



Impact Snapshot  
2022

# Foreword

## I am proud to present the Good Cycles impact snapshot 2022

It has been a rocky few years. Through COVID, our delivery of social value and impact faced many challenges. We, like many of our partners, had to find new ways of maintaining connection with our teams. Our city services and retail stores had taken a big hit. We had to think differently and make sure we focused on the right things.

In our pursuit to change cities and lives, we've managed to grow. As I look back to November 2021, we had about 40 employees. Since then, we've entered two new industries, through our Open Spaces division and expanded City Services to include asset management.

At the end of 2022, our biggest year yet, we were able to have a powerful and direct impact on 36 people through our Youth Employment Program and closed the year with about 120 employees.

This was only possible due to our amazing employees and supporters who have helped us wrangle opportunities, new and old.

**Jaison Hoernel**  
Chief Executive Officer



# Youth Employment Program

## About

Our Youth Employment Program (YEP) uses a work-first approach, offering real jobs to young people aged 18-29, with real income alongside tailored coaching and support.

Our 'learn by doing' approach is offered with personal choice and an inclusive workplace to deliver technical and transferable skills, which increase job-readiness and reduce barriers to employment.

In 2022, there were 29 YEP participants and also delivered the program to 7 people over the age of 29.

29

18-29yo

7

> 29yo

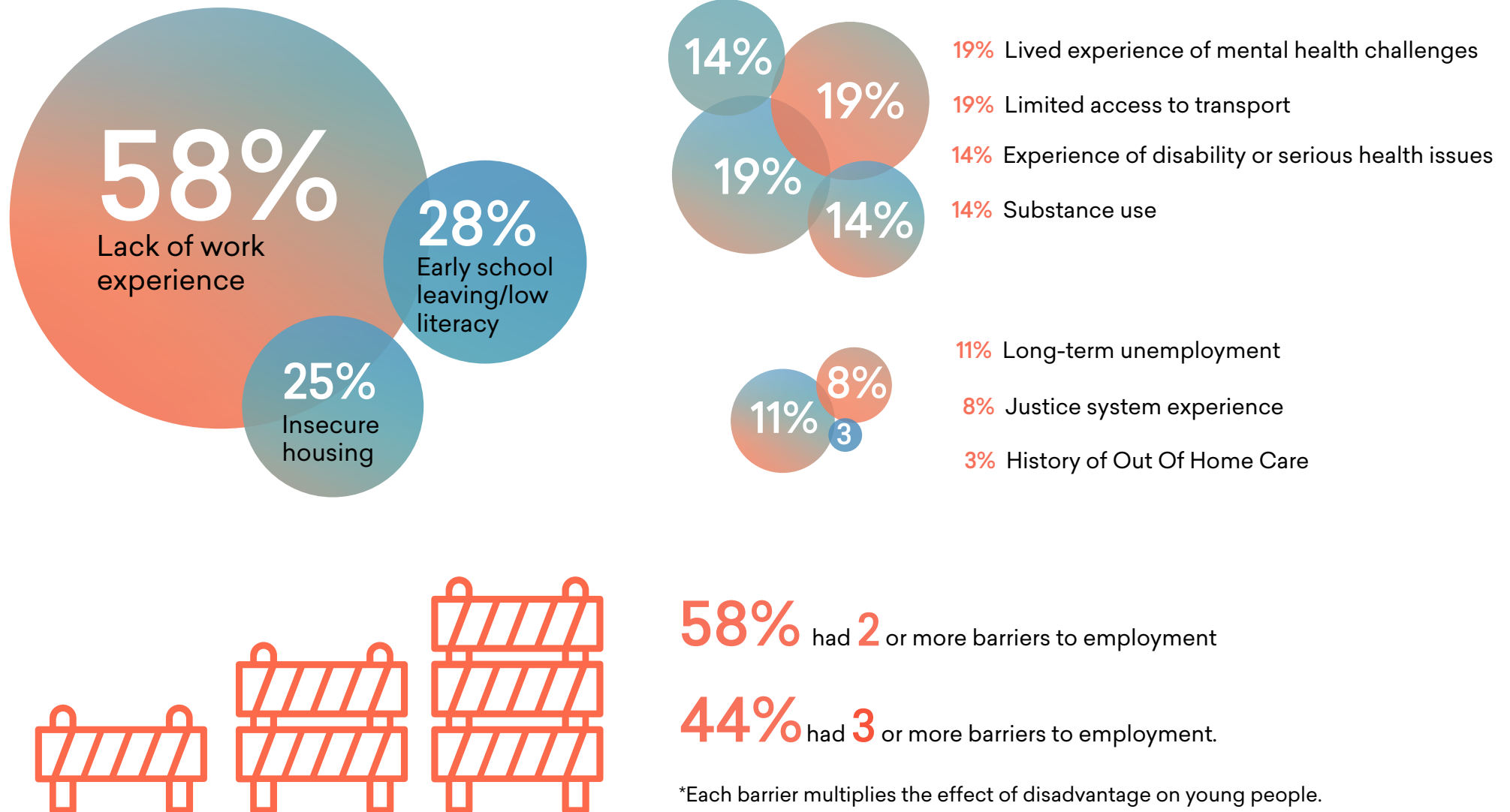
23,000+

hours of work conducted by YEP  
participants in 2022



# Youth Employment Program

## Identified Barriers to Employment

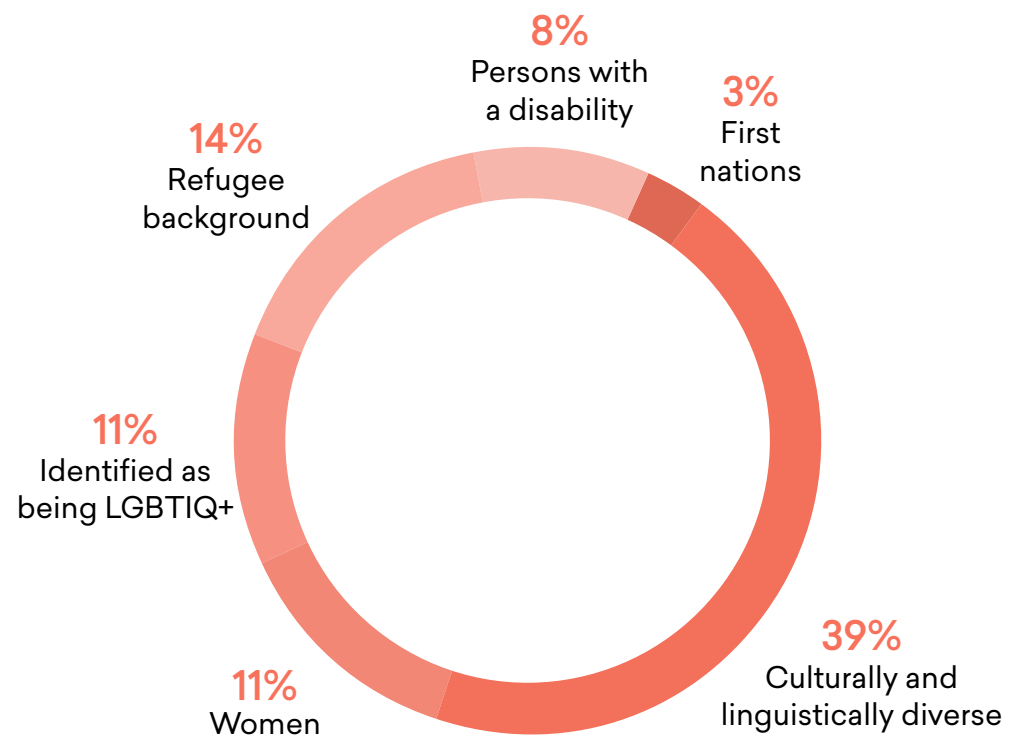




# Youth Employment Program

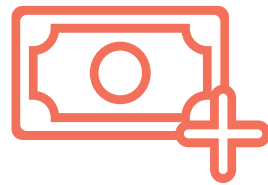
## Diversity

YEP participants come from a range of diverse communities.



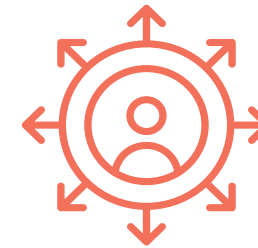
# Youth Employment Program

## Employee Outcomes



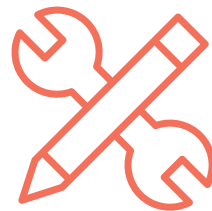
**100%**

received adult award wages  
and regular shifts



**83%**

developed career aspirations  
and job-search skills



**73%**

reported increasing their skills relevant  
to future employment



**70%**

reported increased sense  
of self-confidence, purpose  
and motivation

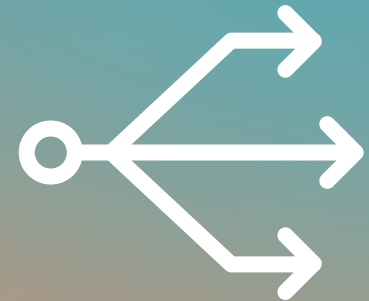
# Youth Employment Program

## Good Cycles Program builds foundations for participation and resilience:

Long term employment builds confidence, stability, and networks, enabling people to continue to overcome barriers and achieve their full potential. Maintaining employment for 6 months is a significant milestone for people who have faced barriers to employment.

