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Mateship Australia

Building a Country and City Link

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Business

Mateship Australia is the trademark of Joseph Rizk AM

Logos developed by the Mateship Australia Project Team



Acknowledgements and Endorsements

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Founder, Mateship Australia

Mr Joseph Rizk AM



Bushfires, floods, pandemics, and global economic pressures are not favourable for agricultural exports. So how can we structure and implement a process that will mitigate and reduce the cyclical impact of such events on the rural sector, The Bush? Individually, the likes of droughts, bushfires, flooding, and pandemics cause disruptions to national and global food supply chains. The past 36 months has seen the frequent occurrence of both natural and human disasters. Together, their impacts have been compounded leading to severe economic stress, and emotional and financial strain on businesses and individuals across Australia. When considering the effects on agriculture and rural Australia in particular, both natural disasters and pandemics change food supplies and disrupt supply chains severely. The impacts of which can be buffered through world trade and may be crippling for many without the appropriate support. So again. The question to consider here is - how can we adopt the situation at hand and move forward with a plan to support one another, for the long term? It's about sustainability for Australia and the benefits that can be unleashed.

We need to return to our roots and encourage Australians to take ownership of a long-term solution through Mateship. We often hear about how oblivious urban residents are when it comes to the extremity of the rural hardships. Mateship Australia emphasises the notion that following awareness is action. A suburb or a local government area in Sydney, Melbourne, Brisbane, Newcastle, or Wollongong for example, would partner with a country town to assist a designated rural area when in need. This can be achieved through sponsorship, donations, promotional programmes, tourism, buying programmes for local produce and school exchanges. Along with a process for issuing vouchers (to be spent in the township or council area) or hampers to provide support to farmers and others needing support because of the drought, flooding, or in our current situation, to utilise people power which develops awareness and ownership by city dwellers of a specific town or rural area. This can be achieved by establishing meet and greet sessions (including online) to develop personal links for schools, clubs, associations, including chambers of commerce and individuals.

In this way, the level and forms of support can be more effectively tailored to the local requirements and can target things like tourism and produce appropriate solutions to local rural communities. Management and coordination of this programme should be centralised through a newly developed digital application which farmers and township businesses can use to link with city dwellers wanting to participate in all or some of the elements of the program including donations, sponsorships and visits under the program. It is intended that this initiative will instigate lobbying by city dwellers on behalf of their designated region.

A handwritten signature in blue ink, appearing to read 'Joseph Rizk', written over a horizontal line.

Mr Joseph Rizk AM

Founder, Mateship Australia
Managing Director & CEO Arab Bank Australia

Dean, School of Business

Professor Amir Mahmood



The School of Business at Western Sydney University is dedicated to maintaining a high level of industry involvement, community engagement and multidisciplinary research. Integrating industry practice with theoretical knowledge, our innovative research enriches teaching, fosters social and economic outcomes and has local, national and international relevance. We are committed to being a distinctively student-centred business school that engages with enterprises across Greater Sydney, nationally and internationally.

Our business school is proud to lead the Mateship Australia initiative into its pilot phase and beyond. Founded by Mr Joseph Rizk AM, Mateship Australia is a future-focused initiative. The project foreshadows opportunities for urban dwellers to develop strong partnerships with their rural and regional neighbours in New South Wales. Inspired by Joe, our students, and a dedicated academic team have utilised their knowledge, skills, and expertise to create a social enterprise business plan. The plan takes Mateship Australia from its ideation phase into development phase as a digital application that serves the communities of New South Wales.

A handwritten signature in black ink, appearing to read 'Amir Mahmood', with a stylized flourish at the end.

Professor Amir Mahmood

Dean, School of Business,
Western Sydney University

Project Lead, School of Business

Dr Ayda Succarie



In Autumn of 2022, a group of MBA students at Western's School of Business, learning about governance, ethics and social entrepreneurship, were given an opportunity to engage in real social change. Through a team-based research project, they became 'change agents' aiming to create and sustain social value through continuous innovation, adaptation, and learning. With purpose and continuity at the core of their social vision, our MBA students transformed into social entrepreneurs and developed a business plan for Mateship Australia that connects our rural communities and towns with suburban and city dwellers using a digital application (APP). Theoretically, social entrepreneurs are considered 'change agents' in the social sector, adopting a mission to create and sustain social value (Chell 2007). Unlike traditional not-for-profit organisations, charities, or associations, they recognise and pursue new opportunities to serve that mission and engage in continuous innovation, adaptation, and learning. Mainly, social entrepreneurs act boldly without being limited by available resources and are socially committed innovators (Aggestam 2017).

