



CREATING SHEET LOADS OF GOOD.

FY24/25 Impact Report



ABOUT US.

Beacon Laundry is a commercial laundry and social enterprise that exists to create jobs and employment pathways for people with complex barriers to work.

These barriers can include a lived experience of mental illness, a disability, experience of homelessness or addiction, or experience in the criminal justice system.

Our workplace is judgement-free and purpose-built to support individuals who fall into these groups. We look past these barriers because we know a job is so much more than a paycheck. It offers purpose, structure, dignity, and connection.

For many in our community, the second chance a job provides is the first step toward stability and independence. It has the power to change lives.

ACKNOWLEDGEMENT OF COUNTRY

We acknowledge the Arakwal Bumberlin people of the Bundjalung Nation, the Traditional Custodians of the lands on which we live and work. We pay our respects to their Elders past and present, and honour the ancestors of the local country and their connection to land, sea and community.

CEO NOTE: 12+ MONTHS OF GOODNESS.

As I stop to reflect on what we've achieved since Beacon Laundry opened its doors, I want to begin by expressing my deepest thanks to the incredible community that has wrapped its arms around this bold social enterprise.

From the very start, Beacon has been more than just a laundry. It's been a place of purpose, built with and for the Northern Rivers, where people who've been shut out of mainstream employment are given not just a job, but a real chance to rebuild, reconnect, and thrive.

That mission wouldn't exist without the trust and support of our customers, partners, funders, and local champions who have walked alongside us. Thank you for believing in us, your support has created real, lasting change.

In just over 12 months, we've created 182 jobs - 144 of these are for people with barriers to work. We've injected \$4.4 million in wages into the local economy. And kept linen local, processing over two million kilos and servicing over 81 businesses across the region, many of which previously had to send their laundry hours away. It's local supply at its best - fast, reliable, and full of heart.

But none of this would be possible without the crew. Our heartbeat is the team on the floor showing up every day, looking out for each other, learning, lifting, folding, dispatching, and growing together. The culture we've built is one of care, grit, and humour.

Beacon is a place where second chances are met with support, where good days and tough days are shared, and where every single person plays a role in holding the space for others. I am proud beyond words of the strength, commitment, and spirit of our people - the true backbone of Beacon Laundry.

Together, we're proving that open hiring works. That jobs-focused social enterprise works. That doing business differently can deliver exceptional quality and life-changing impact at the same time. And we're only just getting started.

Thank you for walking this journey with us. Here's to many more years of building a more inclusive, more connected, and more compassionate region - one load of laundry at a time.

With gratitude,

Morag Roseby
CEO, Beacon Laundry



OUR IMPACT SO FAR.

182 Total jobs created

144 Jobs for people with barriers to work

72% Of people with barriers to work are still with us after 12 weeks of employment

