

## MEDIA RELEASE

28<sup>th</sup> August 2012

### New social enterprise cafes announced for Melbourne

The Boroondara Council last night awarded Jesuit Social Services the tender to establish two brand new social enterprise cafés in Melbourne's eastern suburbs of Camberwell and Hawthorn.

These two new cafes will be in addition to the three social enterprises that the organisation already operates in Western Sydney and will take on the same name – Ignite Cafe. The Ignite Cafe model provides genuine training and employment opportunities for local young people.

Ignite Café @ The Hub (located within Blacktown City Council's newly refurbished Mount Druitt Hub) and Ignite Café @ The Store (located on the same Emerton site as Jesuit Social Services' retail training supermarket) provide training opportunities for local young people who face obstacles to mainstream training and employment pathways. Together with Jesuit Social Services' other social enterprises, The Store Retail Training Centre and the Ignite-on-the-go coffee cart, the Ignite Cafés are achieving significant results for their local communities in Western Sydney.

Jesuit Social Services' vision for the Camberwell and Hawthorn cafés is to draw upon these successful social enterprise models to create two socially magnetic spaces that generate a broad range of social benefit both in and from the Boroondara area. The Camberwell café will draw on the training café model developed for Blacktown City Council's 'Mount Druitt Hub' while the Hawthorn café will draw on the social inclusion model developed by Jesuit Social Services for the multi-agency community services complex in Emerton. Both models will incorporate training delivered through Jesuit Community College.

Both cafés will work in partnership and collaboration with a range of agencies from all three levels of government and the corporate, educational and NGO sectors to deliver the same broad array of social benefits, premised on the Ignite Café by-line "Ignite dreams, Ignite hope, Ignite lives - Ignite Café". Their differences would lie in the varying emphases appropriate to different size and locations of the two enterprises.

Jesuit Social Services' Acting CEO, Sally Parnell said, "We're thrilled to have been awarded the tender for two new Ignite Cafes in Melbourne. We know that what we do in the training and employment space works and has real benefits for the community – the success of our social enterprises in Western Sydney show this. We look forward to bringing Ignite Cafe, with our great coffee, to the Boroondara community."

**Jesuit Social Services is a not-for-profit organisation which works to build a just society by advocating for social change and promoting the health and wellbeing of disadvantaged young people, families and communities. [www.jss.org.au](http://www.jss.org.au)**

#### MEDIA ENQUIRIES

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#### MEDIA COMMENTS

Sally Parnell, Acting CEO

Michael Maxwell, General Manager, Enterprise

The two new Ignite Cafés will deliver a broad range of social benefits that include:

- **Promoting social inclusion and developing social amenity** through the creation of safe, accessible and welcoming community spaces where local community members can gather and interrelate.
- **Promoting health and nutrition** through the inclusion of low fat, low sugar, organic and gluten free menu items in each café.
- **Providing accredited training and work experience programs** specifically tailored to client groups identified in consultation with Council and other collaborative service providers. This aim is reflected in the cafés tag line of "we do not employ people to make coffee, we make coffee to employ people".
- **Identifying employment pathways** either directly in an Ignite Café or through referral to collaborative Job Services Australia providers.
- **Promoting further education and lifelong learning** for our training graduates, café users and library visitors. The Ignite Café motto of 'Ignite dreams, Ignite hope, Ignite lives - Ignite Café' reflects our commitment to this outcome.
- **Building organisational capacity** in both Jesuit Social Services and our program partners in the delivery of services from, and supporting, the cafés. Capacity can be developed in the areas of training methodologies, scope of thinking, and program interaction and partnership.
- Modelling best practice **Environmental Sustainability** by using compostable disposable items and the use, where possible, of organic or fair trade products.