

# DEVELOPING A TRAINING KITCHEN AND SOCIAL ENTERPRISE INITIATIVE

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# PRESENTATION OVERVIEW

Background  
and Objectives

Process and  
Results

Final  
Recommendations

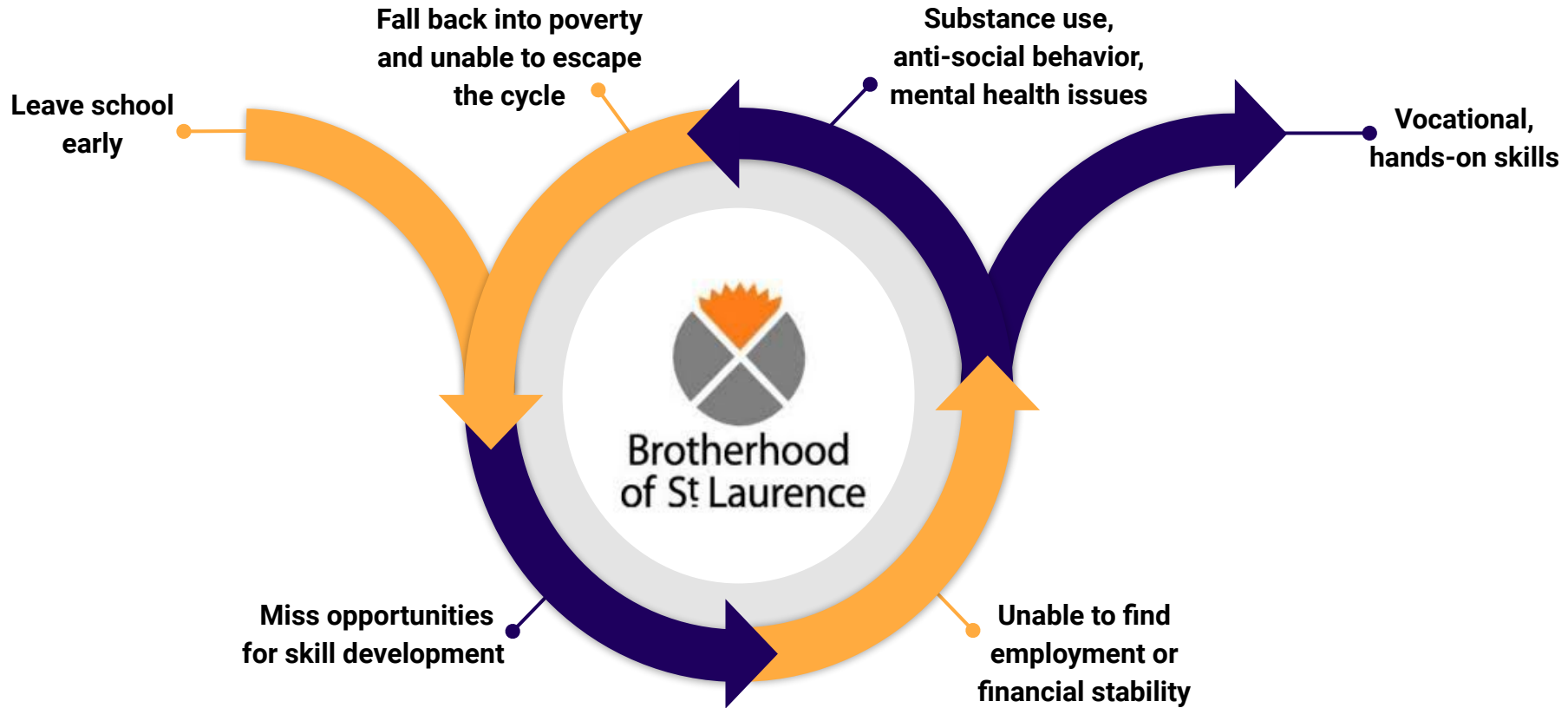


**ACKNOWLEDGEMENTS:**

**The team acknowledges the Traditional Owners of the country throughout Australia and recognise their continuing connection to land, upon which we live and work. We pay our respects to their Elders past, present and emerging.**

**The team would like to thank our advisors Professors Danielski and Jarvis, and the team at the Brotherhood of St Laurence.**