\$4.4M Paid in total wages to all employees

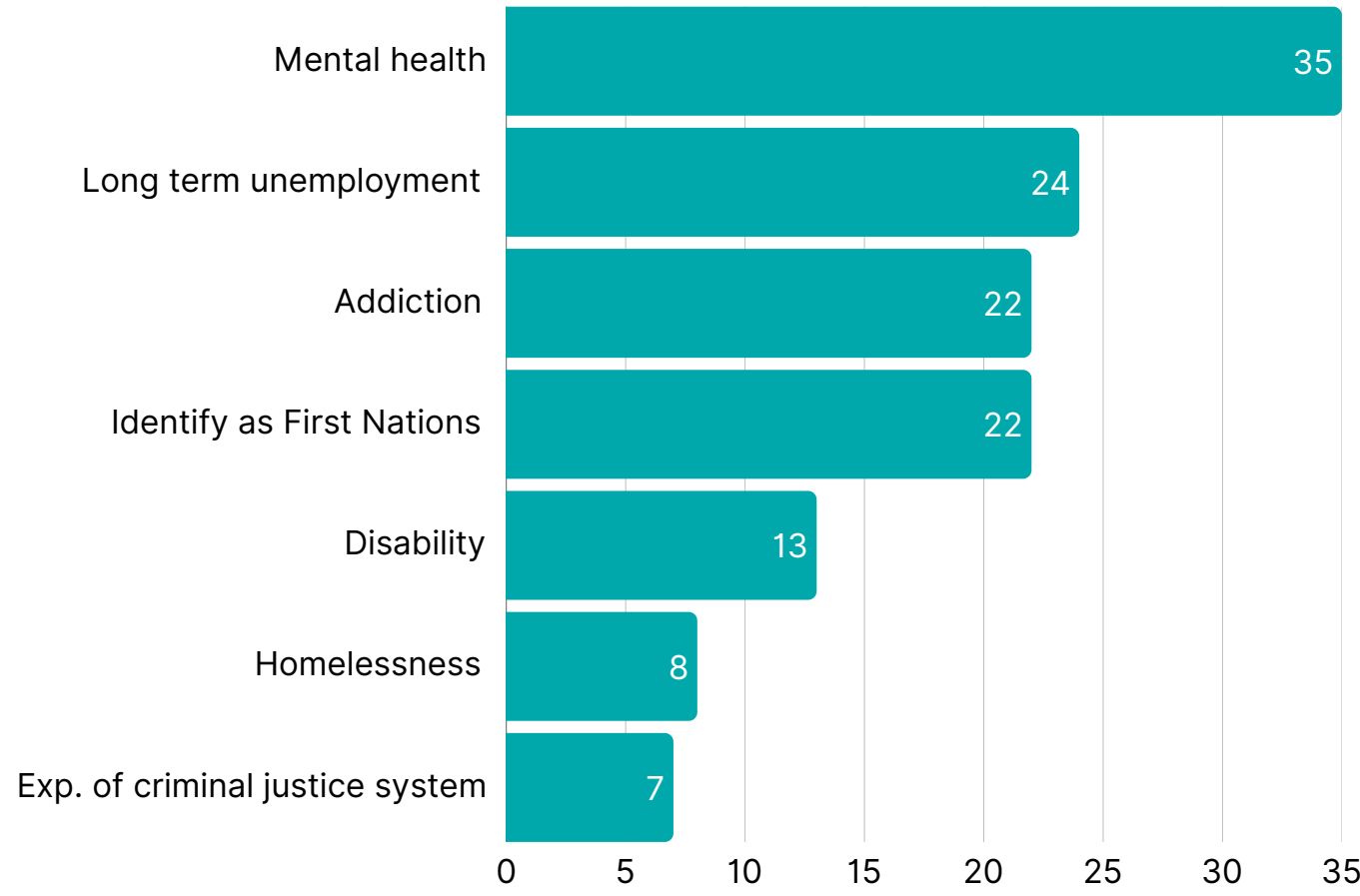
\$2.28M Paid in wages to people with barriers to work

81 customers

Proudly supporting people from all walks of life.

Beacon exists to create jobs for people with complex barriers to work. Our open hiring model ensures anyone who has a willingness to work, and a willingness to move on one day, is welcome at Beacon.

Barriers to employment are wide ranging - in many instances, people will identify more than one barrier to employment.



% of employees who have identified these barriers.

A PERSON'S EMPLOYMENT JOURNEY WITH US.

As a person settles into their role, they begin developing job-readiness skills through in-house roles. They can access tailored training, including internal workshops, vocational courses, and support with language, literacy and numeracy (LLN). During this stage, they start exploring external opportunities such as further study or employment, with ongoing support from Beacon's People and Pathways team.

Even after an individual moves on, we stay connected through ongoing mentoring and regular check-ins in their new job or with studies. We work closely with employers to provide troubleshooting support if needed, and offer Return-to-Work options. The focus is on ensuring long-term success and stability for the individual.

COMPLETE
INDUCTION +
START WORK AT
BEACON !

ENGAGE +
SET GOALS

BUILD
SKILLS +
EXPERIENCE

TRANSITION
TO WORK
OR STUDY

STAY
CONNECTED
+ THRIVE

GREATER SENSE
OF PURPOSE,
BELONGING +
SELF-WORTH.

When a person first joins Beacon, we work with them to explore their interests and identify goals through a personalised Employment or Transition Plan. We also support them to address any foundational barriers such as housing or wellbeing, while helping to build their confidence and readiness for what comes next.

Once a person is ready, they transition ideally into mainstream employment. Some people may also consider vocational training or apprenticeships. We offer tailored coaching and practical job-search support, always walking alongside them to ensure a smooth transition. Flexible work arrangements are available during this time to support a smooth and sustainable transition.

OUR UNIQUE OPEN HIRING MODEL: 'JOBS BEFORE JUDGEMENT'.

