

# ENACTUS ECU

ANNUAL REPORT 2014/15



## ENACTUS ECU MISSION

To implement the knowledge and entrepreneurial skills gained in our academic studies to engage, develop and empower our communities.



## ACHIEVEMENTS IN 2014/15

3 projects

18 team members

827,402 media impressions

728 individuals directly impacted

5110 total hours worked voluntarily

8 active Business Advisory Board members





## Seeing Opportunity

- Edith Cowan University Joondalup campus sits on the doorstep of one of the fastest growing shires in Australia, the City of Wanneroo.
- The City of Wanneroo is set to increase in population from 187,392 in 2015, to 354,042 in 2036. An increase of 89%.
- There are 21 community groups in the suburb of Butler trying to establish themselves in a new community.

## Taking Action

- Connexion Events was created in 2014 to create opportunities for local community and not-for-profit groups to promote themselves in these newly established suburbs.
- This year we joined in partnership with Satterley Property Group and Rotary Club of Mindarie to provide a movie night on Clean Up Australia Day with The Lorax as the feature movie, followed by a clean-up event at the same venue the following day with over 50 volunteers.

## Enabling Progress

- There were over 500 members of the community at this event, which provided new residents with an opportunity to socialise.
- We provided a marketing and fundraising platform for 10 community groups e.g. Edmund Rice Camps, Brighton Seahawks, North Coast Rugby Club.
- We now have a model which includes local community groups, businesses and the media, which we will replicate in other new suburbs.
- \$1250 was raised for local community groups.
- A second community event is planned in late 2015 in partnership with Headspace Joondalup, a free mental health service for young adults.



10 community groups  
were given a marketing  
platform to over 500  
members of the  
community

*"This event is a perfect opportunity to bring the community together and recognise Clean Up Australia Day, as well as supporting your local Rotary Club. What a great turn out." Hon. Albert Jacob, MLA, Minister for Environment and Heritage WA.*



# WASTE NOT

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



## Seeing Opportunity

- In Australia, over four million tonnes of food valued at \$8 billion finds its way into the rubbish.
- We have carried out market research and identified that restaurants in our local community do not give huge importance to food waste. Their amount of waste ranges between 5% and 40%.

## Taking Action

- Enactus ECU would like to act as 'mediators' between restaurants and those in need, by educating businesses about reducing waste and ensuring any waste is distributed to those who need it in the local community.

## Enabling Progress

- We aim to work with four local restaurant businesses and one agricultural business to significantly reduce their food and food packaging waste in the short term.
- We will develop educational materials for delivery during our food audits on the businesses we work with.

*"It is commendable that the Joondalup ECU Enactus team is interested in taking on a leadership role to work together with the ECU student community, local businesses, government agencies, community groups and not-for-profit organisations to identify food waste minimisation strategies which will generate economic, social and environmental benefits in our region."*

