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Inventive Australian Initiatives Win Generous Prizes at 2019 Ethical Enterprise Conference

The winners of the highly-anticipated Ethical Enterprise Award were announced on Monday 28th October at Moral Fairground's Ethical Enterprise Award Dinner held at Melbourne University.

The Award winners, Pollinate Group, are a passionately proactive social enterprise who were elated to receive the \$5,000 cash prize from Lush cosmetics as well as 12 months of board meetings and other financial, operational and marketing services from BlueRock accounting, valued at \$39,000 in total. In addition, they also won 3 months access to an open-plan desk in top tech hub YBF, valued at \$2,400 and a 1 year Canva Pro license, valued at \$167.88. Lush Australia, BlueRock, YBF & Canva are looking forward to supporting Pollinate Group's vision of empowering women as leaders of change by distributing products, such as solar lights and water filters, that improve health and save time and money from within neglected communities in a fair and equal way.

"We are impressed by Pollinate Group's dedication to instilling leadership qualities and the tangible results being seen in multiple communities, and are thrilled to award them first prize," said Moral Fairground's Founder, *Susanna Bevilacqua*.

"All of this years applicants amazed us - from the diversity of work and the calibre at which they are creating real impact," said Bevilacqua.

The Second prize of \$2,000 donated by Lush Australia and a ticket to The Trusted Negotiator bootcamp (valued at \$2,500) to help them unlock value and build trust with their key stakeholders was awarded to StartSomeGood, a company that provides technology, coaching and support to help in building the capacity and the confidence of grassroots innovators to make a difference. They have so far helped almost 1,000 initiatives raise over \$15M AUD with the highest success rate in project crowdfunding.

For Dignity won the third prize of bespoke business modelling and impact management consulting, valued at \$1,000, with Dr Chris Dembek and Dr Jodi York from Leadership for Social Impact @ The Centre for Workplace Leadership. This consulting will help them review and evaluate business models, assess and maximise stakeholder value creation and capture, and review or develop impact management framework.

"We had an inspiring group of finalists so it was challenging to choose as each presentation showcased each companies signature flare and valuable impact. It's been refreshing to Australia's contribution, passion and innovation in the sphere of ethical enterprise," remarked *Peta Granger*, Director LUSH Cosmetics, Australia.

The winners were announced as part of Moral Fairground's annual Ethical Enterprise Awards Dinner, hosted by The University of Melbourne.

The “Collaboration for Change” conference brought together a diverse group of industry trailblazers, thought-leaders, budding changemakers and more, to increase awareness and educate on the advantages of collaboration, share insights from years of experience through the ups and downs - finally coming out on top. The Ethical Enterprise event aims to enkindle the spirit of collaboration in the hearts of its delegates, believing that it is very much the way of the future.

“As a community of entrepreneurs, we are ecstatic about being able to support an exciting Australian *‘for-purpose’* business by lending our expertise in helping budding businesses grow,” commented *Bevan McLeod*, Director, BlueRock Group.

The winnings didn’t end there!! The Ethical Enterprise Conference also provides a space for aspiring companies and start-ups to showcase their ideas and literally pitch themselves before an audience that is the conference delegates and a panel of selected judges. This year 6 finalists presented their ideas to seasoned judges Cameron Neil, Co-founder & Director, Red Hat Impact; Chris Cao, Senior Trade Marks Attorney, Marquette IP; Dr Jodi York, The University of Melbourne and Matt Perfect, StartSomeGood. All finalists were asked clarifying questions to aid the judges decision making process and at the Award Dinner it was announced that HUMIFORM had won the EEEPC 2019!

The Early Entrepreneurial Enterprise Pitch Competition aims to provide entrepreneurs with the opportunity to present their ideas and potentially ‘win’ necessary mentoring and resources that can nourish their seeded ideas into becoming a fruiting tree. This year, HUMIFORM won 6 months of access to Red Hat Impacts’ ‘Exploring Growth’ program for facilitated 1:1 business strategy advice; ‘Premium support’ from StartSomeGood to launch their crowdfunding campaign; Bespoke business modelling and consulting valued at \$1000 with Dr Chris Dembek and Dr Jodi York from Leadership for Social Impact @ The Centre for Workplace Leadership; Goodsmiths ‘Brand Essence’ workshop valued at \$5,750; Speachly ‘Speaking Services’ valued at \$250pp; one year free Canva Pro Licence valued at \$167.89; IP proposal and initial consultation regarding their brand and company (for all finalists) and either a Key Initial Agreements valued at \$2000 or an Australian Comprehensive Brand name Search (to the winner) from Marquette IP; 1 x open plan desk for three consecutive months in innovative hub from YBF Melbourne or Sydney, valued at \$2400 and finally 10 hours of consulting, valued at \$3600, from LDB Accounting. The prizes are extensive, generous and will be super helpful to HUMIFORM, the EEEPC 2019 winner.

The next year could be quite an exhilarating year for these three Australian companies who will be in the good hands of experts, ready to provide the knowledge and systems essential for company growth and sustainable impact.

ENDS

For more information, high-res images or interviews, please get in touch with:

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Pollinate Group, based in Melbourne, VIC, empowers women as leaders of change to distribute products (such as solar lights and water filters) that improve health, save time and save money for the world's most neglected communities. Pollinate Group's work is centered upon fairness and equality, and a responsibility to work closely with communities because they understand their needs best. We directly progress the Sustainable Development Goals, and our focus means every day we're working to ensure nobody is left behind.

<https://pollinategroup.org>

StartSomeGood, based in Waverton, NSW, provides technology, coaching and support for early-stage social entrepreneurs. StartSomeGood believes that now more than ever there is a need to invest in and foster innovation to constantly reinvent how social outcomes are created in this era. Believing that effective innovation often comes from those with a lived experience of a given issue or challenge, Start Some Good is passionate about building the capacity and the confidence of grassroots innovators to make a difference. They have so far helped almost 1,000 initiatives raise over \$15M AUD with the highest success rate in project crowdfunding. StartSomeGood have received appraisal for their structured support and hands on approach to social issues.

www.startsomegood.com

For Dignity, based in Blackburn, VIC, is a team of women that seeks an end to slavery and to stop human trafficking through ethical and sustainable consumerism. The For Dignity range reflects the empowerment and artisan skills of people at risk or those rescued from trafficking and slavery. Products in their range are ethically sourced and 50% of profits are given to NGO's working to combat slavery and trafficking. Through their online boutique and tailored event package they create awareness, action and life giving income and funding for programs. As a result, the women (who are from 29 different local communities from Kolkata to China) and their children benefit from access to vocational training, education, savings plans, health care, safe housing, career opportunities and counselling support. They have built collaborations with both overseas enterprises and key Australian advocates, knowing that together they can have more impact.

www.fordignity.com.au

HUMIFORM, based in Ripponlea, Victoria, creates opportunities for young people to become active citizens rather than passive consumers. The young peoples designs are also voted for by young people with a portion of profits going towards youth led organisations actively campaigning for change. The clothes are ethically produced and the Cambodian based social enterprise, Dorsu, receives funds from the orders we place, supporting the organisation to provide fair and safe work for local people. HUMIFORM gives young people the chance to make themselves heard. Through this process of ethical creation they come to understand the power they have to make a change in the world through the lens of fashion.

<https://humiform.org>