Open hiring is not a practice widely known in Australia. When our founder Luke Terry first discovered the international model, he was eager to put it into practice at Beacon. In our first 15 months it has proven highly successful, removing judgement from our recruitment process so that anyone with a willingness to work is welcome at Beacon.

In practice, open hiring means:

- Hiring based on potential, not qualifications or background checks.
- Creating a supportive workplace where people feel safe, respected, and part of a team.
- Providing real jobs with award wages, clear expectations, and opportunities to grow.
- Offering wraparound supports such as access to housing assistance, legal aid, financial counselling, and addiction/mental health services through a network of internal supports and external partnerships.

At Beacon, we follow this model. It means no CVs or background checks are required when people apply for a job with us.

This reflects our belief that potential should be judged by present capacity and commitment, not past mistakes. This is a view supported by international evidence, human rights principles, and psychosocial rehabilitation models, which consistently show that meaningful work is a key driver of recovery and community reintegration, and that any type of exclusionary screening undermines that goal.

A tried and tested model.

This approach was pioneered by a social enterprise in the United States called Greyston Bakery (who has actually trademarked the term 'Open Hiring' in the United States). Their model has been adopted by many other organisations, including The Body Shop internationally.

These organisations have successfully demonstrated that criminal history screening is not a prerequisite for safe and productive operations when robust support systems are in place.

At Beacon, that support comes in many forms, including our wrap-around support services, trauma-informed leadership training, weekly workshops and mental health first aid certification.

The way we see it, if someone is ready and willing to work, we'll meet them where they're at and do all we can to support them to succeed.



LIZ'S STORY: MORE THAN HER PAST.

"I'd been in prison for 17 years. As you can imagine, it was extremely hard for me to find a job, even when I found jobs that I was perhaps over-qualified for, I couldn't get in. Not with a criminal history."

For two and a half years after her release, Liz applied for everything from warehouses to chicken factories. Every time, the process ended the same way. "I'd get an interview, they'd say I'd be great, then ask for a police check. I wasn't going to hand them a piece of paper with my history, so I never got past that stage."

Then she heard a story about Beacon Laundry on the ABC. "It was Mel talking about giving people with barriers a job. I jumped on my laptop straight away and emailed them. I said, 'I've been in jail, I love what you do, can I come work for you?'"

That email led to Liz being onboarded and nearly a year later, she is still working at Beacon.

"I actually got the interview because of my history, I could be upfront from the beginning. It's never been an issue."



Liz now works as a laundry operator. "It's steady work and it suits me. I can just put my head down and bum up and get on with it."

The difference, she says, is the crew. "It's the people. There's no hierarchy, there is no difference between the CEO and us on the floor. The understanding and empathy is remarkable... sometimes it brings you to tears. It's my happy place."

"The best thing Beacon has given me is the ability to forgive myself. After prison, you carry shame. I couldn't look in the mirror. But after a couple of months here, I realised I liked myself again. When you feel that, you show up differently - for your family, for yourself."

"When I was in jail, a lot of officers, a lot of support staff said to me, what do you want to do when you get out of jail? And the only thing that I wanted to do was to be a better grandmother, than I was a mother."

"You're not a great mother if you leave your family for 17 years, you know. And so, I've kind of achieved that. I'm like a super nanna now, which is really good."



SUPPORT IS OUR SWEET SPOT.

At the heart of every jobs-focused social enterprise is a strong support system for its people. Beacon is no different - we invest heavily in creating a workplace that is safe and supportive, and build around the individual needs of the people we employ.

We have a dedicated People and Pathways team that provides hands-on, wrap-around support that meets people where they're at. This includes side-by-side support on the job, as well as one-on-one check-ins to help employees navigate challenges beyond work like accessing housing, transport and mental health support.

Each team member has the chance to create a personal employment plan with clear goals. They are supported through this with career advice, skills training, and introductions to future job opportunities.

In late 2024 we launched the **Beacon Scholarship Fund**, which provides financial assistance for the training, certifications, and licenses employees need to advance their careers after their time with us.

7 **Beacon Scholarship Fund** recipients.

113 **Independent employment plans** created.

156 **Toolboxes** - the team comes together on average 3x a week to check-in. These are a mix of wellbeing, workplace health and safety, and operations focused sessions.

