



IMC PITCH PRESENTATION

The Current Situation

Favourable for your business expansion and transformation,
But a **fiercer competition** in the future.



Political

There was a tender shift in Australian public perception of refugees following the Ukraine crisis (Wyeth, 2022).



Social

Over the next five years, café and catering operators will likely have opportunities to ethical consumerism (IBISWorld, 2021).



Economy

Revive after the lockdown = spend more on eating (Hannam, 2022).
Tourism expected to grow, and more mining and industrial firms pursuing new projects (IBISWorld, 2022).



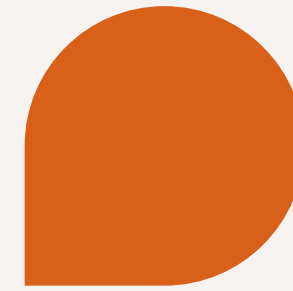
Businesses

As businesses attempt to motivate employees to shift away from working at home, ASRC Catering can entice employees back to office and grant employees a greater sense of place.

What value

ASRC Catering can offer

As a social enterprise with humanitarian employment and providing 100% vegetarian food, you could offer your target audiences achievability on social impact, connected perception and an authentic multicultural experience, and could assist your business audience in establishing a positive public image.



Audience

CAFE



Individuals in the Melbourne CBD, Fitzroy and Collingwood areas.

- *Local business professionals*
- *University students*
- *Local families who value vegetarian food*

- Value social responsibility
- Concern healthy issues
- Channels: LinkedIn, Facebook, Instagram, Twitter

CATERING



- *Melbourne corporate businesses and government organisations of more than 50 people*
- *Melbourne Universities*
- *Melbourne Events businesses*

- Require catering for various events or meetings
- Diverse set of dietary needs
- Value social impact, cost and reliability
- Channels: LinkedIn, Google reviews, Word of mouth



45 YEARS OLD

CHILDCARE ADMIN

FITZROY

\$62,000/YR

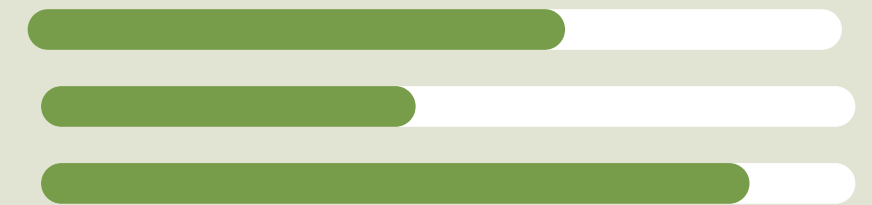
A mother who loves to order ethnic catering food for large family events like gatherings, weddings, birthdays, holidays and anniversaries. She values making connections with others and likes dining out with her family as a group.

VALUES

- Buying and eating ethically sourced foods
- Supporting local businesses
- Connecting with others

MOTIVATIONS

- Social
- Sustainability
- Family



Bhavna

"I love how ASRC Catering provides me and my family delicious vegetarian food for any occasion."

FRUSTRATIONS

- Establishing a positive and responsible public image
- Finding nutritious and delicious plant-based foods

PERSONALITY

- Altruistic
- Idealistic
- Overcommitted

MEDIA CONSUMPTION

- Netflix, Disney+, Hulu
- 9News, A Current Affair
- Instagram, Facebook, YouTube, Broadsheet, GoodFood, SBS

Audience Profile – Family event planner





50 YEARS OLD

RETAIL STORE OWNER

NORTH COTE

\$75,000/YR

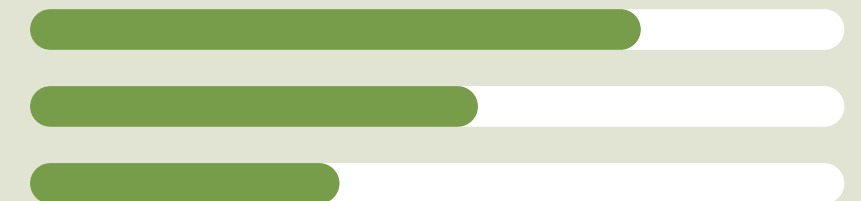
Likes to shop at vic markets, loves food and eating out, enjoys seeing friends on weekends, has a partner but no kids, environmentally conscious but not overly active, gets home pretty late (8-8:30) and rarely has much time to cook, donates clothes and items to charities.

VALUES

- Appropriate treatment for people seeking asylum
- Being environmentally conscious
- Experiencing multiculturally diverse cultures

MOTIVATIONS

- Creativity
- Achievement
- Growth



Ben

"Ordering from ASRC Catering allows me to contribute to a cause that helps people seeking asylum."

FRUSTRATIONS

- Critical of state and federal government
- Thinks catering is pretty same same

PERSONALITY

- Curious
- Artistic
- Easily bored

MEDIA CONSUMPTION

- ABC News, The Age, news.com
- Netflix, Stan, Apple
- Twitter, Facebook, Instagram, Broadsheet, Westsider, SBS

Audience Profile – Socially Conscious Foodies





35 YEARS OLD

HR COORDINATOR

COLLINGWOOD

\$150,000/YR

Lily has a Master's degree from the Business school of the University of Melbourne. Now she works as a HR coordinator, and is devoted to her job, attentive, and kind-hearted.

VALUES

- To help others in need
- To embrace multi-culture
- To build a better society
- To have a healthy lifestyle

MOTIVATIONS

- Inner value
- Health
- Experience



Lily

"While ASRC Catering provides me with a healthy diet, they also allow me to help others in need."

FRUSTRATIONS

- Experiencing authentic culture, not the surface
- Contributing to the society efficiently

PERSONALITY

- Caring
- Inclusive
- Friendly
- Supportive

MEDIA CONSUMPTION

- Netflix, Youtube, Hulu
- Instagram, Facebook and Twitter
- ABC, SBS, The Conversation, Australian Independent Media Network, Broadsheet, SBS

Audience Profile – Cafe Goers





> 50 STAFF

TRANSNATIONAL

MELBOURNE

FLAT

Ded Corp. is an international trading company based in Melbourne with a diverse workforce who have different dietary preferences, aged 25-60. They often need catering for conferences, shareholder meetings, and corporate events.

