



# COMMUNITY ENTERPRISE CONNECTIONS

## Welcome to Community Enterprise Connections

Welcome to the 7th Edition of Community Enterprise Connections.

Australia's **Cheryl Kernot** discusses and compares social enterprise from an international perspective — from her experience in the UK and Australia. She also provides some insights into future directions for Australian social enterprise.

We'd love to hear your feedback and thoughts on this!

Other contributions in this edition include examples of enterprises that provide multiple benefits — cultural, social and environmental. **Malou Pascual-Anes** outlines the healthy Cultural Cooks program for migrants and refugees. **Clare Marshall** writes about **James Muphey's** kerekere, cuppus with a conscience enterprise at Melbourne University and its spin-off initiatives. **Pablo Gimenez** from The CEDI Team provides a

update on the work in progress on a Victorian wholesale food enterprise.

With so many good ideas and initiatives out there, we would love to hear about them! We welcome your contributions of articles for the next addition (ideally 300-400 words or 700-800 words).

Please email or call the CEDI Team on [cedi@bsl.org.au](mailto:cedi@bsl.org.au) or (03) 9445 2410. Happy reading!



Brotherhood of St Laurence

Working for an Australia free of poverty

Vol. 1, Issue 7, August 2008

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## Cultural Cooks: Food Choice with a Heavy Accent on Social and Economic Outcomes —Malou Pascual-Anes

Established in 2005, Cultural Cooks (formerly known as Noble Park School Canteen) is a leading AMES (Adult Multicultural Education Services) social enterprise in the Southern Region of Melbourne that drives school healthy eating promotion. It provides affordable healthy food choice to approximately 800 students and staff from AMES Education Noble Park Site, Noble Park English Language School and Noble Park Primary School.

Cultural Cooks also offers a world-diverse cuisine which aims to bring to the wider community a wonderful array of tastes, ranging from influences such as Africa, Asia, South Pacific, India, and Middle East. Most of its catering services are for business functions, community events and special family occasions.

The high quality service Cultural Cooks provides is a

team effort of staff comprising trainees and casuals from migrant and refugee backgrounds, who have chosen to work for the enterprise as their incubation space to build their self esteem, social network, and labour skills.

Cultural Cooks takes pride in transitioning disadvantaged newly-arrived migrants and refugees towards mainstream social and economic opportunities, by providing them with a real work environment to complete accredited training courses and work experience. Case studies of Cultural Cooks graduates demonstrate their significant transformation from initially presenting themselves with poor self esteem into acquiring self confidence and a job or pursuing further studies.

Cultural Cooks subscribes to AMES social enterprise training paradigm which

gives emphasis on high quality and client centred training service delivery. Training courses are customised to suit the adult learning needs and profile of target participants.

Cultural Cooks offers various accredited training courses, such as: twelve month traineeship in Certificate 2 in Hospitality, up to 16 weeks short course in Certificate 2 in Hospitality, Food Handling Course, and Food Supervisor Course.

If you are interested to know more about the Cultural Cooks courses, please contact **Edita Didic**, Enterprise Training and Employment Unit Coordinator on 8398 4700 or [DidicE@ames.net.au](mailto:DidicE@ames.net.au). Likewise, for catering booking, you can call the AMES social enterprise call centre on 85588882.

*"...graduates demonstrate their significant transformation from... poor self esteem into acquiring self confidence and a job or pursuing further studies."*



# Social Enterprise: The Quiet Revolution

## — Cheryl Kernot

In the last 5 years Cheryl Kernot was Director of Learning at the London School for Social Entrepreneurs and Programme Director at the Skoll Centre for Social Entrepreneurship at Oxford University. She is an honorary board member of Queensland's Foresters Community Finance, pioneering investment in social businesses.

*Once in a rare while, the fundamental architecture of a significant part of society shifts. Over the last two and a half decades, the organisation of the social half of society, led by social entrepreneurs, has done so. (Drayton).*

Why? Because a critical mass of people throughout the world has responded to the compelling evidence of the ever-increasing inequity in the way the planet's resources and opportunities are shared and to the rising environmental and health crises

and concluded that there can be a different way of doing business: different starting points, different core purposes, a different attitude to profits and ownership; a different way of harnessing capital market models, incorporating traditional business tools and strategies to achieve a social bottom line; adding social value alongside the traditional financial; adding "creative capitalism" to the suite of business options.

