



AUSTRALIA

Creating Positive Social Change

wisefoundation



History

The Wise Foundation is the philanthropic organisation of the Wise family and WE Australia.

We create economic solutions for social problems, believing that business people applying business principles to these problems can provide powerful solutions.

Since 1983, we have initiated, developed and operated many social projects with the purpose of strengthening communities.

Inspired by Dame Anita Roddick, founder of The Body Shop (which the Wise family brought to Australia and New Zealand 31 years ago), we have strived to apply the principles we hold to all the activities we undertake and businesses we operate.

We believe that business is about more than just economic success. A great business should also balance the needs of all stakeholders as well as create positive social and environmental change. These three key responsibilities form the business principles by which we operate our organisation and the Wise Foundation.

Our focus for social projects has been in our immediate environment in Australia and New Zealand and our close neighbours in the South Pacific and East Timor.

Current Initiatives



Be Collective

Be Collective is a digital gateway for helping your community and realising your positive social impact. Find volunteer opportunities, join groups, run events, manage people and engage new audiences.

Be Collective has something for everyone.



becollective.com



It's about creating opportunities that allow everyone to contribute to their community by doing what they can, when they can.

- Be Collective is simple, it adds value for new and existing volunteers, making it easier for people to connect with causes they care about.
- Be Collective provides better pathways to “that first job” with a verified personalised Social CV that highlights volunteer effort, encouraging and reinforcing soft skill development.
- Be Collective makes volunteer management more professional with data and analytics to record, recognise, and reward volunteering activities.
- Be Collective is local. It's designed to connect every corner of the community to maximise opportunity, make better use of shared resources like sporting facilities, halls, clubs and pools and importantly build better pathways to local employment.





The Big Issue

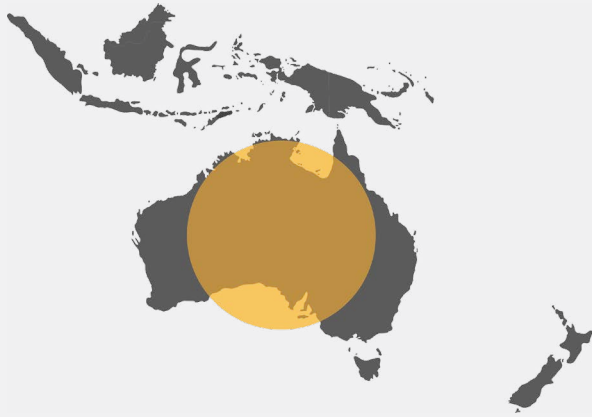
The Big Issue magazine is a fortnightly, independent magazine that is sold on the streets by homeless, marginalised and disadvantaged people.

Vendors buy copies of the magazine for \$3.50 and sell them for \$7, earning the difference. The Wise family brought The Big Issue to Australia in 1996 after being inspired by the same model in the UK.

Since 1996, more than 10 million magazines have been sold, generating \$22 million in income for vendors. To this day, the Wise family are still patrons of The Big Issue.

www.thebigissue.org.au





Buffed

Launched in 2011 as Australia's first social franchise, Buffed brings the art of professional shoe shine and leather care to the convenience of inner-city locations nationwide. Prime franchise locations and ongoing support provide opportunities for refugees, asylum seekers and marginalised Australians to run their own businesses.

www.buffed.org.au





Mulgrave Farmers Market

Trading direct with producers is the tenet behind Melbourne's first weekly farmers market. The site also hosts monthly Rummage and Makers markets, as well as Wellness Workshops and community-building activities for all the family. Every dollar raised from the market will help fund charitable projects supported by the Wise Foundation.

www.mulgravefarmersmarket.com.au





The Gardens Club

The restored, heritage-listed Curator's Cottage in the Brisbane City Botanic Gardens has been converted into a unique café and venue for social occasions, weddings and business events. 100% of profits are redistributed to the community.

www.thegardensclub.com.au





Children on the Edge

Children on the Edge opened a Child and Community Centre in Viqueque, East Timor. The Child and Community Centre was one of the first centres of its kind in the country. Initially, the Centre offered Timorese children a place of stability and play, where they could heal from the trauma of war. Employees of Wise Foundation volunteered their time to engage with the children and teachers. Arts and crafts, sporting goods and educational materials were donated by Wise Foundation employees.

The Centre developed to offer health care, nutrition, education, after-school and youth activities, plus psychological and health advice for parents. Hundreds of children attend the Centre daily. It has not only become a place of safety and learning, but a place where children can learn to be children again.

Recognised by local people as the centre of the community for children and youth, the Centre has been vital for the re-establishment of a sense of 'normalcy' in the community following the trauma of their violent struggle for independence. There has been an improvement in the social and life skills of the children and young people, as well as the promotion of activities such as art, culture, dancing, reading and sports to enhance creativity and confidence.





