



Impact Report

Organisation name

Project New Dawn Limited (PND)

Your name and position

Andrew Walker, Director

Please tell us a short story about someone who has benefited from this funding.

The TFN funding has been of real and tangible benefit, but for the reasons explained in the item below, it does not really lend itself to a short story in respect of a specific individual.

Please describe the impact that the specific TFN funding has had.

2019 was an important year of restructuring for PND to which the TFN funding made a material contribution. As explained in PND's pitch at the TFN event, PND needed to engage a project development officer (PDO) to deal with the significant challenge of co-ordinating and managing its relationships with key stakeholders, particularly its employment partners. Whilst PND had some funding prior to the TFN event, the Board would not have appointed a PDO without the TFN funding, which appointment occurred shortly after the TFN event.

The newly appointed PDO commenced a significant and necessary restructure of PND pursuant to which it consolidated and streamlined its relationships with various stakeholders as part of an ongoing, continuous improvement process. This included, for example, valuable interactions with Launch Housing, Wear for Success and MCM-Justice. Amongst other things, this restructure also positioned PND to clarify its relationship with existing partners and explore relationships with potential new employment partners, which continues to this day (see below).

As explained in PND's pitch at the TFN event, PND had historically been reliant on two major employment partners, namely BP and Bunnings. In more recent times, both organisations have struggled with economic challenges which have negatively impacted their preparedness to accept PND participants. Initially BP and more recently Bunnings have adopted a policy of employing exclusively indigenous homeless persons. Whilst PND has had some experience in the indigenous space, it does not hold itself out as an expert in this area.

PND maintains a constructive relationship with Bunnings at the highest levels, and has committed to continuing to offer support to Bunnings' indigenous homeless participants irrespective of whether they may be sourced through other agencies. Given PND's intimate knowledge of Bunnings' systems and processes, PND is very confident that this insight will prove valuable to these employees.

More importantly, the work described above has also positioned PND well to diversify its employment partners by entering into new relationships with prospective employment partners. For example, whilst no assurance can be given as to the extent or success of these initiatives, PND is in discussions with Peregrine Group, one of Australia's top 20 private companies which currently employs approximately 3,500 people.

Please provide a quantitative breakdown of how TFN funds have been used

The amount of \$13,500 was applied to the employment of a new PDO (Wages and Superannuation) as described in PND's pitch.

The balance of the TFN funding (being \$27,947, as the total raised was considerably higher than budgeted) will be applied to PND's expenditure over the next 1-2 financial years. This is expected to include ad hoc work by the PDO to co-ordinate new partnerships and support participants. PND has also employed a casual administrative assistant to assist PND in complying with its various financial, accounting and regulatory obligations.

Describe any ways the funding was used that differs from that described your original pitch

Not applicable.

How many people have been affected by programs or activities that were supported with TFN funding?

For the reasons described in item 6 above, it is not possible at this stage to tie the TFN funding to a specific number of individuals.

What measures did you use to assess the impact?

Direct feedback from various stakeholders, including extensive consultations with Bunnings (please refer to our response to item 6 above).

Describe three ways that your organisation has changed in the last 12 months since the event

Please refer to the response to item 6 above.

Over the last 12 months, did you receive any additional financial support from anyone you met through TFN?

No

Over the last 12 months, did you receive any goods in-kind and/or pro-bono services from anyone you met through TFN?

No

How important was TFN funding in helping you achieve your objectives this year?

We would have found it difficult to achieve our objectives without TFN funding

Has the TFN pitch coaching and mentoring helped you successfully secure funding from other sources you did not meet through TFN?

No

What were some of the other benefits of participating in TFN?

Whilst no further funding has been secured, the TFN pitch coaching and mentoring was extremely valuable in providing relevant participants with the confidence to present and the skill-set to nurture and secure new relationships with stakeholders as described above.

Whilst other funding was available and has also been utilised, TFN's funding was very important in providing the Board with the necessary level of confidence and financial security to employ the PDO, implement the abovementioned restructure and other initiatives designed at putting PND on a more sustainable footing (eg. diversifying its partnerships). As noted above, due to the success of the TFN event and cautious planning by the PND Board, a very substantial portion of the TFN funding has been preserved for use over the next 12-24 months.

Do you have any other comments or feedback on the TFN experience or funding process?

No, other than to reiterate PND's sincere gratitude to and admiration of TFN and its work.