

social enterprise capability statement

2024

good for business, good for young people



what we do

With over 25 years providing services across four states, **yourtown** social enterprises operate a range of trade and business services to provide meaningful employment opportunities for young people between the ages of 16 - 24.

Our team consists of 30+ professionals, operate successful construction, grounds maintenance and digital marketing teams providing transitional employment for up to 200 young people a year.

Since 2000, we have provided paid employment and training for over 4,000 young people experiencing unemployment. We help young people that are experiencing significant disadvantage and face barriers to engagement with the community, learning and work. This may include people that are:

 <p>at risk or experiencing long-term unemployment</p>	 <p>transitioning from out-of-home-care</p>	 <p>young social housing tenants</p>
 <p>young Indigenous people</p>	 <p>early school leavers</p>	 <p>following release from youth detention</p>

demographic

- Approximately 30% of all **yourtown** Enterprise employees come from Aboriginal and Torres Strait Islander backgrounds.
- A minimum of 30% diagnosed with having a disability and/or neurodiversity
- 88% had left school prior to Year 12 and 42% had left school prior to completing Year 10;
- 84% had never had a full-time job;
- 49% came from homes where the main caregiver had never worked;
- 47% lived in a single-parent household; and
- 14% had previously been in detention.

our values



Brother & sister to all



Faith & zeal



Innovation & resourcefulness



Professionalism



Perseverance in service



Courage



Queensland

*Construction, Grounds
Maintenance and Marketing*

New South Wales

*Construction, Grounds
Maintenance, Cleaning
and Marketing Services*

South Australia

Grounds Maintenance

Tasmania

*Construction and Grounds
Maintenance*

how do our customers benefit from social procurement?

By leveraging their buying power, our government and corporate customers generate social and economic benefits beyond the value of procured benefits beyond the value of procured services – enabling them to meet their other corporate social objectives.

For example, providing entry level jobs for local young people experiencing long-term unemployment and disadvantage, or, meeting Indigenous recruitment, training and employment targets.

Purchasing **yourtown** Social Enterprises is a win-win. Our customers receive a quality, cost effective service, while creating employment and training opportunities for young people that enable them to:



earn a wage



gain new practical skills



build more confidence in their abilities



understand what it's like to have a job



contribute to their local community

our team statistics

- 35+ team
- 5 office/warehouses across 4 states
- 22 Qualified tradespeople employed as Trainers
- 180+ young people with paid employment training (per annum)
- 7 youth workers and employment coaches



QBuild and yourtown

Our social procurement partnership with Queensland Government's QBuild is just one example of the social impact opportunities **yourtown** can provide for young adults.

Opportunity

QBuild plays an important role in the procurement and contract management of building, construction and maintenance (BCM) projects for the Queensland Government.

Solution

Being a longstanding social procurement partner, **yourtown** Social Enterprises, delivers employment and training services in fencing and grounds maintenance whilst addressing difficult issues that affect the lives of young people.

Outcome

These contracts have provided jobs for over 1500 young people that were at high risk of long-term unemployment, with work and training opportunities. During the time at **yourtown**, the young people develop skills in work readiness and transition into further employment through our WISE (Work Integrated Social Enterprise) model.

Participants build self-confidence and address long-standing barriers to entering work. For many, this job is life changing.

[Read the full article here](#)



construction

yourtown enterprise construction team, offer a range of carpentry and construction trade services. Our experienced and qualified trades people always provide the highest quality workmanship in a safe work environment. As social enterprise, our teams very proudly, train and mentor young people wishing to learn new skills and become trades people of the future.

With projects ranging up to 450k, we have long established partnerships with many Corporate, Government, Local Authority and Private customers and continue to develop these positive relationships to grow our business and create even more opportunities for young people across our sites.

home building

We have built three low-set homes (steel and timber frames) for domestic violence and social housing in Queensland.

home rectifications, renovations including bathrooms

We carry out many home rectification services, from termite repairs to leaking bathrooms. Recent home renovations in Robina Qld

disability modifications and adaptations

We supply and install home modifications and adaptations to support independent living

fencing, retaining walls, decking and structural landscaping

We have over 20 years experience building fences, decks and retaining walls to suit our customers needs.



homes



fencing



disability modifications

construction

Our Construction Services were established in 2000 and operate under the supervision of qualified builders who are the nominees on **yourtown's** Builder's Licenses in relevant states.

services:

- Building refurbishment
- New house construction services
- Home Modification
- Fencing
- Carpentry
- Retaining Walls
- Repairs and Maintenance
- Timber/ Steel Frame construction
- Window installation
- Skirting, Architrave, wardrobes, door and frames,
- Kitchen cabinetry
- Cladding
- Wall / ceiling insulation
- Waterproofing



grounds maintenance and horticulture

Our dedicated grounds maintenance teams span across South East Queensland, Western Sydney, Adelaide and Tasmania. Our trainees receive on the job training towards Certificate II qualifications in Horticulture. Our Grounds Maintenance Services are comprehensive, covering everything from lawn mowing to pressure spraying, delivered with meticulous attention to detail to meet diverse needs.

