




the  
**UNDERGROUND**  
collaborative

**ANNUAL UPDATE**  
**2019**



Please read  
this document  
as an update  
rather than as  
an Annual  
Report.

## KAYA WANJU | HELLO WELCOME

The Underground Collaborative  
acknowledges Aboriginal and Torres Strait  
Islander People as the traditional owners and  
custodians of the land and its waters.

We wish to pay our respects to Elders past,  
present and emerging.



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**COVER ART:**  
Clinton Price, former Ruah client





“People who are homeless are not social inadequates. They are people without homes.”

Sheila McKechnie

## WHY WE EXIST

The Underground Collaborative (TUC) is a social enterprise that exists to provide employment and housing solutions for people experiencing or at risk of homelessness.

Our vision is to break the cycles of homelessness in providing employment and housing solutions.

## OUR MISSIONS

We aim to achieve our vision through:

### Education

We are passionate about breaking stigmas, and raising awareness throughout our community.

**We believe** education is a contributing catalyst for change in breaking the societal taboos – when we understand, we connect. When we connect we are more compassionate. We have a greater awareness and are able to communicate with those in need, but also with the wider community to generate a circular economy of knowledge.

### Employment

Our first beachhead strategy is our coffee cart, Ground+Co, which trains and employs those experiencing disadvantage to become baristas, and provide supportive pathways for transition into mainstream employment.

**We believe** employment can help to break the cycle of homelessness by providing people with the necessary income, self-esteem, and sense of community connection. This will consequently enable them to access and, importantly, to maintain stable housing.

### Empowerment

We have a vision which sees empowering our wider community, to empower those less fortunate. Through supporting our initiatives, the community are able to connect to the cause, and see the visible benefits they're making to someone's life.

When we empower others, we ultimately empower ourselves.

**We believe** creating change in our own lives empowers us to explore ways of helping to bring about beneficial change in the lives of others.

Through all of the above, we believe these small acts will lead to ripples and waves of change. Our community will feel inspired to take action, to collaborate and work together to help break the cycles of homelessness.

We believe we can break  
the cycles of  
homelessness through  
providing employment  
and housing solutions

We believe in the  
inherent value of  
people

We believe in  
human rights

## WHO WE ARE

### THE BOARD

**MARIUS VAN DER MERWE**

Chairperson



**KATIE LIEW**  
CEO, Secretary



**FERDI FOURIE**  
Board Member



**LEAH DOHERTY**  
Board Member



**TAMARA COOK**  
Board Member



We believe in  
dignity, respect  
and freedom

We strive towards  
applying these beliefs.  
It is our motivation for  
everything that we do.  
It is simple, but this is our  
'WHY'

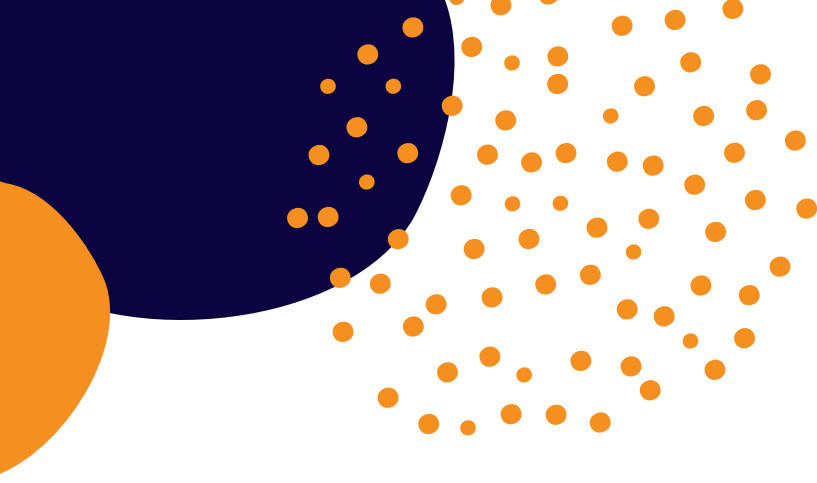


*To our wonderful The  
Underground Collaborative  
friends,*

After two years in the making, I'm extremely proud and honoured to be able to present The Underground Collaborative's (TUC) very first annual update; and what a ride those two years have been!

Some of the biggest highlights for us this year have been:

- Deepening our knowledge and relationships in the homelessness sector, including participation with the WA Alliance To End Homelessness;
- Signing a Memorandum of Understanding with UnitingCare West and Zonta House to provide employment for their clients with us at Ground+Co;
- Forming a wonderful partnership with Brookfield Properties to operate Ground+Co on their premises;
- Launching Ground+Co on 1st November! Our first employment initiative which trains and employs people experiencing or at risk of homelessness to become baristas;
- Making the very first payment of wages to our five beautiful employees, two of which have not had the opportunity to work or earn an income for a decade as a result of having experienced family and domestic violence;



It goes without saying that all these milestones could not have been achieved without the incredible support of every single person that believed in us over the years, donated their time, money, services, were advocates for change as well as for TUC, and/or bought coffee from Ground+Co.

