

The background features several large, overlapping abstract shapes. In the top right, there is an orange shape with a black vertical bar extending downwards from its center. On the left side, a large teal shape curves upwards. At the bottom, a red shape extends horizontally across the width of the page.

THE SOCIAL STUDIO

Annual Report 2016

"[The Social Studio was the] best experience I've ever had in my life, I had just migrated to Australia and wasn't sure how to deal with everything, it's all equality, it's amazing." – Hospitality Worker

"when I had come to the Studio I had just moved to Melbourne, it was really good, helped me to socialise with people. It's a place where you go and do things you want to do and there's people there to help you." – Student, Certificate III in Clothing Production

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MESSAGE FROM THE CHAIR

Farah Farouque

As a founding board member of The Social Studio, I've been privileged to witness how our social enterprise has grown in scope while keeping an unflinching eye on its core business objective: empowering a diverse population of students from refugee and migrant backgrounds. Then, as now, our goal has been to spread opportunity, build confidence and prepare our students to take up work and study in the world beyond the studio. This not only benefits the people involved, but contributes to wider community resilience and harmony.

Today, as a worrying tide of intolerance rises in some other places, the multi-faceted work of The Social Studio has never been more relevant. The organisation, which marked seven years of operation this year, is no feel-good venture. We demonstrate, in very practical ways, the virtues of a dynamic multicultural society: from the flavours of the food and fashion we produce to the universality of the global youth culture we showcase. The pages of this report bear witness to the ambitions and achievements of the students who have overcome many barriers to get there. Thank you to our new Executive Officer Eugenia Flynn among whose first duties was to project manage this illuminating publication. She builds on good work done by Jess Bishop and Susan Yengi. On behalf of the Board, I would like to thank and acknowledge all our staff, volunteers and generous donors whose efforts enable our students to achieve their dreams in a welcoming community



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MESSAGE FROM THE CEO

Eugenia Flynn

As the newest member of The Social Studio community it has been an honour to produce this Annual Report for the 2015/2016 financial year. In immersing myself in the programs and enterprises of The Social Studio it has been exciting to not only witness the work on a day-to-day basis on site, but to also understand from the staff themselves what key achievements have been made.

The breadth and scope of the work of The Social Studio is significant, as is the depth of how far The Social Studio 'digs in'. It is easy to look at the enterprises, our public facing work such as the fashion label and the café, and see only these components. However, behind it all there are a multitude of staff and participants who both benefit from the programs we run as well as contribute back to The Social Studio and the wider community.

It is this balance of give and take, this ongoing relationship, that is so indicative of the work that we do here at The Social Studio. In all of our work, from the café and catering enterprise all the way to the fashion school, we provide sites of engagement where we can connect with and form meaningful relationships with community. As such, I would like to take this opportunity to thank all of the people involved in The Social Studio: the staff, the participants, the Board, our collaborators, our supporters and funders. The Social Studio would not be The Social Studio without your dedication and care.



OVERVIEW

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The Social Studio is a grass-roots social enterprise that strives to create pathways to employment and further education for young people from refugee and migrant backgrounds. Established in 2009, the Studio uses fashion and hospitality as a vehicle to engage with at-risk, unemployed and vulnerable young people from refugee and migrant backgrounds through the provision of pre-accredited and TAFE training, work experience and entry-level employment in retail, hospitality and manufacturing.

The Social Studio values opportunity, quality, creativity and community. Located in Smith St Collingwood, we have a retail-clothing store, manufacturing business, digital fabric printing studio, café, catering business and a training school. As testimony to the work of the organisation, The Social Studio was the 2nd Prize Winner of the Ethical Enterprise Award 2015.

The 2015/2016 financial year has been a period of great success, but also some challenges for the organisation. The organisation saw former CEO Susan Yengi transition to a new role at the Beacon Foundation and an interim EO then appointed, Jess Bishop. Jess was then successful in obtaining an executive role at the Migration Information Centre in Box Hill. Whilst change is inevitable, such change at an executive level is always challenging for a small organisation like The Social Studio, and any impact was mitigated against by The Social Studio's Board of Directors and dedicated managers and staff. It is important to note that a key strength of the organisation is in its governance structures – in particular the Board's dedication, skills set, experience and knowledge. This can be seen in our stability through this change as well as in fundraising figures that indicate confidence in The Social Studio from the philanthropic sector.