prize homes landscaping

We create stunning outdoor spaces for residential builds including **yourtown's** prize homes, adding value and appeal.

grounds maintenance

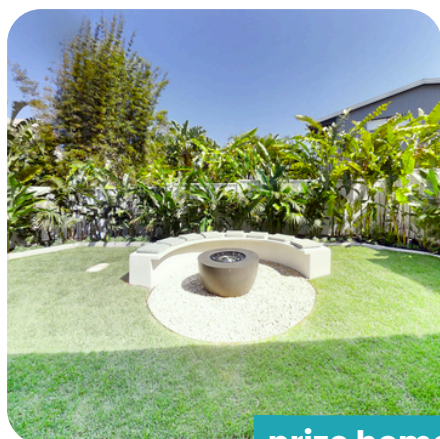
Our team maintains grounds for major city councils, contractors, churches and schools.

department of housing + SDA gardens

We maintain residential gardens and surrounds for the communities across Australia.

council park clean-up

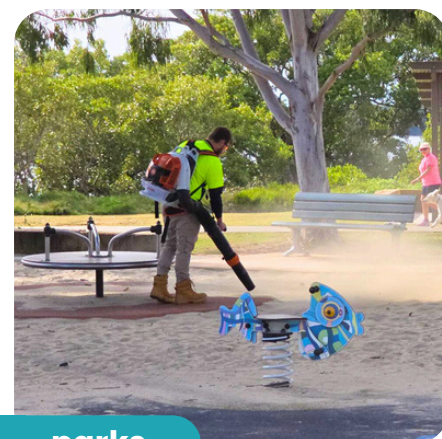
We improve park cleanliness and litter pick up, making parks more enjoyable for all.



prize homes



residential



parks

plant and machinery

yourtown enterprises own a large range of plant and equipment which enable us to carry out our professional services including Ride On Mowers, Mini Diggers, Purpose Built Trailers, Tippers, Utes and Large Trucks.

horticulture, landscaping and grounds maintenance

Our Horticulture, Landscaping and Grounds Maintenance Services were established in 2002.

services:

- Garden Renovations
- Grass cutting
- Landscaping + Structural Landscaping
- Grounds + Park Maintenance
- Vegetation management
- Graffiti removal + Litter collection
- Outdoor cleaning services
- Bush regeneration + Tree planting projects
- Conservation + land care management projects



marketing and business services

Our newest, yet fastest-growing service to our range of offerings is the facilitation of marketing and business services. This provides not only a great new pathway for our young people, but also relieves time and grows efficiency in the teams for our clients.

video editing

Using industry-standard editing tools, we provide editing services for online and small format output. We offer a subtitle service for accessibility, help corporates align to their SEO strategy or repurpose to the latest social media trends.

marketing, design and business admin

We have helped facilitate the roll out of re-brands for a range of social enterprise and charitable organisations. Our team create and update graphic design materials and documentation. We work with your team to create and schedule social media and set up email campaigns on your behalf.

websites and small business grant facilitation

We offer a suite of new website options using builders such as WIX, Wordpress and Squarespace utilising Zapier connections to create connections with your chosen marketing tools. We also assist larger corporates in keeping their site content up-to-date or full online re-brand.

programs we use

- Full Adobe Suite
- Microsoft 365
- Canva
- WIX + Squarespace
- Wordpress
- MailChimp
- Zapier
- Variety of social media scheduling programs



websites



graphic design



editing

marketing + business services

Specialising in production of digital assets and collateral by young people for young people

contact centre operations

Leveraging our extensive experience in delivering Kids Helpline nationally to provide contact centre services

services:

- Website Creation
- Social Media Scheduling
- Graphic Design
- Video Editing
- Business Admin Services
- Calling Services (Inbound and Outbound)



work ethics

experience

memories

"I've enjoyed my time a lot here. If I didn't come here I'd be dead-beat shut in. **yourtown** has given me a lot of experience, memories and work ethics."

J has been working for **yourtown** for about 18 months. He started by doing a Cert I and Cert II in Construction then moved onto full-time employment with the fencing / construction crews.

He hopes to come back to work at **yourtown** in the future and become an Enterprise Trainer when he's in his 30's.

testimonials

"The program has meant a lot for me so far. It got me out of a bad state in my life, now I feel good about myself."

"The yourtown program helped me build on my skills and achievement to work for Skyline Landscape as a apprentice."

"I prefer **yourtown** because the trainers are really nice, they take the time with you. I like helping people and the elderly. I don't want to leave."

"**yourtown** got me out of a hard place, helped me learn to budget and all the trainers are great. Everyone is learning with you so you don't feel alone if you make mistakes. The trainers are always keen to teach you and never get mad at you."

