



#Plate
It Forward

PlateItForward

Annual Report

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Acknowledgements Of Support

Our Supporters

Vincent Fairfax Family Foundation
AMP Capital
The Funding Network
Streetsmart
City of Sydney
Third I Festival
Colombo Social
Local Supply
Deputy
Commonwealth Bank of Australia
Mirvac
South Eveleigh Community
University of Sydney Union
Colombo Social
Atomic Brewery
Sydney Markets
Newly Weds Foods
Sanmik Natural Food
BioPak
Deputy
Kingston Reid
Minter Ellison
Coles Second Bite
Hospitality Supplies Express
Chef Works
Sydney Swans
Bread and Butter Project
Vivcourt
Foodbank
Settlement Services International
Colins Briggs Paisley
Westpac
Facebook
Blackrock
Gully Nine Productions

Special Thanks to

Chef Kylie Kwong
Chef Lee Hardy
Chef Dan Hong
Chef Nino Zoccali
Chef Kumar Pereira
Chef Nelly Robinson
Chef Niroshan Richards



**We thank you for your
continued support and
contributions to our
charity's first year.**

**In 2020-2021
PlateitForward took
a long-term view on
immediate challenges
facing Sydney's
marginalised
communities.**

While these issues required fast-response solutions, our focus was on building enduring projects to sustainably tackle future hurdles. PlateitForward understands that this is a unique brand composition, but one that has proven capacity for meaningful change within Sydney's communities.

Across the year, PlateitForward developed multiple entities and programs pursuing community-centric development. Each program is aligned to our purpose, the redefinition of equal opportunity, through building consistent opportunities and pathways for those in vulnerable circumstances. With those with lived experience at the centre of all decision-making processes, PlateitForward strives to collectively solve the pressing social issues of our time.





A note from our CEO Shaun Christie-David

Not too long ago, Peter and I thought we were kidding ourselves by taking a drunken conversation to fruition and starting a social enterprise restaurant, so it is a bit surreal to reflect over the last 12 months. In that time, we have not only created 7 more programs but have been part of a movement that changes lives through genuine, authentic impact each and every day. And, we get to do this alongside some wonderful people. Not bad for the result of a hangover!

The PlateitForward movement has inspired something truly special, encouraging our wider community to be involved in sustainable, meaningful change. By doing something as simple as eating great food or drinking a boozy cocktail, our customers know their experience is creating impact that tastes bloody delicious. Most importantly, we have been able to showcase the depth of talent in Sydney's marginalised communities. These community members are at the heart of everything we do.

Alongside 'unprecedented' and 'another zoom meeting this afternoon?' one of 2020's buzzwords we all love to hate is 'pivot.' And while PlateitForward is extremely grateful to those who praised us for pivoting well, we believe we achieved something bigger. We replaced 'pivot' with 'purpose.' Our initial purpose remains true: to be a community-centric social enterprise creating change while delivering high-quality food & beverage offerings. Across all our 2020-2021 programs, we accelerated and pushed this purpose to its highest impact.

The PlateitForward Group has established some meaningful programs, and the inspiration for these projects has always come directly from the community. Through regular consultations and engaging with these people, our community members have identified and communicated the issues they are facing and have been employed as part of the team that solves them.

How we define our achievements and success extends beyond the impact metrics, the numbers, and the data. It is the hundreds of community members who now receive a thoughtful, delicious meal from a community that cares about their wellbeing. It is witnessing the beginning of an ecosystem where everyone is treated with dignity and care via a restaurant-quality meal, regardless of where they come from or what they have experienced.

It is seeing people unable to cook a basic meal at the start of their training, preparing hundreds of intricate and complex canapes at a high-end function or wedding just a few weeks later. Moments like this, where students beam with pride as they receive standing ovations from recipients of their hard work, is when we know our programs mean something special. The growth and skills our staff discover in themselves and the confidence this brings is beyond rewarding. Despite years-long feelings of isolation and shame, our graduates are returning to their families, now full of pride, success and independence.

It is hard to put into words the transformation of over 30 people whose lives have long stopped them from achieving proper access to education, employment, health care, and nutrition. But through their talent, knowledge, and strength, they have taught all of us the incredible potential that exists in everyone when we are given the chance. They have taught me what a brilliant world this would be if we all had access to the same opportunities.

With all of that said, we are incredibly proud of the impact we have created and the movement for social change that PlateitForward has mobilised. Our achievements are all thanks to our dedicated staff members and customers, and the thousands of community members who have embraced us into their communities through food, kindness and connection. We are a small team and to know that we achieved all of this in a year, with less than 2% of our revenue going into fundraising costs, is truly remarkable.

Thanks to the generous support of Mirvac and our new commercial kitchen home, the next year is set to be truly epic. Our hopes are to transition fully from a charity to a social enterprise and see our financial ecosystem take shape, which will allow us to grow revenue streams, employment outcomes and most importantly, our community impact.

The older you get the worse the hangover... so let's hope next year's produces double the impact as this one!