Secondly, a major fault in our digital printer also presented a challenge for The Social Studio, with the printer out of action for a period of six months in the second half of the financial year. However, with a tenacity that is typical of the Studio, the organisation was able to regain ground, looking to increase the reliability of suppliers and responding to the needs of customers in short runs, scarves and lengths that could be delivered once the printer was up and running. In this way, the printing studio saw success by engaging the textile and fashion industry in new ways.

The penetration and positioning of The Social Studio's brand as both a creative organisation and a socially-minded organisation was strengthened across this period. This can be seen from the first half of the financial year, when the printing studio was functional and generating strong revenue figures. In addition, our retail and manufacturing engagement with fashion industry alongside an increase in the number and profile of events and projects indicate how well The Social Studio's brand is received by industry. Repeat customers in the café and the growth of the catering business also indicate strength in quality of food and customer service from hospitality staff and this is reflected in anecdotal feedback from customers and clients. Repeat customers for the catering business also indicate a willingness to support social enterprise.

Importantly, the sheer number of sponsors, donors and volunteers is testimony to the pulling power of the organisation. Even more importantly, the students themselves, the very people this organisation services, have provided resoundingly positive feedback, as evidenced by the quotes taken from a research project evaluating our impact that are dotted throughout this Annual Report.

TSS FASHION LABEL

Retail

The Social Studio continued to grow its brand in the fashion industry with participation in several key fashion events. In August 2015 The Social Studio held a series of events with international design duo Art Comes First for Melbourne Spring Fashion Week. Pieces were developed individually after creative collaboration meetings, followed by a final unveiling exhibition at No Vacancy Gallery in Federation Square, a VIP Talk, VIP Dinner Event and After Party.

“Art Comes First is made up of design duo Sam Lambert and Shaka Maidoh. The pair have worked on sartorial projects with the likes of Kanye West, Mos Def, Ozwald Boateng, and more, but they’re not your typical high fashion designers. ACF are primarily concerned with making a positive impact and social progression through their fashion collaborations which is why they jumped at the chance to work with The Social Studio on a collection for MSFW.”

10 In September 2015 The Social Studio partnered with designer Atong Omoli to showcase her Spring/Summer collection at Expression Fashion Gala, an initiative of Stonnington Youth Services. This was followed by The Social Studio’s participation in the Fitzroy Market Fashion Show, including a fashion parade at the Market and a feature in Stella Magazine. This led in to November 2015, which saw the launch of Cadia Belante’s new range, when The Social Studio began stocking Cadia Belante in our retail shop for the first time.

2016 began with a strong start for The Social Studio when the Studio was invited by Global Sisters and Myer to receive free business mentoring and the opportunity to meet Heidi Klum. Atong Joseph and Fozia Akalo represented The Social Studio, taking up this key industry opportunity. In February, The Social Studio continued to build engagement with sustainable fashion holding a tote sewing workshop, in which old jeans were repurposed, as part of the City of Melbourne’s Sustainable Living Festival.

In May 2016, textiles designer Annick Aisha launched her new scarf range at The Social Studio and in June we held a tote making workshop on our premises, as part of the Emerge in the Yarra series. The Social Studio rounded out the 2015/2016 financial year with a clothes shop at RMIT Design Hub. Held in partnership with The Clothing Exchange and Global Fashion, the RMIT event Social Swap promoted the ‘buy less, shop smart’ ethos.

Manufacturing

In addition to our more public-facing fashion initiatives, The Social Studio also worked behind the scenes on several manufacturing jobs for industry, again growing our brand in the fashion and creative industries. Across the 2015 to 2016 financial year, The Social Studio worked with the Dapper Chapper to develop and manufacture a range of bowties as well as the National Gallery of Victoria to prototype and manufacture 64 table coverings for the NGV Art Book Fair. In addition, The Social Studio repurposed over 1000 apparel items for Infoactiv, manufactured 50 shirts for Belleville, as well as linen, tea towels, bedding and napery for local brand Mr Draper.