VALUES

- To contribute to the society
- To embrace multi-culture
- To have high quality food, less concern

MOTIVATIONS

- Experience
- Quality catering
- Positive Image



Ded Corp.

"ASRC Catering not only provides us with high-quality catering, but also helps us build a more active and responsible social image."

FRUSTRATIONS

- Establishing a positive and responsible public image
- Having catering with high-quality food

PERSONALITY

- Excitement
- Sincerity
- Competence

MEDIA CONSUMPTION

- LinkedIn
- Website
- Google reviews, Timeout Broadsheet

Audience Profile – Corporate



Communication Problems

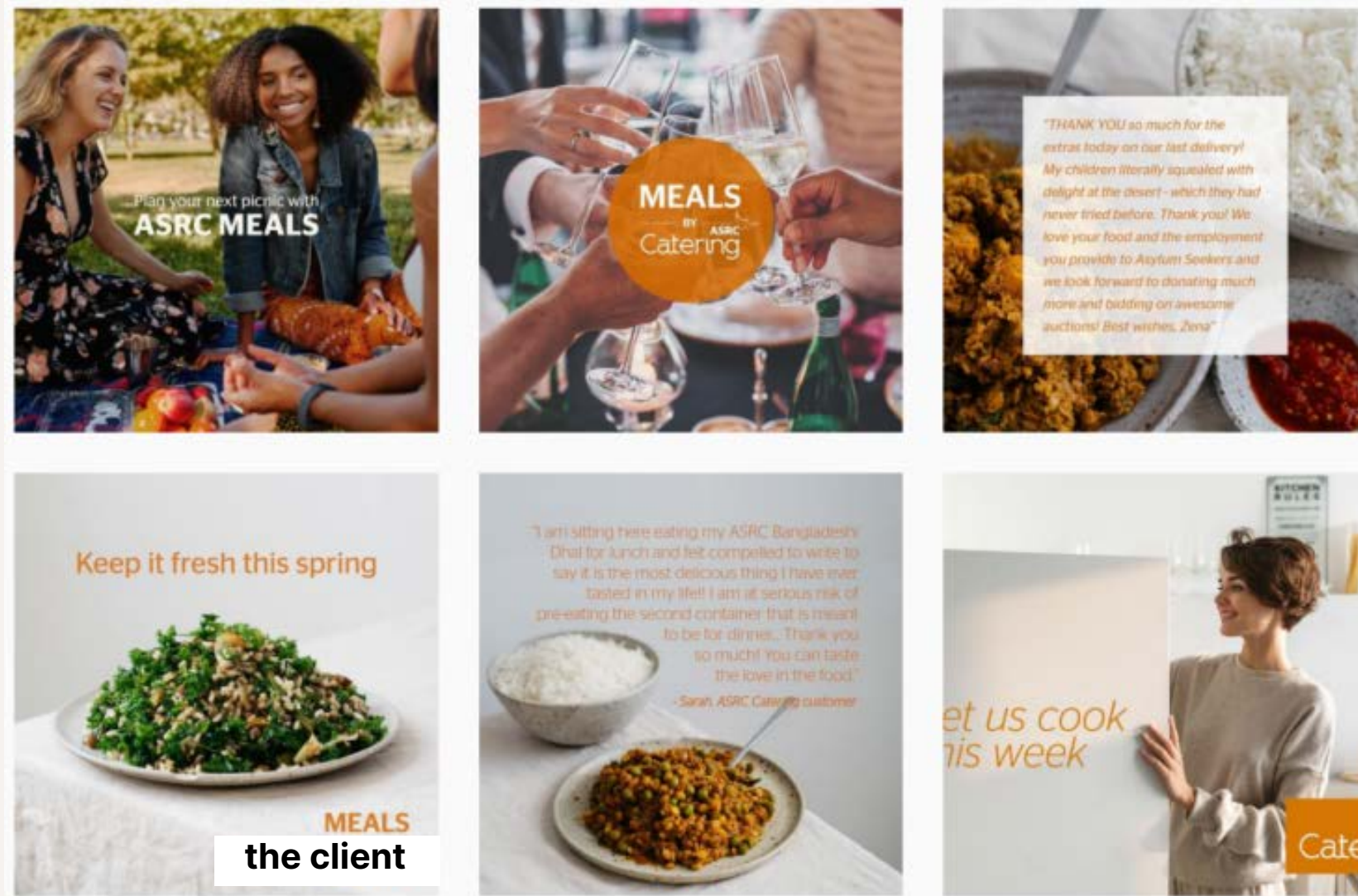


COMMUNICATION CHANNELS

- The **paid media** may not be fully utilised.
- More **offline** communication channels or campaigns can give you more benefits.

PROMOTIONAL CONTENT

- The **potential of shared channels** may not be fully leveraged when promoting as a brand.
- **Consistency** in communications could be improved
- The opportunity of creating **human-centric and authentic** messaging is missed.
- ASRC catering may not provide enough **visuals** and lack **synergistic branding**.
- **Differentiation** from **the client** not always clear.



Objectives

Measured by:

Surveys and Social listening



Increase awareness for your catering and cafe offerings among target audiences **within 3 months.**

Sprout Social and SentiStrength



Increase engagement across all social media and raise positive mentions **over a period of 6 months.**

Campaign Monitor



Increase mailing list signup in 6 months.