# THE POVERTY CYCLE








# HIGH STREET CENTRE

FRANKSTON, VIC

David Scott School  
Transition to Work Program  
Commercial Kitchen  
New Training Kitchen Initiative



# NEEDS OF THE BROTHERHOOD

	Do Not Have	Have	Information
1 Educational Programs			<ul style="list-style-type: none"><li>• Youth</li><li>• Employment and training</li><li>• Disabilities, older people, refugees, and more</li></ul>
2 Kitchen Space			<ul style="list-style-type: none"><li>• Breakfast and lunch for students in the program</li></ul>
3 Business Plan			<ul style="list-style-type: none"><li>• Break even</li><li>• Non-profit regulations</li><li>• Kitchen regulations</li></ul>



**PROJECT MISSION:**

**Design and implement a business model for an educational program with a focus on the food service industry to help the at-risk youth of the Frankston Mornington Peninsula become better integrated into society.**



**Brotherhood  
of St Laurence**

# PROJECT OBJECTIVES

## CASE STUDIES



## STAKEHOLDERS



## FEASIBILITY



## VISION





# OBJECTIVE 1: CASE STUDIES

The background image shows a restaurant interior with several tables and chairs. In the foreground, a table is set with a menu, a salt shaker, a pepper mill, and a small jar. The lighting is warm and ambient. Overlaid on this image is a dark blue banner with three white arrow-shaped boxes pointing from left to right, containing the text 'RESEARCH', 'INTERVIEWS/SURVEYS', and 'CATEGORIZE'.

RESEARCH

INTERVIEWS/SURVEYS

CATEGORIZE



# MOBILE FOOD BUSINESSES

## FINDINGS FROM INTERVIEWS

- Price range for a meal: \$10-15
- Catering during off-season
- Combination of hospitality and culinary employees
- Benefits of networking and marketing
- Factors that impact business:
  - Weather
  - Type of Event
  - Type of Food Sold
  - Time of Day
  - Time of Year

# FOOD-BASED SOCIAL ENTERPRISES

## FINDINGS FROM INTERVIEWS

- Individualized program
- Experience over certifications
- Food Safety and Handling Certifications
- Internal catering
- Multiple staff needed
- Youth running social media



# OBJECTIVE 2: STAKEHOLDER OUTREACH

INTERNAL



EMPLOYEES



YOUTH



FACILITY USERS

EXTERNAL



COMMUNITY



TOURISTS



RESTAURANTS



# ZOE LEHMANN AND SARAH LEAN-JONES

## TRANSITION TO WORK COACHES

- Youth age out of easier employment opportunities at 18
- Youth enter programs by choice, so you can trust their work and dedication
- No current opportunities for the youth to get hands-on, real-world experience

# ADRIAN GIOIA

## TRANSITION TO WORK TEAM LEADER

New program needs to improve these statistics  
Importance of transferable skills



# SUMMARY OF BROTHERHOOD STAFF INTERVIEWS

## FINDINGS FROM INTERVIEWS

- Individualized program
- Provide multiple career paths
- Experience over certifications
- Determine a schedule that balances engagement and youth commitment





# TRANSITION TO WORK YOUTH

## FINDINGS FROM INTERVIEWS

- Balance group work and 1-on-1 time
- Food Preference: Mexican food
- Career ranking activity
- Work readiness skills map