While creating their business plans, students established Mateship's core mission of value creation and sustainability. They identified strategic resources like human and financial capital, including operations and marketing resources pertinent to the APP development process. Critical to value creation was the need to explore supply chains and other partnership networks. This led to an understanding of the type of service interface and relationship building techniques needed through social media networks and other digital platforms. Subsequently, there was a need for students to investigate the type of governance frameworks required to ensure purpose and continuity were at the core of this social project. Therefore, governance and risk assessments, including strategic planning and stakeholder mapping played an essential role in business planning.

Beyond the classroom, our students aim to put their social enterprise business plans into action and develop the first APP of its kind in New South Wales through a pilot project. Led by a passionate academic team at the School of Business, this student-driven pilot project provides an opportunity to explore how a digital application can connect rural communities and towns with suburban and city residents in New South Wales (NSW). Essentially, the Mateship Australia pilot project aims to transform the way Australian communities engage, interact, and support one another, by bringing together our urban, rural, and regional communities. In developing this digital application, the pilot project utilises the student's social enterprise business plans as a guide, and adopts design thinking, organisational learning and development and sociological theories of change.

The Mateship Australia pilot project provides an opportunity for our students to open the hearts and minds of ordinary Australian households living in urban cities and develop better relationships with their rural and regional neighbours in the country. This is an opportunity for us all to be real 'change agents' by breaking the barriers of communication through 'Mateship'.

Dr Ayda Succarie

Lecturer, Human Resources and Management

Research Team

Ayda Succarie

Project Lead

Dr Ayda Succarie is a Lecturer in Human Resources and Management at the School of Business, Western Sydney University. She is also the International Academic Lead for the Middle East and Gulf and supports first year and at-risk students as an Academic Program Advisor. She holds a Doctor of Philosophy, Master of Business Administration, and a Graduate Certificate in Research Studies from Western Sydney University. Ayda specialises in governance, identity studies, management, organisational behaviour, social entrepreneurship, and education systems. Her doctoral research examined the connection between professional identity and governance in the independent schooling sector in New South Wales. Ayda has presented at several conferences and symposiums on governance in Islamic schools and her perspectives of social entrepreneurship teaching and practice. Externally, Ayda actively engages with community organisations, where she represents WSU at community events and assists NFP boards and executives in strategic planning, organisational development and change management. As a change agent, Ayda is passionate about transforming the way we think about business through social impact and global citizenship for socially responsible outcomes that benefit society.



Glady Aaron Gideon

Glady has five years of professional work experience in the biomedical engineering industry where he was responsible for leading end-to-end management of various continuous improvement projects in core business departments. His role involved analysing designing, coordinating, and supervising new systems to form a basis for the solutioning of information processing problems of existing systems to ensure currency with changing technologies. In his current role as a biomedical engineer at the John Hunter Hospital (Newcastle), Clinical technology, Glady manages over \$3 million/year worth of service agreements and contracts for medical devices over the 40 facilities in the Hunter New England Local Health District (HNELHD). Also, he provides additional technical support for all engineering services including PM, repairs, testing and reports.



Mateship Vision

'Blessed to be a blessing' & 'Giving back to the wider community'

My heart has always been for the people and for the wider community. I enjoy serving in my local church and other NFP's to better people's lives, provide care where most needed and ensure the best healthcare for people. Mateship is an incredible initiative where, as a community, we can extend our help to other fellow Australians and work together to really make a difference where it matters. I came from a rural town in India, and I can first-hand relate to the need for essentials in difficult times. My current job also gives me the privilege to work in rural hospitals and it has opened my eyes to see the increasing need in rural communities.

Tara Edmiston

Having graduated a double degree in 2019, professional experience is something Tara is currently gaining. Working as an operations graduate in the transport industry and moving into freight and logistics shortly after, Tara is a keen and adaptable person always looking for a challenge.



Mateship Vision

The vision for mateship is a long and successful one connecting communities with care and bringing a personalised experience to rural communities doing it tough.

Research Team

Nimisha Jaiswal

Nimisha manages the personal and commercial client portfolios for the general lines products as an account manager at Guild Insurance. In the financial sectors Marsh and Decipha, Nimisha served as the operation team leader and assisted the organisation in the operations division. Along with ten years of experience in the operations division, Nimisha has gained knowledge how to manage resources, project, people, and budget.



Mateship Vision

The communities that need support and those that want to offer it will both find solutions in Mateship Australia's vision of uniting the communities. This digital platform will give both rural and urban communities the opportunity to effectively resolve their problems. I am looking forward to being a part of Mateship Australia.