53 **Dedicated wellbeing and mindfulness sessions**, run by the People and Pathways team, as well as external providers.





BRETT'S STORY: STABILITY, BETTER HEALTH AND REBUILDING RELATIONSHIPS.

Brett's a man of few words, but it's not too hard to see what Beacon means to him.

Today he works five days a week, always smiling, and one of the hardest workers on the floor. He has purpose now and it shows.

When Brett started at Beacon about a year ago, his life looked very different. "I was actually homeless before Beacon," he says. "Living day by day, in and out of hospital."

With consistent shifts, practical support from the Beacon team, and a steady income, Brett now has his own place and is managing his type 1 diabetes far better.

"Working here has helped me with a lot of things," Brett says.

Beacon's employee support goes beyond the workplace. The People and Pathways team also help individuals overcome foundational barriers, like health and housing. In Brett's case, the team were able to support him with rental references, and connect him with the right services to get the equipment he needs to manage his diabetes.

"It's helped me heaps," he says. "I can manage my sugars better now."

The most important change for Brett however has been rebuilding a relationship with his 16-year-old daughter. Prior to Beacon regular contact wasn't possible.

"They wouldn't let me see my daughter," he says. "And now because of work, they can see I'm making good steps for yourself, so I get to see her again. That means the most."

UPSKILLING OUR LEADERS TO CREATE A SAFE WORKPLACE.

Recognising the people we employ and their past experiences, we are deeply committed to creating a safe and trusted space for everyone who works at Beacon.

In our first year of operation, our leadership team (which includes a qualified psychologist, psychotherapist and former social worker) and supervisors have undertaken a number of additional training sessions and weekly workshops to ensure they're best placed to provide the necessary supports for the diversity of people in our workplace.

- 10** **Trauma-informed leadership training sessions:** All supervisors and managers undergo training on trauma-aware management, communication, and behaviour response.
- 17** **Weekly capacity building workshops for leadership:** These provide ongoing reflection and capacity-building for supervisors and leaders navigating complex team dynamics.
- 12** Leaders have completed onsite short courses including **Mental Health First Aid Certification** which helps with early identification and compassionate response to staff distress or crisis situations.



KIRK'S STORY: THE RIPPLE EFFECT OF A JOB.

Fourteen months ago, Kirk Baltimore boarded a plane to Byron Bay with nothing but a few dollars and the clothes on his back. "I wasn't looking forward to another Tassie winter sleeping rough," he says. "I'd run out of options, and I was ready to do whatever it took to change my life."

A former mental health nurse for 20 years, Kirk's life had spiralled after injury, addiction, and a long period of homelessness. But arriving in Byron Bay, he found something unexpected through a job at Beacon.

"Coming from where I did, having meaningful work again has been everything," he says, "It's simple work, but it's what I need right now."

Kirk works as a laundry operator, loading and sorting linen, operating various machines, and helping others learn the ropes. "It's not like a laundromat. These machines are huge. You wouldn't even recognise them," he says. "But I love learning new things. I even got my truck licence since starting here, knowing it may be helpful."

"I organised it, and passed the test, and it was really good. I'd never anticipated myself doing these things, but here I am."

Beyond the practical skills, it's the culture at Beacon that has had the deepest impact.

"There's something special about this place. We're a very neurodiverse, ragtag group of misfits, and I love that," Kirk says.

Every day he finds purpose. This comes from the job, and the opportunity to help others. "If someone's struggling, I'll step in and give them a hand," he says. "If I can help someone else skill up, they can pass it on. That's the ripple effect."

From sleeping rough to now holding down a steady job and renting his own place, life looks very different today for Kirk. He is about to finish his Masters in Cybersecurity, and continues to channel his love for music, playing regularly for the local community in public spaces with a hope of playing on stage somewhere one day.

When asked what he's most proud of, Kirk doesn't hesitate, "I wouldn't call it pride, it's gratitude," he says. "I'm grateful for meaningful work. It's another chance, a sort of a shot at redemption."



CLEAN AND GREEN.

At Beacon, we're committed to being as gentle on the planet as possible. We have made very deliberate choices in our set up and as our business grows we'll continue to evolve our operations so that one day Beacon can be Australia's first carbon-neutral commercial laundry.