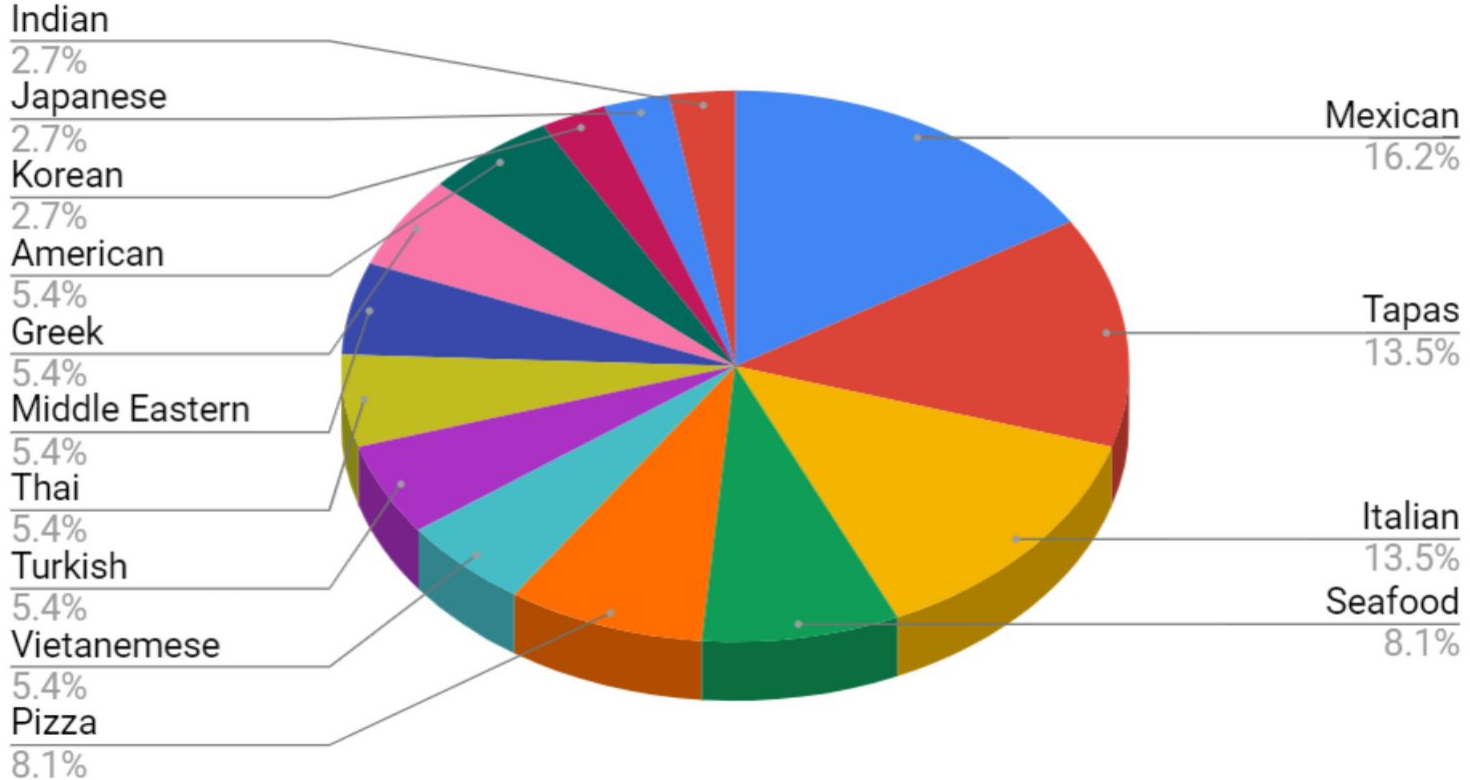




A sunset scene over a body of water. In the foreground, there's a wooden pier or dock structure. In the background, there are roller coaster tracks curving over the water. The sky is filled with colorful clouds in shades of orange, red, and purple. The overall mood is serene and scenic.