Bailey Leach Lewsam

Bailey is an innovation specialist with 5+ years of experience in communication coordination and project management. While undertaking his undergraduate degree, Bailey founded a clothing brand and digital marketing agency. After university, Bailey built a career in communications with the Fairfield City Council, Flintwood Disability and Notre Dame University. Currently, Bailey coordinates a national team of different functions and backgrounds to create engaging communications and student engagement strategies.



Mateship Vision

Australians come together when others are in need. The Mateship application provides consistent exposure and support for rural farming and indigenous communities and empowers everyday Australians to contribute to proactive long-term aid.

Morgan Popely

Morgan is a senior manager in Deloitte's Human Capital Practice - Workforce Activation, working with Deloitte's clients to drive organisational performance through tech agnostic learning and development solutions. Prior to joining Deloitte, Morgan chalked up over 10 years' of B2B business development experience, with a particular focus in the higher education sector and industry led micro-credentials. Morgan previously managed the operations of a tech start-up incubator, where he designed and delivered accelerator programs to build the capability of early-stage start-ups. As a sales SME Morgan provides B2B sales mentoring to early-stage start-up founders new to sales, as well as academic researchers seeking to commercialise their work and increase impact. Morgan is currently completing a master's thesis on Organisational Agility in the Australian University sector.



Mateship Vision

Mateship Australia can create real positive change in the lives of everyday Australians, however without sufficient research it runs the risk of becoming a "flash-in-the-pan" project. By building this initiative on a solid foundation of academic research led by Dr Succarie, our Mateship Australia will address the core issues faced by our communities while delivering a sustainable business model that can support Australians well into the future.

Mustafa Saeed

Mustafa is an experienced operations manager with a demonstrated history of working in the facilities services industry. Mustafa has numerous skills in planning, project management, team leadership, client services, and business administration. He is a strong program and project management professional with an excess of 10 years of experience in preventive maintenance, accounting, and payroll.



Mateship Vision

My vision for Mateship Australia is to provide a platform which will look past obstacles and focus on what is possible for communities at times of crisis. This will be reflected by everything we do focusing specifically on Explore (explore possibilities), Belong (belong to communities, take ownership) & Connect (using apps and technology connect communities together).

Erdal Sen

Erdal has fifteen years of professional experience working as a power systems engineer in the renewable and marine industry. Erdal is the principal engineer at Maoneng Australia – leading the development of large-scale renewable energy projects across Australia. Erdal has a passion to support the next generation of engineers through mentorship and internship opportunities.



Mateship Vision

My vision for Mateship Australia is to the transformation from a digital handshake to a real helping hand for rural communities. Through an easy application via a mobile APP, I hope to see the implementation of helping rural farming and indigenous communities to address social issues. I would like to see the extension of a helping hand from urban to rural settings, knowing that we can all contribute to helping our rural mate. Our vision is to help businesses and families operating rural properties communicate the challenges they face with mental health, COVID-19 events and damaging weather events; that they are not alone, a helping hand – Mateship Australia is here to reach out.

Gabrielle Talbot-Mundine

A proud Bundjalung woman from the West Bundjalung Nation, specifically part of the Widabel tribe of the Bundjalung Nation. Eight years professional administrative and project management experience in the higher education field. Throughout my career, I have transferred my skills well between autonomous and team orientated work. I thrive under pressure, in fast-paced settings and love a challenge. I have extensive knowledge in developing and implementing management systems, focusing on continuous improvement and sustainability of my tasks. My strong communication skills and ability to develop and maintain key stakeholder relations, partnered with my commitment to excellence and success, allow me to deliver an exemplary standard of work.



Mateship Vision

I have a passion for development both personally and for the Australian Community. I hope to see Mateship Australia connect communities not just for hardships but for sharing knowledge, specifically cultural differences between rural and urban settings.

Executive Summary

This proposal provides an overview of two social enterprise (SE) business plans developed by MBA students at the School of Business for a team-based research project in the subject: Governance, Ethics and Social Entrepreneurship. The first plan offers an understanding of the development strategies of the Mateship Australia digital application (APP) for the grocery (farming) sector in New South Wales (NSW). The second outlines the research and development of the Mateship Australia APP for the clubs sector in NSW. A striking aspect of the business plans underline the significance of connecting urban, regional and rural communities during stressful circumstances brought on by natural disasters and pandemics. Further, the SE business plans provide an insightful perspective of adopting social enterprise business models to ensure sustainability of important social issues that impact the well-being of Australian communities.