**Social businesses** are businesses with core social and/or environmental objectives whose surpluses are principally reinvested in the business's pursuit of those objectives, or in the community, rather than being driven by the need to maximise profit for private shareholders and owners.

Many private businesses also consider themselves to have social and environmental goals, but the distinctive differences for social businesses are the absolute centrality of the social goals and their characteristic ownership structures: not private shareholders seeking to maximise individual wealth, but ownership by their customers, employees, the wider community, trustees, public bodies or a combination of different stakeholder groups.

Charitable foundations set up with a small percentage of funds from big busi-

nesses to pursue social objectives are not strictly, social businesses, but another form of philanthropy or corporate social responsibility. I'm not knocking that, I'm simply seeking to clarify some of the misuses of the terminology occurring in the early stages of discussion in Australia; neither is social business **community economic development** by another name. The "quiet revolution" challenges and transforms fundamental and entrenched views of both charity and business; it's much deeper than established philanthropy.

Social entrepreneurs challenge the established "fuzzy" ideology that not-for-profit is somehow more noble than for-profit when it's *how* the profits are earned and *what they are used for* that's the defining difference.

Take **Belu**, a UK social business whose product is bottled still water. The bottle, made of cornstarch is compostable,

the water is UK sourced, and for environmental reasons, is not exported. The business has negotiated contracts with two of the big supermarket chains. The core **social/environmental** purpose of the business is to make clean water available to some of the one-quarter of world's people who do not have access to it. The \$1.80 that is spent by a western consumer purchasing one bottle in a UK supermarket keeps one person in the developing world in clean water for one month (through wells and hand pumps). With

profits of \$2.5million per year that's surely a constructively creative use of the market!

In the UK the Labour Government champions social businesses as a force for change: playing a key role in making a fairer and more inclusive society by tackling some of society's most entrenched social and environmental challenges; by setting new standards for ethical markets and raising the bar for corporate responsibility; by improving public services and pioneering new approaches; and increas-

ing levels of enterprise by attracting new people to business and showing, as in fair trade, that ethical commitment and business success can be combined.

There are 65,000+ UK social businesses in diverse forms and sectors generating, in 2006, more than \$67 billion turnover and contributing more than \$20 billion to GDP a year. Some have multi-million turnovers, and some are small and struggling. Some are important supply chains for corporates.

The place of social business in the economy is legitimised by its inclusion in the business curriculum in schools and Universities. Social clauses in tenders and government procurement from social businesses are becoming more common, social investment is accelerating, social return on investment is measured and there's even talk of a social stock exchange!

Through early adoption and continued support Brisbane, with which I'm most familiar, is well placed to achieve the city's **Shared Vision** aim of being Australia's leading city in social businesses by 2026. Much sooner is possible in my view.

However in Brisbane and Australia generally, the focus of social business so far has been narrower than overseas with a dominant welfarist focus e.g. on delivering jobs for the long-term unemployed. I know from experience social business can have a much wider application than that. Existing Australian social businesses would welcome the Prime Minister's recent reference to the inclusion of the

community sector in his vision of contestable service delivery, but it's an opportunity that also requires a more widely enabling government environment committed to risk capital for social business start-ups to reinvigorate the voice and role of the third sector as an equal and dynamic partner alongside the public and the private in our important national conversations.

**Comments? Questions? Write in to the 'editor':** [cedi@bsl.org.au](mailto:cedi@bsl.org.au)

**"The "quiet revolution" challenges and transforms fundamental and entrenched views of both charity and business; it's much deeper than established philanthropy."**

**"...it's an opportunity that also requires a more widely enabling government environment committed to risk capital for social business start-ups to reinvigorate the voice and role of the third sector as an equal and dynamic partner alongside the public and the private..."**

The coffee industry is not normally associated with concepts of social justice and environmental sustainability. Coffee has become an increasingly guilty pleasure in recent years, as awareness grows of the environmental degradation and unfair trading practices present in the majority of its production.

James Murphy, a social worker and long-time coffee lover, has come up with a unique way of combining his twin passions. He opened kerekere, an entrepreneurial business with a firm grounding in social justice, at Melbourne University in early 2007.