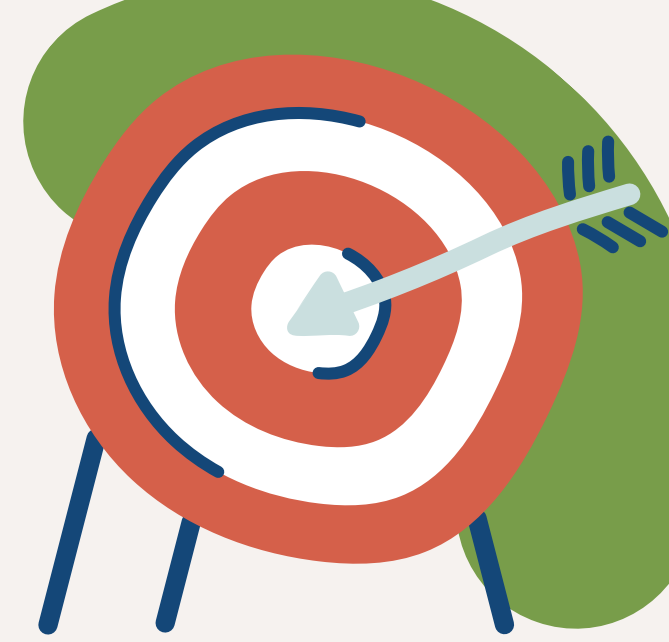
Google Analytics



Increase website traffic in 6 months.



Strategy

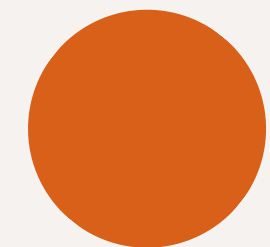
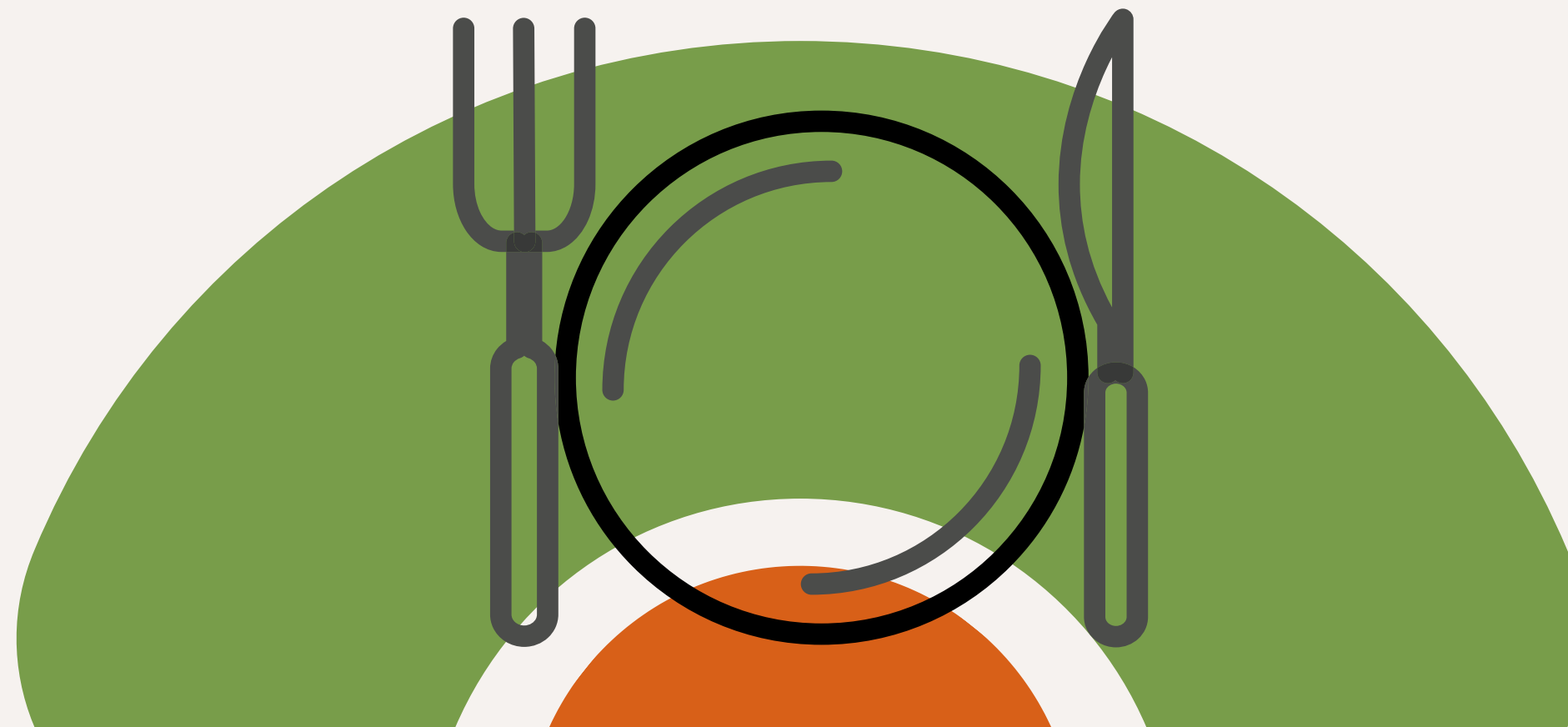


We will **refresh** your social media and website with an emphasis on **humanising** the brand, **building relationships** with potential customers and local businesses through **strong narratives** that **illustrate** your brand values, allowing people to form better **emotional connections** with you

Big Idea

"Taste with Impact"

Highlight the taste and the impact of your food, as well as the impact the target audiences have when they support you.