In developing these plans, students identified that in parallel to project managing the APP, the social enterprise needs to address several gaps. These include legal and financial frameworks, governance structures and registration with the Australian Charities and Not-for-Profit Commission (ACNC). The scale of these business plans highlight that the Mateship Australia APP has capacity to extend beyond the proposed sectors and include other sectors like education, manufacturing, community, and business to business; as well as attract local, state, and federal government support. Following the development of these preliminary business plans, students identified the need for a pilot study that enables the research and development of the Mateship Australia APP in either the grocery (farming) or clubs sectors. A pilot study can explore, through a social enterprise application, sustainable ways to bridge the gap between communities in NSW and make a meaningful change in our relationship with rural and regional communities to ensure that help is not as remote as it may seem.

The pilot study aims to investigate how a digital application can connect rural communities and towns with suburban residents in New South Wales (NSW). It provides an understanding of how building sustainable relationships between business, society, and government can improve the way everyday Australians interact with one another during times of hardship, crisis, and unprecedented events. Additionally, the study discovers how interactive networks generate education and learning about Australian communities across these sectors and helps urban communities develop an understanding of country through 'Mateship'.

Following the overview of the business plans, an outline of the study's budget and cash flow indicates the funding and expenditure of the pilot study (see appendix A and B). The significance of this study is highlighted by the School of Business commitment to the project through initial seed funding of \$150,000 in kind for research and management costs of the pilot study. As outlined in the budget, the research team are seeking an additional \$250,000 for APP development costs, and administration and management costs, to be spent over the course of twelve months for the development of the pilot APP in either the Grocery (Farming) or Club sectors. Following its initial development, further investment and funding of this study will enable the research team to extend beyond the pilot stages and develop a full functioning digital application that serves communities, business, and governments in the state of NSW.

Option One

Mateship Australia

Grocery Sector (Farming)



Team developers of Mateship Australia Grocery Sector (Farming)

Erdal Sen, Gabrielle Talbot-Mundine, Morgan Popely, Nimisha Jaiswal

Overview

Mateship Australia's mission aims to drive long-term relationships and eventual friendships by connecting city to country communities. The vision of Mateship Australia is to highlight the importance of rural Australia. Unsuccessful organisations stem from the inability to decide which ideas to pursue, and successful organisations start with a clear mission and vision (DeBaise 2018). Mateship Australia's mission is founded on the values of connection, unity of purpose, access, innovation, growth and awareness, with the community at its core.

Mateship Australia will connect rural and urban regions through a multi-interface APP and virtual online community, allowing urban city dwellers to directly communicate with rural communities and experience a live news feed. The APP's primary focus will include farming and supermarket sectors and raise consumer awareness via QR codes placed on supermarket produce in-store. QR codes will direct consumers to the APP, an outline of Mateship Australia's mission and the farmer's product profile. To ensure ease of user access, the APP will support single sign-on for Facebook and Google accounts (LogOnLabs 2022). In addition, customers can link their Woolworths or Coles purchases to the Mateship Australia APP to receive Mateship Points. Mateship points allow users to transfer their points to a farmer, particular sector, or allow Mateship Australia to distribute funds and provide feedback on their contributions, which can then be shared on other social media outlets.

Developing a technological APP that directly connects urban with rural cities and, in turn, establishing long-term relations and knowledge building is Mr Rizk's goal. The objective is achieved through the value created within the APP interface, where it builds sustainable personal and business partnerships. The value proposition canvas highlights how sustainable value is created between farmers and supermarkets and later schools and clubs. The aim is to present to rural communities how assistance can be achieved within 24-48 hours whilst encouraging urban city members to participate through the APP. In addition, the app allows for the involvement of existing partnerships such as the Red Cross, Buy a Bale and Help a Farmer (Rizk 2021).

Mateship Australia will adopt a cost-effective virtual business operating model (Bryder, Malmborg & Söderlind 2016). Operations will be managed by a small team of dedicated and decentralised employees utilising technology to build a national capacity. Strategic partnerships with external resource providers will be leveraged to deliver Mateship Australia's BAU processes. Key operating resources include

- Cloud computing partners with onshore data centres
- Software engineering partner
- Productivity tools and software (laptops, MS Office suite etc.)
- Collaboration and communication software (Slack, Miro)
- Virtual helpdesk and ticket system

Operational quality assurance will be maintained through compliance with ISO 26000 Social responsibility (ISO 2022) and ISO 9001 Quality Management System standards (Allport 2022).