HIGHLIGHTS



FASHION SCHOOL

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The fashion school is a pivotal core of The Social Studio through which we are able to engage with newly arrived migrants in order to build confidence, expand English language skills, provide a sense of community and of course facilitate education in fashion. As an agile organisation, The Social Studio was responsive to the needs and aspirations of the community we service.

In 2015, The Social Studio ran both the Certificate III in Clothing Production as well as the Certificate IV in Textile Design and Development. As sewing proved incredibly popular and with increasing demand in 2016, a strategic decision was made to deliver two Certificate III classes in 2016. The Certificate IV program will start again in 2017.

Therefore, the fashion school saw the return of teacher Janelle from maternity leave and the retention of her maternity leave replacement, Suzan, thus expanding our capacity to offer the Certificate III to the increased number of sewing students.

The Social Studio had over 13 new enrolments across these classes. A new timetable was established that would cater to each student's needs and invite past students to have dedicated time to access the space and expand on previous achievements. In December 2015, a graduation lunch was held in The Cutting Table café for graduating students.

Further, RMIT offered two additional units from the Dry Cleaning Certificate as electives for our students. This enabled our students to attend an on-campus class and see the potential of other RMIT fashion and textile courses, an extremely important experiential exercise for building educational pathways.

Lastly, the number of domestic machine donations dropped across this period and new donations will need to be encouraged across 2016/2017 to enable students to continue their learning at home. On a positive note, fabric donations across this period were great in amount and variety; the students have benefitted from experimenting in a wide variety of fabric types.



THE PRINTING STUDIO

14 The printing studio remains an enterprise of The Social Studio that has strong potential for revenue growth, servicing textile and fashion design students, visual artists, design makers and small businesses from all over Australia. As the printing studio attracts clients from the visual arts and textile/fashion industries, this adds to The Social Studio's brand positioning in the creative industries – a boost for the entire organisation.

In the second half of 2015, the printing studio strengthened relationships with existing customers in the textiles and fashion industries. As such, the Studio recorded a 238% increase in sales compared to the same period in 2014. However, across the first half of 2016 sales slowed for the printing studio, due to mechanical faults with the print head of our digital printer.

Demonstrating the agility of the organisation, The Social Studio decided to minimise the impact of the faulty print head, focussing on printing scarves, short runs and lengths that could be pieced. Across this period, key achievements in the printing studio were the production of prints for The Social Studio 2015 Gala event, collaborations with artists for the 2016 Block Party and small runs for industry clients.

In finishing off the 2015/16 financial year, business picked up after the print head was fixed, particularly with the increased production of scarves for key clients. To further ensure the stability of the business, The Social Studio implemented a new supplier system for fabric and is exploring opportunities for more stable ink and materials supplier systems. Lastly, in order to expand our printing operations from only printing on silk, The Social Studio's Digital Print Manager finished off the 2015/2016 financial year by investigating the possibility of printing onto other protein fibres like wool and wool/silk blends.



THE CUTTING TABLE CAFÉ

Café

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At the heart of The Social Studio is The Cutting Table café, where people from all cultures and religions come together to learn, to design, to create, to share stories and to be part of a community. Serving East and West African, Asian and Middle Eastern inspired cuisines, locally roasted and ethically sourced coffee, organic juices and fresh made smoothies, the café remains pivotal to the Studio achieving its objective of creating pathways to employment for new arrived migrants and refugees. Regular coffee customers across the year indicate key strengths in service and quality from our café staff and coffee supplier.

Key events for The Cutting Table include October 2015 when The Cutting Table was host to the Kate Jean exhibition launch and November 2015 when it hosted Makita Rose's ink illustration exhibition launch. The Cutting Table also hosted exhibition launches for Armenian Artist Nargiz Pashayan - Exhibition in March 2016 and Kinai Wong's Oriental Gore exhibition in April 2016. Additionally, across a series of weekends in February 2016, The Cutting Table teamed up with the Fairfield Summer Series. A pop-up café was set up at the Fairfield Amphitheatre and The Cutting Table served some of our classic dishes at the kiosk. Lastly, but also importantly, The Social Studio became host to regular events run by the Pan Afrikan Poets café.