Tactic 1: refresh social media and website

Facebook



click profile can see ins story

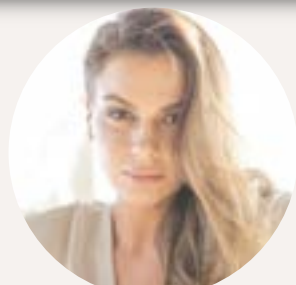
link to web page

Instagram



interaction with users

@ cooperative partner
liked by influencers
ins hashtag





sproutsocial

ASRC Catering Publishing

- Calendar
- Sprout Queue
- Drafts
- Needs Approval
- Rejected
- Campaigns
- Find Content
- Asset Library
- Instagram Notifications
- SproutLink in Bio
- Post via RSS
- Failed Posts

← Today → **Week of June 1, 2022** [List] [Week] [Month] [Share] [Filters]

Post Volume

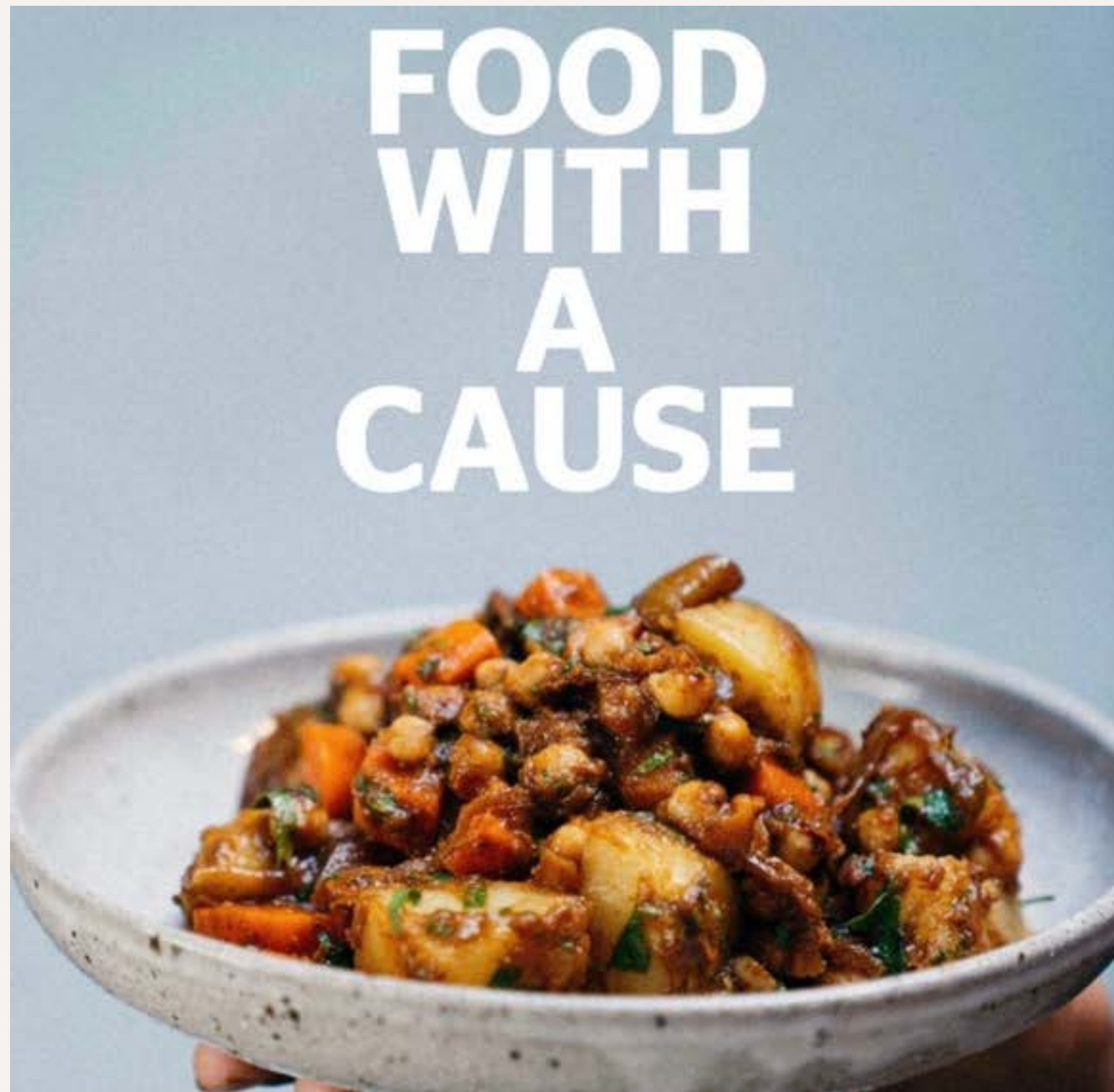
Day	Post Volume
Wednesday 1	3
Thursday 2	1
Friday 3	1
Saturday 4	2
Sunday 5	0
Monday 6	1
Tuesday 7	0

Day	Post 1	Post 2
Wednesday 1	<p>12:55 pm</p> <p>@asrc_catering</p> <p>Celebrating your #good time with us? Come on and check out ASRC Catering.</p>	
Thursday 2	<p>12:42 pm</p> <p>asrc_catering</p> <p>Another warming testimonial from a #happy customer having good time with ASRC Catering.</p>	<p>12:42 pm</p> <p>asrc_catering</p> <p>Hi, we're ASRC Catering 🍷 We wanted to take a moment to reintroduce ourselves...</p>
Friday 3	<p>12:20 pm</p> <p>asrc_catering</p> <p>Her story for #freedom is a celebration of ASRC Catering power.</p>	<p>1:10 pm</p> <p>ASRC Catering</p> <p>Hi, we're ASRC Catering 🍷 We wanted to take a moment to reintroduce ourselves...</p>
Saturday 4	<p>12:23 pm</p> <p>ASRC Catering</p> <p>Sit at the table advocating for Human Rights with us. #FeastForFreedom</p>	<p>12:40 pm</p> <p>asrc_catering</p> <p>Join our ASRC Catering kitchen Hand & Deliver Driver. #work with us</p>
Sunday 5	<p>11:23 am</p> <p>asrc_catering</p> <p>Heating to visit our Spice corner now !!! Check out the range https://nishd.sds Hu w23ns</p>	<p>12:20 pm</p> <p>ASRC Catering</p> <p>We have some new-mouth-watering menu additions that we can't wait for you to try.</p>
Monday 6	<p>12:01 pm</p> <p>ASRC Catering</p> <p>Launch your team building session with ASRC Catering and bring the team back to the #office.</p>	

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SUN	MON	TUE	WED	THU	FRI	SAT		
			1 National Reconciliation Week		3	4		
								
5	6 	7	8	9	10 	11		
12	13 	14	15	16	17 	18 		
19 Refugee Week		20 	21 Winter Solstice		22	23	24	25
								
26	27 	28	29	30				

Website refresh



ASRC Catering

Welcome to ASRC catering and be part of our family. Get special offers and more information.