Option One – Mateship Australia Grocery Sector (Farming)

Starting with people, our strategic plan will transform our communities, our partners will achieve their goals, and our infrastructure will contribute to the Australian economy, all through Mateship Australia's commitment to raise awareness, innovate and connect communities. Strategies refer to establishing the organisation's fundamental purpose or function; decisions need to be made about how that purpose will be accomplished and what the outcome (performance) objectives will be (Diochon and Anderson 2009). For the pilot, we recommend a 'Starting with People' strategy that can be expanded once a successful pilot is carried out. The strategy will consist of three main objectives, these objectives are: successful partnerships, positive user experience and building awareness of social issues.

The social enterprise aims to address the nation's rural area's prosperity through the interactions of suburban living standards. Scerri and Renu (2018) state the method of macro-economic relative measure indicators can be converted from resources (inputs) to value (outputs) through how efficiently a country or region is supported through the utilisation of the APP. Social media interfaces and their applications can influence the behaviour of individuals based on the delivery of information (Wolf & Blomberg 2019). Therefore, the APP platform requires skills in value-add programs in addition to the APP interface to draw users by creating shortcuts to the APP across multiple social media platforms using "tags" ("#", "@"). For instance, integration of #MateshipAustralia requires saturation of the mission statement on social media platforms to bring awareness and amplify its reach.

The APP is a sharing economy by design since it provides access to community support by educating suburban populations about the issues in the country and aims to achieve uninhibited financial aid during times of need or natural disaster. Mercier-Row and Chantale (2019) state the role of designer inscribed algorithms will play a pivotal role in addressing these objectives. The APP requires reinforcing or undercutting ethical principles therefore, consideration of stakeholder's rights may be altered based on their association with cultural norms of algorithm copyright. Hence, Mercier-Row and Chantale suggest that the APP's impact on stakeholders requires enabling behavioural relationships that do not act at the expense of others.

Cheng, Hsien-Long and Ching-Chi (2022) regard interpersonal relationships as naturally extending into virtual community consciousness that generates mutual assistance and emotional interaction with members. The APP interface and its ability to provide a more robust perception of social aid with a feedback loop on long-term relationship building will motivate substantial participation through word of mouth and other platforms. In addition, Alinaghian and Kamran (2021) review how social enterprises can better manage business relationships through better initiation, persuasion, conflict resolution, and value creation.

Since the commencement of Mateship Australia, an outline of the current progress, identified constraints, spending both in hours and costs, target timeline for launch, progress with partners, and stakeholders' status would be most beneficial. Additionally, any trademarking information for our discussions surrounding logo design and connections to the enterprise's mission for information on trademark registration.

Pham (2019) suggests several methods to increase engagement in mobile applications. These include tailoring of screen sizes to different devices (phones, tablets, and also smartwatches), integrating personalised adaptation to user activities by identifying user profile preferences to which types of ventures they are willing to support, and introduce both notification and reward badges to maintain users. To create an attractive interface terminal for farmers, the APP needs to consider ease of use to prevent inexperienced users of APPs from losing their production efficiencies. For instance, the APP should not take considerable time to facilitate connection with suburban city users. In addition, the variety in size and stages of the APP's maturity may limit how the APP can be scaled for other forms of technological interfaces, mainly when dealing with business-to-social enterprise pathways.

The sustainability of the funding process may require reporting policies for businesses that contribute to social financing. Lall (2019) suggests social financing organisations may utilise impact measurement standards for reporting purposes as a means of accountability. Procedures during the initial stages will play an essential role in gaining trust and shift to more enabling use of social impact measurement as the relationship matures. The APP should not assume funding to support the maintenance of the APP infrastructure unless appropriate reporting and measurement indices are available for both financiers and users of the APP.

The APP will alert users of the hardship's rural communities face and act as an educational tool for use in schools and a connection point for businesses. Gamification can also be used as a live leader board method to further involve users by introducing a competitive element to the APP interface that can be shared on other social media platforms. The role of gamification can also be used to provide impact statements on how businesses support their supply chain and rural communities.

In conclusion, the recommended business plan will secure the success of Mateship Australia through its carefully planned framework. Solidifying the business identity through its core mission, vision, values, and governance model will open opportunities for its potential partners and the enterprise's future growth. This report has outlined the APP interface's requirements, strategic resources, recommended partnerships, and marketing plans to support the social enterprise. After extensive research, the findings in this report have addressed the benefits of a pilot, focusing on the farmers and supermarket sector. Additionally, the benefits follow strong partnerships and incentives for customers to use the APP.