I would also like to extend a very special thank to the wonderful members of TUC's Board, who have dedicated their time and expertise in lifting the organisation off the ground. Our successes to date are greatly attributed to their leadership, commitment, passion and belief in our mission and cause.

I look forward to sharing the impact each and every one of you has made as you continue along with us on our journey of breaking the cycles of homelessness.

I am so excited for the next 12 months and beyond - for a world full of magical experiences, beauty and love for those we exist to serve.

To all of you, with a very full and grateful heart,  
- thank you.

Katie Liew | Founder, CEO

# OUR SUPPORTERS AND FUNDERS

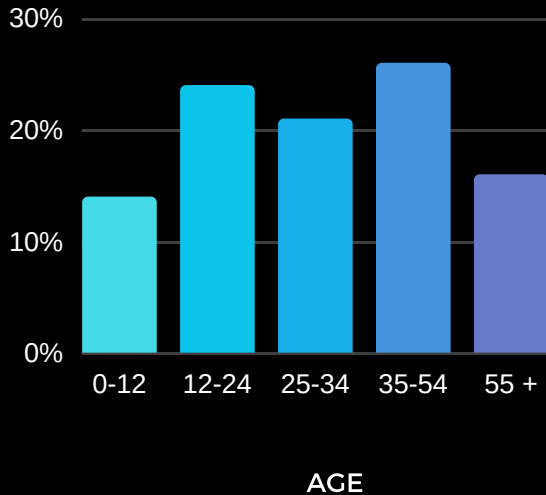
Our heartfelt thanks and gratitude go to the following for their support;



- Access Cardiology • Artem Coffee • Brookfield Properties • Butler Settineri • City of Perth • CT Group • Department of Industry, Innovation and Science - Stronger Communities Programme • Dorado Property • Five Senses • GMA Garnet • K&L Gates • Known Associates • Matrix Insurance • Milano Menswear • Octagon Lifts • Pitcher Partners • PWC • Ranson Media • Restore Hope Foundation • Rotary of Crawley • Rotary of Perth • Stanlee Hospitality • StreetSmart • Tuna Blue Facilitation • Westpac • Zonta House

# HOW YOUR SUPPORT HELPS

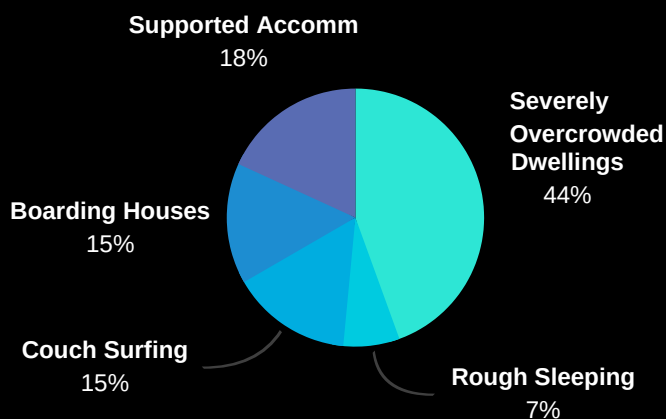
## Provide children and young people stability



Children & young people often experience homelessness due to:

- Intergenerational homelessness
- Family and domestic violence
- Poverty - 1 in 6 children under the age of 15 lives in poverty

## Reduce the cost of homelessness



Cost to individuals and families:

- Vulnerable to violence
- Long-term unemployment
- Chronic ill-health
- Social exclusion

Cost to Australian economy (per year):

- Rough sleepers: > \$25k / person
- Young people: \$747mm
- Social housing: \$3.9bn
- Government funded services: \$48k / person

*We acknowledge this is just the beginning.*

*We have a challenging task on our hands and a long way to go, but we are focussed and deeply committed to realising our dreams and visions of creating a better future and life for people experiencing marginalisation and disadvantage in a sustainable manner.*

*We strongly believe operating as a social enterprise can help us achieve this; allowing us to be more creative and innovative, financially sustainable and not as exposed to funding restrictions while also empowering the community and encouraging conscious consumerism.*

*Thank you for being a part of our journey.*





# GROUND+CO THE LAUNCH!

Sometimes it felt like we might never get there, but we are so proud to say that with much thanks to your support, patience and belief in us, TUC launched its first employment initiative Ground+Co, a coffee cart that trains and employs people experiencing disadvantage to become baristas.

Through established relationships with our service partner Zonta House and major partner, Brookfield Properties, we launched Ground+Co on November 1 2019!

We are honoured to be able to employ five incredible women, three of which are survivors of family and domestic violence (sadly at the time of writing, we had to bid farewell to one of our beautiful employees, who returned to her home country).

At The Underground Collaborative, we are not in the business of coffee, but in breaking the cycles of homelessness through employment (coffee is just one of many planned employment initiatives!). We're incredibly proud to say that we are achieving our missions of Educating, Empowering and Employing.

We have many shades of blue sky dreams over the coming years, including plans to open a second cafe in 2020 to further our mission and impact more lives, and we can't wait for you to be a part of this.



*YOU DON'T HAVE TO CHANGE THE WORLD, TO CHANGE THE WORLD.  
CHANGE YOUR WORLD TO CHANGE SOMEONE ELSE'S.*



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