[SIGNUP](#)



Tactic 2: Share the impact



ASRC CATERING
SHARE THE IMPACT

Everyday 2-3pm July-August
Bring a friend, Buy one coffee,
Get one free

asrc_catering
IMPACT
CAFE

PAY IT FORWARD ➔

www.catering.asrc.org.au

8:18 93%

Instagram

Catering ASRC Catering

ASRC CATERING
SHARE THE IMPACT

Everyday 2-3pm July-August
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asrc_catering
IMPACT
CAFE

PAY IT FORWARD ➔

www.catering.asrc.org.au

21 likes
ASRC Catering

**CAFE
IN FITZROY**

ASRC

O 
CATERING **VEGETARIAN**

**PURCHASING
IS
HELPING PEOPLE
SEEKING ASYLUM**

ASRC Catering Cafe
making impact & healthy

XXX%

Discount for the next one

**OPEN IN JULY
SOON**

**TASTE
WITH
IMPACT**

**CRAVING
SOMETHING
SWEET?**

**BUY
FOR THE
NEXT**




ASRC Catering
Cafe

taste with impact

**TASTING
HELPING & HEALTHY**



TRY IN JULY

INS: ASRC_Catering
Facebook: ASRC Catering



FRESH & HEALTHY

The food we offer is 100% vegetarian, with plenty of choice for vegans and people with dietary requirements.

VEGETARIAN



5



CAFE ASRC CATERING



SCAN THE QR CODE TO
KNOW MORE ABOUT
ASRC CATERING

6

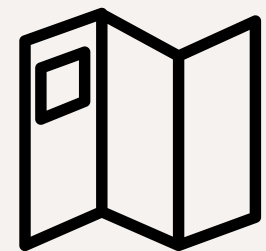
Have your Impact
Journey with ASRC
Catering Cafe

ASRC CATERING CAFE

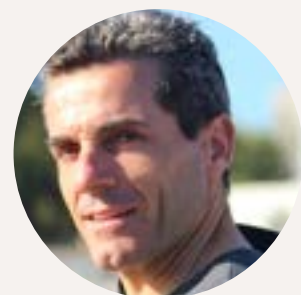
Share the Impact



1



Brochure to distribute to local businesses and people



ABOUT ASRC CATERING

ASRC Catering offers global food experiences, with heart. We're more than a catering company; we are a social enterprise of the Asylum Seeker Resource Centre that exists to create pathways to employment for people seeking asylum.

CONTACT

ASRC CATERING, 321 ST GEORGES ROAD, FITZROY NORTH, VIC. 3068
+61 3 9939 6320

 @ASRC Catering

 @ASRC_Catering



SHARE THE IMPACT

You can bring a friend between 2-3pm everyday and receive a second coffee free.

OFFER A FAVOUR BUY FOR THE NEXT

When you choose ASRC Catering, you enable us to provide social and economic empowerment for people seeking asylum.

SHARE THE IMPACT

2

3

4

Ambassadors



Followers 301K

Melissa Leong

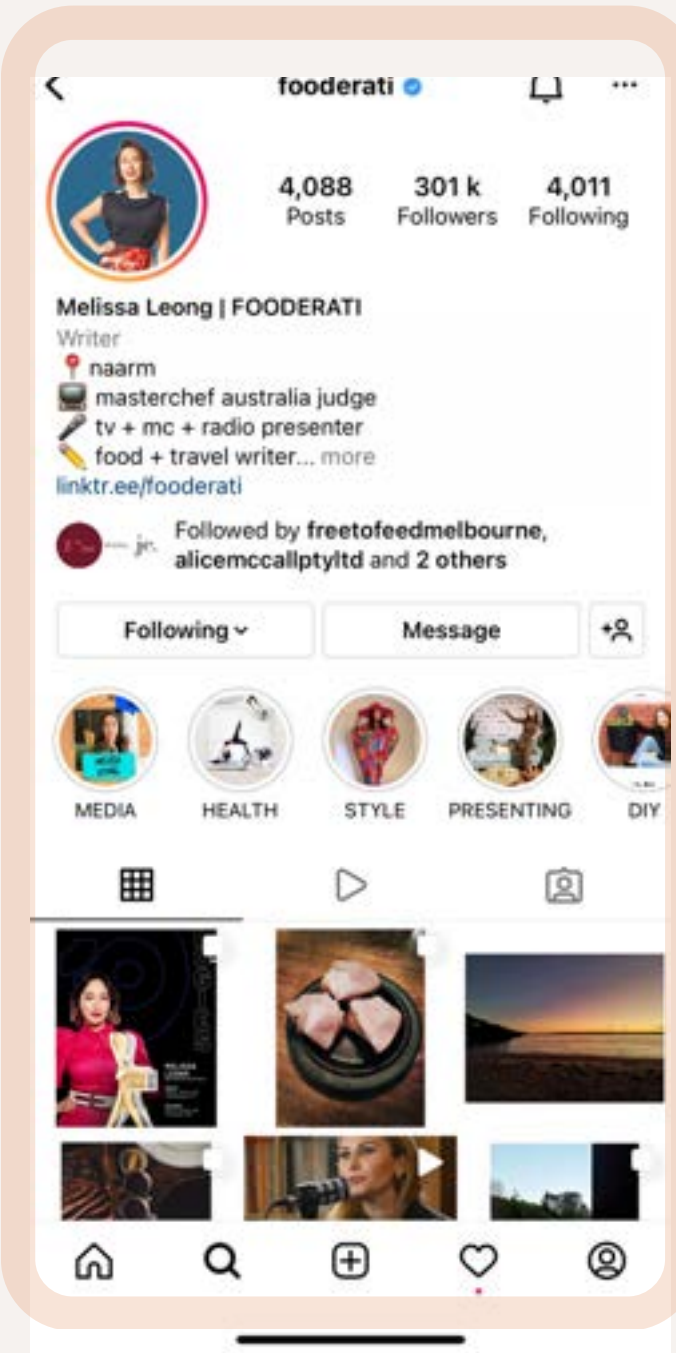
- TV & Radio Personality
- Freelance food critic
- Writer

ADVANTAGES

- 1) Very well known publicly and in the food industry
- 2) Vocal about racial and sexist issues in society
- 3) Melbourne based

DISADVANTAGES

- 1) Already an ambassador for lexus and lancome
- 2) Not sure how much she costs



Followers 61K

Amina Elshafei

- TV chef
- Paediatric nurse

ADVANTAGES

1. Ages as a mom (similar to TA)
2. Multicultural background
3. Masterchef AUS
4. Welcome for collaborations

DISADVANTAGES

1. Lives in Sydney
2. Lower followers



"Share the Impact" Businesses



ARCHIE'S





THE GREENS

WHO THE GREENS ARE?

