



THE UNIVERSITY OF MELBOURNE SIFE ANNUAL REPORT 2009-10

THE UNIVERSITY OF MELBOURNE

HIGHLIGHTS

62 STUDENTS **FOUR** PROJECTS **17** BAB MEMBERS

\$45,483 FUNDING **29** PARTNERS

THREE HUNDRED AND SEVENTY-EIGHT THOUSAND ONE HUNDRED AND NINETY-NINE MEDIA REACH **\$26,650** IN-KIND SUPPORT

IMPACT

EMPOWERED 383 STUDENTS TO TAKE POSITIVE ENVIRONMENTAL ACTION.

HELPED FOUR SOCIAL ENTERPRISES TO PROSPER.

IMPROVED THE LIVES OF 20 GHANAIAN ORPHANS.

CHANGED THE WAY TWO SMALL BUSINESSES THINK AND ACT IN RELATION TO THE ENVIRONMENT.

OUR VISION

We are a non-profit student organisation developing community projects to drive social change. We're engaging with some of the biggest challenges facing our generation to cultivate a more optimistic vision for the future.

WE'RE PRACTICAL VISIONARIES.

In partnership with academic and business leaders, we are targeting social inequality and climate change. We are working with diverse communities from local neighbourhoods to rural African villages to enable significant and lasting change.

THIS IS OUR BLUEPRINT FOR THE FUTURE.

OUR PURPOSE

OUR PURPOSE IS THREEFOLD:

- To improve the lives of others by strengthening communities.
- To engage the business world in project partnerships.
- To create a new generation of socially responsible leaders.

SIFE CRITERIA SATISFIED

	1 Market Economics	2 Success Skills	3 Entrepreneurialism	4 Financial Literacy	5 Environmental Sustainability	6 Business Ethics	7 Sustainability
THINK.ACT.GREEN	✓	✓		✓	✓	✓	✓
SWITCHED-ON ENTERPRISES	✓	✓	✓	✓		✓	✓
ENVIROSELECT		✓	✓		✓	✓	✓
NEXUS ABROAD	✓	✓	✓	✓		✓	✓

PROJECT

THINK. ACT. GREEN

TARGET

SECONDARY SCHOOL STUDENTS

SIFE CRITERIA SATISFIED

- 1: Market Economics
- 2: Success Skills
- 4: Financial Literacy
- 5: Environmental Sustainability
- 6: Business Ethics
- 7: Sustainability

THE PROBLEM

As **tomorrow's leaders**, students not only need an understanding of environmental issues, but the **tools** to help address them.

THE SOLUTION

Think.Act.Green helps to develop students' **awareness of environmental issues** facing their local and global communities, and **empowers** them with the **business and leadership skills** they need to effectively address them.

PROJECT OUTLINE

PHASE1 SEMINAR SERIES: Organisations working in the environmental and energy sectors speak to students about environmental initiatives.

PHASE2 ENVIRONMENTAL CONFERENCE: Delegations of students from Victorian secondary schools participate in a half-day Conference.

PHASE3 INTERACTIVE WORKSHOPS: 6 skills-based workshops help student teams develop a proposal outlining ways in which their school can reduce its environmental impact.

PHASE4 COMPETITION CEREMONY: Students present their proposals to a panel of judges and share in a \$10,000 prize pool to help them implement their ideas.

ACHIEVEMENTS

12 VICTORIAN SECONDARY SCHOOLS

\$15,500 CORPORATE SPONSORSHIP

TEN PARTNER ORGANISATIONS

328 STUDENTS ENGAGED ACROSS 4 PHASES OF THE PROGRAM

2009 SIFE AUSTRALIA BEST COMPETITIVE SKILLS TRAINING PROJECT

TWO STUDENT PROPOSALS SECURING FUNDING

TWELVE TANGIBLE, STUDENT-DEVELOPED ENVIRONMENTAL PROPOSALS TO PRESENT TO SCHOOL BOARDS/LOCAL COUNCILS

PROJECT

ENVIROSELECT

TARGET

SMALL TO MEDIUM ENTERPRISES

SIFE CRITERIA SATISFIED

- 2: Success Skills
- 3: Entrepreneurialism
- 5: Environmental Sustainability
- 6: Business Ethics
- 7: Sustainability

THE PROBLEM

Unlike large corporations, Australia's **1.5 million** small businesses do not have the knowledge, resources or incentives to adopt **environmentally sustainable** business practices.

THE SOLUTION

Enviroselect is a **mark of recognition** that provides small and medium enterprises in the hospitality industry with **practical, cost-effective recommendations** to reduce their environmental impact.

PROJECT OUTLINE

- Founded in 2006, Enviroselect is now an incorporated, not-for-profit organisation.
- To earn the mark of recognition, the business must successfully complete 22 core and 2 optional actions.
- The actions are expected to provide a net economic benefit over 12 months.
- Services are costed at \$500.

ACHIEVEMENTS

2 PAYING BUSINESSES HAVE BEEN AWARDED THE **ENVIROSELECT MARK OF RECOGNITION**



COMBINED, THESE TWO BUSINESSES HAVE SAVED:

\$2,800 FROM THEIR BILLS OVER A 12-MONTH PERIOD

AND **THIRTY THOUSAND** BLACK BALLOONS

374 KEEPCUPS SOLD

OR **1,500KG** GREENHOUSE GASES

\$1,228 TOTAL PROFIT

PROJECT

LET'S CAN HUNGER

PROJECT OUTLINE

URGENT HUNGER RELIEF: Speed-dating fundraising event, can-drives at schools and donations from local businesses.