-Shaun Christie-David



A note from our CFO Peter Jones-Best

Born out of the initial COVID-19 lockdown, PlateitForward endured an unorthodox start to charity life, that being - action now, funds later! This set the tone for our goals in this first fiscal year, securing funding for the charity, growing our programs in alignment with our mission, hedging financial risk against further lockdowns and restrictions and swiftly reducing our costs. The challenge of predicting & managing irregular future cash flow was new for me and has proved great learning over this past year.

Our initial funding model consisted purely of donations of stock, labour and capital from Colombo Social restaurant, however, we quickly applied for and received our first City of Sydney Grant which lay the foundation for building "The Social Meal". After witnessing the lingering effects on consumer & corporate sentiment coming out of lockdowns it became apparent our strategy for growth would need to focus on a diverse revenue pool and strategic partnerships for funding, in-kind support and cost reduction. As this strategy rapidly evolved alongside our expanding needs for the charity we managed to achieve an encouraging revenue split, with no major reliance on only one category of funding.

We set about applying a commercial business mindset to the charity, and in keeping with our brand alignment, we resolved to create a premium quality product for a socially conscious market consisting of government, private and corporate consumers. We are very proud to have raised just shy of half a million in revenue in our first fiscal year.

With the effects of COVID-19 lingering (like a bad hangover), we managed to stay nimble & fiscally flexible to adapt to the ever-changing economic environment. Bucking trends of reducing personal we managed to not only expand our team but stay true to our core ethos of employing the under-utilised, talented workforce in our local community & reduce our operating overheads to less than 10% of our expenditure. With considerable support from our partners we were able to fit out & stock several kitchen spaces, while keeping our total kitchen expenses in check, this allowed us to focus on employment pathways for our community workforce as our main expenditure outlet.

It was truly a pleasure to witness the incredible generosity displayed by so many individuals and companies across Sydney during some of the most trying times we have experienced in recent memory. Countless people stepped forward to offer their resources, time, support, advice & expertise making PlateitForward truly a diverse community movement.

We managed to finish the fiscal year with a surplus to carry over, continuing our growth and investment back into the community. Our belief in the power of ethical consumers, socially responsible companies and the chance to showcase the incredible cooking of our talented staff will power us through to 2022 and beyond.

Onwards and upwards!

Peter Jones-Best

Chief Financial Officer.

Impact In Our Community



Our students cook meals for the neighbourhoods they are from, allowing them to become community role models.



Ability Social creates a circular economy that trains and educates our graduates to be life-ready and job-ready.



The program encourages generational change through employment pathways.



Awards and Recognition

AMP Tomorrow Maker

Concrete Playground Most Popular Restaurant 2020

Commonwealth Bank- CEO Award for the Community Initiative of the Year

Inaugural Time Out Food & Drink Future Shaper

Gourmet Traveler Hospitality Honours List- Giving Back

Westpac Foundation Community Grant Recipient

Time Out "Business for Good" Nominee

City of Sydney COVID Emergency Grant Recipient

Commonwealth Bank CEO Award for Best Charitable Effort for 2021



The Social Meal

The Social Meal tackles food insecurity and tenancy disadvantage through a meal donation program, which PlateitForward runs in coordination with key charity partners across Sydney's Inner West. Through this initiative we currently donate 1000+ meals a week to the community, helping to increase access to opportunity for those facing food insecurity, digital exclusion and social isolation. During COVID-19, the number of these charity partners was at 25.

We hope to reach this number again, greatly increasing awareness and action on social and food sustainability, both in-person and digitally. Our program has facilitated strong connections between our charity partners and their community members, where support can be provided when handing over meals.

75,000+

In one year we have provided over 75,000+ meals to communities in need across Sydney.



"During this pandemic it has been great to be supported by PlateitForward with their food contribution to the Redfern Community. It has been brilliant to get a variety of different meals to eat during the week. I would like to say thank you so much for looking after us."

Priya
Redlink



Impact Program 2

Ability Social

Our program employs those with lived experience of food relief programs and hardship to gain skills, knowledge and long-term career pathways while cooking the thousands of meals donated back to their communities, friends and families.

"Ability Social welcomed me back into the workforce in a nurturing and supportive way. When you're in recovery, feeling like you're being judged is a huge barrier but this program has really put me back together and has made me feel like I deserve to be here."

*Brendan
2021 Graduate*

1,300+

Our Graduates had 1300 hours of employment in commercial kitchens and training environments.

100%

Our Class of 2021 graduated with 100% attendance, and a 100% pass rate for formal qualifications, including obtaining a NSW Food Safety Certificate.





Impact Program 3

Colombo Social

Our social enterprise restaurant is dedicated to providing employment for asylum seekers and supporting their integration into Australia, whilst serving up colourful Sri Lankan cuisine.



12,270+

Customers Creating Change. For every guest who dines on 'Amma's banquet menu' we provide a meal to an asylum seeker in need.



100%

Our entire front-of-house casual staff team are from Asylum Seeker and refugee backgrounds.