# **SURVEY OF THE FRANKSTON COMMUNITY**

# WHAT KIND OF FOOD WOULD YOU LIKE TO SEE IN THE AREA?



# WHAT DO YOU LOOK FOR IN A FOOD BUSINESS?

Gluten Free

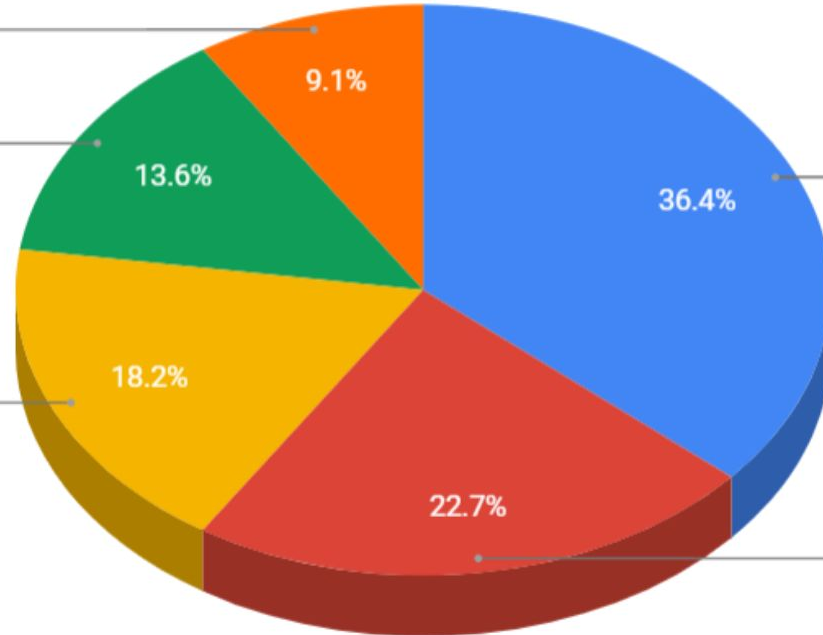
9.1%

Kid Friendly

13.6%

Healthy

18.2%



Affordable

36.4%

Vegan/Vegetarian

22.7%



# SURVEY OF THE FRANKSTON COMMUNITY

**MEXICAN  
OR TAPAS**

**\$10-\$20**

BEST TYPE OF FOOD TO SELL

PRICE RANGE FOR FOOD

Dietary needs to consider: vegan/vegetarian, gluten free, healthy, allergen friendly



