

PC Disposal that makes a difference

ABOUT WORKVENTURES

Innovate, Collaborate and Empower – creating a future that works for individuals and communities

- WorkVentures is a social enterprise focused on community and economic development
- Established in 1979, WorkVentures has pioneered commitment to “building communities that work” for 30 years
- 160 staff, \$20 million turnover p.a., and a strong partner network
- Operations include Employment Services, Learning & Enterprise, Community Engagement, IT Repair and Digital Divide
- WorkVentures Connect IT is a digital divide project which:
 - ▶ Aims to provide affordable technology to disadvantaged Australians
 - ▶ Must pay its own way and be commercially sustainable



CONNECT IT: A SOCIAL ENTERPRISE SOLVING MAJOR ENVIRONMENTAL & SOCIAL ISSUES

- Each year, organisations, governments and IT providers need to dispose of millions of obsolete and decommissioned PCs
- Yet over 2.4 million Australian households have no PC or internet access!(¹)

That's where WorkVentures Connect IT comes in:



We provide a PC disposal solution by collecting & expertly decommissioning donated PCs



. . . we refurbish them and load Microsoft software and other valuable products



. . . and then distribute the PCs to needy users at an affordable price!



workventures

WORKVENTURES CONNECT IT AIMS TO BRIDGE THE 'DIGITAL DIVIDE' IN AUSTRALIA

Our Vision

- To help disadvantaged Australians to receive the resources and know-how to participate in and benefit from our global information society

Our Mission

- To partner with the Australian corporate community to substantially increase the number of Australian households that can access and use computers and the internet

Our Objectives

- To deliver 50,000 PCs to needy users as quickly as possible
- Create jobs and job pathways for unemployed people
- Create a sustainable and growing social enterprise
- Promote recycling and other environmental outcomes



WORKVENTURES IS SUPPORTED BY A NUMBER OF COMMITTED PARTNERS

 <ul style="list-style-type: none"> • Foundation partner and major PC donor • Support on sales, marketing and promotion • National Advisory Board Membership 	 <ul style="list-style-type: none"> • Software & PC Donation • Global Unlimited Potential Program supports project • Prime Ministers Award 2005 - Longevity in Partnerships 	  <ul style="list-style-type: none"> • Distribution partner - internal and external marketing communications to promote low cost PCs
 <ul style="list-style-type: none"> • Reconnect Project partner - donation of PCs from many Government Departments • Marketing support from Housing NSW and TAFE 	 <ul style="list-style-type: none"> • National freight partner • Logistics expertise 	<p>THE BOSTON CONSULTING GROUP</p> <ul style="list-style-type: none"> • Business model and ongoing business support • Donation of PCs • Advisory Board Chair
<p style="text-align: center;"><u>Other Partners and Supporters</u></p> <ul style="list-style-type: none"> • <u>Donors:</u> AGL, BHP, BT, Challenger, Corporate Express, Datacom, Dimension Data, Fuji Xerox, GPT, Lend Lease, MLC, Minter Ellison, Mitsubishi, Optus, Oroton Group, Stockland • <u>Distribution:</u> ALA, ASCCA, Auswide Projects, Centacare S/E Qld, CTC Association, Job Futures, NCOSS, PIE Network, RFBAQ, TAFE Students Association, The Smith Family, UTS • <u>National Production:</u> Anglicare SA, NCCP, ShineLife Computers • <u>Other:</u> CanPrint, Clear Networks, DOTARS, Fujitsu, MTC Work Solutions, Smorgon Steel, Social Ventures Australia, TadAust, United Way 		



MICROSOFT AUTHORISED REFURBISHER

- The Microsoft Authorised Refurbisher (MAR) programme is Microsoft's community initiative aimed at bridging the digital divide
- Microsoft partnership provides us with access to donated software:
 - ▶ Windows XP Pro operating system
 - ▶ Office 2003 (Word, Excel, Outlook, PowerPoint)
- WorkVentures guarantees Microsoft that:
 - ▶ PCs are decommissioned to US DOD 5200.22-M standard
 - ▶ PCs are only supplied to eligible recipients, defined as:
 - ▶ Centrelink card holders
 - ▶ Schools
 - ▶ Not for profit organisations



CONNECT IT STANDARD OFFER

Total solution approach

- **What we have now**
 - ▶ Quality hardware – Pentium 4, premium brands only
 - ▶ Quality software – Windows XP Pro and Office 2003
 - ▶ Value adds – antivirus, freeware, 25 hours free internet access
 - ▶ Professionally published Setup & User Guide
 - ▶ Free phone and/or email technical support
 - ▶ Some free or low cost computer training