"The team are so supportive and caring. They have taught me so much. But meeting customers seeing them come back is awesome and it has helped my English. Also, getting to eat the soft shell crab taco is a treat. I never get sick of it."

Fatima

Colombo Social Employee



"PlateitForward catered my daughter's wedding a few weeks ago. From the original discussions to the clean up on the night, PIF was fantastic. The food was delicious. We had a few guests with special dietary requirements and this was absolutely no problem. The people serving the food were polite and friendly. The kitchen was left absolutely spotless. Could not find a fault. I would not hesitate to have them cater again. It is such a worthwhile cause. A very classy touch was letting us know, by way of a thank you for choosing them, how many meals were passed on and how many hours of training were made possible by us choosing PIF. Thank you!! Big thanks to Nicko and Pedro."

Kerry Luttrell
Google Review

Impact Program 4

PlateitForward Catering

PlateitForward Catering was launched towards the end of 2020, with our inaugural Ability Social cohort as our talented kitchen workforce. This was a huge success, providing crucial revenue to underpin the charity as well as fundamental experience for our budding Ability Social chefs. Our 3 Ability Social graduates collaborated with the likes of superstar chefs Kylie Kwong and Dan Hong, whilst preparing food for a diverse mix of clientele. PlateitForward Catering secured contracts from large weddings to small intimate birthdays, corporate office catering to government events with over 200 guests. Companies like Mirvac, Sydney Swans, Deputy, University of Sydney, City of Sydney and Kingston Reid Law Firm all received our catering.

These professional events allowed our Ability Social chefs to gain crucial kitchen experience and learn advanced production and plating techniques. As well as this, our chefs were able to see parts of Sydney they had never visited before, including working alongside water views at the International Passenger Terminal in Darling Harbour.

Our staff received a standing ovation at the first wedding they ever attended and catered for, enjoyed pop-up event cooking in the University of Sydney Union food truck, and dished out authentic Mexican tacos to their own neighbours, family and immediate community.

PlateitForward has quickly built a reputation for combining high-quality food offerings with great service and an incredibly engaging story. Having secured repeat corporate revenue, and established a production kitchen at Harbourside that doubles as a function and event space, we believe we are strongly positioned to expand the PlateitForward business in 2021/22. Facilitating further experience and employment opportunities for our Ability Social graduates, and securing sustainable revenue streams for the charity, are two endeavours we believe in wholeheartedly.

Impact Program 5

Re-Social Food Rescue Program

Whilst searching for opportunities to reduce our food costs, PlateitForward was privileged to strike up a partnership with Sydney Markets. This was initially a joint marketing opportunity, and a teaching excursion for Ability Social, helping to teach students about fresh produce and the importance of reducing food waste. As this began, the program quickly transformed into one of crucial food rescue and re-purposing.

To date, PlateitForward has rescued an estimated 3,700kgs of fruit and vegetables destined for landfill. This produce is perfectly edible but often discarded due to minor blemishes, or simply unsold as it is too costly for growers to keep in warehouses. Jam made from rescued peaches made its way into our catering canapé menus, whilst eggplants, tomatoes and sweet potato provided the healthy, nutritious base of thousands of dishes for The Social Meal.

Discovering a way to re-purpose massive amounts of fruit waste was challenging but incredibly rewarding. It even led to the creation of our collaboration beer with Atomic Brewery in Redfern! 170kgs of plums were used to create the inaugural 'Club Tropicana Plum Sour,' of which all sale proceeds are donated to PlateitForward.

Expanding our transport capacity in 2021 will increase our capacity for rescued produce, initiate a significant cost-saving initiative for the charity, and dramatically reduce our carbon footprint.



3,700kg

Food Rescued

PlateitForward's commitment to food rescue not only benefits the environment but provides healthy and nutritious food ingredients for The Social Meal.



Impact Program 6

Plate Up Together

This year, PlateitForward launched Plate UpTogether - an invite-only experience for partners who have long supported the ethical underpinnings of the PlateitForward movement.

Plate Up Together aims to give back to the corporate, social and commercial partners that have donated expertise and helped strengthen the PlateitForward brand and mission. A Plate Up Together experience takes our partners behind the scenes of the hospitality world, providing VIP access to award-winning restaurant recipes, tips from experienced chefs, and insights from restaurant owners on the process behind their menu and brand ethos. In 2020, five successful Plate Up Together was held and were received by our partners as incredibly inspiring and rewarding days. Atomic Brewery, Minter Ellison, AMP Capital and the Sydney Swans all experienced Plate Up Together.

In an interactive experience, Plate Up Together participants work under the guidance of our Ability Social graduates, who demonstrate their new learnings from the program and share their stories of resilience and courage. Under the real-world pressure of a commercial kitchen, corporate teams work in unison to learn skills of line cooking, plating up and kitchen timing. While this is a fun way to see one's colleagues in a challenging, foreign setting, the skills learnt in this environment remain impactful. After our new corporate chefs share their 3-course, fine dining meal with Ability Social students, participants help to package 50 meals that are delivered that evening to PlateitForward's communities. This year, the Plate Up Together meals will be incorporated into the program within PlateitForward pop up restaurants.

