

Executive Summary

The Redwoods Work Collaborative Pty Ltd (Redwoods) mission is: Empowered communities that collaborate and succeed financially, socially and sustainably.

Commercially we offer operational and marketing consultations, facilitate improvement and change, and support organisations in regulatory compliance.

As a business for purpose, our impact strategy is designed to support people with specific needs into meaningful work. Our beneficiaries are young people, women returning to work or newly arrived migrants, who may be at risk, marginalised or vulnerable, or who may require specific needs to access and transition into employment or create meaningful work.

This document outlines the Redwoods Work Collaborative Pty Ltd Social Impact Strategy from January 2024 to December 2026. This strategy will be revised annually and shared on the website along with biannual updates of progress starting 1 July 2024.

The Redwoods' Why

After 8 years in local government and another 15 years in health, training and IT, the founder, Tania Krasinski, observed the gradual change in funding, priorities, and resourcing for community services. In some communities, the gap between policy and the consequences of those decisions in the community was widening. Many of the resources required to support vulnerable people in the community were used to seek out funding. Most often this funding would not exactly address the service mission, as a result many services evolved to suit the funding.

Recognising the dedicated, professional people in both policy and community workers, Redwoods was created to address knowledge, skills and resourcing gaps to re-connect sustainable business practices for community services and policy makers.

Redwoods Work Collaborative is made up of a diverse range of professionals who are skilled and experienced in business, research, community and governance. We work with local government and social services across greater Sydney.

Impact

Our focus for 2024 is to enhance our collaborators' skills and expertise in: doing more with less; navigating data and generative AI; and sustainable, long-term planning.

The Problem

Unemployment and underemployment may cause lasting disadvantage and social exclusion. The social impact over time can lead to lack of purpose and low self-esteem, leading to poor financial, physical and mental health in individuals and communities. Whilst Australia has ample resources, programs and support available, there is still disparity for [young people](#), [women](#) and newly arrived migrants in regard to unemployment and under-employment.

Contribution to the Solution

The Redwoods' business model will finance our social impact to support our beneficiaries into meaningful work with funds and resources.

From 2024 – 2026, Redwoods will support a minimum of 200 beneficiaries per year into meaningful work. To reach this goal, the Redwoods founder and volunteers will:

- Conduct a minimum of 4 employability enhancement-related workshops and presentations per year, online or face-to-face, free of charge directly to our beneficiaries.
- Employ 2 trainees annually.
- Offer work experience and connect school leavers to employers.
- Achieve BCorp accreditation.

Activities and outcomes will be measured and reported on our website every six months.

Long-term planning

The first phase of our social impact plan will focus across greater Sydney suburbs. However, geographically the real need is in regional areas.

As we grow and develop as a collaborative, Redwoods will support our regional partners through training and resourcing to expand to regional and remote areas.

Beneficiaries

Our beneficiaries are young people, women returning to work or newly arrived migrants, who may be at risk, marginalised or vulnerable, or who may require specific needs to access and transition into employment or create meaningful work.

For more information, contact Redwoods Work Collaborative on 0435 754 456.