

Extract from Executive Director's report to the BSL Board - 4 July 1995

B.3 "Strategic Influence" and "Positive Social Change"

These are key concepts in our understanding of our role and goal. Their significance in practice has been illustrated in recent days in the area of preparing *homeless* youth for employment. Consider the following events.

1991

- (a) Body Shop approaches BSL with the offer of "help" for youth.
- (b) BSL through its EAC proposes a program to assist unemployed and homeless youth to obtain employment - agreed.
- (c) Joint venture established and looks good.

1992

- (d) The Prime Minister's social policy advisor meets with our SPR and EAC staff to get some ideas on programs as the Youth Summit is planned.
- (e) BSL and Body Shop at Prime Minister's Youth Summit where reference is made to business and welfare working together.
- (f) Some months later as part of the Federal Government's social justice strategy JPET (Job Placement, Education and Training) two year pilots are established. BSL conducts one at Oakleigh. Obtains 80% success rate.
- (g) On 16/6/95, Minister for Education Employment and Training comes to breakfast function to close the Oakleigh pilot down. Before the meal, he is directly informed about the effectiveness of JPET.
- (h) Minister discards his proposed speech, affirms JPET model, declares publicly that DEET programs have to be designed according to needs of participants; announces that "case management" strategy can be adapted to conform to JPET model.
- (i) A model conceived by BSL has now become official and universally available.

Great oaks do grow from little acorns!