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***Employee Ownership: Sharing Care and Prosperity***

**Luncheon Meeting Invitation**

Date: **Friday 9<sup>th</sup> October 2009**

Time: Midday - Pre Luncheon Drinks

12.30 pm - Lunch and Speakers

Venue: The Royal Exchange Club of Sydney

1 Gresham Street, Sydney (02) 9247 4374

Cost: \$60 per person (GST inclusive)

Entrée, Mains, Dessert, Wine, Coffee.  
Beer and Soft Drinks available.

Speakers:

**Ian Woods**

President

Aust. Employee Ownership Assoc.

**Margaret Elliott OBE**

Executive Director

Sunderland Home Care Associates (UK)

Topic: Ian Woods was elected President of the AEOA in 2008. He is a Qantas Pilot and immediate Past President of the Australian and International Pilots' Association.

Margaret Elliott OBE is the founder and executive director of Sunderland Home Care Associates (SHCA), the largest employee owned home care company in the UK, employing over 250 people in Sunderland in the NE of England. SHCA is owned by an Employee Benefits Trust (ESOP). Margaret will talk on her experiences in setting up a wholly employee owned, award winning enterprise and the impact that employee ownership has had on the growth and success of the business in an industry normally associated with low pay and low skill levels. See the profile on Margaret attached below. Margaret has been recently awarded the OBE for her work in this area.

For information

**Jamie Anderson** 02 8224 8477

**Numbers are limited and  
Bookings Essential. Payment and  
RSVP by 30 September, 2009**

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The following people will be attending the Dinner meeting @ \$60 per person:

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Organisation (if any) \_\_\_\_\_

Total amount is \$ \_\_\_\_\_

My cheque/money order (payable to Mastertek Pty Ltd ABN: 84 092 270 909) is attached

Please debit my Visa/MasterCard/Diners - fax to 02 9222 9776

Card Number:..... Name on card:.....

Expiry date:...../..... Signature:.....

This form will act as your receipt and tax invoice for GST purposes

The Australian Employee Ownership Association  
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# Margaret Elliott - Sunderland Home Care Associates

Margaret Elliott set up Sunderland Home Care Associates (SHCA) in 1994. SHCA has grown into a massive success (Social Enterprise Of The Year at the 2006 Enterprising Solutions Awards), finding work for over 250 local residents while supplying care to over 500 elderly and disabled people.

The company has a turnover of 1.75 million pounds and is fully employee-owned, with staff receiving above market pay and conditions as well as having a say in all major decisions. Though many lacked formal education before joining, more than 150 employees have now gained NVQ Care and Business qualifications and all the others are currently undergoing courses.

This commitment to their employee-owners has helped the company achieve very low levels of staff turnover, better relationships with clients and a higher quality of care overall, evidenced in consistently high scores from the Commission for Social Care Inspection.

Margaret spoke to the AEOA about the impact of employee ownership and how it has affected the business: "In 1973, I got a group of women friends together who were in the same boat as myself with no qualifications, hardly any money and all of us with small bairns. We began to meet and share ideas and we decided to start a food shop that would have a little nursery upstairs to put the bairns and it just developed from there. It took us two years to get the money together and get the social enterprise started but then it took off.

"Over time I really noticed a positive change in the women involved and in myself and it had a massive effect on me. We were just ordinary women but we were managing to run a successful business. We were earning money and standing on our own two feet and it made us stand taller. I've been absolutely enmeshed in social enterprise and employee ownership ever since.

"Most of the people who come into the SHCA offices have a couple of bairns, they might be single parents - or not, but they'll have no qualifications, no self-confidence, no job. They'll start getting their training and that lifts them up a bit. Then they get their NVQ and the change is amazing. They really start to feel better about themselves as they feel valued and you can see the result in how hard they work. They feel like they've got a real stake in the company. You can see it at the AGM when we announce the shares and what the value is and how much we can afford to give out and everybody is like 'wahey!'

Helping these people lift themselves up to this level of confidence - its the same buzz as when I was 25 in the days when we started up. "

Margaret was awarded the OBE in the 2008 New Year's Honours List for her services to social enterprise, cooperatives, employee ownership and the City of Sunderland. Margaret is also a Director of the Employee Ownership Association UK. She will be in Australia to present to the Social Enterprise World Forum in Melbourne on 7<sup>th</sup> and 8<sup>th</sup> October, 2009. See [www.sewf09.com](http://www.sewf09.com) for more details.

The Employee Ownership Association (EOA) UK has also published an excellent research report on the history and success of SHCA called "Caring and Sharing: The Co-owned Route to Better Care". You can download a copy of this report on the EOA "Publications" page at: [www.employeeownership.co.uk](http://www.employeeownership.co.uk).



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