Catering

The Cutting Table catering operations were expanded across the 2015/2016 financial year with both one-off and ongoing catering clients ordering from us. Catering clients came from sectors as varied as the arts and creative industries to the social services sector, higher education and Federal Government agencies.

This increase in catering clients across a diverse range of sectors shows an interest in our unique menu and the ongoing relationship with some clients indicates broad support for social enterprise. Of note is the engagement of tour groups to bring in students and camp groups for a tour of The Social Studio, followed by catered meals in the café to finish. This has been identified as a potential area for growth for The Social Studio overall.



Hospitality School

Each year The Social Studio supports 20-30 vulnerable youths through the work experience program in our café, ensuring that they are equipped with the right skills and confidence in order to secure entry-level employment externally. The Studio supports young people to learn skills in food preparation, food service and coffee making.

This year The Social Studio was able to upgrade hospitality equipment for the Cutting Table café, increasing our reach in to the community. For the first time, the Studio was able to run a pre-accredited hospitality training program which led to a 31% increase of participants in our hospitality work experience program.

From this pre-accredited hospitality training program, 43% of these additional participants moved on to a Certificate III in Hospitality with a leading training organisation in the hospitality industry. A number of these students have then gone on to employment with this same leading hospitality organisation and there are plans to repeat this program in the next financial year.



EVENTS AND PROJECTS

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The Social Studio increased its public presence with a series of public-facing events and projects that demonstrated the cutting-edge creativity of the organisation.

The Social Studio kicked off the financial year with a bang, raising \$6230 at our very popular annual gala event at the Fitzroy Town Hall. Held on 24 July 2015, the Gala was attended by over 300 guests and hosted by Garry Lee and Santilla Chingaipe. The Gala featured Sex on Toast, Malesh P, Neda, Brazillian samba dancers and a fashion runway show featuring clothing by The Social Studio, Atong Omoli and Monokeemono. The Gala event was supported by Nelson Alexander, RRR, Plakkit and Scarf Volunteers demonstrating the strength of The Social Studio's work and brand positioning.

Also in July 2015, previous CEO Susan Yengi spoke about the work of the organisation at the Abbotsford Convent Foundation's Convent Conversations. This was a great opportunity to showcase the work of the organisation in the education sector as the event specifically looked at unique or alterative models of education, along with extraordinary stories of educators and innovative community initiatives.

In November 2015, The Social Studio partnered with KITX by KIT WILLOW and Igniting Change on a fundraising initiative featuring the Unity Wristband. Crafted in Cambodia with recycled war hardware, the Unity Wristband bracelet was sold online via KITX to raise funds for The Social Studio.

"Inspired by Igniting Change: "We believe in the power of connection, that we can achieve more together than we can as individuals. we hope to bring a little more compassion into the world by focussing on the things that unite us as human beings rather than the things that divide us."



At the end of 2015, The Social Studio partnered with Liberation Images when photographer Lisa Minogue volunteered with the organisation. An exhibition of her photographic images was launched in The Cutting Table café and quite a few of Lisa's images have become iconic Studio images, used frequently in editorials and blog posts.

2016 then began with the Peel Street Block Party, held on Saturday 5 March. Online city guide, Broadsheet were media partners for the Block Party and Converse were the official shoe sponsor, indicating strength in The Social Studio brand. Performers for the Block Party featured local emerging artists alongside well-established artists and included GL, Remi & Sensible J, Diafrix, 30 /70, Wantu The One and Daniel Elia, Malesh P, Abe Nouk and James Ao.

As part of the Block Party, The Social Studio collaborated with Melbourne artist Atong Atem and SA textile designer Julie White on a capsule collection. The Block Party's fashion segment then included a runway show featuring Atong Omoli and The Social Studio's own label. Lastly, The Social Studio also collaborated with Soxy Beast to produce three sock designs, in time for the Peel Street Block Party.

June 2016 saw The Social Studio invited to the Phoenix Youth Hub in Footscray to facilitate a range of workshops, with the help of industry experts Faro Musodza and Natasha Jynel, for Phoenix Rising. The workshops focussed on positive body image and modelling and styling workshops, letting the students take creative control of a catwalk show that was showcased at the re-launch party. At this catwalk show, The Social Studio provided garments for the students to model. The year then ended on a high with The Social Studio partnering with the Dinka Bor Dancers for a very special performance at Dark Mofo at MONA in Tasmania.

