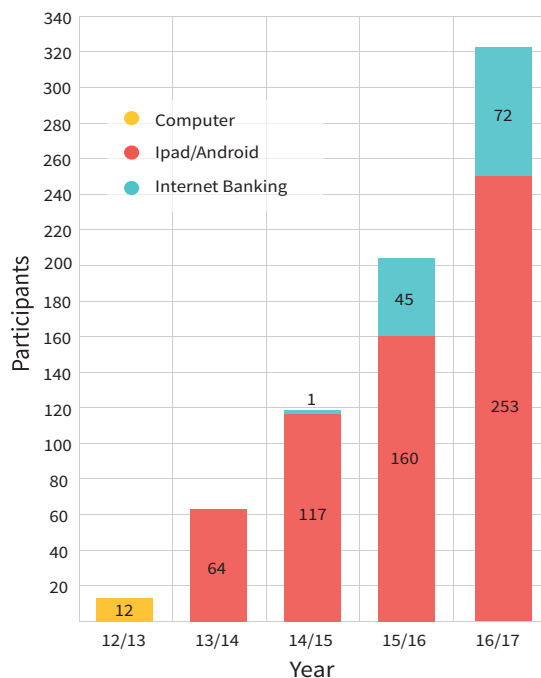


Increase in no. of
participants

20



Volunteers



"What I like the most is the personal assistance during the class. It was not easy getting used to an iPad. But now I'm confident to use it while travelling to Skype, read books and listen to music."

- Margaret Reid, Edgewater



Media

Item	Media Reach
Joondalup Times - Article	58,000
Wanneroo Libraries eNewsletter	12,000
City of Joondalup eNewsletter	1,118,000
Wanneroo Business Association Events Email	860
Wanneroo Business Association Pitch Event	175
Facebook Reach (July 15 - June 16)	40,665
Twitter Impressions (February 16 - June 16)	4,711
Edith Magazine Copies (April 2015)	3,000
ECU Business Course Guides (2015)	8,500
Enactus ECU Web Article (ECU Website)	560
Enactus ECU Official Website	2,751
Total Reach	1,249,222

Finances

Incoming (\$)		Outgoing (\$)	
Enactus club account	1,116	Championships	9,944
School of Business and Law	10,000	Marketing	539
Corporate sponsors	7,500	Uniforms	1,580
ECU Guild	3,084	BBQ Costs	226
BBQ	536	Project(s) Consumables	314
Commonwealth Bank	300	Team Building Expenses	866
Brambles	1,000	Bank Charges	35
		Equipment	652
Total	23,536	Total	14,156
		Surplus	9,380

Business Advisory Board

Janet Simmons (Chair)
Industry Relationships Manager
School of Business & Law
Faculty Advisor – Enactus ECU

Vicki Hodgson
Innovation Development Advisor
Office of Research and Innovation
Faculty Advisor – Enactus ECU

Associate Professor Maryam Omari
Dean, School of Business & Law

Dr. Ian Martinus
Director, Economic Development and
Advocacy
City of Wanneroo
ECU Alumni

Jenny Devine
Consultant

Alyce De Biasi
Enactus Alumni

Mark Connelly
Director
B2GOLD Corporation
ECU Alumni

Leanne Lang
HR Director (WA, NT)
Staples
ECU Alumni

Rebecca Waddington
Partnerships and Development Officer
City of Wanneroo



School of
Business and Law

