

CONNECTION

EDUCATION

SUPPORT

ANNUAL REPORT 2024–2025



Local Impact
Powering community lines

Local Impact acknowledges the traditional owners and custodians of the land we work on. We acknowledge the Aboriginal and Torres Strait Islander people and their ongoing connection to land, sea, and community. Their sovereignty was never ceded. We pay our respects to the Elders past, present, and emerging. Local Impact promotes culturally safe spaces and inclusive environments for all customers, participants and staff.



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Chair's report



Pen this Chair's report as the new Chair of Local Impact, a position I am honoured to hold after taking over from our dynamic inaugural Chair, Wal Wiersma. Wal has guided us through the formation and early years of our organisation and has set us up well for the next stage. His stewardship helped build a team of passionate staff and volunteers, foster relationships with key funding partners and stakeholders, and guide the board and team in shaping our purpose.

As the incoming Chair, I will continue his vision and passion as Local Impact takes its place as one of the most influential community organisations in Melbourne's West. To date, we have been largely known for the programs that we have delivered or supported, such as the Community Bike Hub, The Westsider and our Money

Mentor Program, which have positively impacted thousands of our residents. Through these initiatives, community members have developed a new skill such as bike maintenance, improved their financial literacy or found their voice as a citizen journalist. This is just the beginning of our ambition.

Our stated purpose is to "To build community resilience and sustainability by strengthening organisations that make a difference in Melbourne's West". But we don't just mean grant or seed funding and the odd marketing post. This is at our core, and it starts at the beginning. By understanding what our community needs, how these needs are currently being met or where the gaps are, we will begin to realise our purpose, which will benefit our whole community.

We know many individuals, social enterprises and community organisations are doing great things. We want to help strengthen these organisations from the inside out. This will enable them to do more of what they do to elevate our community and make this an even better place to live, learn and work. Among community organisations, there is currently so much duplication of effort, huge compliance burdens, red tape creating

barriers to success and the struggle of surviving from grant to grant. This detracts from what they set out to do: make our community better.

By realising our vision and empowering these organisations to succeed, our whole community benefits.

Our CEO, Andy Moutray-Read, has assembled an amazing team to turn this vision into a reality, and on behalf of Wal and the other members of the Committee, I would like to thank him and the team for their tireless work, dedication and most importantly, their passion for the West. The leaders of our core streams and programs, including Money Mentor, The Westsider and The Community Bike Hub, have all had a huge year, and I would like to congratulate them on these successes, which you can read more about in this report.

I would also like to take the opportunity to thank the other members of our Committee who volunteer their time to steer Local Impact to realise our shared vision.

Our ambition is great. Will you share the journey with us and help us drive more Local Impact? 

Sarah Franklyn
Chair of Management Committee

CEO's report



write this report as momentum is building at Local Impact.

We have grown quickly from inception as Inner West Community Foundation in 2019, with a purpose to power community ideas, and those ideas are now developing into large entities.

The Community Bike Hub is now in four locations across the west, providing access to cycling through donations, education and support.

We supported the growth of The Westsider who, this year, co-hosted the Local Independent Newspapers Association (LINA) national conference in Melbourne, and recently launched Westsider Radio.

We developed the Money Mentor financial literacy program and have since delivered it to schools and community organisations across Victoria, with interest now coming from interstate.

We partnered with Two Square Pegs to deliver the TO-LEAP social enterprise start-up program to residents of North Melbourne and Flemington public housing.

On each occasion, Local Impact has provided support services such as bookkeeping, marketing, social media, grant writing, strategy workshops and governance. We are now providing these services to start-up social enterprises and local community organisations.

While it is great to see these grow and deliver impact, we continually review, reflect and refine our organisation to ensure we are utilising our expertise and resources to maximum effect.

I've been fortunate to make valuable connections with some incredible organisations across the world. At the 2023 Social Enterprise World Forum I met Social Enterprise in Scotland (SEiS) and in 2024 I spent a week travelling through Scotland meeting many social enterprises, funders, intermediaries and foundations delivering local solutions to familiar challenges we see in Australia.