MEDIA COVERAGE

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26 August 2015

Art Comes First to Grace The Social Studio
[i-D](#)

21 February 2016

The Social Studio: The Heart and Soul of Creative Enterprise
[Ascension Magazine](#)

29 February 2016

The Social Studio Block Party: Live music, fashion, food and good vibes – it's a big, free party in the streets of Collingwood
[Broadsheet](#)

7 March 2016

Art for Goodness' Sake
[Collective Hub Magazine](#)

3 May 2016

A Different Kind of Social Network
[Creative Time Reports](#)

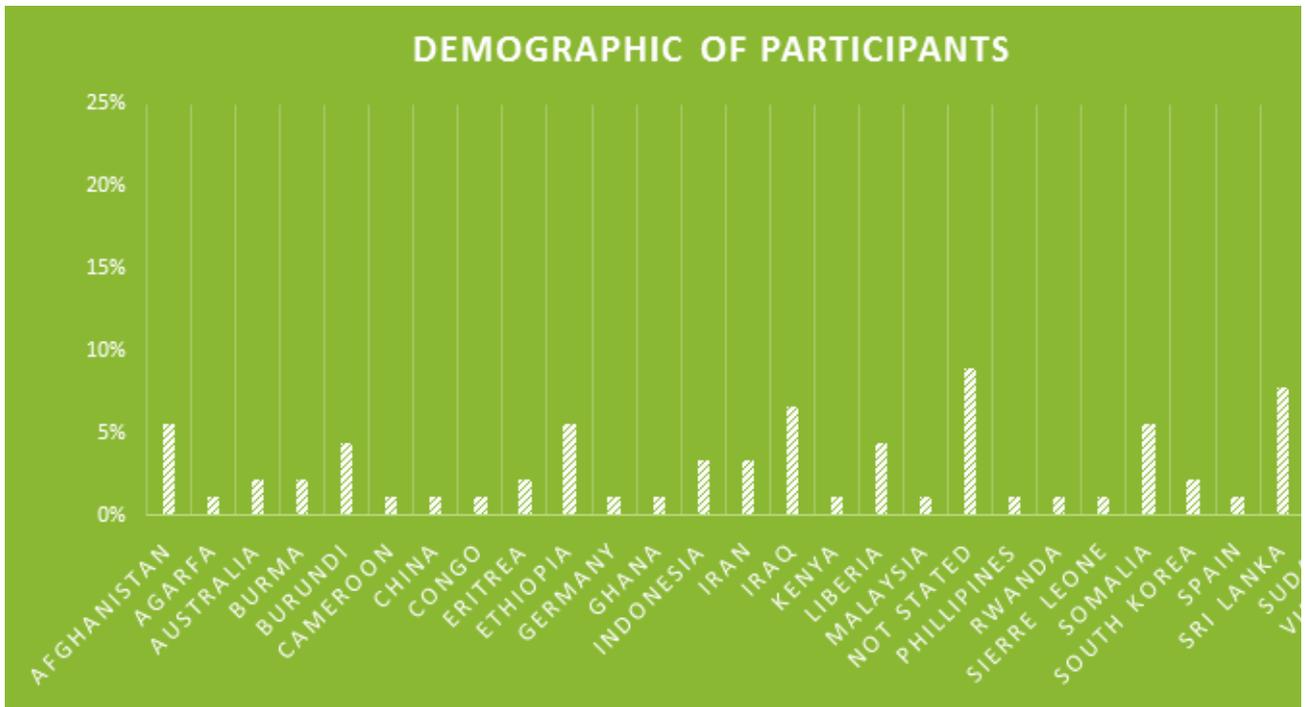


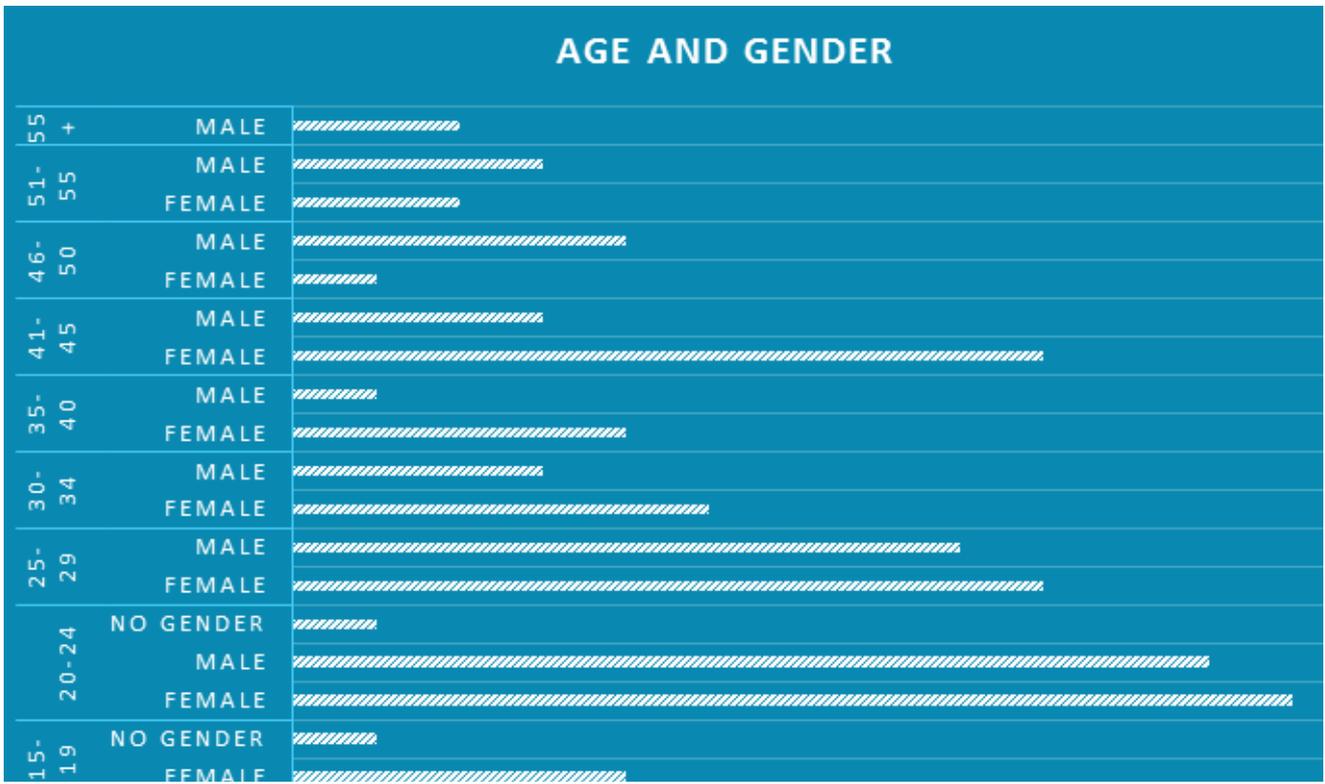
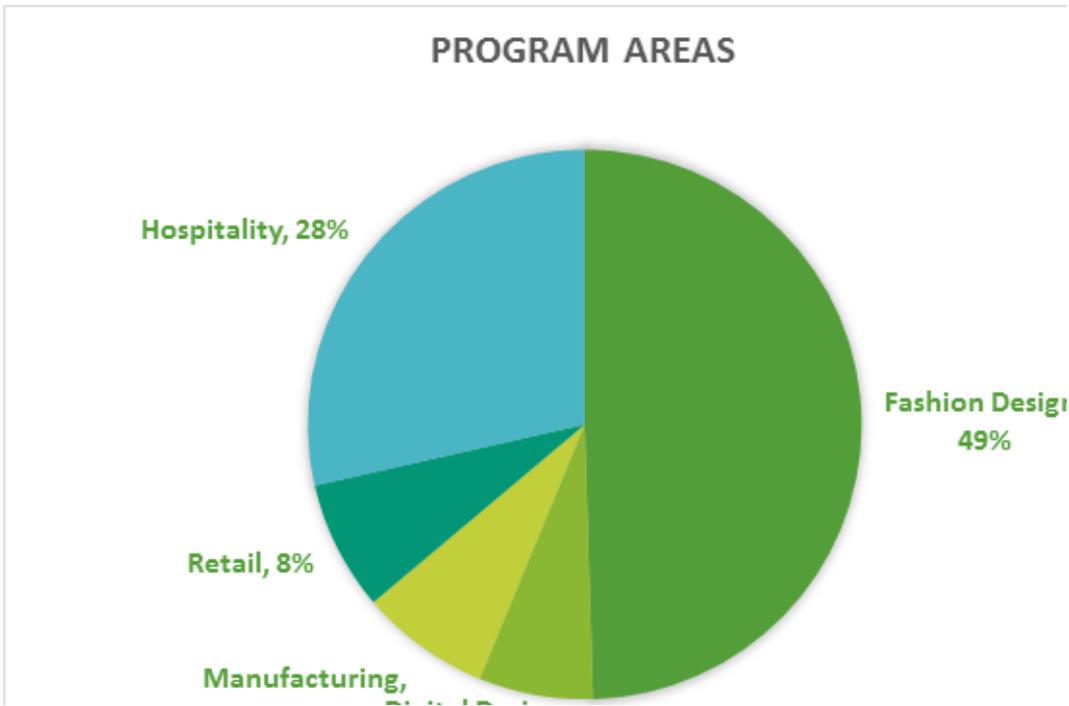
“the Social Studio increased my motivation and confidence in training, such a supportive environment.” – Student, Introduction to Hospitality