Finally, this report has outlined implications for the practice and sustainability of the interface APP, potential risks and budget allocation. By following the recommendations provided in this report, Mateship Australia can effectively implement and create a self-sustaining multi-interface APP within the community. This APP will build a link between our rural and urban communities sustainably and ethically.

For full details of this report please contact:
business.engagements@westernsydney.edu.au.

Option Two

Mateship Australia Clubs Sector



Team developers of Mateship Australia Clubs Sector

Tara Edmiston, Gladys Gideon, Bailey Leach, Mustafa Saeed

Overview

Mateship Australia's vision is to be a leading platform that connects communities together in times of crisis. To achieve this, our mission is focused on connecting communities through care, underpinned by five core values: collaboration, equity and inclusion, impact, and stewardship. Within the next 3-5 years, Mateship is forecast to increase in size and membership, boosting engagement and giving communities the support needed in desperate times. While we anticipate challenges will arise, the team at Mateship Australia aim to overcome these challenges through a strong network of partnerships across NSW.

While developing a business plan for Mateship Australia Clubs sector, an analysis of primary data highlighted that there are about 1348 clubs in NSW under Clubs NSW. These 1348 clubs have about 3 million members. Mateship envision an application for both NSW clubs and members to come together and create relationships by keeping them informed of what is happening in the community and which regional and rural areas require assistance. The pilot study will also explore the possibility of partnerships with other stakeholders such as Australia Post, Trades Union NSW, and other local businesses within the community through the Mateship Australia Application. This network of people and clubs identified the ability for Mateship Australia's business plan to be designed using a social enterprise model.

For a business to succeed in any industry and ensure longevity through the business lifecycle, it is important to understand the governance and structure. Mateship would benefit from an initial stewardship model of governance, whereby the roles of directors are to meet the needs of current and future stakeholders (Low 2006). In adopting a stewardship model of governance, directors provide knowledgeable input and expertise that would assist in the development of the app, while maintaining commitment to the needs of stakeholders. The Mateship Australia APP is designed to include multiple members pass and provide updates about different club activities and functions. Understanding the issues that these rural communities are facing will be key to ensure the APP is meeting the needs of all stakeholders.

The Mateship application will require consistent updates and account verification to ensure the APP is being applied toward its purpose of aiding and connecting rural communities with metropolitan suburbs. Like a crowdsourcing APP, users will require Mateship to verify all news sources and funding requests. To create a sustainable mobile application that can ensure a consistent level of engagement, Mateship will utilise a network for rural media partnerships to produce video, audio, and blog content within the APP. This aims to guarantee long term use of the application. This allows the APP to function and maintain engagement when a large rural issue is presented. The brief states management of the programs should be centralised through the application. This will require a dedicated Mateship team to ensure the correct procedures are followed when managing programs within the application.

Mateship will be vital in the connection of urban communities to their rural partners. The research conducted within this report includes both primary and secondary data which has helped to understand the benefits of the application as well as the potential setbacks and weaknesses of the application. It is vital to understand the impediments and with this, the recommendations have been provided to ensure success and longevity of the application. The APP is set to launch in an initial pilot phase to ensure each set is built adequately before release to the public. With the organisation and governance structures recommended, Mateship is set to be an adaptable and agile social enterprise enabling changes of the business cycle to occur in their natural form and branch out to different markets. Mateship Australia acknowledge that while the financial projections are set, they can also ultimately change depending on the functionality of the application. Similarly, understanding how to best market the product will determine the success of the application.

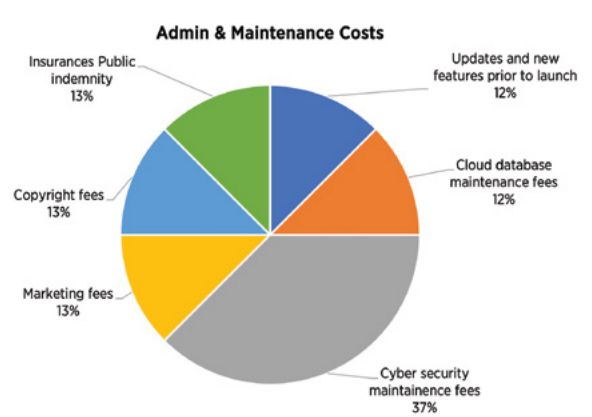
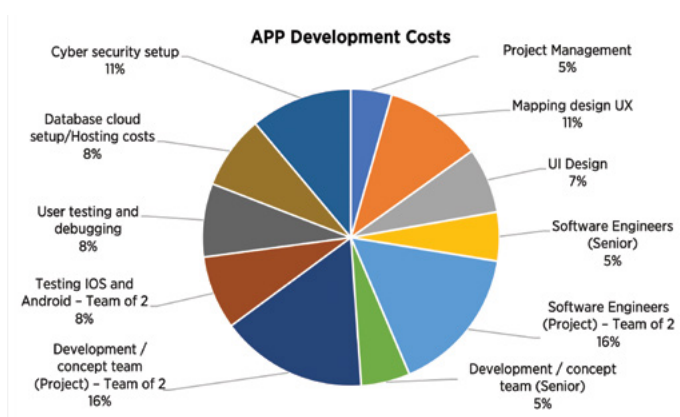
For full details of this report please contact:
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Appendix A