# OBJECTIVE 3

## ITERATIVE FEASIBILITY ANALYSIS

Logistics and Costs for Various Business Models

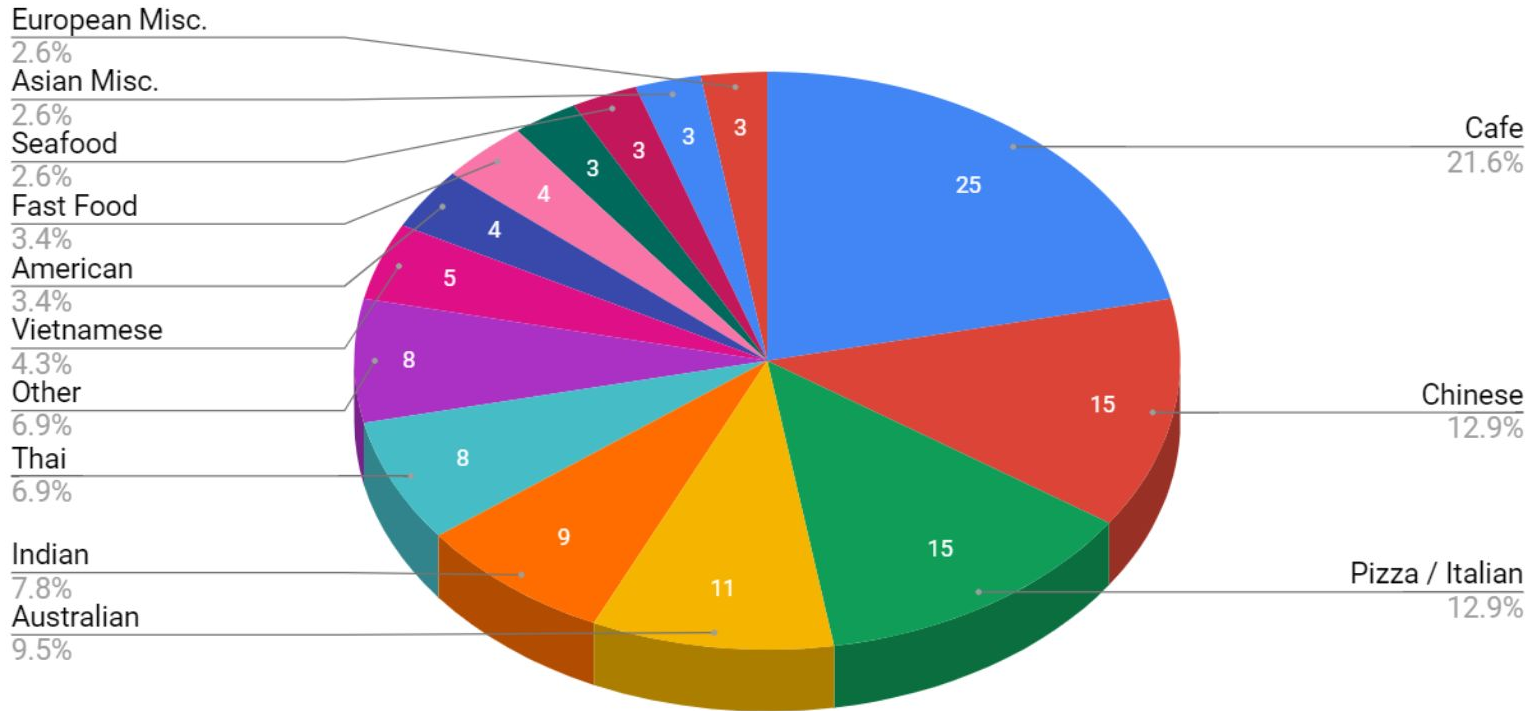
- Food Truck
- Food Cart
- Catering



A sunset over a body of water with a pier and roller coaster tracks in the background. The sky is a mix of orange, purple, and blue. The water reflects the colors of the sky. The pier and roller coaster tracks are silhouetted against the bright sky.

# **MARKET ANALYSIS OF FRANKSTON FOOD BUSINESSES**

# RESTAURANTS IN FRANKSTON



# FRANKSTON MARKET ANALYSIS

**MEXICAN**

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BEST TYPE OF FOOD TO SELL

**CAFES AND  
ASIAN CUISINE**

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TYPES OF FOOD TO AVOID





# WELCOME TO THORNBURY

NORTHCOTE, VIC

- Located within an hour of Frankston
- Managers willing to reduce or waive registration fees
- Willing to sell unwrapped, fully-stocked food truck at the reduced cost of \$55,000



# MARK LANE

## BSL HEAD OF SOCIAL ENTERPRISES

- Past food social enterprise failure
- Social cause and financial analysis have the same importance
- Hierarchy of funds and internal discretionary fund
- Depreciation

# IZZY SCHNITZLER

**AB PHILLIPS INSURANCE MOBILE FOOD  
BUSINESS VEHICLE SPECIALIST**

- Determined Types of Insurances Needed
  - Public Liability Insurance
  - Commercial Auto Insurance
  - Business Pack Insurance