- **What needs to be added**
 - ▶ Improved ISP options, ultimately access to low cost broadband
 - ▶ Literacy Pack (in development)
 - ▶ Improved training infrastructure – free or low cost training wherever you buy
 - ▶ Other education and community information

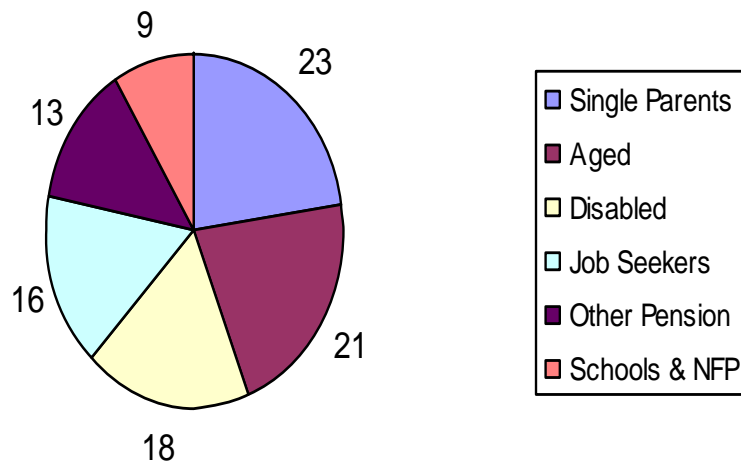
- ➔ “Don’t disadvantage the disadvantaged” – PCs should be fully functional now & future

- ➔ Entry level PC is P4 1.8 GHz pack with all inclusions at \$250 plus delivery



SOCIAL IMPACT - CUSTOMERS

Individuals by Customer Type (%)



Single parents help their kids keep up with school work & get the most from their education

Seniors keep in touch with family and friends, edit & send photos and research their hobbies

Disabled pensioners reduce their isolation and become more connected to society

Job Seekers gain PC skills to become more job ready and in many cases ultimately get employed

Schools & not for profits are able to increase their IT capacity at significantly lower cost, leaving more to spend on other priority areas

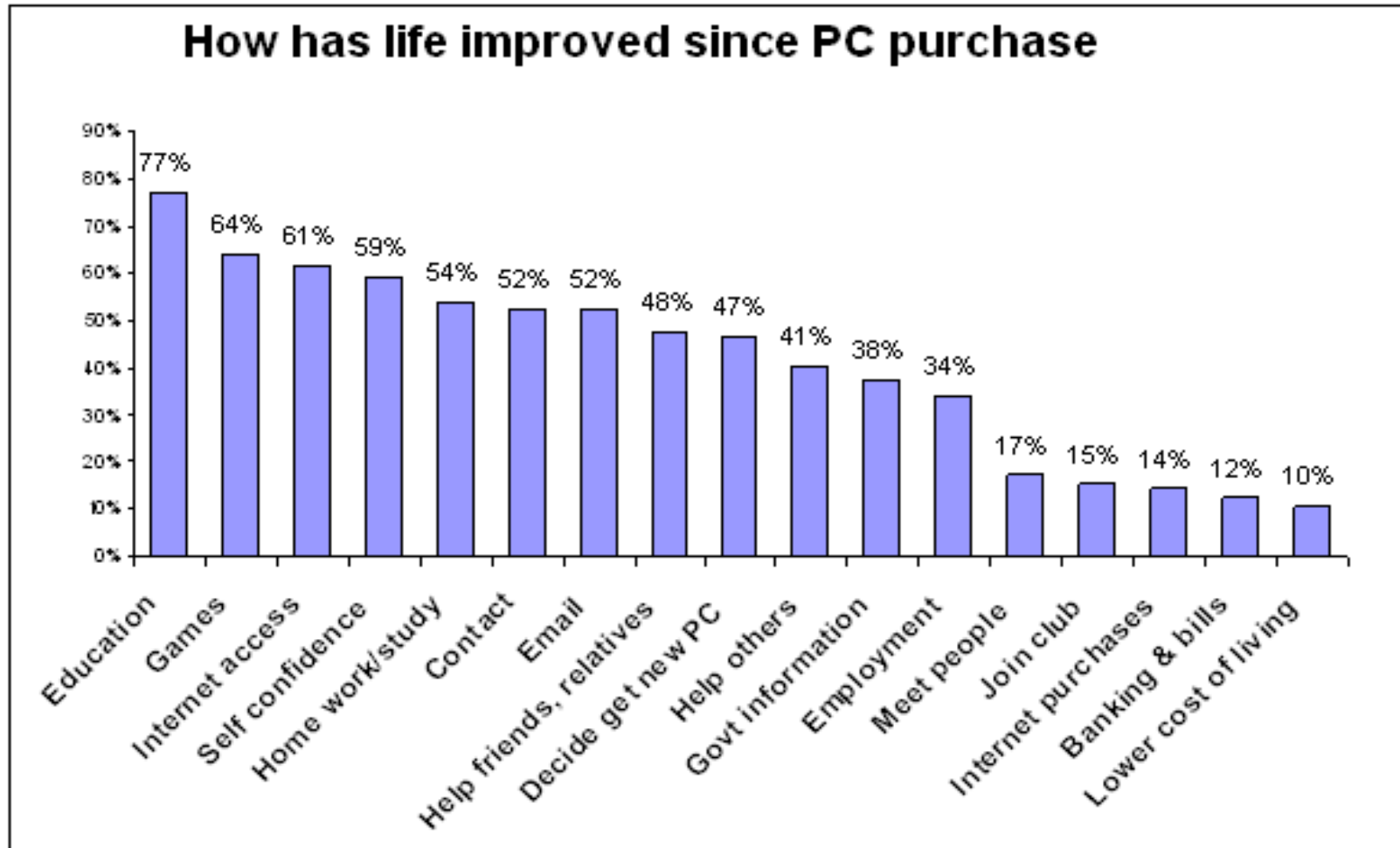
Low income households have limited PC and internet access