East Timor Support

Wise Foundation continues to support East Timor by providing the following items:

- Monetary donations
- Clothing for adults and children
- Footwear for adults and children
- Underwear for adults and children
- Stationery
- Glass beads for jewellery making
- Arts and crafts
- Sporting equipment
- Bicycles
- Musical instruments
- Porta cots
- Sewing machines
- Educational materials
- Nutritious food
- Fruit and vegetable seeds
- Personal hygiene products
- Medicinal supplies

These monetary donations/items have been distributed to children's centres, hospitals, orphanages and the Dominican Sisters.





Work boots for East Timor's road workers

In July 2014, Wise Foundation partnered with CARE and Chevron to distribute boots in East Timor to work teams and volunteers operating in association with CARE's "Our Roads, Our Future" Project.

These groups are working on the improvement of secondary roads and associated infrastructure in rural Bobonaro District of East Timor.





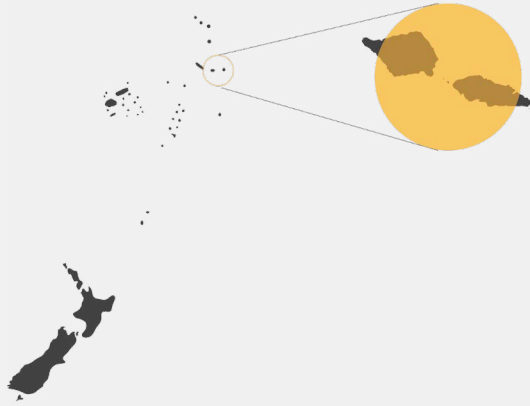
East Timor's Lafaek Magazine

Lafaek is the only educational publication in East Timor in the local language, Tetun, and covers topics like geography, language, health, culture and science, and issues such as peace, international affairs and women's rights.

CARE has been producing and distributing Lafaek magazines in East Timor since 2000, starting the publication as a Child Rights magazine after the 1999 Referendum for Independence.

Simplicio Barbosa (Lafaek Project Manager) and Octavio De Andrade (Lafaek Graphic Designer) travelled to Melbourne, Australia in December 2014. The purpose of this visit was to work with representatives from Wise Foundation, Affirm Press, CARE Australia and The Big Issue to strategise for the future of the Lafaek Magazines.





Inspiration Scheme

In May 2014, the Wise Foundation and The Body Shop Australia led their ninth Inspiration Scheme volunteering trip, this time to Samoa, to provide job readiness training and mentoring for unemployed Samoan youth.

The Wise Foundation sent seven individuals to Samoa to run the training scheme alongside Women In Business Development Incorporated (WIBDI). The scheme provided Samoan youth who wanted to enter the customer service or hospitality industries with the necessary skills to help them secure long-term employment.

In partnership with Women in Business, the Wise Foundation has been able to come in contact with some of the unemployed youth of Samoa who have the drive and enthusiasm to gain employment.

“ It was an incredibly rewarding experience for all our employees that volunteered to work with the Samoan youths. The relationship that has developed between the Wise Foundation, WIBDI and the Samoan community is testament to our ongoing volunteering efforts in the region. ”



Other current initiatives



WISE BARISTAS PROGRAM

Following on from the success of Buffed, we have begun a program to train people seeking asylum to become Baristas. This program provides training and experience and a pathway to enable rapid acceptance into the hospitality industry. The Wise Barista Program has the potential to provide a widely accepted platform into a growing employment area. This year we will train eight participants from only one location supported by Telstra at their flagship store and this will expand exponentially as we add sites.



WATER4U

This is a new social enterprise project to provide pure water to East Timor through a youth employment initiative. The foundation is developing this project in conjunction with Engineers Without Borders and the Dominican Sisters in Dili.



DOMINICAN SISTERS

Wise Foundation formed a relationship with the Dominican Sisters in 2010. Through monetary donations, we have been able to assist them in providing for the children in their care.

In 2002 the Dominican Sisters started, and continue to operate, an orphanage in Bidau, Dili. They also operate a kindergarten in Comoro, Dili, a farm in Hera and land in Tibar.



Bizness Babes

This program was designed to help young women who were trapped outside the mainstream workforce. It assisted them to develop micro business skills, offering training and support but also linked to in house micro finance funding.

Bizness Babes participants attended a series of business workshops which bring the business environment to life. During and after the training workshops participants were supported by business coaches. The supportive and safe environment created by Bizness Babes was the key to its success.

Throughout the course of the program, it enabled the start of over 85 businesses and changed the life of over 200 women and their families.





Thumbs up for Reconciliation Campaign

As part of National Reconciliation Week 1998, The Body Shop & Wise Foundation, in partnership with the Council for Aboriginal Reconciliation, held the Thumbs Up for Reconciliation campaign. Over 100,000 thumbprints were collected in Australian stores in support of reconciliation and a massive banner was created. The Body Shop stores throughout Australia also collected over 9,000 signatures and apologies in the Sorry Books for Australians for Native Title and Reconciliation (ANTaR).

We were instrumental in developing the first enterprise development workshop and supported workshops in collaboration with the Commonwealth Youth Program, Department of Education, Training and Youth Affairs (DETYA) and the Aboriginal and Torres Strait Islander Commission.





