

GREEN WORLD REVOLUTION

Curtin Graduate School of Business

WORKSHOP: Social Enterprise from the Ground Up

Facing the day to day realities of running a social enterprise is very different from just having a bright idea about 'doing good'. This Workshop will be a practical and realistic look at what it means to start and continue to develop a social enterprise in WA.

The Workshop will be presented by the founders of Green World Revolution (GWR), a not-for-profit social enterprise established in 2012, that is helping to alleviate poverty by growing jobs for the long-term unemployed, through urban farming enterprises.

GWR currently supplies over 30 restaurants with quality fresh produce and since 2013 has worked with over 200 unemployed people and provided 13 paid job opportunities for long-term unemployed adults.

This 2-hour Workshop will include:

- Tour of the GWR Gladstone Street Urban Farm and farm produce tastings.
- Presentation, to stimulate group conversation around: What is a Social Enterprise? What are Social Outcomes? What are the challenges? What's the payoff?

DATE	19 August 2017
TIME	11am – 1pm
VENUE	GWR Urban Farm. 7 Gladstone Street East Perth.
NUMBER PARTICIPANTS	15
COST	\$30 per person (+GST)

PRESENTERS

Toby Whittington - Founding CEO Green World Revolution

Toby has been a small business entrepreneur since leaving high school in the early 1990's. His business enterprise experience includes establishing a fashion design and manufacturing business and being awarded a post-Graduate Level Scholarship to study Haute Couture at the Paris American Academy. After many years supporting environmental and sustainability activities his decision to establish GWR was boosted with a \$50,000 grant from the WA Government Social Innovation Fund in 2012 which funded a pilot project from which GWR has grown. In 2017 Toby was recognised for his work founding and developing GWR as one of Perth's most innovative social enterprises with a Business News 40Under40 Award.

Ali Sumner - Founding Chair Green World Revolution

Ali is a Curtin GSB Graduate (Master in Business Leadership 2005) and is currently undertaking a PhD at the GSB with research focusing on Complexity Leadership and work groups using Edward de Bono's thinking tools. With over thirty years providing marketing and business development services to the NFP sector, Ali has also been Chair or Board member of six NFP organisations. She is a Social Return on Investment Analyst and a Director of the national Board of the NFP Social Impact Measurement Network of Australia (SIMNA).