**Elizabeth White, Team Leader, Community Development,  
City of Joondalup.**





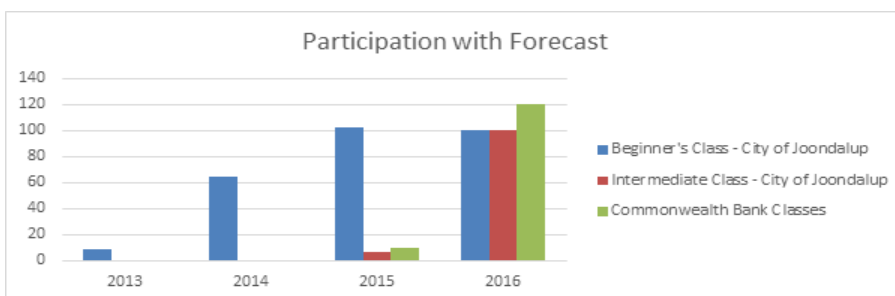
### Seeing Opportunity

- In 2012, one of our team members was working in the local cinema and identified that a high proportion of seniors were unable to register for the cinema loyalty card, because they did not have an email address. Net University was established to teach seniors computer literacy skills, which evolved into iPad and Android classes.
- As the project has evolved we have identified further need for such a project to address two major areas of concern for this age group.
  - By 2020, one of the four leading banks will only have technology in their local branches, which will mean any transactions have to be completed either on a mobile app, online or at an ATM. Most seniors over 75 years still use a passbook to do their banking. After market research we discovered that 60% did not know how to use the ATM or online banking.
  - According to the Australian Institute of Health and Welfare (AIHW) there are nearly 300,000 cases of Alzheimer's in Australia and it is the third leading cause of death in people over 75. 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 reminiscent therapy on the elderly. This is taught in our classes through using Skype, email, creating photo galleries etc.



### Taking Action

- Through our class evaluation forms we identified that 70% of participants wanted to learn more.
- We developed an intermediate manual and delivered our first intermediate class in early June which was full on the first day of promotion. We have a waitlist for the next class in August.
- We have been approached by Commonwealth Bank, to deliver these classes to their senior customers, to address the fast moving pace of technology in banks and the lack of skills with a high proportion of their customers.



**88% increase  
in participation  
since 2013/14**

**118 participants  
this year**

*"I enjoyed the session very much. The volunteer was helpful and succinct. I would recommend to all."*

**Anna Eastman, Red Hat Society - Sassy Sisters Chapter.**

### Enabling Progress

- In 2014/15, we empowered 118 participants with iPad and Android basic training at oversubscribed classes. An increase of 88%.
- On completion of the class, participants understand how to connect to WiFi, email and access apps and library resources.
- By empowering seniors with the latest technology to reconnect with their family and friends, this has profound effects on their mental wellbeing.
- At a social level, seniors respond very well to students who deliver the classes. There is mutual respect between teacher and participant.
- The class has a ratio of 1:2 members to seniors. Participants are provided with a class environment that is relaxed and un intimidating.



## Media

Article	Media Reach
City of Joondalup Libraries Newsletter	528,000
North Coast Times Article - Movie Night	14,319
Joondalup Times Article - Movie Night	81,484
ECU Matters - Movie Night (2)	3,702
ECU Website - Enactus Page	7,850
Facebook	50,000
Other Social Media - Website, Instagram	1,682
Twin Cities Radio	60,000
Flyer Drop - Movie Night	2,900
ECU Business Brochure	9,500
Volunteering to Learn Website	800
<b>Total reach:</b>	<b>760,237</b>

## Finances

Incoming (\$)		Outgoing (\$)	
External grant	8,000.00	Championships	8,550.00
Faculty of Business & Law (in kind)	7,944.00	Website	60.09
ECU Guild	1,644.32	Annual reports	475.00
ECU Guild (in kind)	933.85	Marketing	366.49
BBQ	633.50	Uniforms	705.32
City of Wanneroo	2,058.83	Banners	230.00
Satterly Property Group	2014.50	Movie Night	4233.25
India Bags	135.00	Camera	249
		BBQ Costs	169.13
<b>Total:</b>	<b>\$23,364</b>	<b>Total:</b>	<b>\$15,038</b>
		<b>Surplus:</b>	<b>\$8,326 (in kind)</b>



Economic



Social



Environmental

## Business Advisory Board

### Janet Simmons

Chair of Board & Faculty Advisor  
Faculty of Business & Law  
Edith Cowan University

### Professor Mark Stoney

Executive Dean  
Faculty of Business & Law  
Edith Cowan University

### Dr. Ian Martinus

Economic Development Manager  
City of Wanneroo

### Associate Professor

#### Maryam Omari

School of Business  
Faculty of Business and Law  
Edith Cowan University

### Alyce De Biasi

Graduate Recruitment Officer  
Department of Mines & Petroleum

### Jenny Devine

Training and Development Manager  
St John Ambulance

### Rebecca Waddington

Partnership & Development Officer  
Healthy Communities  
City of Wanneroo

### Mark Connelly

Director  
B2GOLD Corporation  
ECU Alumni



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