Plate Up Together is run once a week and is fully booked for the entirety of 2021.



Impact Program 7

Third I Festival

This year, PlateitForward was inspired to run a fundraiser event that was representative of the work they do, and that celebrated the communities they work for each week. This was to be a unique and impactful event celebrating inclusivity, showcasing talent and allowing the diverse mix of groups PlateitForward engage with to be centre stage. Thus, in partnership with Destination NSW, the inaugural Third I Festival was born.

Like all of PlateitForward's endeavours, The Third I Festival was ambitious and multi-faceted, combining music, food, arts, and culture with experts in these fields. The Three I's stood for Indigenous, International and Inner West communities, where these groups shared their experiences and offerings with the public to create an impressive mini-festival. The Third I Festival ran over three days, featuring 36 cultural activations and the work of 128 visual and music artists.

PlateitForward plans for the Third I Festival to become an annual event, with expansion each year to continue celebrating those in our communities.



2800

Attendees



247

Unique Shifts



10,000

Meals Provided

Events during Third I included:

- ARTiculate - where artists living with a disability shared their art and experiences;
- Panel conversations with change-makers in the areas of Sport, Diversity, Leadership and Hospitality;
- Masterclasses of cocktail-making and international food cuisines;
- Food offerings from local businesses across the Inner West;
- Live music at the Metro Theatre, culminating in an 8-hour concert to end the festival on a high.

Wesley Mission Catering

Towards the end of the fiscal year, PlateitForward were approached to take on the catering contract for the newly renovated Wesley Edward Eagar Lodge in Surry Hills.

Edward Eagar Lodge provides emergency housing for over 40 tenants, and is an initiative run by the Wesley Mission. These community members have now become key recipients of The Social Meal, with restaurant-quality food distributed to some of Sydney's most vulnerable individuals. Wesley Mission Catering has now become an important part of our catering chain.

PlateitForward now produces 600 meals a week to the Wesley Edward Eagar Lodge, providing tenants with our signature high-quality, culturally appropriate and nutritious food. Our food was extremely well received in the first week of operations, with some tenants coming back for thirds! The current Wesley Mission Catering contract is through to June 2022, with a high chance of extending over a further 2 years.

As with all PlateitForward programs, Wesley Mission Catering also provides employment opportunities for community members, offering Ability Social graduates opportunities for full-time employment, fixed working hours and consistent salaries.