A left-wing political party based on four key principles:

- Ecological sustainability
- Grassroots democracy
- Social justice and peace
- Non-violence

As of the 2019 federal election, they were the third largest political party by vote.

WHAT THE GREENS DO?

They support **social progressivism and advocate** for numerous social issues, such as the right to seek asylum, which ties in with your values.

WHY THEY FIT

Their large reach will also **increase your brand awareness** among like-minded audiences.



FIONA PATTERN

FIONA PATTERN

An Australian politician and the leader of Reason Party.

FIONA PATTERN & ASRC CATERING

- She has been credited with achieving various social reforms in Victoria; awarded the 2020 “Australian Humanist of the Year” for her achievements revolving around many issues of concern to humanists.
- Her humanitarian nature makes her a strong fit for you.

Tactic 3: Soft Launch-Impact Cafe

Notable invitees:

The Age

- Bianca Hall: City Editor & senior writer + podcast Co-host (social buzz)

The Guardian

- Adeshola Ore: Victorian state reporter (community)

ASRC Catering Ambassadors

- Melissa Leong (food)
- Amina Elshafei (food)

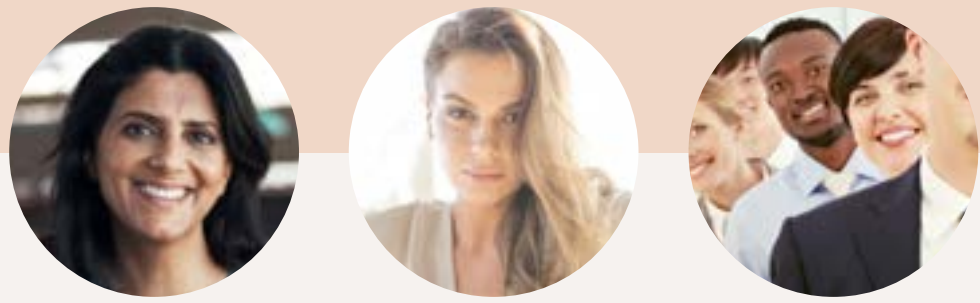


Goodfood

- Sofia Levin: Food & travel journalist (food)

SBS

- Cher Tan: Editor (culture & social buzz)



The Westsider

- Jye Barclay: Photographer (culture & social buzz)

TimeOut

- Rushani Epa: Food and drink editor & Magazine Founder (culture & social buzz)

Broadsheet

- Independent freelance writer for cafes (food)

Community Support

- St. Vincent's Public Hospital - Fitzroy Branch: Tertiary public healthcare service, providing a range of medical and surgical services (community)
- Rose Street Market: Weekly market that showcases Melbourne's best art and design talent (community)