No.	Pilot APP Budget Description	Hourly Rate	No. Personnel	Estimated man hours	Total hours
APP Development Costs (External Vendor)					
1	Project Management	\$250	1	40	40
2	Mapping design UX	\$200	1	120	120
3	UI Design	\$200	1	80	80
4	Software Engineers (Senior)	\$200	1	60	60
	Software Engineers (Project) - Team of 2	\$150	2	120	240
5	Development / concept team (Senior)	\$200	1	60	60
	Development / concept team (Project) - Team of 2	\$150	2	120	240
6	Testing OS and Android - Team of 2	\$150	2	200	120
7	User testing and debugging	\$150	1	200	120
8	Database cloud setup/Hosting costs	\$150	1	200	120
9	Cyber security setup	\$150	1	200	120
SUBTOTAL					1320
Administrative and Maintenance Costs					
10	Updates and new features prior to launch				
11	Cloud database maintenance fees				
12	Cyber security maintenance fees				
13	Marketing fees				
14	Copyright fees				
15	Insurances Public indemnity				
SUBTOTAL					
Research and Management Costs				Estimated hours	
16	Project lead		1	200	
17	Project coordinator/s		2	400	
18	Research assistants		6	600	
19	Travel/misc expenses		6	600	
SUBTOTAL					

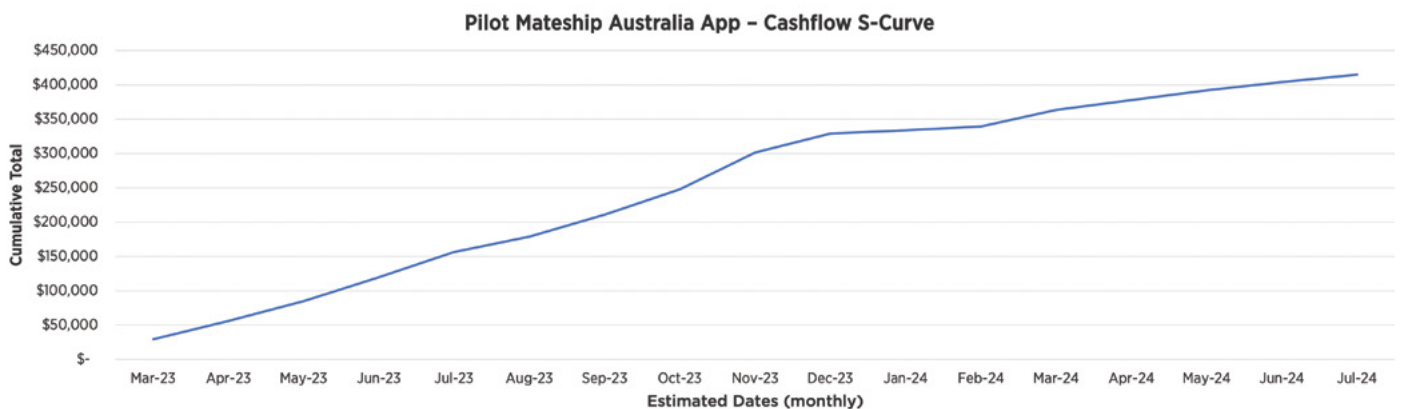


Equiv work, wks	Total Estimated Budget	Baseline Scenario	Notes
1	\$10,000		Vendor internal project management
3	\$24,000		Mapping of app interfaces and development of detailed pilot technical specification
2	\$16,000		Initial user interface design and concept layout
1.5	\$12,000		Senior engineer supervisor
6	\$36,000		Software coding
1.5	\$12,000		
6	\$36,000		Working with software engineers to align objectives
3	\$18,000		
3	\$18,000		
3	\$18,000		
3	\$25,000		
\$225,000			
	\$5,000		
	\$5,000		Basic estimated cloud setup costs
	\$15,000		External cyber security checks and development fees
	\$5,000		External marketing budget
	\$5,000		Legal budget
	\$5,000		Insurance budget
		\$40,000	
	\$50,000		Compliance management, project management.
	\$50,000		Coordination of vendors, resources and budget
	\$40,000		Management of research strategies and data analytics
	\$10,000		Travel to vendors, rural towns and gathering of field data
		\$150,000	School of business seed funding of \$150,000 in kind
	TOTAL	\$415,000.00	