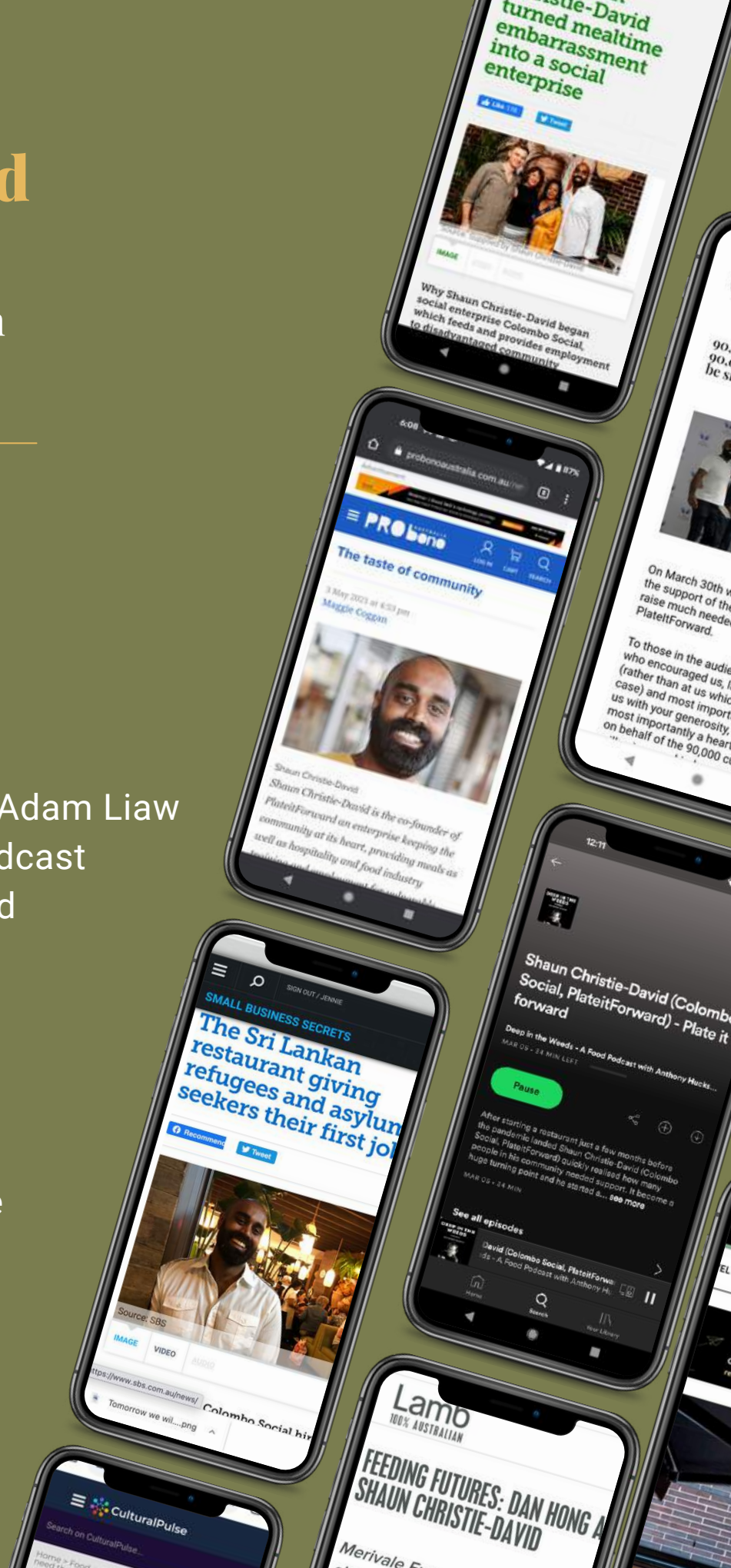
600

PlateitForward now produces
600 meals a week to the
Wesley Edward Eagar Lodge

PlateitForward In The Media

This year we have been featured in:

- TimeOut
- SBS
- Concrete Playground
- Good Food
- Broadsheet
- Gourmet Traveller
- Cook Up Kitchen with Adam Liaw
- Deep in the Weeds Podcast
- Sydney Morning Herald
- Pro Bono Australia
- Eat Drink Play
- Cultural Pulse
- Daily Mirror Sri Lanka
- 2GB Radio
- Colouranary Magazine



TimeOut

SBS

CONCRETE
PLAYGROUND.

goodfood

GOURMET
TRAVELLER

Our Board

Shaun Christie-David

Co-Founder and CEO

Shaun Christie-David combines 15 years of experience of working with vulnerable communities, with social enterprise knowledge and extensive corporate sector experience. Prior to founding Colombo Social and Plate it Forward, Shaun set up the Aboriginal Health Television Network with the Federal Government – a channel dedicated to improving the health literacy of First Nations people. He has worked with at-risk youth at the Raise Foundation, is the Chief Growth Officer for The Beard Season and the founding board member for The Dental Truck.



Peter Jones-Best

Co-Founder, COO and CFO

Peter Jones-Best has extensive experience in all facets of the hospitality industry including work in hotels, bars, pubs, clubs, restaurants and gaming. He has over 5 years of international experience in the food and beverage business in Canada, USA and the UK. He has managed some of the world's most recognised venues across the UK and Sydney, and is skilled at managing multiple large hospitality venues, staff and operational processes.



Sam Mostyn

Chair

Sam Mostyn is a non-executive director and sustainability advisor, recognised across Australia for her work as a pioneer of gender inclusion and equity, and leadership in sustainability, sport, the arts, policy and civil society. Sam's other board roles include Mirvac, Transurban and the Centre for Policy Development.



Arjun Bisen

Director

Arjun Bisen is an advisor, founder and former diplomat with over a decade of experience at the intersection of technology, social impact and foreign policy. He is currently an advisor on technology policy and product for Google Search.



Paul McCrory

Director

Paul McCrory is an executive with over 20 years leadership experience in the Data, SaaS and advertising industries. Paul is the Group Director of Facebook Australia and New Zealand, responsible for all customer facing teams and revenue.



Blake Cansdale

Director

Blake Cansdale is a proud Anaiwan man whose ancestral country lies in Northern NSW. Blake is currently Chief Operating Officer at Tranby National Indigenous Adult Education & Training in Glebe, Sydney. Blake also brings valuable governance experience from several years serving as a board member of Mingaletta Aboriginal and Torres Strait Islander Corporation.

Our Funding Partners

We are currently receiving funding from the following organisations: AMP The Funding Network, the City of Sydney, StreetSmart Foundation, Mission Australia and the Vincent Fairfax Family Foundation.

We are also receiving in-kind: food + packaging resources from Sydney Markets, Foodbank, BioPak and SecondBite, volunteer labour from Commonwealth Bank, and tech support from Facebook and Deputy.

PlateitForward's restaurant Colombo Social currently provides significant financial support to our other business units and charity programs.