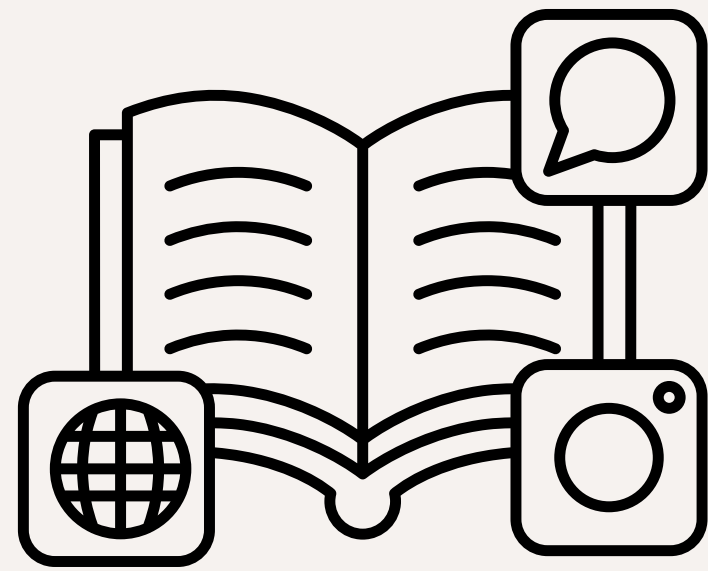
Local Business

- Restaurants: The Rainbow Hotel
- Cafes: Archie's All Day

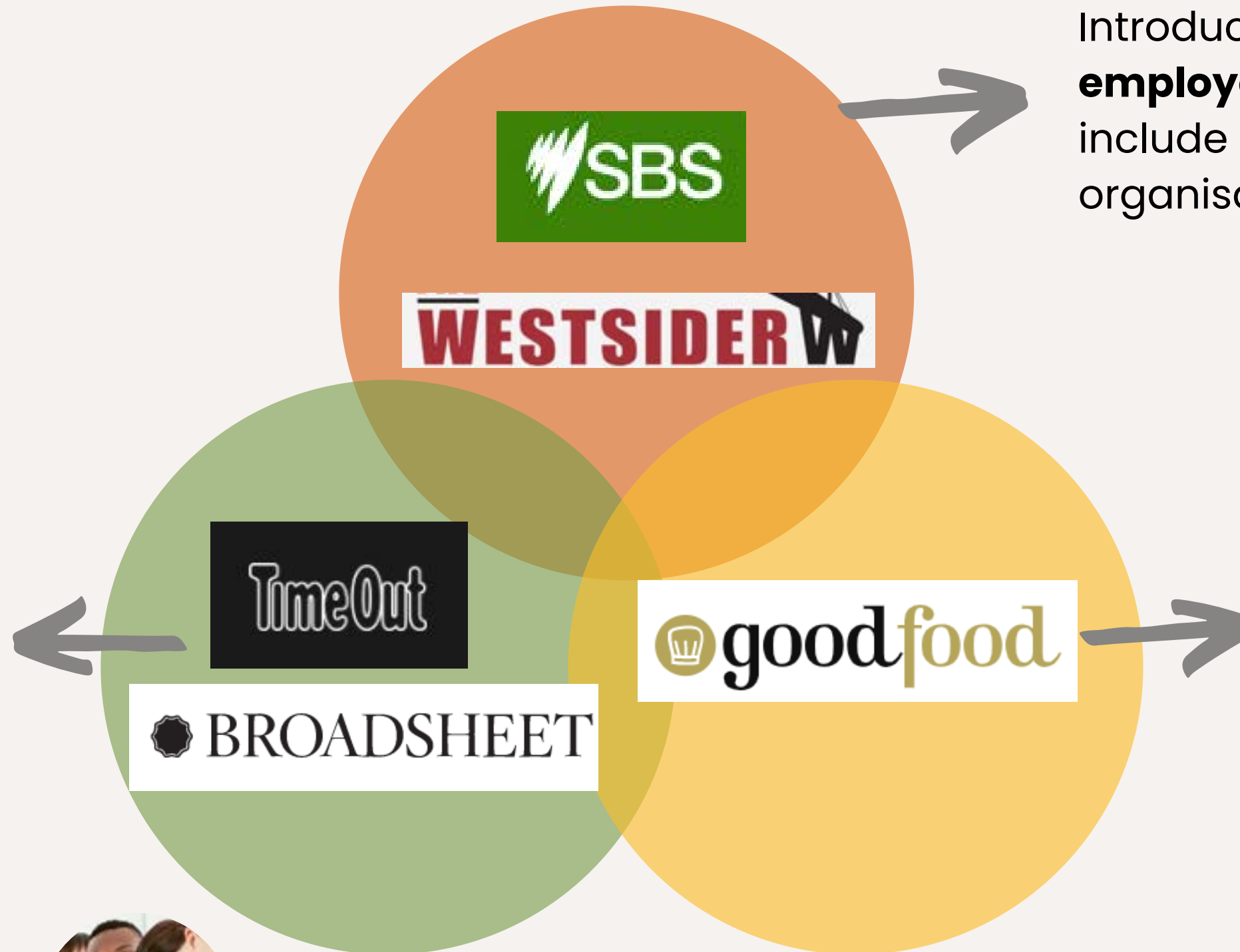
VIP mailing list. 50 people max.



Earned Media

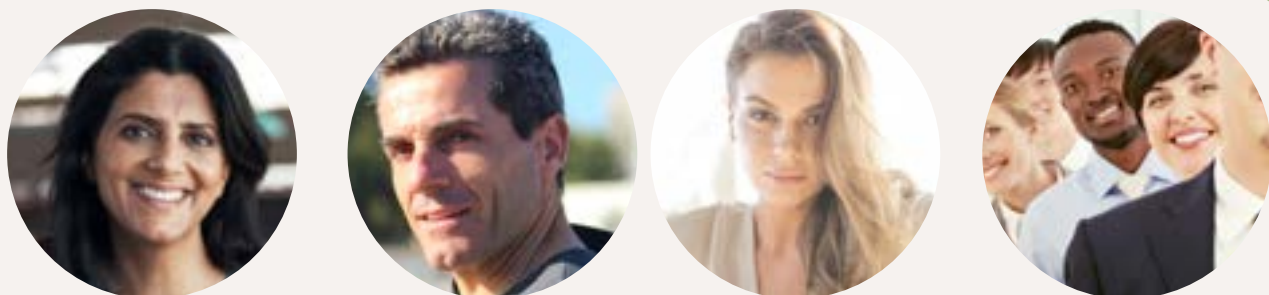


Introduce the **story behind your employees and your food**, also include the meaning of the organisation and your impact.



Introduction about **your new café**, including bring a friend and pay it forward offerings. Include when it will open, what the specials in the restaurants are and what your mission is.

Talk about the **taste of food/recipe/ingredients** from your catering business, and **your impact**.



Press pack

ASRC CATERING IMPACT CAFE

Address: 321 St Georges Road,
Fitzroy North, 3068
Office line: +61 3 9939 6320,
Email: catering@asrc.org.au



WWW.CATERING.ASRC.ORG.AU



ABOUT US

We offer warm culinary experiences with heart. More than that, we are a social enterprise that helps asylum seekers and creates employment opportunities for them, which is the corporate goal of us. We offer a 100% rich vegetarian menu, provided by the people they support while reflecting the rich and diverse culture of their different regions. We create meaningful opportunities and employment pathways for people seeking asylum as social enterprises. In supportive and professional environments, participants gain direct experience of the Australian workplace, with training that improves their longer-term employability.

OUR SERVICE



SOFT LAUNCH INVITATION

DATE & TIME: July 22, 2022 11:00AM
LOCATION: 321 St Georges Road, Fitzroy North, 3068

Please join us to celebrate the soft launch of our newly opening cafe - Impact Cafe - before anyone else in Melbourne. We are excited to unveil what we have been working on and to showcase our employees' hard work.