It became clear we could refine the direction of Local Impact to better reflect the strengths of our team and the needs of the community.

In reviewing our strengths, we recognise our strong connections and proven success in delivering impactful programs.

This includes three thriving social enterprises, Community Bike Hub, The Westsider, and Local Impact, each supported by the invaluable partnership of Community Bank Seddon, a social enterprise itself.

Fostering social enterprises requires significant time, money and resources. Rather than identifying unmet needs

and creating new enterprises, we help build capacity within existing community organisations doing great work in Melbourne's West, enabling them to deliver greater benefits to their communities.

We serve as a conduit between major funders and community organisations, attracting funding from government, philanthropic foundations and corporate sponsors. We've developed training and education programs, brought communities together through events, and provide bookkeeping and grant writing support to strengthen community organisations.

We have become a place-based intermediary.

Welcome to Local Impact 2.0!

As the intermediary for Melbourne's West our purpose is: "To build community resilience and sustainability by strengthening organisations that make a difference in Melbourne's West."

We will deliver our purpose through Connection, Education and Support.

We have developed a robust strategy and a three-year plan that begins with researching community needs, co-designing community-led solutions, and then supporting organisations in their delivery.

I look forward to sharing our journey with you. 

Andy Moutray-Read
CEO

Bridging people, purpose and place

We've been part of the fabric of Melbourne's West since 2019, building trusted relationships and delivering initiatives that make a lasting difference. As a certified social enterprise, Local Impact has evolved into a place-based intermediary—rooted in community and creating connections that will help shape our region's future.

Our vision is to strengthen local ecosystems where community organisations can move from simply surviving to achieving real, lasting growth. We're deepening our role as a local connector who understands the character of our place,

its opportunities, challenges and changing needs. This local insight, built over more than two decades, helps us create connections that are both strategic and grounded in reality.

Our aim is to expand our ability to bring people together and spark collective action. We're undertaking community-led research to better understand the local landscape and convening diverse partners—government, philanthropy, business, education, and community groups—around shared priorities, ensuring local voices shape the solutions needed to drive change.

Our role as connector will continue to grow through collaboration. By providing professional services, capacity-building support and education, we help mission-driven organisations focus on their purpose while strengthening the operational foundations that keep their work going.

As a place-based intermediary, we are committed to ensuring Local Impact is well positioned to respond to emerging opportunities, bring resources together effectively, and strengthen the networks that will sustain Melbourne's West for years to come. 



OUR PURPOSE

To build community resilience and sustainability by strengthening organisations that make a difference in Melbourne's West.

OUR VISION

A thriving, sustainable, well-connected, and resilient Western Melbourne that proudly showcases its diversity and strength.

OUR MISSION

To deliver meaningful connections, impactful education, and professional support services that strengthen our community.

Our pillars

Local Impact builds community resilience and sustainability through three interconnected pillars: Connection, Education and Support.

By addressing community needs holistically, we create meaningful opportunities and sustainable outcomes that strengthen organisations and our community fabric.



CONNECTION

We create spaces where community leaders, organisations, and businesses come together. Through events, gatherings, and networking opportunities, we build relationships that strengthen our community and spark collaboration.

EDUCATION

We design practical learning programs that equip people with essential skills and knowledge. From financial literacy to governance, social enterprise to fundraising, our education initiatives create pathways to opportunity and economic participation.

SUPPORT

We provide professional services that help community organisations operate effectively. Our services—including bookkeeping, human resources, marketing, grant writing and strategic guidance—enable mission-driven leaders to focus on what matters most: creating impact. 

Connection

WHY connection matters HOW we work

When community organisations work in isolation, their impact is limited. By connecting organisations, facilitating knowledge sharing and building collaborative networks, we unlock collective strength that creates lasting change across Melbourne's West.