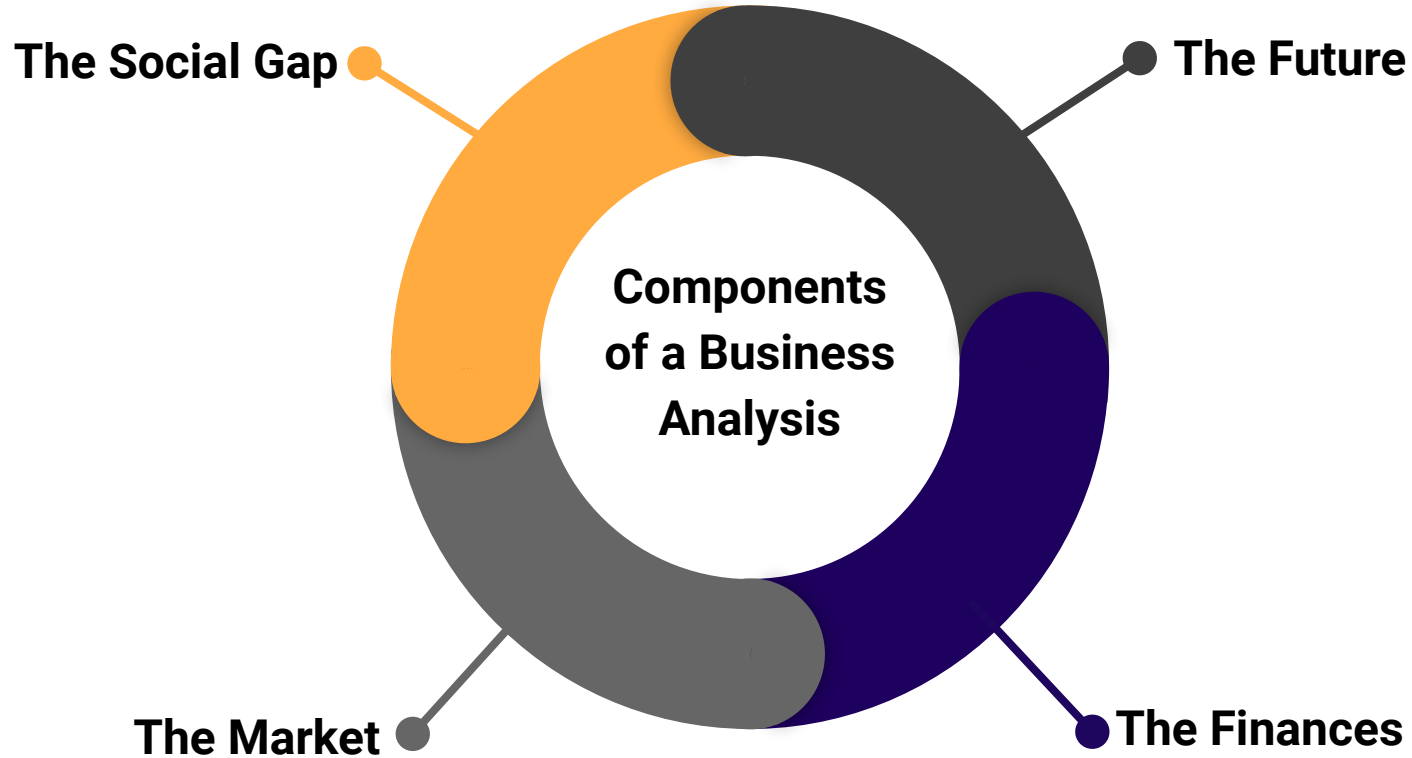
# CLAIRE BENZIE

## FRANKSTON CITY COUNCIL EHO

- Class 2C for community groups
- Food Safety Supervisor
- Food Handler's Certification for all youth working with food
- Registration process



# OBJECTIVE 4: PRESENT VISION



# BUSINESS PLAN

BROTHERHOOD OF ST Laurence  
Training Kitchen Business Plan



High Street Centre Facility

Last Updated: April 2019

## PROGRAM OVERVIEW

- The Need for the Program Within the Brotherhood
- Feasibility of the Business

## COST ANALYSIS

- Breakdown of Costs
- Capital and Operational Expenses
- Profit Estimation

## GOALS AND RECOMMENDATIONS

- Short and Long Term Goals
- Scalability of the Program Over Time
- Conditions Under Which the Program is Feasible

# COST ANALYSIS

Name	Low Estimate	High Estimate
Registration Fees for Frankston	\$635	\$635
Salaries for 2 Staff Members	\$93,421	\$156,548
Insurance	\$5,316	\$5,316
Food Truck	\$55,000	\$55,000
Food Cost	\$45,000	\$88,000
Youth Training Certificates	\$1,200	\$1,200
Miscellaneous Expenses	\$2,240	\$39,890
<b>Total Capital Expenses:</b>	<b>\$56,190</b>	<b>\$57,690</b>
<b>Total Operating Expenses:</b>	<b>\$147,812</b>	<b>\$291,589</b>