FACTS AND STATS

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A total of **90 individuals** were involved in The Social Studio over 2015-16





FINANCIALS

STATEMENT OF PROFIT OR LOSS FOR THE YEAR ENDED 30 JUNE 2016

	Note	2016 \$	2015 \$
Revenue	2	822,257	725,330
Other income	2	-	511
Consumables used		(92,515)	(104,522)
Employee benefits expense		(456,407)	(486,434)
Depreciation and amortisation expenses		(16,312)	(16,789)
Finance costs		-	-
Other expenses		<u>(208,010)</u>	<u>(208,034)</u>
Profit (loss) before income tax		49,013	(89,938)
Income tax expense		<u>-</u>	<u>-</u>
Profit (loss) for the year		<u>49,013</u>	<u>(89,938)</u>
Profit (loss) attributable to members of the entity		<u>49,013</u>	<u>(89,938)</u>

STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2016

	Note	2016 \$	2015 \$
ASSETS			
CURRENT ASSETS			
Cash on hand	4	127,035	110,407
Receivables	5	16,368	15,823
Inventories	6	9,870	9,870
TOTAL CURRENT ASSETS		<u>153,273</u>	<u>136,100</u>
NON-CURRENT ASSETS			
Property, plant and equipment	7	81,640	97,152
TOTAL NON-CURRENT ASSETS		<u>81,640</u>	<u>97,152</u>
TOTAL ASSETS		<u>234,913</u>	<u>233,253</u>
LIABILITIES			
CURRENT LIABILITIES			
Accounts payable and other payables	8	20,070	49,528
Provisions	9	18,884	36,778
TOTAL CURRENT LIABILITIES		<u>38,954</u>	<u>86,306</u>
TOTAL LIABILITIES		<u>38,954</u>	<u>86,306</u>
NET ASSETS		<u>195,959</u>	<u>146,946</u>
EQUITY			
Retained earnings		<u>195,959</u>	<u>146,946</u>
TOTAL EQUITY		<u>195,959</u>	<u>146,946</u>

OUR STAFF

Staff

Administration

Zarah Sheikh-Hussein

Café and catering Team

Alek Nyok, Erwan Bonandrini, Kwabla Klogo, Mu Mu, Nikhuli Nikhuli, Thaw Su

Manufacturing Team

James Mbonimpa, Evariste Congera, Helen Sheferaw

Management Team

Andrea Philippou, Jess Bishop (from May 2016), Susan Yengi (to May 2016)

