

CLEAN CARE CAIRNS AND GREEN CARE CAIRNS

Financially sustainable and socially good enterprises

Clean Care Cairns and Green Care Cairns are two sister social enterprises started in 2012 and 2014 respectively. Their trading activities involve professional cleaning and gardening services.

Their social purpose is to employ people from disadvantaged backgrounds, including people living with a disability, people from refugee backgrounds and people living with mental health challenges. They operate their business in Cairns and surrounding communities, from Palm Cove to Gordonvale. Both enterprises have been running successfully and sustainably for more than eight years.

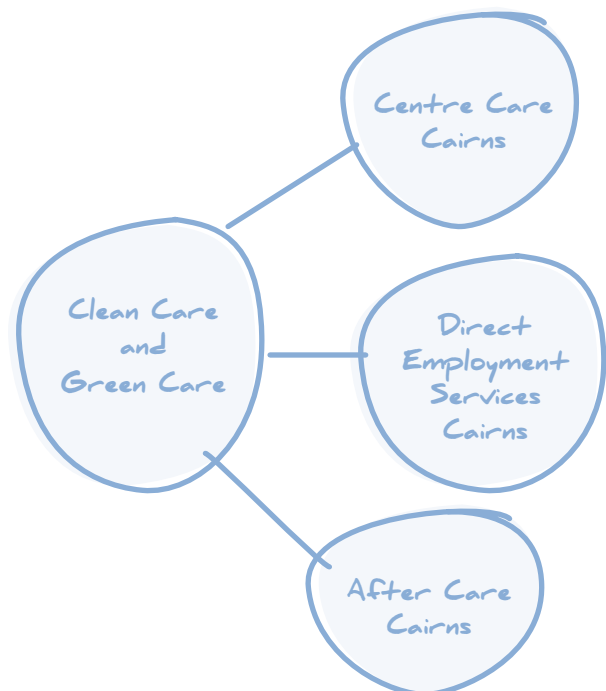
GETTING STARTED

Centre Care Cairns, Direct Employment Services Cairns and After Care Cairns are the three non-profits that initially created Clean Care Cairns, with additional support from Social Ventures Australia. Clean Care is managed by a parent company, Work Link Group, which provides business knowledge, technical support and employment and training referral pathways. Founded in 2012, Clean Care started initially with commercial cleaning and then expanded to include domestic cleaning over time. Today it employs around 33 people and services non-profits, commercial businesses and domestic households. It also expanded its business to gardening services, under the name Green Care in October 2015.

This case study offers a different model whereby three non-profit organisations partnered to form an initial social enterprise company based on their needs (and then later,

a second). The beauty of this model is that the trading activity is immediately sustainable in the provision of trading services to the initial three non-profits. As such, the cleaning and gardening services to the three non-profits act as an **'anchor contract'** which the new social enterprise can grow from.

Applying this model to community or neighbourhood centers, imagine if three community centers together formed a separate company that provided an anchor contract service to all three centers (for example cleaning). It would require significant collaboration of all centers but could achieve immediate social impact and employ many of the community members that it works with, moving beyond the typical service delivery approach of support.



CHALLENGES AND LESSONS

Explore the market need

It is always a good idea to run a business that's based on market needs. But at the same time, there needs to be enough human resources to take on more contracts. If there is higher demand but there aren't enough employees, it won't be possible to grow the business or compete effectively.

Building relationship and support with employees

Understanding the needs and requirements of employees is important to help build their skills and set them up for success. It is important that employees who experience challenges or may have limitations feel valued and have flexibility around work. Clean Care aims to provide this support through its inclusive workplace practices and promotes work life balance for all members of staff. Additional measures are used such as the use of interpreters during meetings, text messages (i.e. preference for written over oral), and a supportive system of supervision.

MORE INFORMATION

Clean Care Cairns
greencarecairns.org.au

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This case study was developed by Community Praxis Co-Op and Nundah Community Enterprise Co-Op and has been endorsed by CCC in March 2023.

PROJECT SUMMARY





▲ Some of our team members in 2015 with Nigel in front who was manager from beginning to 2022.



One of our company vehicles

Brian was one of the first team member of Clean Care Cairns and is still with us today