"I am proud of where I come to. If it weren't for **yourtown** I don't think I would be at this point in my life."

social return on investment

Australian and international research has demonstrated that the benefits of social procurement include:



improving the employability and economic independence of people facing barriers to work;



decreased welfare dependency;



provision of an entry level training ground for local industry;



improving community perceptions of previously marginalised people;



reduced crime and anti-social behaviour;



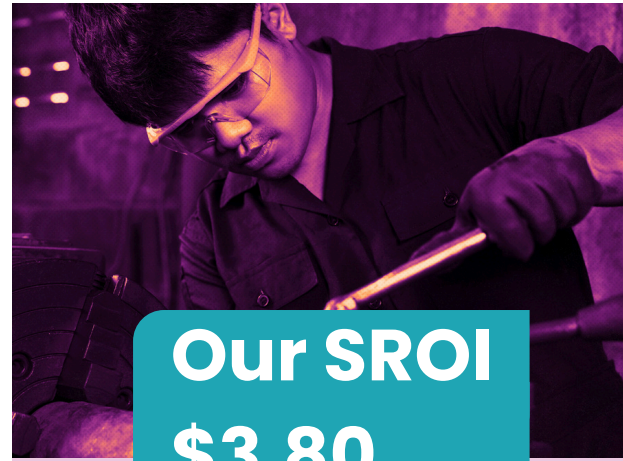
a flow-on impact on community health and wellbeing.

A five-year evaluation conducted with Griffith University (funded by Australian Research Council), demonstrated that employment in **yourtown's** Social Enterprises was one of the most effective methods for improving the employability and work readiness of young job seekers experiencing significant disadvantage.

Griffith University's research confirmed the majority of these young people were able to achieve major improvements in their social, employability and vocational skills while employed in **yourtown's** Enterprises. They also acquired self-confidence and improved their outlook, while decreasing their dependence on drugs and alcohol and their involvement in anti-social and criminal activities.

73% of Enterprise employees obtained a job or vocational training place immediately after exiting the Enterprise and 89% were successful in retaining this employment. The success rates for Aboriginal and Torres Strait Islander employees were even higher. For these young people, work was not just an outcome – it was part of a life-changing process.

YTD figures for 2023–24 indicate that 83% of Enterprise employees transition into mainstream employment and 2% transition into further education and training.



Our SROI
\$3.80

This was demonstrated in a socially inclusive cost benefit analysis of the impact of a **yourtown** Enterprise operating under contract to Housing NSW (now Family and Community Services) in public housing estates in Western Sydney. The Enterprises were established to provide paid work and training for unemployed young public housing tenants delivering graffiti removal services.

The report found that the majority of young people employed in these enterprises improved their social and employability skills, decreased their involvement in crime and anti-social behaviour and achieved positive employment outcomes.

A cost-benefit analysis commissioned by the Department confirmed that the project delivered a social return on investment of **\$3.80 for every \$1 invested.**

Community stakeholders also identified significant improvements in the appearance, cleanliness and safety of social housing areas. They had more positive perceptions of marginalised young people and their capacity to make a positive contribution to the local community.

how do we differ?



Our clients work directly with project supervisors with a deep understanding of their field. Each supervisor is responsible for the quality and performance on the job. To do so, we hire experienced tradespeople with a passion to pass on their knowledge in on-the-job training.

A combination of our in-house youth workers and employment coaches alongside accredited RTO training organisations help our trainees receive the full wrap around support they need to overcome barriers and transition to sustained further employment.

To find out more, watch a 2-minute video featuring young people and Enterprise Trainers speaking of their experiences in **yourtown's** Social Enterprises.

yourtown.com.au/what-we-do/yourtown-social-enterprises

our capability

- ✔ **yourtown corporate infrastructure**
yourtown is a registered public company limited by guarantee with a strong governance framework and a registered charity. Our corporate infrastructure is staffed by highly qualified specialists in financial, human resources, property, information technology, marketing, business systems and quality management.
- ✔ **quality and risk management**
We have comprehensive quality assurance, Workplace Health and Safety (WHS) management systems and processes in place. We have accreditation in ISO 9001:2015 Quality Management Systems and AS/NZS ISO 31000:2015 Risk Management.
- ✔ **workplace health & safety (WH&S)**
Our Work Health and Safety Management System (WHS Management System) is guided by the Australian Standard for Occupational Health and Safety Management Systems (OHSMS), AS/NZS 4801:2001 and elements from the internationally recognised BSI Standards for OHSMS requirements (OHSAS 18001:2007), as may be applicable.
- ✔ **capacity to manage fee-for-service contracts**
yourtown has substantial experience in implementing and managing small, multi-year contracts.
- ✔ **environmental management**
yourtown is committed to responsible environmental stewardship, with due recognition to cultural and heritage considerations.
- ✔ **quality assurance**
yourtown regularly evaluates and reviews its practices to ensure the continuous improvement of its Social Enterprise through our purpose built Quality Improvement System (QIS) which enables us to log and action suggestions, feedback, non-urgent safety issues and complaints.
- ✔ **measuring impact**
yourtown has a long-term commitment to delivering evidence-based and has the ability to measure and report on social impact for your organisation.



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