WHAT we do

We link organisations, people and resources to extend and strengthen existing work across the community. Our research-informed, collaborative approach includes:

- Researching community needs and analysing outcomes

- Identifying and partnering with key organisations
- Convening leaders through facilitation, co-design, and strategic events
- Deliver strategic planning, governance, and social enterprise solutions alongside resources for funding, expertise, and IT
- Creating systems for data collection and impact measurement
- Help create place-based community hubs as centres for collaboration

Local Impact brings community organisations together through strategic events, communications, and networks that facilitate the sharing of knowledge and resources.

CREATING SPACES FOR COLLABORATION AND COLLECTIVE IMPACT

Strong communities are built through meaningful connection. By bringing together the organisations that make a difference in our community, we can enable our leaders to learn and understand broad community needs and challenges, while collaboratively developing solutions.

Communities hold the solutions to their own challenges. Through meaningful connection and facilitation, we help bring people together to solve problems collaboratively.

Our approach is intentionally place-based and partnership-driven. By collaborating with local partners and focusing on community priorities, we address real needs and create lasting, positive change. This approach helps build a stronger, more resilient community for all of us.

We create spaces for community leaders, organisations and businesses to come together. Through events, gatherings and networking opportunities, we build the relationships that strengthen

our community and spark collaboration, including Community Pitch Nights, TO-LEAP celebrations, and last year's inaugural Gather for Good. These events do more than facilitate networking—they spark meaningful conversations, enable idea-sharing and create pathways for collaborative action.

When organisations work together rather than in isolation, their collective impact multiplies—creating a stronger, more resilient Western Melbourne for everyone.

TO-LEAP graduation and showcase event 2024



Education

WHY education matters

Strengthening place-based organisations through education, learning networks and partnerships amplifies our community's impact and builds meaningful sustainability.

WHAT we do

Partnerships that scale impact

- Scope and assess community and organisational needs to identify learning priorities
- Codesign and develop learning programs, impact models and theories of change
- Run pilot programs with feedback and iteration, then grow these programs thoughtfully

HOW we work

We provide accessible learning pathways that strengthen the ability of organisations to access, design, deliver and evaluate high-quality education initiatives tailored to their communities.

Pathways to learning

- Light touch: provide existing programs that help our community build skills and networks
- Mid-point: use existing programs as a foundation to build deeper learning pathways for skills development
- Deeper dive: partner with specific organisations to codesign and build new delivery models

BUILDING PATHWAYS TO OPPORTUNITY

Education creates pathways to opportunity, economic participation and mobility. By empowering community organisations and individuals with practical skills and tools, we are strengthening capacity across Melbourne's West and building a more resilient, self-sufficient community.

We know that learning is most effective when it is tailored, accessible and relevant. Our education programs are hands-on and designed with flexibility in mind. Organisations or individuals can choose from existing programs of learning, or organisations can work with us to codesign more comprehensive programs that

develop new delivery models alongside the community. This approach ensures learning is nuanced, meets people and organisations where they are and supports them to grow at their own pace.

With sustainability in mind, our Impact Education strategy is also powered by partnerships. We scale impact by codesigning and delivering learning alongside Government, philanthropy, business, education and community sectors. To do this, we identify learning priorities and continuously refine programs through pilots, feedback and iteration.

Learning needs to lead to tangible outcomes

that support confidence-building, employability and entrepreneurship. We have built a range of programs including Money Mentor for financial capability building, funding workshops to help community organisations diversify their revenue streams, and supporting programs like TO-LEAP create pathways to entrepreneurship for migrants and refugees.

By strengthening the ability of organisations to design, deliver and evaluate their own high-quality education initiatives, our goal is to amplify community impact and build long-term sustainability within organisations across Melbourne's West.



Support

WHY support matters

Mission-driven organisations often lack the internal capacity to manage essential governance and back-office functions effectively. These critical areas are often overlooked or under-resourced as immediate community needs are prioritised. By providing professional services and our expertise, we empower impact leaders to focus on their core mission.

