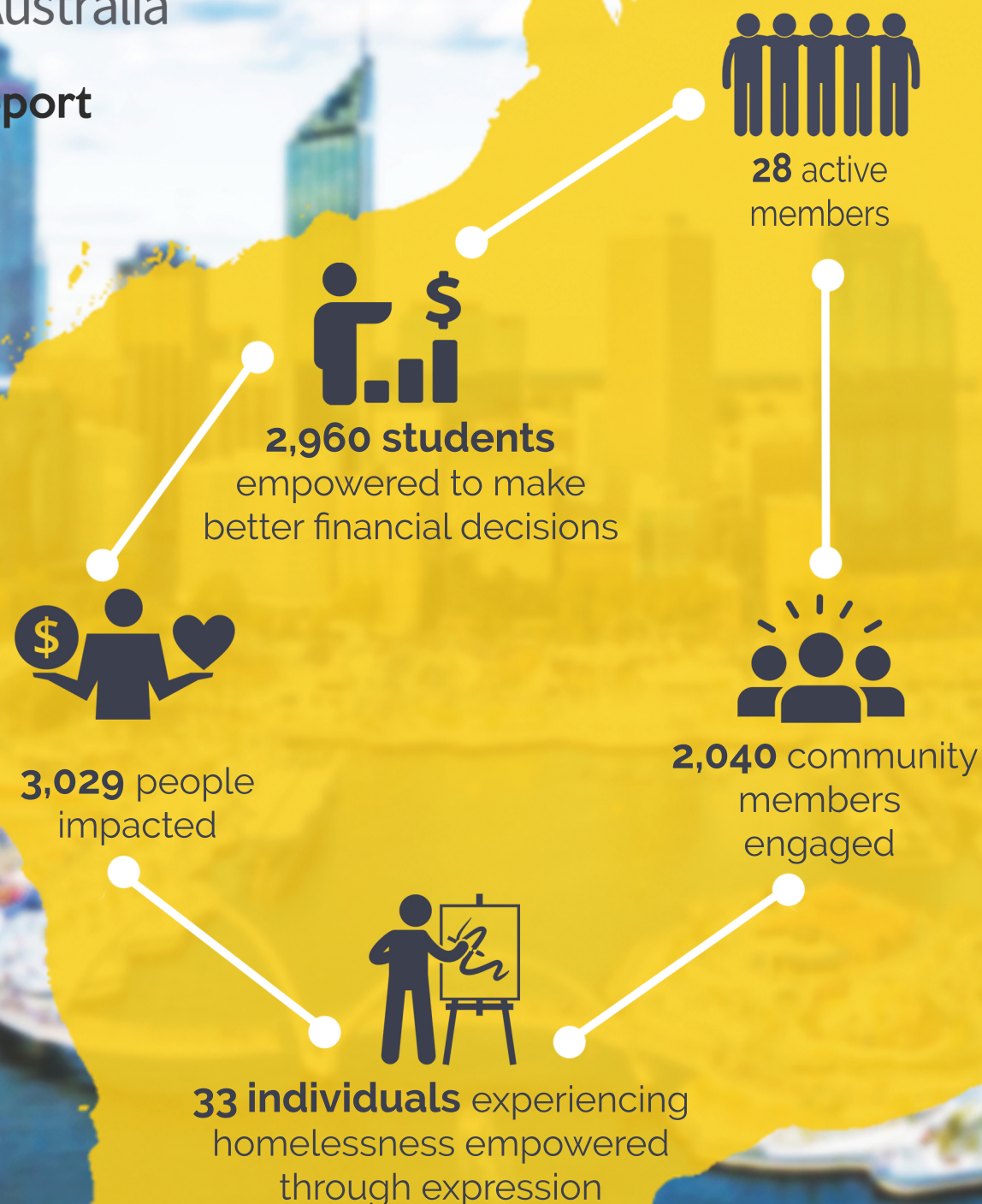
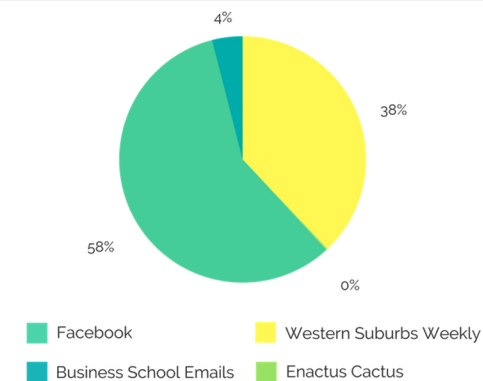


