

“

We see **opportunity**,
and turn it into **value**.

We understand the
capacity of business to
create **meaningful** and
lasting change.

”



ENACTUS SYDNEY 2014-15 ANNUAL REPORT

CULINARY TALES



MISSION: To solve the national crisis regarding the **integration, resettlement and acceptance** of refugees into the Australian community.

HOW? **Culinary Tales** is a social business that empowers refugees by providing work experience, employability skills and a source of income via teaching cooking classes.

THE NEED:

Refugees have very low participation rates with 42% in the workforce and 23% unemployed compared to skilled immigrants, with 77% in the workforce and 7% unemployed, emphasising a huge disparity in the Australian workforce.

TARGET AUDIENCE



REFUGEES

Refugees are recruited from refugee support centres.



GENERAL PUBLIC

Cooking classes are offered fortnightly at the Lane Cove Living and Learning Centre. Corporate cooking classes and catering packages have also been offered.



SCHOOLS

Our new Schools Program offers cooking classes as school incursions in high schools to supplement the Food Technology curriculum and inspire younger generations to embrace multiculturalism.

ECONOMIC AND SOCIAL FACTORS



ECONOMIC:

- Refugees often have little to no previous work experience, and struggle to find employment. We address this by helping them run their own cooking class to provide an income and unique work experience.



SOCIAL:

- Refugees face the risks of persecution and discrimination in their everyday lives, on top of language barriers and low confidence. Our classes have happily integrated refugees into local communities through sharing their culture.

RESULTS From Aug 2014-Jul 2015



8 chefs currently employed



Over 200 customers and **26 classes**



Successful Pilot of **Schools Program**



Market Stalls in North Sydney and Lane Cove

- **ECONOMIC:** \$7,048 total revenue from Culinary Tales classes.
- **SOCIAL:** Refugees have promoted classes to Saturday morning market-goers in market stalls, fuelling entrepreneurship.
 - 1700 people directly impacted, 8500 people indirectly impacted.
 - Social Revenue Impact: \$404,054.
- **SUSTAINABILITY (1):** Continual popularity of Culinary Tales classes has been demonstrated with classes booked out in advance and >200 customers & 26 classes held since Aug 2014.
- **SUSTAINABILITY (2):** The Schools Program has successfully piloted in Cherrybrook Technology, Sydney Girls and Baulkham Hills High School. Across the three schools, 91% on average would recommend Culinary Tales to their friends and family.

OUR APPROACH

- **Entrepreneurial Action:** On-going training programs teach refugees how to budget their own ingredients and market their classes to the general public.
- **Work Experience:** Through Culinary Tales, we help refugees become entrepreneurs, allowing them to generate income and take charge of their own financial process.
- **Self-sufficiency:** Will be reached once refugees become comfortable with holding the classes by themselves without assistance. Some refugees have started their own catering business, inspired by Culinary Tales.

THE FUTURE: SUSTAINABILITY

- **Continual success of our current classes** by ensuring they are held regularly and offering corporate & catering packages.
- **Continual expansion into high schools** through engaging more schools in NSW. A successful pilot program offering Yemeni, Tibetan and Nigerian cuisines has demonstrated the potential for sustainability.
- **Expanding outreach nationwide** by redesigning the business model for implementation into the Darwin community through our partnership with Alawa Primary School. We will meet with them in late July.

MAISON COLLECTIVE

MISSION: To draw attention to different social issues and assist in their cause.

HOW? By using fashion as a creative medium for raising awareness.



THE NEED:

- To promote efforts in recovery following the recent earthquake in Nepal.
- To address poverty in Nepal and fund health and education for orphans.

TARGET AUDIENCE



GENERAL PUBLIC

Fashion forward, socially aware consumers from the age of 14 - 45.

ECONOMIC, SOCIAL AND ENVIRONMENTAL FACTORS



ECONOMIC:

- * Due to the the urgency of the recent Nepalese Earthquake, 100% of the profit will be donated to the Kopila Orphanage in Kathmandu
- Thereafter, the brand will operate under a for-profit model, with a 76% gross margin.



ENVIRONMENTAL:

- For the next collection, bags will be made from over 300 recycled rice bags used to feed children across 10 Nepalese orphanages.



SOCIAL:

- Every empty rice bag collected from orphanages will be replaced by new bags of rice. A portion of the profit will be used to support the orphans' education and well-being.

