

CASE STUDY UNDER-EMPLOYMENT



HOTEL ETICO
BLUE MOUNTAINS

“

You challenged us to lead with rationality not emotion in considering the best approach to expansion. The process of creating a growth playbook was as valuable as the result.

”

Andrea Comastri
CEO, Hotel Etico



Image courtesy Hotel Etico

GOOD GROWTH

Meaningful employment prospects for people with disability are limited. The Hotel Etico team are keen to expand their successful business model to a broader geographic cohort.

The Tanarra team initially acted as a sounding board to help the Hotel Etico team refine its pitch to potential funders for a live event of The Funding Network. We recommended to not just focus on one particular growth prospect, but rather seek funds to help establish strong processes to inform any geographic expansion and build new internal capacity of the team. The money raised at the event allowed Hotel Etico to recruit a dedicated project manager who worked closely with Tanarra, including Friend of Tanarra, Derek Kidley. Together they developed a Growth Playbook. The playbook applies a series of objective filters to focus in on growth opportunities that minimise risk and maximise impact while ensuring sustainability.

About the Charity

Hotel Etico enables people with disability to live a life of dignity and independence through work. It operates a hotel in the Blue Mountains NSW and offers training in hospitality and independent living, leading to sustainable employment after graduation.

The need identified

How can the Board of Hotel Etico objectively assess the best opportunity to help scale their social enterprise hotel model and welcome more people into their programs?

Probono hours 43

Charity outcomes

- Hotel Etico raised \$102,000 at the TFN event to support its expansion plans,
- The Board now has a growth playbook to guide efficient and informed decision-making on potential new growth opportunities,
- The internal capacity of the Hotel Etico team was strengthened by working closely on the project with Tanarra.

Community outcomes*

- Since February 2021, 17 trainees have graduated from the Hotel Etico program with 100% securing open employment,
- 25 trainees have been paid a total of \$288,537 in award wages from Feb 2021 to Oct 2023,
- 100% of graduates have obtained RSA, barista and safe food handling qualifications setting them up for gainful employment in the hospitality industry.

*Community outcomes are not directly attributable to the work of Tanarra Social Purpose.