Stop Sex Trafficking of Children

Across the globe, there are 1.8 million children who have been trafficked for the purpose of sexual exploitation. In a bid to raise awareness and help these children, the Wise family used the retail space held in their stores at The Body Shop raise more than \$100,000 for Child Wise to build training and outreach programs in Cambodia, one of the most infamous sex tourist and child sex trafficking destinations.

The broad aims of the campaign were to raise awareness of the global scale of the issue and its relevance to Australia and the Asia-Pacific region; raise funds for children at risk of being trafficked and those already exploited by sex trafficking; and inspire those with decision-making power to effect change and offer better protection for all children. More specifically, the campaign aimed to engage the local community to take action against the sex trafficking of children for commercial gain.





Jawun (formerly Indigenous Business Institute)

Realising that there was a need to support indigenous communities with real business assistance in the year 2000 we established 'The Indigenous Business Institute' with indigenous leaders in Australia which became 'Indigenous Enterprise Partnerships' and is now called 'Jawun'.

Major companies send executives on secondment to communities to help establish businesses.

This initiative is still operating and growing today.





Queensland Flood Relief

When flood disaster struck in 2011, we were able to mobilise immediately through our initiatives in Queensland and the Wise Foundation in Victoria, organising our first ever group wide emergency relief effort. While organising teams of volunteers to visit the worst affected areas, we provided donation tins at all of our public counters (Including The Body Shop Australia stores) so customers could also respond, and publicised our appeal through all company communications.

In addition to the relationships forged with these communities, through our collection tins our Flood Relief Appeal raised \$45,000, which the Wise Foundation matched dollar-for-dollar to \$90,000.

We focused our total of \$90,000 and our ongoing efforts on providing counselling and emotional support to those worst affected. Specifically, we funded Lifeline to provide a full-time, dedicated counsellor for the Ipswich/Lowood/Lockyer Valley region in Queensland, and we also contributed to rebuilding the park rotunda and BBQ in Carisbrook, civic facilities we believe are important for the health and healing of the community.





From Little Things Big Things Grow

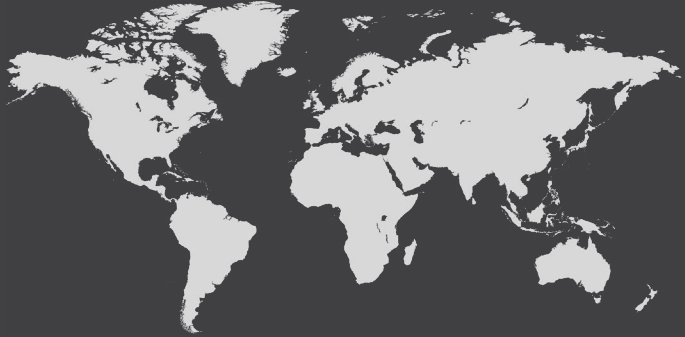
Paul Kelly and Kev Carmody's remarkable song, From Little Things Big Things Grow is the anthem of the indigenous land rights movement in Australia.

Published by the Wise family's publishing business, Affirm Press and illustrated by the kids from Gurindji, from Little Things Big Things Grow is now a book for all to enjoy.

Proceeds from the book were used to build a community art room for the Gurindji people where the elders of their community can paint, guiding the children in the traditional art form and teaching them of the stories of the dreamtime.



Other past initiatives



G20 INNOVATION HUB

We conceived, developed and ran a week-long event during the G20 summit in Brisbane in 2014.

Early participation from the Queensland government and St. George Bank and involving leading corporates which included Unilever and Virgin it was designed to engage world leaders and corporate delegates during the summit to highlight the ways in which corporate innovation in community engagement can enhance outcomes and create positive change.



SHOP WISELY

Offering customers the power to effect positive change, Shopwisely sourced beautiful, on-trend products from around the world. Every purchase positively impacted the environment or someone less fortunate, whether it was through a free pair of shoes or employment opportunities in disadvantaged communities.



FIRST AUSTRALIAN'S BUSINESS

From these Enterprise Development Workshops we established 'First Australian's Business' a mentor program for graduates of the workshops and other indigenous entrepreneurs.

Other past initiatives



ENTERPRISE DEVELOPMENT WORKSHOPS

From 1994, we developed and implemented a week long training programme for young indigenous South Pacific entrepreneurs.

This programme, which we ran for seven years with the support of The United Nations Development program and The Commonwealth Youth programme, enabled many entrepreneurs to take advanced business skills back to their communities flagship store and this will expand exponentially as we add sites.



DO IT IN PARIS

In 1995 in conjunction with our New Zealand partners and Greenpeace we mounted a campaign to stop the French nuclear tests in Tahiti. "Do it in Paris" became an international campaign and we sent a youth delegation of 18 young Pacific Island people to address the European parliament. This delegation gained for the first time in its history a unanimous vote (with France abstaining). They continued on to Paris and delivered one million postcards to the French government.



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