Named after the Fijian custom of giving without expectation of repayment, kerekere is essentially a coffee outlet that lets customers decide how profits are distributed: to the owner, to environmental causes, to cultural causes or to social causes. James set up his first coffee cart on campus in March 2007. The second opened in February this year.

kerekere's nominated so-

cial cause is the St Kilda Youth Service's Hospitality, Education and Training (HEAT) program. The two coffee carts are used as practical training sites for a nationally accredited coffee-making course that James established in 2007, called 'The Art of Coffee Production'. The course is run through the Melbourne University and takes up to twelve students a year.

In keeping with its environmental aims, kerekere uses Espresso Syndicate coffee, an organic, sustainable blend sourced from Fair Trade and Rainforest Alliance-certified farming communities. It is the first take-away coffee outlet in Australia

to trial biodegradable cups, and encourages regular customers to bring their own mugs.

kerekere's most recent environmental project is a joint effort with OneFreeBike to provide Melbourne University students with a fleet of free bicycles to use on and around campus.

The overwhelmingly enthusiastic response to kerekere

has encouraged James to develop its core concepts even further. In January this year, he launched the Make a Difference initiative, in a bid to broaden its reach. Make a Difference is made up of Difference Seminars, hosted at Melbourne University, and Difference Projects, such as kerekere's support of the HEAT program. Participants keep up to date with news and events via kerekere's online Difference Diary

What began as a hobby has become a full-time job for James, who continues to oversee kerekere's day-to-day operations while working for the Jesuit Social Services. More importantly, kerekere has become a grassroots social movement that continues to evolve and attract new supporters. 'I thought I'd just see what would happen, where it would go,' says James, 'And now I have a responsibility, from people giving money to us, to develop more social enterprises, to decide what I need to do from here.'

**LINKS:**

- [www.kerekere.org](http://www.kerekere.org)
- [www.skys.org.au](http://www.skys.org.au)
- [www.onefreebike.com](http://www.onefreebike.com)



**Community Calendar**

**17 September, 2008 Parramatta Social Enterprise Hub meeting**

For further details, go to: <http://www.socialventures.com.au/>

**15–16 October, 2008 Partnerships for Social Inclusion**

University of Melbourne. Further details available at: <http://www.public-policy.unimelb.edu.au/conference08/index.html>

**10-13 November 2008 in Melbourne, Certificate IV in Business (Governance) Training**

See enterprise news overleaf...

**14 November 2008, Growers and Eaters Forum**

Register by 6 October and see enterprise news overleaf...

**24-25 November 2008, SOFA Annual Social Firms Forum**

<http://www.socialfirms.org.au/>

**Wholesale food enterprise — Pablo Gimenez**

A working group for a Wholesale Production and Distribution Community Food Enterprise has been formed as a result of stakeholder consultation initiated in March 2008. Discussion has centred around the enterprise as a means for dealing with recurring issues and as a vehicle to assist the development of community food enterprises in Victoria.

**March 2008 Discussion Paper distributed**  
**June 2008 Draft Feedback Report with responses Forum attended by 60 people**  
**September 2008 Feasibility study working group formed**  
**October 2008 — stay tuned! Final Report & Options Paper**

At a Community Food Enterprise Forum held on the 27 June 2008 there was over-

whelming support for the majority of the recommendations in the Draft Feedback Report, including the recommendation to undertake a feasibility study into the enterprise. Other feedback included:

"This potential enterprise would assist many existing food projects (community markets, catering projects, community

kitchens etc) to be more financially, socially and environmentally sustainable. An enterprise such as this would also provide

many opportunities to address existing barriers and issues that projects experience, such as buying power, product information, access to local farmers, understanding issues such as food miles, product quality, specific needs of vulnerable groups, knowledge of market such as access to surpluses etc" – *Peta Christensen, Cultivating Community.*

"The idea of a wholesale enterprise is great, it would be really good to be able to get almost all the support and advice (and supplies) I need under one roof" – *Briohny Kennedy, Community Development Worker.*

## Community Enterprise news

### 10-13 November 2008 in Melbourne, Certificate IV in Business (Governance) Training

This four-day course provides a widely respected, nationally recognised governance qualification specifically designed for those working on or with the governing structures of Australian community organisations, including boards and committees. At \$1300, this course is thousands of dollars cheaper than comparable courses offered in the commercial sector. Contact

[www.ourcommunity.com.au/certiv](http://www.ourcommunity.com.au/certiv)

03 9320 6800.

