

# Changing Landscapes

## QLD Social Enterprise Hubs Participant 2009 Baseline Report

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Ipswich, QLD

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[www.challengeemployment.org.au/landscapes.html](http://www.challengeemployment.org.au/landscapes.html)

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### **Purpose**

To create employment and training opportunities for job seekers of various disadvantaged groups in the Ipswich LGA. Identified groups include Indigenous and Torres Strait Islanders, migrants and refugees.

### **Rationale for Hub Assistance**

The social enterprise sector in Ipswich has the potential to have a significant impact on reducing unemployment among marginalised individuals in the Ipswich region. In 2003 there were more than 6,400 recipients of the Disability Support Pension and nearly 6,500 individuals receiving Newstart or Youth Allowance. More than 56 per cent of all

Newstart recipients had been receiving income support for more than one year. The 2006 Census figures estimated the Indigenous population of Ipswich at just over 4,700. This represents significant opportunities to provide employment opportunities for people facing barriers to employment.

Changing Landscapes is a social enterprise which has been set up by Challenge Employment and Training ([www.challengeemployment.org.au](http://www.challengeemployment.org.au)), a non-profit organisation that was established to create education, training and employment opportunities for the disadvantaged and unemployed in the Ipswich region.

Challenge Employment and Training is establishing Changing Landscapes to not only provide employment opportunities but also provide high quality landscaping, structural and soft, horticultural and revegetation services.

Services at Changing Landscapes targets both commercial and domestic clients and operates out of Westfalen Parklands, a seven hectare site providing a variety of community activities and opportunities including a community garden.

Changing Landscape has established a team which includes qualified horticulturalists. This organisational structure ensures the social enterprise develops a learning culture and also can compete within the commercial market place.

Challenge is ideally placed to operate such an enterprise, providing accredited education and training in business and horticulture and landscaping as well as relevant work experience programs. It has the skills and experience of its staff as well as a ready source of suitably qualified and trained employees.

## Historical Achievement

Changing Landscapes was established in 2009.

### Employment

FY08/09 Total employees 15, nine of whom are from marginalised backgrounds

### Sustainability

FY08/09 Projected turnover \$200k+

## Team

Katrina McKenzie has worked as a senior manager for Challenge Employment services for eight years. With the departure of their CEO in 2008, Katrina now reports directly to the board on a number of divisions for Challenge Employment including Changing Landscapes.

## Goals

1. Increase the sustainability of Changing Landscapes social enterprise.
2. Provide employment for disadvantaged job seekers.
3. Provide new work experience opportunities for disadvantaged job seekers.
4. Improve the quality of life of employees from marginalised backgrounds.

## Hub Support

The Hub will support Changing Landscapes with the following activities:

- Develop a feasibility and robust business plan.
- Assist in developing a marketing plan.

## Outcomes

- Improve the sustainability of Changing Landscapes social enterprise.  
KPI - turnover
- Increase employment opportunities for disadvantaged job seekers in Ipswich LGA.  
KPI - number of disadvantaged job seekers employed
- Increase in the quality of life for employees from disadvantaged background.  
KPI - average wage