Annual Report 2016/17



MEDIA IMPRESSIONS



Media type

Print

Western Suburb Weekly
Enactus Cactus Newsletter

Readers

40,000
315

Online

Facebook
Business School Emails

61,400
4,400

FINANCIAL REPORT

Income

Institutional Support

Business School Grant
Guild Grants

Expenses

Projects

Unearthed
Finance for Life
Reshoe

Projects

Unearthed
Finance for Life

Other Income

Sponsorship
Unilever Sustainable Living Grant
Membership
Interest

Other Expenses

Printing and Marketing
Team Expenses
Administration
Business Advisory Board
Events

Total Income

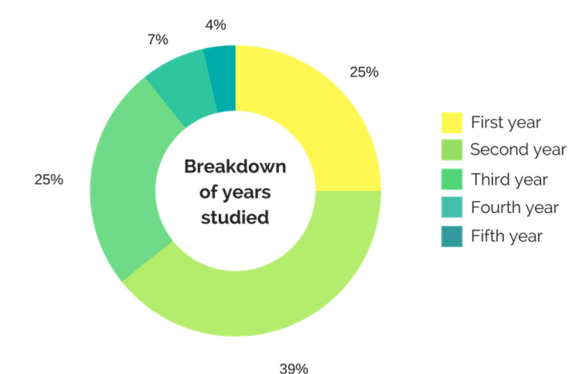
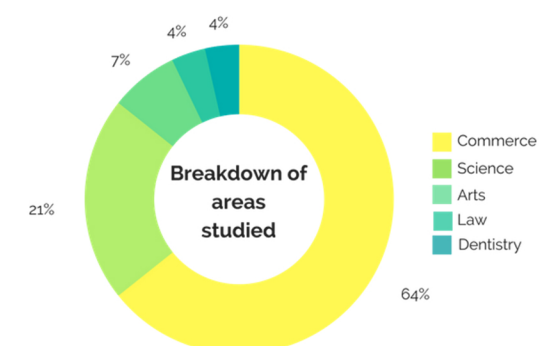
\$14,629

Total Expenses

\$19,057

TEAM SUSTAINABILITY

28 active members
7 executive members
2 project leaders
78% non-final year members



ADVISORY BOARD

Chair David Hansell - Director, Deloitte Consulting

Board Kate Argent, Helene Bordas, Donella Caspersz, Verity Chia, Dwight Clark, Nicole Ensor, Carly Hewett, Tiffany Hill, Lydia Kilcullen, Teresa Lee, Jay Martin, Doina Olaru, Bevellee Partridge, Joan Peters, Matthew Plint, Tim Prail, Mark Shelton, Katie Stubley, Tennille Trevaskis, David Webb, Debbie Whiting, Hannah Wilkinson, Joe Zappia, Urszula Cichy, Ajay Malhotra, James McCarthy-Price, Amy Lee, Lauren McNamara, Gemma Nugent, Daniel Schepis, Bowen Tan, Jade Winterton, Nancy Zheng, Shannon Ziegelaar

SPONSORS & PARTNERS





Finance For Life (FFL) is an online educational program which empowers high school students in years 8-10 with fundamental financial literacy knowledge. Through our interactive activities and associated teacher's manual, students are taught key financial concepts by simulating real world financial opportunities.

SEEING OPPORTUNITY

Existing landscape

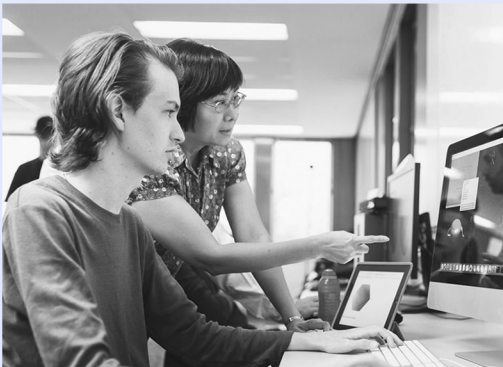
According to a survey conducted by the Commonwealth Bank Foundation, **50% of Australian high school students** were unable understand any single basic financial literacy concept presented to them (CBF 2006). It is therefore not surprising that young Australians aged between **18 and 24** years old hold the **lowest level of financial literacy in Australia** (ANZ 2015). Furthermore, around **79% of 15-year-old students** in Australia have a bank account but lack the financial literacy to manage their money (OECD 2015).

Why is this a problem?

Financial stress can **adversely affect an individual's physical and mental health** (Saunders 1998). While consumers of financial services are getting younger, current low levels of financial literacy are seen as **contributing to the problem of poor mortgage choices** and unsustainable high levels of debt (Mandell 2009).

Where we fit in - key needs 2016/2017

We provide a platform for young Australians to learn critical financial concepts such as investment, risk, and diversification, knowledge that is still as relevant today as it was 10 years ago when we first developed the game



TAKING ACTION

- We have taken steps to **redevelop our game** to include more comprehensive coverage of financial concepts and keep up with the changing digital landscape
- We have developed a **revenue model** to ensure the financial sustainability of the program and decrease reliance on grants
- Leveraging on the success of FFL with high school students, a **tailored workshop** focusing on financial management skills is being developed for the artists of UneARThed. The workshops will cover topics such as responsible budgeting and opportunity costs

ENABLING PROGRESS

Outcomes - students

This year, FFL empowered **2,960 high school students** with the knowledge and skills needed to make sound financial decisions, meaning that **over 25,000 students** have been empowered to date.