The conscious steps we're taking to be green:

Most laundries in Australia operate off gas. Our appliances operate off steam. Beacon only has one point of combustion so that in the future when we're able to swap our use of LPG (gas) to alternative carbon-neutral fuels like biodiesel or hydrogen, it will be easy.

We use a heat exchanger – in short, it's a machine that extracts the heat from the waste water and transfers this to clean water. If you were to visit our laundry you'd see two giant tanks – one is hot to touch, one is cool - it's a nifty energy-saving piece of equipment.

We also:

- harvest rainwater for our wash cycles when weather permits
- have a water recycling unit in place that reduces our water consumption by an estimated 25%
- use hybrid trucks and an EV van
- have a small solar installation which we plan to increase over time
- buy any surplus electricity we need from a green energy retailer (Diamond Energy).

A special thanks to LendforGood for helping us attract investors to support our green initiatives.



A HUGE THANKS TO OUR CUSTOMERS.

We'd like to acknowledge and thank our customers. Your decision to switch to Beacon has enormous ripples.

You've placed your trust in us - as a jobs-focused social enterprise and a new start-up. We're incredibly grateful for your business, and your support.

Together we're demonstrating that business can be done differently.

81 Customers

2.15M Kgs of linen delivered

10,721 Orders fulfilled



"Beacon Laundry has been a valued partner since day one."

As their very first customer, we've had the unique opportunity to grow alongside Beacon - building a relationship grounded in trust, shared values, and a spirit of collaboration.

Throughout our journey together, Beacon has shown a strong commitment to continuous improvement, sustainability, and creating positive social impact. We've worked closely through seasonal peaks, refining delivery schedules and communication to meet the demands of high occupancy. Beacon has always welcomed feedback and responded with proactive solutions, helping us maintain the high standards our guests expect.

Their willingness to adapt and evolve has made them not just a service provider, but a true partner. We're proud to support a business that not only serves our operational needs but also contributes meaningfully to our community and we're excited to continue this partnership into the future.

- Monique Rutene,
Executive Assistant Manager,
Elements of Byron.

OUR SUPPORTERS.

Our Board

Luke Terry - Chair
Geoff Zippel
Mark Daniels
Stephen Green
Murna O'Neill

Our philanthropic partners, donors and investors

Beacon exists today through the support of a number of philanthropic organisations, impact investors and government supporters.

Special mentions go to:

The Richard and Lorena Uechtritz Foundation
The Ian and Shirley Norman Foundation
The Siddle Family Foundation
The Seaton Foundation
Westpac Foundation
The NSW Premier's Department - Women NSW
The Australian Government - Department of Infrastructure (Investing In Our Communities program)
The Helen and David Hains Foundation



JUST GETTING STARTED.

Right now we have a waitlist of 100+ people. A big focus in our next 12 months will be to develop our **employment transitions program**. We'll be building relationships with local employers to create supported pathways into work beyond Beacon.

We see ourselves as the first stepping stone for many people who've lost faith in the employment system. Once people have rebuilt their confidence and skills with us, the next step is to help them transition to mainstream employment. If you're a local employer and you're curious, please get in touch.

Beyond transitions, our focus on **financially sustainability** remains front of mind. This means continuing to deliver a great service while building a business that can support our mission for the long haul. The reality is impact costs are high for social enterprises - we need to cover these on top of regular operational costs commercial businesses face. We're young, we're still learning, and we're confident we'll get there.

Through it all, people remain at the heart of everything we do. Whether it's our team, our customers, or the wider community, relationships make it all possible.

If you want to partner or support Beacon, or engage us for your linen supplies - please get in touch. The more people onboard, the more sheet loads of good we can create.



BACKED BY WHITE BOX ENTERPRISES.

Beacon has brilliant leadership team on the ground in Bangalow, and the backing of White Box Enterprises (WBE), the organisation who incubated the social enterprise.

White Box Enterprises is a team of bold entrepreneurs on a mission to mainstream jobs-focused social enterprise. They build large-scale social enterprises from the ground up, lead innovative systems change initiatives, and offer expert advisory, financial and property services to help existing social enterprises scale and grow.

In six years, White Box has helped enable more than 1.2K new jobs, incubated four social enterprises, raised \$52M in blended finance for job creation projects, and partnered with the federal government to deliver Australia's first Payment By Outcomes trial for jobs-focused social enterprises.

White Box is determined to see an Australia where anyone who wants a job, can access one.





STAY IN TOUCH.

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