- 16% where household income is < \$25k
- 21% where household income is >\$25k but <\$50k

→ Research shows that computer literacy is critical to ensure that low income households are not trapped in a lifetime of disadvantage



SOCIAL IMPACT (Customer Survey)



SOCIAL IMPACT - EVERY CUSTOMER HAS A STORY

- ***“It’s great to be able to keep in touch with my family, now they are not so far away”***
 - ▶ Roy: a senior living alone in Australia can exchange emails and photos with his UK family
- ***“My daughter in Year 10 is doing Photography and Ceramics – presentation makes up a significant part of the marks so she’s getting real value out of it.”***
 - ▶ Theresa: an indigenous single mother with 5 children who purchased a PC through our Purchase Plan to assist her children with their schooling
- ***“Thanks to WorkVentures I am not only getting skills and earning money, but I am getting confidence that I can do things”***
 - ▶ David: a disability pensioner who was able to secure part time work from home once he had a PC with internet access
- ***“The major benefit of owning a PC is the availability and readiness of it for my children to do their school projects. I also notice the kids reading and finding out more about things now that they have a computer at home.”***
 - ▶ Maria, a widow from south west Sydney with 3 school age children who no longer has to spend time and money getting to a library to help her kids complete their school projects
- ***“He loves his PC, it is the one way he is on a level playing field with everyone else.”***
 - ▶ Robyn, a supporting parent with a disabled son who has a passion for IT



SOCIAL IMPACT - EVERY CUSTOMER HAS A STORY

- ***“Using refurbished PCs we were able to do the whole network for less than the cost of buying new PCs alone” (Wayne Lange - Project Manager)***
 - ▶ Salvation Army Towards Independence project: PC tools, resources and counselling are provided to clients in support accommodation units as they transition from living on the street
- ***“We could buy more PCs to better support our clients without compromising on quality and reliability; and at the same time leave more budget available to fund other areas of our growth” (Tonia Marsh – IT & Facilities Manager)***
 - ▶ Marrickville Training Company: a NFP working to alleviate poverty and illiteracy by providing skills training and employment purchased PCs for training labs, job search rooms and new sites
- ***“Tapping into quality refurbished PCs has assisted us as a young and growing school, allowing us to increase IT capacity in a way that still allows us to develop all areas” (John Kroon – Business Manager)***
 - ▶ Charlton Christian College: PCs for primary students and students with learning difficulties helps to build IT capability and student learning outcomes
- ***“This is a great service. I replaced 35 PCs instead of 8. We were able to buy more PCs to support our students. I will be back for another 35 next year.”***
 - ▶ Peter Lord, Principal at Richmond West Primary School



WORKVENTURES CONNECT IT IS NOW SEEKING ADDITIONAL PARTNERS

To help us deliver a further 50,000 PCs to low income households as quickly as possible and to continue meeting community demand, WorkVentures needs to secure additional partners to donate superseded PCs to the Connect IT project, and to support our efforts to “get the word out” to disadvantaged users.

To discuss how WorkVentures can partner with your organisation, please contact:



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