



Red heart projects: BCI service innovation to assist building for social causes By Ben Curnow

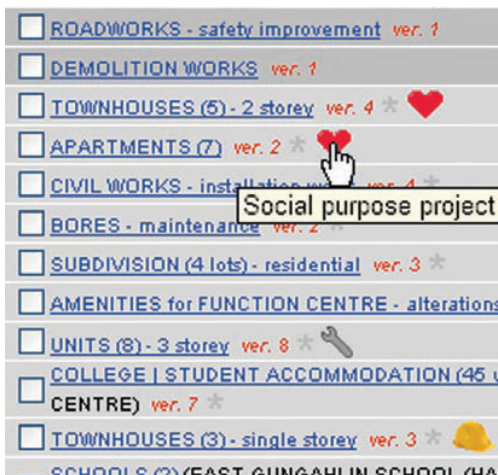
In 2011, BCI Australia will enter a new phase of corporate social responsibility.

February will see the launch of the BCI Red Heart Initiative - a new tool for raising social awareness through our project leads service for subscribers and the construction industry at large. As we promote environmentally sustainable projects with a Green Star Rating we hope to inspire our clients to seek out and assist projects with a social purpose in the spirit of the triple bottom line. Assistance may come in various forms be it financial, skilled services or building materials donated or discounted.

Red Heart projects will have a social purpose, including relief of poverty or distress, education, medical relief and provision of recreational facilities in the interest of social welfare. A Red Heart icon will appear next to selected projects within the database denoting a social purpose. A designated contact for contributions will be listed on each project, as well as where possible a specific list of philanthropic requests, where applicable.

There will also be a BCI Red Heart Initiative landing page on the BCI Australia website featuring selected Red Heart projects, information about the project, the cause, not for profit organisation or charity, and a press release to be distributed to local media. Sponsorship space will be provided on this project feature page for benefactors to advertise with the revenue to be directed back to the project. As further encouragement, subscribers who contribute to any Red Heart project will be eligible for a complimentary ticket to the BCI Breakfast Briefing and selected one-off BCI economic reports.

Often through our tracking process we notice worthy projects stumble and stall, being deferred or abandoned. BCI aspires to provide some impetus towards the realisation of these projects, promoting projects that are underfunded or require extra assistance. From our experience with Youngcare we realise that there is significant goodwill among our clients. We hope you join us on this next stage of our social enterprise journey and look out for the Red Heart logo in the New Year. ■



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Red Heart Case Study: YOUNGCARE



Youngcare's project in Coomera, QLD for young people requiring 24/7 assistance is what got BCI's Red heart initiative going.

BCI researcher, Lucy Summerhayes, first approached Youngcare in early July to begin research on the Coomera project. BCI Australia published the project on the BCI website on 7th July 2010. The feedback from BCI clients was remarkable: a significant number of organisations phoned Youngcare offering pro bono or discounted services as a direct result of BCI's report. Said Marina Vit, CEO of Youngcare: "BCI's support has gone well beyond their core work, and their support will make an enormous difference in the life of young Australians with full-time care needs."

Inspired by this opportunity to help we took the idea one step further and expanded it into our Red Heart Projects initiative. We also invited Co-founder and Chairman of Youngcare, David Conry, to speak at the BCI organised Future Proofing Property conference in Brisbane on 9 November 2010 (see report on page 12). BCI donated \$3,000.00 from the proceeds of this conference to Youngcare. ■

They are people, they are you and I and they just had bad luck and they are not getting the support they need. ”



Pictured top to bottom: BCI Chairman Matthias Krups presenting \$3,000 BCI cheque to Kristy Graham, Youngcare Director, Fundraising; Matthias Krups in discussion with Youngcare Chairman and co-founder David Conry.

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Right now thousands of young Australians are living in aged care. That's why Youngcare exists: to change this desperate situation. And we need your help to do it.

If your business would like to be a part of the best job in construction and donate supplies or labour toward the Youngcare Apartments Gold Coast project, please contact Pat or Tim via PChiene@youngcare.com.au or call (07) 3041 3400. You can make change possible.

Visit www.gc.youngcare.com.au for more information on the best job in construction.





CSR Case Study: FAIR BUSINESS

By Oliver Happy

For too many Australians having a job is a long-held dream. In the aftermath of the GFC (Global Financial Crisis), long term unemployment continues to rise with over 340,000 Australians now out of work for one year or more. Fair Business, a Sydney-based social enterprise, is leading the way by showing how unemployment as an issue of social justice, can be tackled on a local level.

With the demand for full-time work increasing, job seekers face many barriers which leave them discouraged, depressed and lacking in confidence. Fair Business provides the means to overcome these challenges with real work for the long-term unemployed and disadvantaged by creating financially sustainable businesses and growing them to create jobs.

When reading about Fair Business for the first time, it is hard not to be impressed by the simplicity of the concept and the effectiveness of the execution. Clearly this is a solution to unemployment that works, perhaps a solution that could be expanded to other regions of Australia.

Fair Business sets up social enterprises and runs them as viable businesses with the aim of creating employment opportunities for people who have experienced barriers to finding work. Fair Business currently has three enterprises in its portfolio – Fair Repairs (a repairs, maintenance and cleaning business), the Social Roasting Company (a coffee roasting business and café in Melbourne) and the Back Office (a back office support service for not for profit organisations).

Fair Repairs provides an excellent example of the Fair Business Approach. Fair Repairs takes a unique approach to addressing unemployment in social housing areas in and around Sydney by creating opportunities for local people to do local work for real pay. Since starting in 2009 Fair Repairs has created over 80 jobs and has been set up in Campbelltown, Nowra, Redfern and will soon open in Wollongong. The model is based on a partnership

between Fair Business, Housing NSW and Spotless. Fair Repairs subcontracts to Spotless to access work and employs social housing residents to carry out the work in their local area.

BCI Australia saw a need for Fair Repairs to identify construction project opportunities within their areas of operation and as such have provided the social enterprise with access to market-leading BCI LeadManager.

“Getting work for our employees is paramount to us achieving our mission of creating opportunities for people who have been long term unemployed. Having access to BCI LeadManager helps us to tap into new work contracts in a way that is targeted to what our needs are and where we work. BCI LeadManager will help us immensely in the work we are doing with Fair Repairs.”

Interviews with those involved in Fair Repairs in a May 2010 Case Study show clearly the significant impact the organisation has had on the lives of its employees. These impacts have gone on to impact the employees’ families and the wider community, contributing to more stable households and a stronger community.

The Fair Business model has significant potential to be widely replicated in different locations around Australia, based on this successful partnership approach. This will provide the opportunity to employ hundreds, if not thousands, of less advantaged people, giving them a future, changing their lives, and in doing so positively impacting their families and communities.

For further information or to lend a hand, see www.fairbusiness.org.au or call Michelle on 02 9409 5250. ■