WHAT we do

We provide professional services that bolster capacity, helping community organisations operate more effectively. When organisations are growing, we temporarily fill critical gaps, and for smaller organisations that lack the capability or capacity, we step in to fulfil essential roles on their behalf. Our professional services include:

HOW we support

Local Impact Professional Services are designed to specifically meet the needs of not for profit and social enterprise organisations. We deliver sustainable and efficient support that addresses identified gaps in the market, ensuring community organisations have access to the local expertise they need.

- Bookkeeping and financial management
- Human resources support
- Operational and organisational management
- Marketing and communications
- Grant writing and fundraising
- Strategic planning and governance

BUILDING CAPACITY FOR SUSTAINABLE IMPACT

Not-for-profit and social enterprise organisations often work with limited resources, making it difficult to manage all operational needs in-house. Our professional services help bridge this gap, offering tailored, practical support that is accessible, affordable and sustainable.

We strengthen organisational capacity so that impact leaders can focus on what they do best—creating change in their communities. By providing expertise in areas such as bookkeeping, human resources, marketing, grant writing, and strategic guidance, we help

leaders direct their energy toward delivering impact rather than managing competing operational demands.

Over the past year, we delivered professional services in governance and strategy, bookkeeping, marketing, HR management and grant writing to several organisations in Melbourne's West. Responding to community needs, we expanded our offering to include a dedicated social media content creator to help organisations share their stories and highlight their impact more effectively.

Looking ahead, our team is dedicated to meeting the needs of the community. We've been proactively reaching out to other community leaders to identify gaps, and our conversations have revealed clear priorities: helping organisations achieve sustainability through efficient, affordable service delivery, mentorship and impactful storytelling. We also recognise that managing inconsistent funding is one of the biggest challenges facing not-for-profit organisations. If you're an organisation in Melbourne's West that needs support, please connect with us. 



Local Impact content creator
Harper Pestinger in action

Building a sustainable future



Financial year 24/25 was a transformative year for the Community Bike Hub. Our impact grew significantly as we invested in strategic expansion—not only increasing our reach in removing barriers to cycling, but deepening skills within our dedicated team. This enabled us to diversify our services and build a sustainable operating model for the future.

With growth comes program and infrastructure development. Thanks to ongoing support from Community Bank Seddon, Local

Impact, Westgate Neighbourhood Fund, and Maribyrnong and Brimbank Councils, we delivered outstanding projects. We constructed a community classroom at our West Footscray shop, offering weekly bike maintenance education. We also established the Brimbank Traffic School, an enormous undertaking now providing bike riding education to all community members.

We're proud of our team's growth and improved gender diversity among staff and volunteers, while remaining an accessible, welcoming community organisation dedicated to supporting those in need across Melbourne's West. 

Amy McArthur
General Manager
Community Bike Hub

We invested in strategic growth to not only increase our impact in removing barriers to cycling, but to deepen skills within our team and build a sustainable operating model for the Community Bike Hub's future.



Amplifying local voices



The last year has seen Inner West Community Media through a period of expansion and growth, garnering both international and national recognition for our work.

The Westsider newspaper now has over 200 volunteer writers, while Westsider Radio has enlisted 133 volunteers. We gained 747 online subscribers and printed approximately 95,000 copies of our monthly newspaper.

The Westsider's partnership with RMIT School of Journalism has rewarded us with several awards: two RMIT stories on Techno Park and Westgate Tunnel Project won Ossie Awards. We gained national recognition hosting LINA's annual summit in April, launching Westsider Radio at Kindred Studios.

Strong social media engagement saw Instagram grow to 10,525 followers and Facebook to 5,937. Thanks to Volunteers Victoria funding, we delivered successful podcast workshops for diverse community groups. 🎙

Kelly Kayne
Founder
The Westsider

Our partnership with RMIT won international Gold at the Global Youth Journalism Awards in Paris, while hosting LINA's national summit allowed us to launch Westsider Radio with local MPs, 150 journalists and publishers around Australia attending.