Our Charity Partners

- Settlement Services International
- Bay City Care
- Glebe Youth Service
- Koolara Community Centre
- Mission Australia Common Ground Project
- Department of Communities & Justice
- Addison Road
- The Haymarket Foundation
- Macquarie University
- Aboriginal Medical Service Redfern
- Weave Youth & Community Services
- Aboriginal Employment Strategy Redfern
- Flourish Food Pantry Waterloo



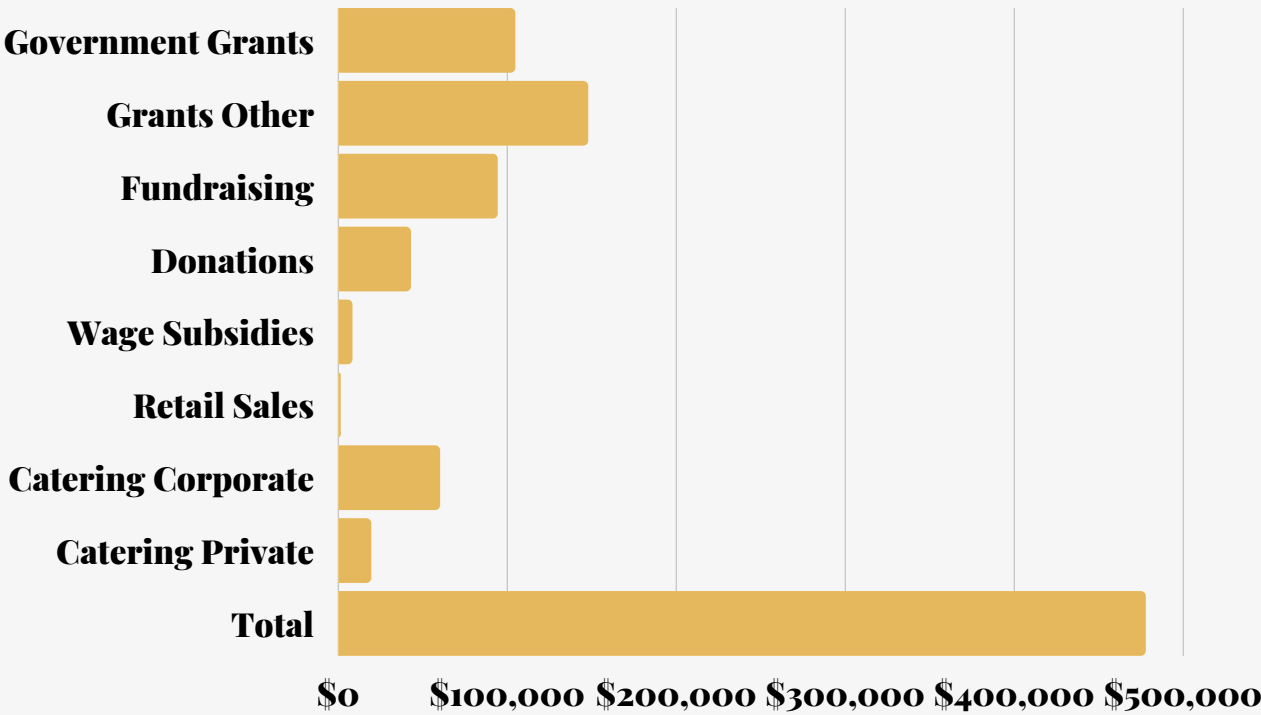


#Plate
It Forward

Plate It Forward

Fiscal Year 2020/21

Revenue Breakdown



Contributing significantly to the above revenue were strategic partnerships with Street Smart, AMP & The Funding Network, Sydney Swans, Deputy, Mirvac, Kingston Reid Lawyers, CBA & the South Eveleigh Precinct. Most of these companies were instrumental in helping us reduce overheads for the charity.

By Category.