LASTING HUNGER RELIEF: Informational posters and pamphlets for Ascot Vale Community Centre and '7 handy hints to stretch your food budget further' campaign.

HUNGER AWARENESS: Print, web and social media campaign and engaging participants through events.

ACHIEVEMENTS

THREE EVENTS ORGANISED

12,154 PEOPLE IMPACTED

1,425 POUNDS OF FOOD

21,894 MEDIA REACH

SIX BUSINESSES ENGAGED

\$1,832 RAISED

PROJECT

NEXUS ABROAD

TARGET

NECTAR HOME, AN ORPHANAGE IN GHANA

SIFE CRITERIA SATISFIED

- 1. Market Economics
- 2. Success Skills
- 3. Entrepreneurialism
- 4. Financial Literacy
- 6. Business Ethics
- 7. Sustainability

THE PROBLEM

Nectar Home struggles to maintain a stable income stream to provide for **20 children** orphaned by the HIV/AIDS pandemic.

THE SOLUTION

Nexus Abroad is assisting Nectar Home in establishing:

1. a sustainable income stream, and
2. a local governance infrastructure by 2012.

PROJECT OUTLINE

LONG-TERM GOAL: For Nectar Home to be financially independent.

SHORT-TERM GOALS:

1. Create a Student Volunteer Program, with program fees directly going to Nectar Home.
2. Establish a Board of Advisors to assist with the management of Nectar Home and to ensure their accountability.

ACHIEVEMENTS

TWO CONSULTANCY TRIPS TO GHANA

\$3,000 START-UP CAPITAL RAISED

\$1,500 CONTRIBUTED TOWARDS ESTABLISHING VOLUNTEER ACCOMMODATION

TWENTY ORPHANS IMPACTED

GENERATED INTEREST FROM GHANAIAN PROFESSIONALS TO JOIN NECTAR HOME'S ADVISORY BOARD

\$10,500 AWARDED IN GRANTS

DEVELOPED LOCAL AND INTERNATIONAL RELATIONSHIPS WITH **ANGLICORD, WORLD VISION, AND SIFE CENTRAL UNIVERSITY COLLEGE (GHANA)**

PROJECT

SWITCHED-ON ENTERPRISES

TARGET

NON-PROFIT SOCIAL ENTERPRISES

SIFE CRITERIA SATISFIED

- 1: Market Economics
- 2: Success Skills
- 3: Entrepreneurialism
- 4: Financial Literacy
- 6: Business Ethics
- 7: Sustainability

THE PROBLEM

Non-profit social enterprises lack key business skills, which severely compromises their financial viability and their capacity to benefit disadvantaged groups.

THE SOLUTION

Switched-On Enterprises **collaborates** with non-profit enterprises to **identify and bridge knowledge gaps** by delivering **educational workshops** that increase their **financial literacy**. This empowers them to improve the stability of their operations so they can generate **sufficient revenue** to **sustain** their social cause.

PROJECT OUTLINE

- Completed engagements with non-profit enterprises, Riff Raff Catering and Challenge Multimedia in early 2010.
- The engagement with Sorghum Sisters will be completed in August 2010.
- Recently commenced engagement with Bayley House, which is due to be completed at the end of the year.

ACHIEVEMENTS

4 NON-PROFIT ENTERPRISES ENGAGED

39 DISADVANTAGED INDIVIDUALS EMPOWERED

THIRTEEN WORKSHOPS CREATED

FOUR INTERACTIVE FINANCIAL TOOLS CREATED

\$7,500 AWARDED BY THE UNIVERSITY KNOWLEDGE TRANSFER OFFICE

MEDIA REPORT

MEDIA SOURCE	ARTICLES	REACH
The University of Melbourne SIFE website	1	4,200
Profiles on external websites	4	18,400
The University of Melbourne SIFE e-Newsletter	5	89
T.A.G US (Think.Act.Green e-Newsletter)	3	120
Business and Economics Newspaper	2	6,000
The University of Melbourne Voice	1	23,000
Faculty newsletters	7	28,000
Knowledge Transfer Newsletter	1	7,149
Law Students Society Guidebook	1	3,500
Heidelberg Leader	1	54,545
School Newsletters	2	1,700
GROSS IMPRESSIONS		378,199

FUNDING REPORT

REVENUE	
University Grants	7,500
External Sponsorship	22,000
Project Fundraising	3,542
Project Income	4,441
SIFE Australia Awards	8,000
TOTAL RECEIPTS	45,483
EXPENSES	
Think.Act.Green	5,758
Switched-On	1,973
Nexus Abroad	6,067
Enviroselect	3,213
Functional Expenses	3,481
Other	2,218
TOTAL EXPENDITURE	22,710
NET SURPLUS	22,773
IN-KIND SUPPORT	26,650



BUSINESS ADVISORY BOARD

MICHAEL SCALES
Managing Director
Countrywide Pet Foods

MARSHA SHERIDAN
Director
Synthesize Consultancy

KATHRYN GUNN
CFO
PGA Management

JERRY MARSTON
Director
JJCSR

MARK LATHAM
Principal
Latham Solutions

HAFEEZ BANA
Director of Innovation Program
Deloitte Australia

TRENT PAWSEY
People and Culture
National Australia Bank

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CORPORATE SPONSORS & PROJECT PARTNERS



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