COLLECTING OUR APPROACH

- **Partnership:** Partner with a group in need of assistance.
- **Manufacturing:** Recycle materials sourced from the targeted country to make fashion products, generating employment and income through collection and treatment of the materials.
- **Marketing:** Draw attention to social causes through fashion, where our strong social motive will capture attention from socially aware consumers in the saturated fashion industry, creating profit whilst raising awareness of the cause.
- **Investment:** All proceeds will be reinvested back to the beneficiaries to support their cause.

THE FUTURE- IMPLEMENTATION AND OPERATION

- The first project is projected to donate AUD \$30,000 to the Kopila Orphanage to aid local families and children from the recent earthquake.
- Under the agreement with Kopila Orphanage, a portion of the donation will be re-invested back to the community to prepare for the next collection to support Nepalese orphanages.

MUDANSA

MISSION: To address the high rates of mortality and disease from smoke inhalation due to cooking in open-fire stoves.

HOW? We developed a device that simultaneously uses a traditional wood fuel base and minimises smoke production.



MUDANSA

THE NEED:

- Smoke pollution accounts for 1.6 million deaths due to respiratory diseases in third-world countries.
- Few culturally appropriate solutions exist to address smoke inhalation. Alternative fuel sources e.g. kerosene and bio-fuel were trialled by other organisations, but availability of resources in the target country hampered production.

TARGET AUDIENCE



RURAL VILLAGE OF LIQUISA IN EAST TIMOR

The stove is geared at maintaining rural methods of cooking.

ECONOMIC, SOCIAL AND ENVIRONMENTAL FACTORS



ECONOMIC:

- The stove is designed to be simple and cheap to make, with materials locally sourced.
- Individuals who learn to make the stove can then sell it to the community, generating income.



ENVIRONMENTAL:

- The stove increases the efficacy of cooking fuel and reduces overall smoke output.
- The smoke emitted is much cleaner than what is produced through open-fire cooking.



SOCIAL:

- The adoption of clean stoves will improve the health of the community and reduce incidence of respiratory diseases.

OUR APPROACH

- **Prototype:** Design and development of the prototype has been finalised in Australia. Currently in the process of obtaining a patent for the stove.
- **Entrepreneurial action:** Teach the production of the stove to our pilot group in Liquisa. Then teach them how to sell the stove by training them in basic marketing skills and the ability to manage stock and production.
- **Innovation:** Encourage them to improve upon the design and become entrepreneurs themselves, driving sustainability.
- **Support:** Set up support channels in the long-term to assist our group in Liquisa, but give them the freedom to enterprise.
- **Expansion:** Target nearby villages in East Timor to spread the technology.

THE FUTURE- IMPLEMENTATION AND OPERATION

- The current stove is in the process of obtaining a patent.
- A team of Enactus Sydney members will travel to East Timor to run a pilot test in August, in partnership with the Aloia Foundation.

TEAM SUMMARY

KEY TEAM STATISTICS

50 ACTIVE MEMBERS

14,604 HOURS WORKED

10,200 PEOPLE IMPACTED

2,183,873 MEDIA IMPRESSIONS

\$713,391 TOTAL REVENUE

OUR OTHER PROJECTS:



WE ARE FINANCIALLY SUSTAINABLE

Annual Financial Report	
Revenue (in AUD)	
Institutional Support	\$ 52,817.25
Grants	\$ 5,739.88
Projects	\$ 21,794.00
Total Revenue	\$ 80,351.13
Expenses (in AUD)	
Projects	\$ 18,056.00
Travel & Accommodation	\$ 30,000.00
Total Expenses	\$ 48,056.00
Profit	\$ 32,295.13

WE CREATE SOCIAL IMPACT *

SOCIAL IMPACT REVENUE	Total
<i>Culinary Tales</i>	
PV Training and Employment	\$ 404,054.48
Total CT Revenue Impact	\$ 404,054.48
<i>Pop Up</i>	
PV Barista Skills	\$ 228,985.36
Total Pop Up Revenue Impact	\$ 228,985.36
Total Revenue Impact	\$ 633,039.84
Total Social Return on Investment	7.88

* Social impact revenue is a quantification (where possible) of the social impact our projects have made

WE HAVE A DEDICATED BAB

Nageen Ahmed / Yolande Althius / Jennifer Catterson / Karen Chen / Eva Huang
Ricky Keung / Andrew Lee / James Meade / Nishant Samuel / Nigel Smith / Aaron So
Leanne Piggott / Nicholas Underwood / Andrew Terry / Tarra Van Amerongen

OUR PARTNERS AND SPONSORS