94%

of YEP participants  
maintained employment with  
Good Cycles for more than 6  
months



20.8

is the average employment  
of each YEP participant

months

69%

of young people who exited YEP  
moved to open employment or  
a skilled role at Good Cycles



# Youth Employment Program

## Stories

### Omer

For Omer, the Youth Employment Program made a strong positive contribution to his career.

As a refugee from Eastern Africa with two young dependents and an interrupted study path, Omer had a series of short-term jobs that offered little job and financial security for his family. He also found that these roles offered no professional development nor gave him any sense of purpose.

*“Having a secure income and a satisfying, meaningful career - during and since Good Cycles - has contributed positively to my personal relationships with family. For me, having a job enabled me to support my family; increase my self-confidence, and contribute to my community.”*

Whilst at Good Cycles, he commenced an education pathway in community services, combining study and part-time work at Good Cycles. In 2022, he successfully transitioned to his dream job: a role within the community development sector working alongside young people.





# Youth Employment Program

## Stories

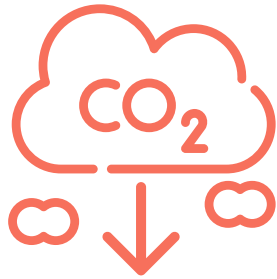
### Lucas

Lucas joined us at 18, initially working with us at Car Services and with the Community Grocer. Over time, Lucas' consistency and performance level was recognised and in 2021 he was promoted to manage administration of Car Services. In 2022 he was promoted again to an Operations Coordinator, supporting the Operations Manager.

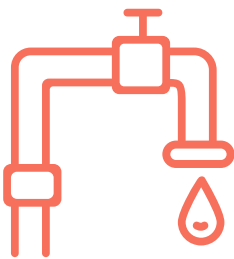
*“This past year I have enjoyed being a part of the Ops staff. It is interesting having been trained and having gone through the program, to now being in a position to train and support others. The drastic change in power dynamic was pretty hard to get used to, but it was a really good opportunity that not many workplaces would offer someone so young. You definitely do a lot of learning and gain a lot of experience through working at Good Cycles. You gain real-world knowledge that is helpful in one's personal and professional growth. The Good Cycles environment is very accepting: you may be having a bad day, and you know that you will be supported. In my opinion, the organisation really recognises people's value and enables one to further their goals in the organisation”*



# City Services



City Services use of e-bikes prevented **20,000kg** of Co2 from entering the atmosphere, we removed an average of **50** light commercial vehicle movements from the roads per week.



In the year our car services team cleaned over 7,000 vehicles using our waterless methodology, this prevented over **350,000** litres of water being used (average amount of water for a regular car wash is 50l)

That is equivalent to taking a shower for 12 straight days!







## Open Spaces

It's now been over a year since we opened our Open Spaces division and began work across Melbourne. With the support of our partner DM Roads, we entered into a completely new industry. With major contracts, including the lawn mowing and litter collection of the entire ring road, it was a steep learning curve.

We are so proud of the work and learning that the teams have achieved. Delivering quality services, and most importantly, opening up new employment pathways and opportunities.

**176**  
tonnes

Roadside Litter Picked in 2022

**1,325**  
kilometres

Total Length of Roads Mowed in 2022  
(that's approx Melbourne to  
Coffs Harbour by car)



# Bicycle Retail



>2,500

bikes serviced



2187hrs

Paid employment for YEP participants



30

2nd hand bikes refurbished and  
donated to people in need







# Purpose Precinct

Leadership and collaboration have always been key to Good Cycles' success. In November last year, we launched, in partnership with STREAT and SENVIC, the first stage of the Purpose Precinct and Queen Vic Market. This initial stage has included the opening of a large shop offering goods from over 27 social enterprises to QVM visitors.

The project has been designed to support the social enterprise sector to grow while creating meaningful jobs for priority job seekers. Even in these first few months, we have employed three young people.

The next stage, due in May 2023, will see the project expand to include eight separate shop fronts, an incubator for smaller social enterprises to bring products to market, and a services precinct that will include delivery and warehousing opportunities.

**27 social enterprises all in the one location.**



# Partners & Stakeholders

## Commercial Partners



## Philanthropic Partners



## Academic Partners



## Government Partners



## Social Enterprise Partners





# What's next!

We are very excited about 2023 and beyond.

Later this year, we celebrate our 10-year anniversary and look forward to sharing more of the stories that shaped our trajectory and the lives we impacted along the way.

We will continue to grow and create more impact through our amazing people, culture and our courage to innovate.

We see a future where all individuals have access to dignified and meaningful work, and where all businesses prioritise the well-being of their employees and the community at large.

Social enterprise plays a pivotal role in creating sustainable communities, and Good Cycles looks forward to creating more job opportunities and playing its part in the journey.



