



Open Employment • Business Services

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Media Release

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### **Wire Ware to Receive National Award of Excellence**

Wire Ware, a manufacturer of point of purchase display stands and wire products, has just won a national award for innovation; but not for what you may think. Although Wire Ware has all the outward appearances of a typical commercial business it is also part of a new style of NGOs called “social enterprises” and has won the Innovation Award at the Australian Disability Enterprises Excellence Awards.

The Australian Disability Enterprises Excellence Awards recognises, encourages and promotes the significant contribution that Disability Enterprises make in improving the lives of people with special needs. They provide an opportunity to recognise the dual focus of Disability Enterprises as viable businesses providing quality employment to people with a disability

The Award recognises the work undertaken by Wire Ware and the constant contribution that the company makes towards supplying meaningful and fulfilling work for those with disabilities and for their ongoing adaptation of manufacturing equipment in their factory that provides real participation in meaningful employment for people with a disability.

The award was presented to Michael Berndt the Manager of Wire Ware by Hon Bill Shorten MP, Parliamentary Secretary for Disabilities & Children’s Services, at the Workability International Conference held in Sydney on the 7<sup>th</sup> September.

The adopted practices at Wire Ware vary from those undertaken by many mainstream businesses, in that they make it possible for people with special needs to accomplish skilled operations and production tasks that would otherwise not be possible using conventional machinery. The workplace modifications (which have been designed and built at Wire Ware) reduce OH&S risks, increase productivity through semi-automation, and ensure that employees are engaged in valued and meaningful work.

Wire Ware (or SA Wire Ware) is a trading name of SA Group Enterprises Incorporated, a social enterprise established to provide valued employment opportunities for people with a disability through specialist employment services. A social enterprise is a profit-making venture set-up to tackle a social need. Many commercial businesses consider themselves to have a social objective, but social enterprises are unique as their purpose is central to who they are. Rather than maximising shareholder value, their aim is to generate profit to further their social purpose.

Yours sincerely,

Robert Hart, CEO  
SA Group Enterprises Inc.