Grants

\$252,120.00



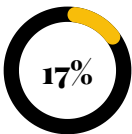
Fundraising & Donations

\$136,832.66



Rebates & Subsidies

\$8,146.15



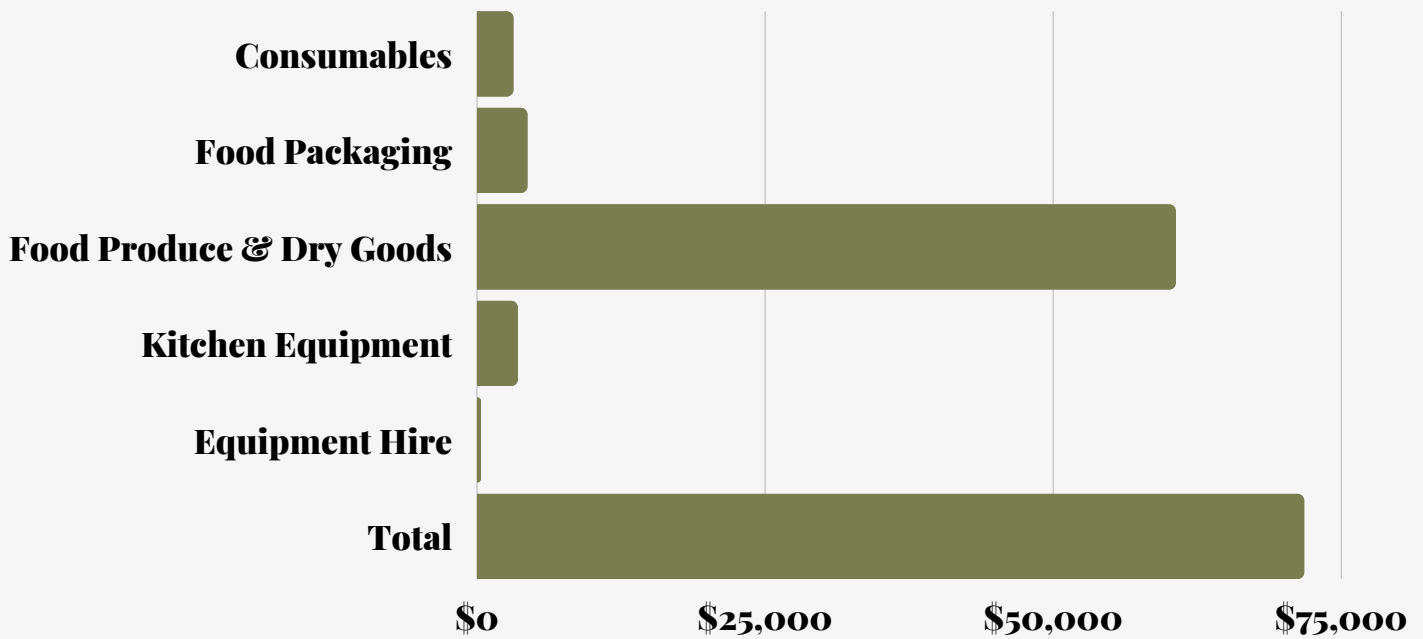
Commercial

\$80,458.13

Total

\$477,556.94

Kitchen Expenses

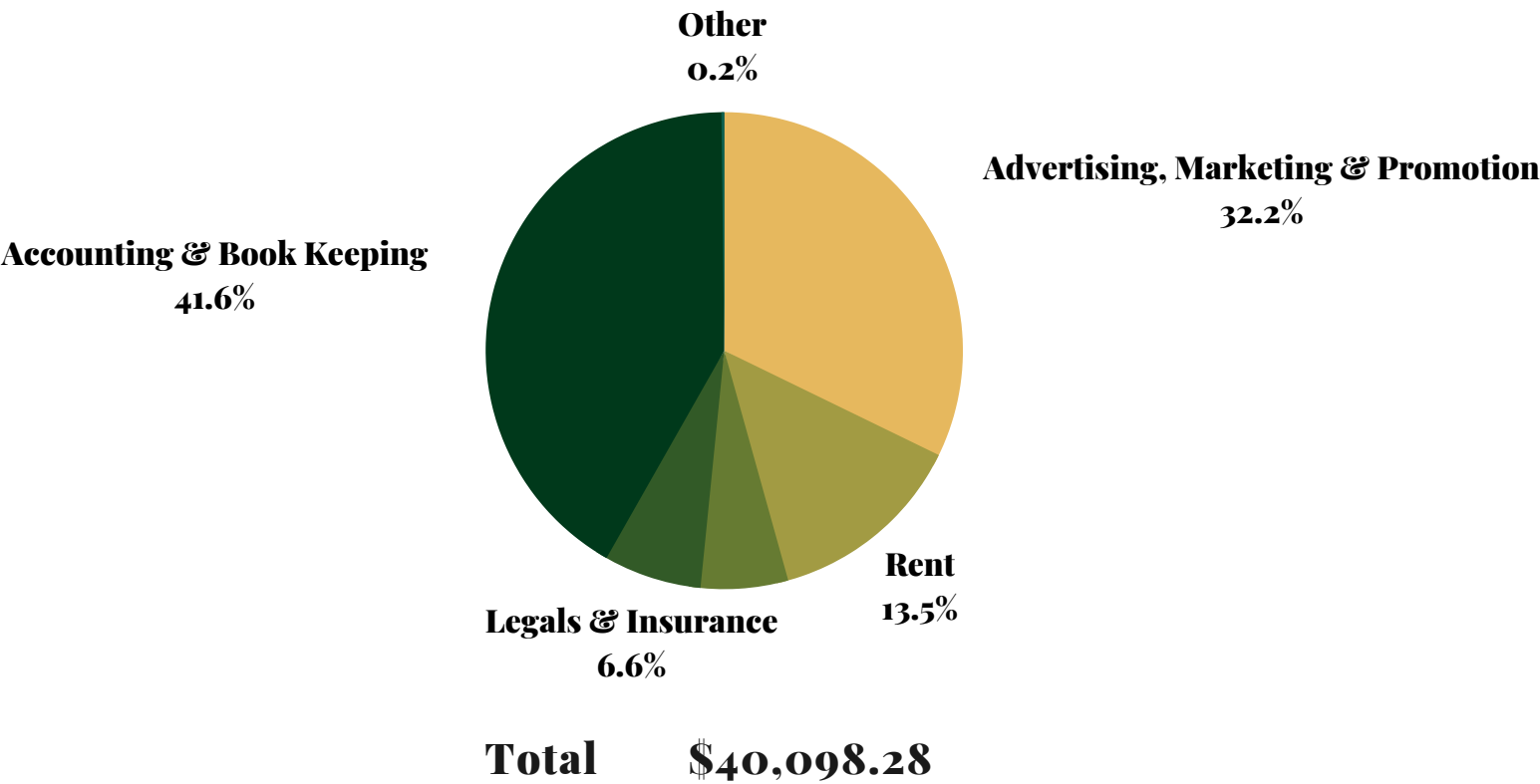


Total \$71,738.62

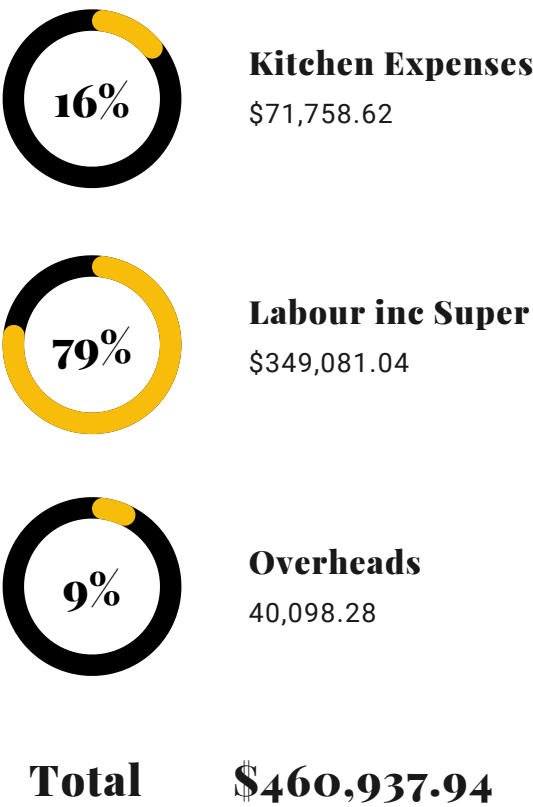
The key to our success was managing to reduce our kitchen rent to just 1% of our total expenditure costs, with kitchen space donations from both CBA & Mirvac as well as well-below market rent at Tranby contributing to this incredibly low figure.

Stock donations from Colombo Social, Newly Weds Foods & Sanmik Natural Food, as well as rescued fruit and vegetable produce from Sydney Markets Flemington, has helped to build a sustainable food cost without compromising on “restaurant quality”.

Overheads Breakdown



Total Expenditure Breakdown



This is one of our favourite metrics and one we proudly present. Our labour costs may look surprisingly high however this is truly a direct output and impactful measurement. Our charity has committed to having people with lived experience being employed and this is reflected here.

Ability Social pays our students for every moment they are learning at the award rate, something special that affirms our commitment to our team about how much we value them.

We have made an ethical choice to hire people from the communities to serve and pay them fairly while simultaneously using this as a way to redefine equal opportunity. Our small team of experienced and talented staff are hired to train and up-skill our workforce to provide long-term opportunities for our students and staff.

The Year Ahead

As we reflect on an amazing inaugural year for PlateitForward we will take on board the integral learnings from our first year and build upon a solid foundation for growth as we look to continue and evolve our fresh perspective on charity. With the ongoing social side-effects of COVID-19 further exacerbating the challenges facing our marginalised & at-risk communities the need for PlateitForward services grows rapidly.

Over the next year, we will strive to continue building support for our local communities through;