Printing studio

Andrea Komninos, Fozia Akalo

Retail/Fashion Team

Cedric Kadile, Fozia Akalo

Teaching Team

Janelle Magee, Kwabla Klogo, Suzan Dlouhy, Andrea Komninos

Volunteers

Beth Bicknell, Chris Christoforou, Eva-Maria van Esbroek, Grace Dlabik (Gidi Creative), Hafizullah Hafizullah, Hossein Rahdari Eshmali, Jade McKenzie (EVENT HEAD), Karinda Mutabazi and Alexandra Ortuso (Style By Us And Them), Lisa Minogue, Matilda Gaisie, Oliver Edwards, Padma Carroll, Ruth Bunford, Ruth Saxon, Scarf Community

OUR BOARD

Board Members

Farah Farouque (Chair)

A founding board member of The Social Studio, Farah has served as the Chair since 2010. She works as Principal Advisor for public affairs and policy at the national welfare organisation Brotherhood of St Laurence and was previously a senior journalist at The Age.

Alberto Furlan (Vice-Chair)

Originally from Italy, Alberto moved to Australia to complete a doctorate in anthropology at The University of Sydney. Before settling in Melbourne, he lived and worked in remote Aboriginal communities in the Northern Territory. Alberto works as Senior Program Manager at The Ian Potter Foundation, one of Australia's leading philanthropic organisations.

Lew Hess (Secretary)

Lew is western Regional Manager at the not-for-profit Victorian Foundation for Survivors of Torture (also known as Foundation House). He is a foundation member of the Refugee and Immigration Legal Centre (RILC) and an Adjunct Professor with the School of Global, Urban and Social Studies at RMIT University.

Rebecca Burdon (Treasurer)

Rebecca has worked as an economic consultant and policy advisor in several different countries and until May 2014 was a General Manager at the Climate Change Authority. She was Principal Economist at the Australian Communications and Media Authority, has served on the board of Next Wave Festival and is a founding member of Field Theory.

Grace McQuilten (Public Officer and Founder)

The idea for the Social Studio was seeded by Grace, an art historian, curator, academic and social enterprise expert. She is presently a Vice-Chancellor's Research Fellow at RMIT University and is a board member for the Art Association of Australia and New Zealand and a co-founder of The Welcome Committee Inc.

Cathy Scalzo (Board Member)

A solicitor by training, Cathy is General Counsel of Scalzo Foods, one of Australia's largest privately owned diversified food businesses. She is also CEO of the Scalzo Family Office, a trustee of the Grace and Emilio Foundation and board member of Kids in Philanthropy.

Sarah Tutton (Board Member)

Sarah is a Senior Curator at the Australian Centre for the Moving Image (ACMI). Over the past fifteen years, she has worked across many of Melbourne's key visual arts and cross-art form organizations, including Asialink Arts, Australian Centre for Contemporary Art, Experimenta Media Arts and Next Wave Festival.

THANKS TO OUR SUPPORTERS

5point Foundation

The Baker Foundation

Bennelong Foundation

Besen Family Foundation

Campbell Edwards Trust

City of Yarra

Club21 Australia

Collier Charitable Fund

Creative Victoria

Department of Education and Training, Victorian Government

Department of Infrastructure and Regional Development, Australian Government

Department of Social Services, Australian Government

Equal Access Fund / Australian Communities Foundation

George Hicks Foundation

Helen Macpherson Smith Trust

Ian Potter Foundation

StreetSmart Australia

Igniting Change

Westpac Community Grants

Lord Mayors Charitable Foundation

The William Buckland Foundation

Perpetual Trustees / Nissan Foundation

Victorian Multicultural Commission

Pro Bono Support & Donations

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Andrea Carson
Rankin & Co.
Ruth Owens
Anna Cox
Thomas Cox
The Duggan Foundation
Geoff Buckley
Gill Family Foundation
Holding Redlich
Jane Cox
Kevin Lynch
Liberty Sanger
Mutual Trust
Northside Records
RMIT
Chris Christophorou

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The image features a minimalist abstract design. In the top left, there is a large orange shape with a black vertical bar extending downwards from its center. To the right, a red horizontal bar is positioned. The bottom half of the image is dominated by a large teal shape that curves upwards from the left side. The text 'THE SOCIAL STUDIO' is printed in bold black letters on the teal background.

THE SOCIAL STUDIO

Buy our label, order our catering, make a tax deductible donation or simply learn more about our work at www.thesocialstudio.org