### 14-November 2008: The Growers and Eaters Forum. A better fresh food deal for farmers & consumers

Brunswick Town Hall, Sydney Road Brunswick, 9am-4pm.

The forum aims to bring farmers and food security advocates, community organisers, policy makers, community food projects, local government and businesses together with the goal of establishing new

food distribution systems that will be mutually beneficial to both growers and eaters. Between dealing with the effects of climate change, dwindling oil supplies, increasing costs of transport and housing coupled with the fact that the two big supermarkets are dominating our local food system, it is time to explore alternatives that will support small farmers and make fresh local food accessible to everyone in the community.

The success of this forum and the resulting initiatives will depend upon the contribution of eaters and growers, however it is especially dependent on understanding the needs of growers and the effects of the current distribution system on their livelihoods. This forum will be an exciting opportunity for growers and eaters to get together and look at new ways we can feed our communities, now and into the future.

Organised and supported by Cultivating Community, SecondBite, CERES, Moreland Community Health, Victorian Farmers Market Association, Slow Food Victo-

ria, MADGE, VicRelief Foodbank.

To register your interest, fill out the form via [http://www.madge.org.au/Docs/The%20Growers%20and%20Eaters\\_Forum.pdf](http://www.madge.org.au/Docs/The%20Growers%20and%20Eaters_Forum.pdf) and email your response to

[\[cultivatingcommunity.org.au\]\(http://cultivatingcommunity.org.au\) by Monday 6th October.](mailto:growersandeaers@</a></p></div><div data-bbox=)

### Fresh Start Community Co-operative Ltd

The Frankston fruit and vegetable market in was launched in August by Hon. Peter Batchelor and is now open for trading. Contact [mpfreshstart@gmail.com](mailto:mpfreshstart@gmail.com)

### Enterprise expertise

Do you have business planning skills and experience / knowledge of the community sector? The CEDI Team is always looking for appropriate expertise to support community enterprise projects. To register on our enterprise services database, submit your CV to the CEDI Team

[cedi@bsl.org.au](mailto:cedi@bsl.org.au)—feel free to call for further information on 9445 2411.

## Your say

**We would like readers to contribute to Community Enterprise Connections—you could write an article on your enterprise activities, reflect on the subject of community enterprise, or highlight to interesting enterprise work in Australia and beyond. If you have any comments or suggestions about this newsletter, please contact the CEDI Team on 9445 2410 (or 9445 2411) or email [cedi@bsl.org.au](mailto:cedi@bsl.org.au)**

## Practitioners Toolbox

### Australian links

**Community Enterprise Connections** For community enterprise news, resources, links and contacts. The Community Enterprise Resource Kit and DVD (including 5 community enterprise case studies) is also available to download or order from: [www.communityenterprise.org.au](http://www.communityenterprise.org.au)

**Small Business Victoria** Online resource to help start, run and grow small businesses [www.business.vic.gov.au](http://www.business.vic.gov.au)

**Small Business Mentoring Service** An independent, not-for-profit organization providing experienced volunteer business mentors and coaches to Victorian businesses [www.sbcs.org.au](http://www.sbcs.org.au)

**Cooperative News** is a forum for social commentary, news and events, industry features, case studies and profiles research papers and reports.

<http://www.business.uts.edu.au/cacom/news/cccenews.html>

**Australia Employee Ownership Association** A website dedicated to association members and visitors that are interested in employee ownership issues [www.aeoa.org.au](http://www.aeoa.org.au)

**Social Firms Australia** Social Firms Australia is a not-for-profit organisation developing social firms in Australia to improve the quality of life as well as the social and economic integration of Australians living with a psychiatric disability.

### International links

**Social Enterprise Journal** Produced by Social Enterprise London, the journal discusses complex issues relating to social enterprise.

<http://www.sel.org.uk/journal.html>

**Enterprise Solutions Awards** A website highlighting UK's best social enterprises—some great case studies and links available on this site.

<http://www.enterprisingsolutions.org/>

**Social Enterprise Mag** An email subscription service from the UK.

[www.socialenterprisemag.co.uk](http://www.socialenterprisemag.co.uk)



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