- Improving our feedback loop for existing and new customers.
- Increasing our capacity to measure project outputs, streamline reporting processes and improve data capture.
- The continuation of our core programs, “Ability Social Cooking School” and “The Social Meal” to provide the base support needed through employment pathways and restaurant-quality meal donation.

As we expand our scope of services in year 2 we will be looking to identify a permanent long term production kitchen capable of handling increasing program demand as well as securing financial sustainability for the charity. We are focused on locking in more long term revenue streams via multi-year contracts and tenders, continuing to develop our strong corporate partnerships leading to increased in-kind support and funding opportunities and cement our accreditation and subsidy strategy with established RTO's.

As well as continuing our successful pilot programs we are excited to be launching a series of new PlateitForward initiatives to increase community support and stakeholder engagement. These programs will allow our partners increased exposure to PlateitForward products and services as well as helping to reduce the social stigmas and stereotypes thrust upon our marginalised community members. These programs will include a digital dining platform, community cooking classes, pop-up restaurants at social housing & inclusive meal support for our disabled community.

PlateitForward will also be rolling out our model for customer-driven change across Sydney. As a collective movement, we are partnering with 20 handpicked, socially conscious hospitality venues, adopting the PlateitForward buy-one-donate-one model to allow more consumers to be part of the eco-system of change.

An incredibly exciting year 2 awaits PlateitForward and our amazing cohort of underestimated staff, and we invite you to be part of the journey.





We acknowledge the Traditional Custodians on whose land we live, work and play and we respect their Elders, culture, lore and values.

We value Aboriginal and Torres Strait Island culture as a national treasure, and embrace it as a vital and rich part of the Australian identity.