RSVP by June 20



MARKET STATS

REFUGEE INCREASE
30
% employed

PEOPLE
7,015
www.asrc.org.au

FOOD PACKAGES
36,252
distributed to refugees in Victoria

CUSTOMERS
9,000
Purchased in the last 12 months

IMPACT CAFE



SOCIAL MEDIA



WWW.CATERING.ASRC.ORG.AU

CLIENT'S FEEDBACK

"I am sitting here eating my ASRC Bangladeshi Dhal for lunch and felt compelled to write to say it is the most delicious thing I have ever tasted in my life!! I am at serious risk of pre-eating the second container that it is meant to be for dinner...Thank you so much! You can taste the love in the food" - Sarah, Our customer

"It was a delight to use a service that is not only reasonably priced but that provides employment opportunities for so many refugees" - Terry

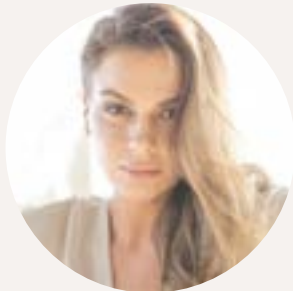


TASTE WITH IMPACT

PUBLICATIONS



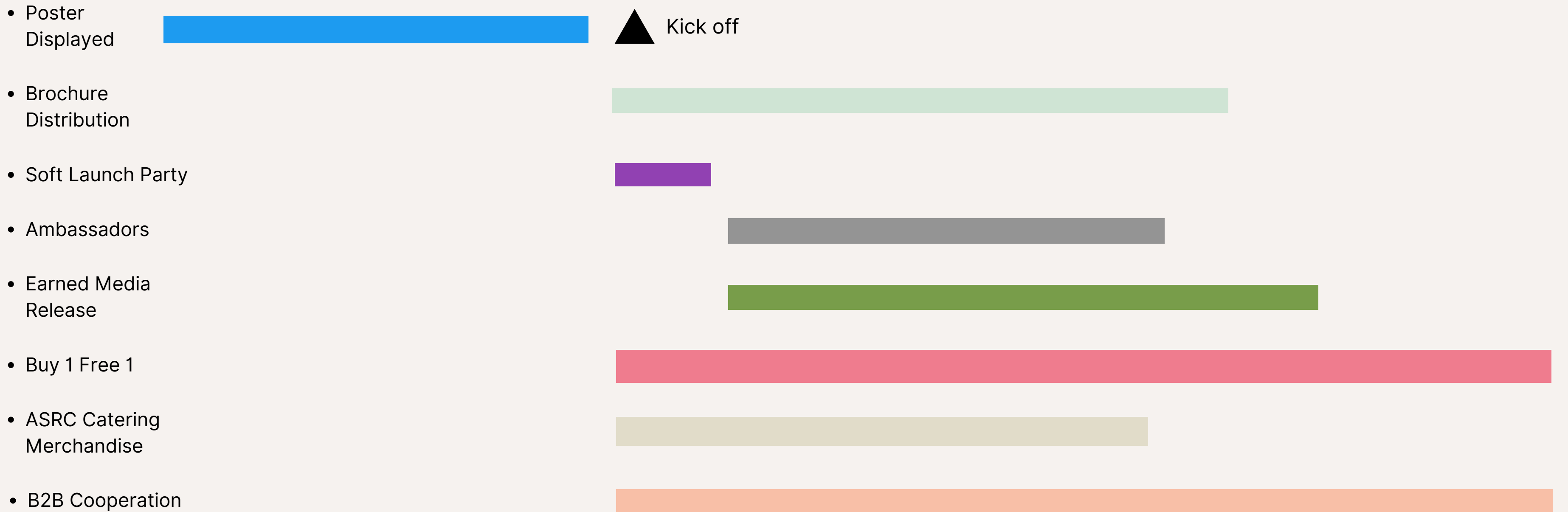
Merchandise



Timeline



June Week 1	June Week 2	June Week 3	June Week 4	July Week 1	July Week 2	July Week 3	July Week 4	July Week 5	August Week 1	August Week 2	August Week 3	August Week 4
6.1-6.8	6.9-6.16	6.17-6.23	6.24-6.30	7.1-7.7	7.8-7.14	7.15-7.21	7.22-7.28	7.29-8.4	8.5-8.11	8.12-8.18	8.19-8.25	8.26-9.1



	Item	What is it?	Cost breakdown	Total Cost
B	Free Coffee Earned media B2B collaboration	The free coffee offering, media release and B2B collaboration as part of Tactic 2, Share the impact	Per coffee \$0.8, for 12 weeks = \$672. Offset by paid for coffee. The 20% off pay-it-forward coffee is also offset. Fitzroy learning network & St Vincent's Health Australia & The Rose Street Market Time out, Broadsheet, Good Food, SBS and The Westsider	\$0
	Sprout Social	A robust and cohesive social media business solution - Tactic 1	1 month free trial; Professional Plan: US\$149=A\$213/month* 2 months = \$426	\$426
D	Tri-fold DL Brochures	To distribute to local businesses and residents as part of Tactic 2	Price per unit: \$0.13, quantity: 5000 (Vistaprint)	\$620.8
G	A3 Posters for in-store	To put up in store, Tactic 2	Green one to put up \$8*10=\$80; Orange one for distributing \$0.05 * 3000= \$149 in Recycled paper (Vistaprint)	\$229
E	Influencer cost	To increase awareness for the new cafe, as part of Tactic 2 and 3	Instagram Influencer pricing: \$10 per 1000 followers (Johnson, 2020) Melissa Leong: 301K followers, 2 posts; Cost: \$5540; Amina Elshafei: 61K followers, 3 posts; Cost: \$1830	\$7370
T	Merchandise	For Tactic 2, To further the reach and impact of share the impact	100 Mugs: \$3.82 customized full color 11 oz. (DiscountMugs), cost \$382.5 200 Tote bags: \$3.69 per product (Vistaprint), cost \$ 738 Custom Sheet Stickers' (200 Circle+80 Square)cost \$ 189 (Vistaprint)	\$1309.5
	Total Cost			\$9955.3
	Soft launch party	For cafe kickoff, as apart of Tactic 3	Press Pack: 8.5"* 14", full color, 100, cost \$187.22 (PsPrint) Table place cards with Name: 50*\$1.72=\$86 (Placecards) 4 hours*10 Staff=\$45*3*10=\$1800; CATERING Package: 50*\$51.8=\$2590 Gift package(1 tote+1 mug): 50* (\$3.69+\$3.82)=\$375.5	\$5038.72