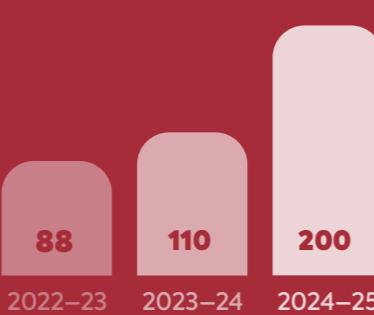
529

Stories written



200

Volunteer writers



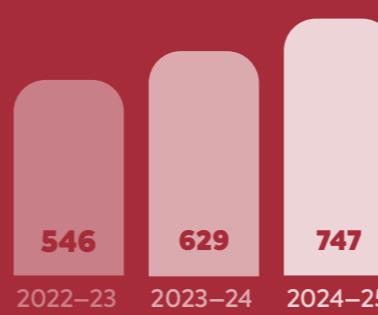
95 000

Papers printer



747

EDM subscribers



129 000

Page views



Powered by
Local Impact

Empowering financial futures



In June, I had the privilege of taking leadership of Local Impact's Money Mentor program, which equips young people with essential financial skills—vital when around 45% of Australians are considered financially illiterate (HILDA 2016, UNSW 2020).

Building on our strong foundation in inner west secondary schools, we've expanded across Victoria—from Bacchus Marsh to

Maffra—while strengthening our place-based approach, Train the Trainer model and partnerships to extend Money Mentor's reach into regional communities.

Looking ahead, growing interstate interest will drive investment in our Train the Trainer model to build capacity and ensure program sustainability. We're also expanding partnerships with social enterprises, businesses and NFPs to reach those experiencing financial vulnerability in the wider community.

This evolution reflects our commitment to creating meaningful, lasting impact where it's needed most. 

Aruna Venkatachalam
Head of Impact Education
The Money Mentor program

Money Mentor is building a more confident, financially capable community — empowering youth, women, new migrants, refugees, job starters and entrepreneurs to make informed financial decisions.



Turning vision into venture

Since 2023, Local Impact has partnered with social enterprise Two Square Pegs to deliver the Thriving Opportunity for Leadership, Entrepreneurship, Action and Projects (TO-LEAP) program, empowering residents in North Melbourne and Flemington to lead change in their communities through local leadership, enterprise and action.

Successfully completed in June 2025, TO-LEAP supported entrepreneurs living in social housing to launch new businesses while strengthening community connections. Funded by the Victorian State Government and City of Melbourne, we administered the program's grant component, providing comprehensive mentoring, training and

workshops tailored for emerging entrepreneurs.

The program awarded \$180,000 in grants, funding 27 diverse community projects over two years—from criminal justice initiatives and cooking classes to youth basketball, social groups and mental health support.

Through accessible funding, practical workshops, mentoring and networking opportunities, participants gained skills and confidence to succeed. The results are impressive: 100% of surveyed participants reported increased confidence, 93% launched enterprises, and over 85% of those businesses are now trading.

TO-LEAP's impact extends beyond initial participants. The success of the 2023 cohort

generated over 80 expressions of interest for 2024, resulting in 18 additional funded projects, demonstrating how community-led success creates powerful momentum for change.

Looking ahead, we're actively responding to the evolving funding landscape by expanding our grants education and support offerings. We'll deliver workshops with Maribyrnong City Council and other partners to help organisations diversify their funding sources. Our continued capacity building services—including bookkeeping, auspicing and grant writing—will empower organisations to thrive, building essential skills, fostering connections, and supporting community programs that create lasting impact. 



Launch of Gather for Good

In November 2024, Local Impact and Community Bank Seddon hosted the inaugural Gather for Good event at Footscray Community Arts, bringing together the West's vibrant social enterprise and not-for-profit community for a morning of connection, learning and inspiration. The room was filled with doers, innovators and local leaders who generously shared lived experiences, practical insights and the realities of running purpose-driven businesses—the highs, the lows and everything in between. The event reinforced the critical role that storytelling, collaboration and strong networks play in helping organisations learn, grow and thrive.