# OUR VISION FOR THE PROGRAM

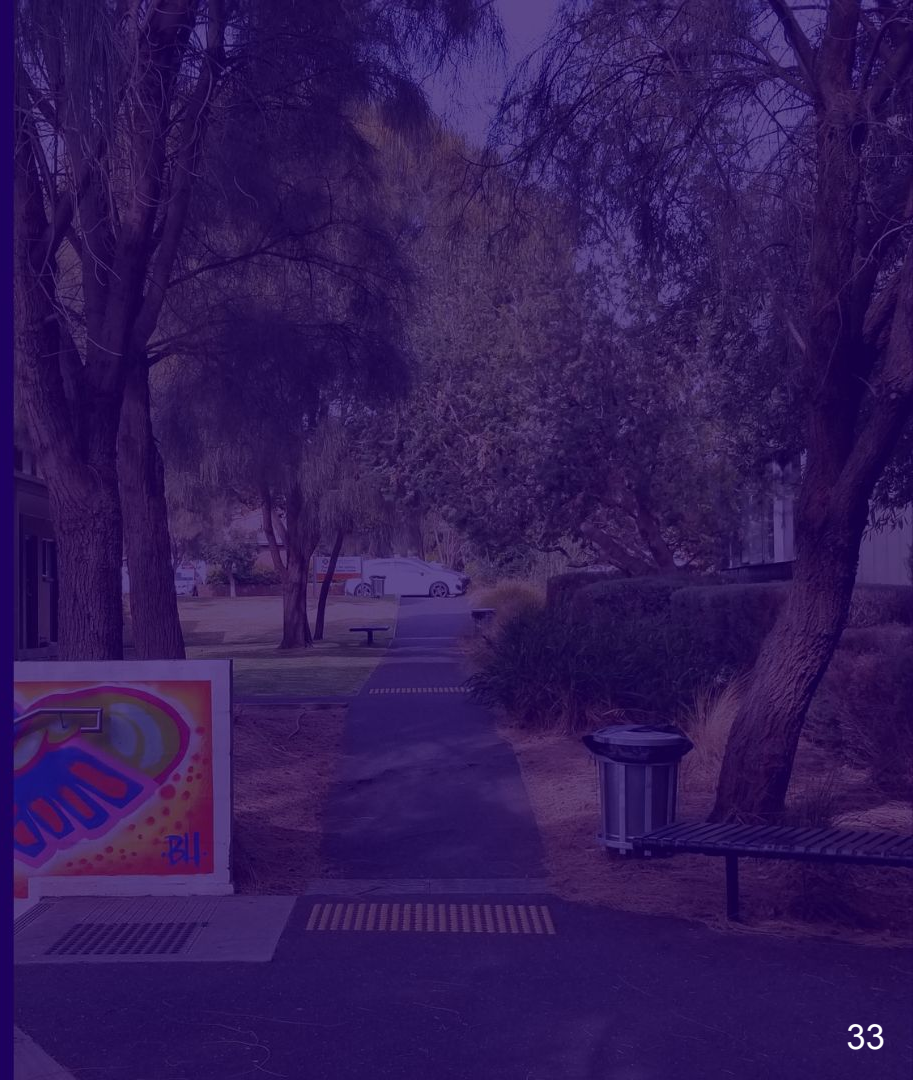
- Mexican style food truck
- Program length of ~6 months
- Group size of 6 - 10 youth
- Different pathways available
- Youth meet 3-4 times per week
- Youth involved with design of truck





# OUR VISION FOR THE PROGRAM

- Food truck bought for ~\$55,000
- 2 full-time staff
- Pay for Food Safety Handling Certificate
- Smart marketing
- Warmer month vs colder month schedule



# EXAMPLE SCHEDULE OF EVENTS FOR THE FOOD TRUCK

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>Week 1</b>	10/3	11/3	12/3	13/3	14/3	15/3	16/3
	Moomba Festival			Queen Victoria Night Market	Welcome to Thornbury		
<b>Week 2</b>	17/3	18/3	19/3	20/3	21/3	22/3	23/3
				Queen Victoria Night Market	Welcome to Thornbury		Little Beauty Market, Frankston
<b>Week 3</b>	24/3	25/3	26/3	27/3	28/3	29/3	30/3
	Frankston Sunday Market			Queen Victoria Night Market	Welcome to Thornbury		
<b>Week 4</b>	31/3	1/4	2/4	3/4	4/4	5/4	6/4
	St. Kilda Market			Queen Victoria Night Market	Welcome to Thornbury		
<b>Week 5</b>	7/4	8/4	9/4	10/4	11/4	12/4	13/4
	Frankston Sunday Market			Queen Victoria Night Market	Welcome to Thornbury		
<b>Week 6</b>	14/4	15/4	16/4	17/4	18/4	19/4	20/4
	St. Kilda Market			Queen Victoria Night Market	Welcome to Thornbury		
<b>Week 7</b>	21/4	22/4	23/4	24/4	25/4	26/4	27/4
	The Food Truck Festival at Birrarung Marr Park						

# CONCLUSIONS

## POTENTIAL SOURCES OF ERROR

- Small community sample size
- Only interviewed trucks from one venue
- Only spoke with a small number of TTW Youth and Coaches
- Difficult to estimate costs for insurance and food with current unknowns





# CONCLUSIONS

## MOVING FORWARD

- Program will provide youth with valuable training and experience
- Next steps:
  - Propose business plan
  - Buy and register food truck
  - Hire staff
  - Start training

A wooden pier extends from the foreground into the ocean under a dramatic sunset sky. The sky is filled with clouds in shades of orange, red, and blue. A seagull is captured in flight on the left side of the frame. In the center, a bright yellow rectangular box contains the word "QUESTIONS?" in a bold, dark blue, sans-serif font. Several flagpoles with flags are visible along the pier's length.

**QUESTIONS?**

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