Our project has enhanced their **human** and **financial livelihood assets**:

- **Human:** FFL has empowered high school students with practical skills that they can implement in the future, with **93%** of those surveyed saying they felt more confident making financial decisions.
- **Financial:** FFL has increased the financial skills, knowledge and ability of high school students which allows them to pursue better financial strategies in the future. As **84%** of students surveyed after the playing FFL agreed that the game better equipped them to manage their finances.

Outcomes - Teachers / Educators

- This year, **36 teachers** and educators used Finance for Life. These educators joined a pool of **over 1,000** educators since 2008.
- Teachers report that Finance for Life **boosts enthusiasm for learning** and that our comprehensive set of **teaching resources** makes them feel more confident in teaching financial literacy.

MOVING FORWARD

New opportunities: FFL, in partnership with uneARThed, will be developing workshops aimed at teaching basic financial management skills and techniques to Perth's homeless community.
Extending our reach: FFL will continue to expand its reach while simultaneously upgrading our platform to ensure that it continues to be relevant and effective in high schools across Western Australia and nationwide in the future.



uneARThed is a Perth-based social enterprise that aims to break the stigma of homelessness. This is done by empowering homeless artists to share their art and stories with the Perth community.

SEEING OPPORTUNITY

Existing landscape

A **persistent and problematic stereotype** embedded in Australian discourse is that people mainly become homeless as a result of mental illness or substance abuse (Painted Dog 2014). The public perception of homelessness remains preoccupied with the **stereotypical "rough sleeper"** without acknowledging the plurality of homeless experiences (Painted Dog 2014). This is a major concern for the artists at RUAH.

Why is this a problem?

This stigma leads to a **lack of confidence, low self-esteem, and mental health issues** (Kidd 2007) for individuals in this situation, contributing to challenges they face and making it difficult to obtain sustainable employment. In turn, this prevents the development of an inclusive society as the community continues to perpetuate this stereotype, mpeding the progress made towards alleviating homelessness.

Where we fit in - key needs 2016/2017

We help to increase the artists' self-confidence by developing relationships and providing a means of earning a sustainable income. We also provide a platform for individuals who are homeless to share their experiences with the wider community.

TAKING ACTION

Developing an entrepreneurial model

uneARThed aims to tackle the stigma of homelessness through two main platforms:

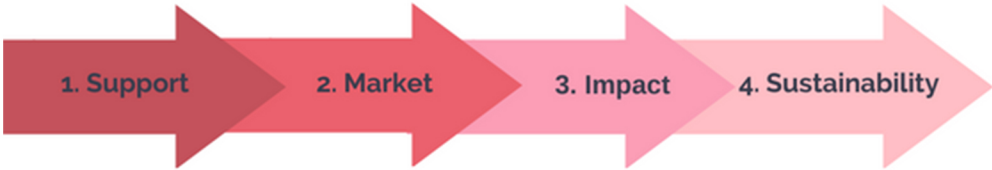
- Help artists who are homeless earn an income by **connecting them with customers** who want to buy their artwork
- Helping to **decrease the stigma of homelessness in WA** by providing opportunities for individuals to share their experiences, through events, exhibitions, and pop-up galleries

Rolling out our pilot

Since the launch of uneARThed, we have:

- Utilised our **existing partnership with RUAH** to implement uneARThed at a grassroots level
- Held a **Launch Gala**, attended by **150 people**, exhibiting **47 pieces of artwork** from **13 of our artists**. We sold **18 pieces**, raising **over \$2000** for our artists.

Four key stages



ENABLING PROGRESS

Outcomes

uneARThed has **directly empowered 13 artists** through increased financial support and **indirectly empowered 20 artists** through building relationships at weekly art sessions. Our project has enhanced their **social** and **financial livelihood assets**:

- **Social:** uneARThed has created **strong relationships** with these individuals through weekly art sessions and regular contact
- **Financial:** uneARThed has allowed **9 artists** to collectively earn **\$2,172.70** through selling their artwork. uneARThed has also indirectly enhanced the **physical** livelihood assets of the artists as the money they earn can be used to obtain necessities such as shelter, food, and clothes.

MOVING FORWARD

Artist sustainability: We will develop our business model to include an art subscription service, providing a more sustainable income for artists.
Broad integration: We will continue to integrate uneARThed into Perth's homeless landscape by partnering with other shelters around the Perth metropolitan area, creating more opportunities for artists to share their work with the community.