Local Impact showcased the ways we support Melbourne's West through education, mentorship and community connection, linking purpose-driven organisations with the people, knowledge and resources they need to strengthen their impact. As our Chair, Sarah Franklyn, reminded us, "social enterprise is the way forward; it's where social change is going to happen!". Realising this vision requires the four key sectors of the ecosystem—incubators, impact funders, enablers and social enterprises—to work in genuine partnership. Local Impact is proud to contribute as an intermediary within this landscape.

The event featured special guest Dr Daniel Mulino MP,

alongside local leaders including, Marnie Baker (former Bendigo & Adelaide Bank), Sally Quinn (Green Collect) and Jen Riley (Our Community), who offered valuable perspectives on impact, innovation and the future of social enterprise in our region.

The first Gather for Good created new connections, sparked meaningful conversations and generated real momentum for collective action. We look forward to building on this foundation and hosting the next Gather for Good in 2026. 



Accessible cycling for all

For the Community Bike Hub team, much of the 24/25 financial year was dedicated to establishing the Brimbank Traffic School. When the opportunity arose to tender for management of this beautiful 2-acre Brimbank Council facility in Keilor Downs, the Community Bike Hub was thrilled to step up. Bike riding education aligns perfectly with our mission to remove barriers to cycling, and with strong connections to partners, including ASRC, AMES and CoHealth, we were well-

positioned to deliver culturally appropriate and accessible education. Establishing a facility that operates seven days a week required substantial work in recruitment, program design and process documentation. This significant undertaking was made possible through collaboration and strong partnerships with community organisations across Melbourne's West. The Local Impact team played a crucial role in supporting the establishment work, advocating

for the Community Bike Hub and building trust with Brimbank Council. Through this collaboration, good governance has mitigated potential risks, bolstered our resource capacity without additional back-of-house recruitment, and supported new programs through strategic marketing to ensure viability. The Brimbank Traffic School exemplifies what community organisations can achieve together when dedicated to creating social impact in Melbourne's West. 



Committee



Sarah Franklyn, Chair

Giving back to the community is a key driver for me. As Committee Member for Local Impact, I have an exciting on-going opportunity to create and support positive social change.



Andy Moutray-Read, CEO

There are many great community groups that need help and support, and my task is to lead the development of programs and structures that will enable these groups to succeed.



Jenny Britt

As a long-term Westie, I am energised by the challenge and promise of providing opportunities for our community to develop and thrive.



Suzanne Saunders

Collaborating with diverse groups and individuals, many of whom are dedicated volunteers, is a privilege that my professional working life and involvement with Local Impact give me.



Ashley Coles

A lifetime of living and working in Melbourne's West and raising a young family here, has given me a deep knowledge of the strengths, needs and potential of this community.



David St John

Local Impact is in the business of supporting our community, and as a Committee Member I am proud of the social investments we have made in programs that are doing exactly that.



Jack Fitcher

Driving my involvement with Local Impact is the desire to see our kids thrive in a tight-knit and supportive community, the sort of community I was lucky to have when growing up in a small regional town.



Pamela Sutton-Legaud

The wonderful privilege of working in the not-for-profit sector, as I do, is to be able to contribute to the creation and nurturing of great social enterprise initiatives.



Freddy Lopez

As a member of the Committee, I have a strong desire to see Local Impact continue to effect positive change in the community.



Wal Wiersma

Local Impact has built a reputation as a rock-solid provider of financial, governance and business support for community programs.



Marcus Olive

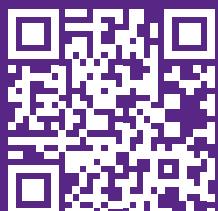
My personal growth, professional aspirations and community sporting connections provide me with the motivation to help Local Impact create the positive, lasting changes we want to see in the West.



Local Impact

Powering community ideas

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Business for good



communitybikehub.com.au

the
**MONEY
MENTOR**
program

moneymentor.org.au



thewestsider.com.au