Appendix B

No.		Total Budget	Months						
			1	2	3	4	5	6	7
			Jan-23	Feb-23	Mar-23	May-23	Jun-23	Jul-23	Jul-23
1	Project Management	\$10,000			\$2,500	\$2,500		\$1,000	
2	Mapping design UX	\$24,000			\$5,000	\$5,000	\$2,500	\$2,500	\$5,000
3	UI Design	\$16,000			\$1,000	\$2,000	\$2,000	\$5,000	\$5,000
4	Software Engineers (Senior)	\$12,000				\$1,000	\$1,000	\$2,000	
	Software Engineers (Project) – Team of 2	\$36,000				\$2,000	\$2,500	\$6,000	\$7,500
5	Development / concept team (Senior)	\$12,000			\$1,000	\$2,000	\$2,000	\$2,000	\$2,000
	Development / concept team (Project) – Team of 2	\$36,000				\$2,000	\$4,000	\$2,000	\$2,000
6	Testing IOS and Android – Team of 2	\$18,000							
7	User testing and debugging	\$18,000							
8	Database cloud setup/ Hosting costs	\$18,000							
9	Cyber security setup	\$25,000						\$1,500	\$2,000
10	Updates and new features prior to launch	\$5,000							
11	Cloud database maintenance fees	\$5,000							
12	Cyber security maintenance fees	\$15,000							
13	Marketing fees	\$5,000							
14	Copyright fees	\$5,000							
15	Insurances Public indemnity	\$5,000							
16	Project lead	\$50,000	\$1,000	\$1,000	\$1,000	\$1,000	2000	2000	2000
17	Project coordinator/s	\$50,000	\$2,000	\$4,000	\$4,000	\$4,000	\$6,000	\$6,000	\$6,000
18	Research assistants	\$40,000	\$2,000	\$2,000	\$2,000	\$4,000	\$5,000	\$5,000	\$5,000
19	Travel/misc expenses	\$10,000			\$1,000	\$1,000	\$2,000		
Monthly Total			\$5,000	\$7,000	\$17,500	\$26,500	\$29,000	\$35,000	\$36,500
Cumulative Total			\$5,000	\$12,000	\$29,500	\$56,000	\$85,000	\$120,000	\$156,500



				Soft Launch	Launch	Post Launch				Draft Report	Final Report
8	9	10	11	12	13	14	15	16	17	18	19
Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24
	\$1,000		\$2,000	\$1,000							
\$4,000											
\$1,000											
	\$3,000	\$4,000	\$1,000								
\$6,000	\$5,000	\$1,000	\$5,000	\$1,000							
\$2,000	\$1,000										
\$2,000	\$5,000	\$7,000	\$6,000	\$6,000							
\$1,000	\$2,000	\$5,000	\$8,000	\$2,000							
	\$5,000	\$5,000	\$5,000	\$3,000							
\$2,000	\$2,000	\$2,000	\$10,000	\$2,000							
\$2,500	\$5,000	\$7,500	\$4,000	\$2,500							
				\$5,000							
						\$500	\$1,500	\$1,000	\$1,000	\$500	\$500
							\$5,000	\$2,500	\$2,500	\$2,500	\$2,500
			\$1,000	\$1,000	\$1,000	\$1,000	\$500	\$500			
		\$2,500	\$2,500								
			\$5,000								
2000	\$3,000	\$3,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$3,000	\$3,000	\$3,000	\$3,000
							\$6,000	\$3,000	\$3,000	\$3,000	\$3,000
							\$5,000	\$3,000	\$3,000	\$2,000	\$2,000
							\$2,000	\$1,500	\$1,500	\$1,000	
\$22,500	\$32,000	\$37,000	\$53,500	\$27,500	\$5,000	\$5,500	\$24,000	\$14,500	\$14,000	\$12,000	\$11,000
\$179,000	\$211,000	\$248,000	\$301,500	\$329,000	\$334,000	\$339,500	\$363,500	\$378,000	\$392,000	\$404,000	\$415,000

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