



IMPACT



REPORT 2023/24



acknowledging **COUNTRY**

We begin this Impact Report by acknowledging the Kaurna people, the traditional custodians of the Adelaide Plains, where much of our work takes place. For over 60,000 years they have cared for this land, guided by a profound connection to Country - a relationship that we honour and respect deeply.

This land, its waters, and skies carry the stories, wisdom, and resilience of the Kaurna people. Their custodianship reminds us of the importance of care, respect, and responsibility in everything we do.

We pay our respects to Kaurna Elders past and present, whose knowledge and leadership continue to inspire. As we reflect on the impact of our work, we are committed to listening, learning, and walking alongside First Nations communities, striving for a future rooted in truth and reconciliation.

how does this REPORT WORK?

For the first time last year GOGO Events released a full Impact Report for FY2022/2023. We felt it was time to share with our community the full story of the positive impact we are creating together. We welcome you back in FY2023/2024 with a more in-depth dive through our impact, created by updating and expanding on last year. Welcome to our partners, old and new, we hope you enjoy this report!

Look out for the bull's eye! You'll find this placed in spots that showcase where we have met our aims for FY23/24. A reminder of what these were.



- Find a physical space to call home
- Create 1FTE and 2 part time jobs within GOGO events for graduates of the IWP
- Grow our annual turnover by 35% so we can continue to grow our donations to the GOGO Foundation (aiming for \$50k!)

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letter from the THE CEO



SARAH GUN

CEO, GOGO Events

There are expressions we often use with affection to explain what we do at GOGO Events. We 'do the fun bits' - bringing people together at events to share, grow, learn together and connect. Our services are often 'invisible' - it's often hard to 'see' when someone feels safe, and seen and their needs are met at events, but we ensure this happens for each stakeholder. We 'take away the stress' for our clients as running seamless, inclusive, impactful events can be stressful and requires expertise. We are 'small but mighty' - our impact is deep and broad, and we are very proud of our work and our positive impact.

Our business is a 'stay-up' - we don't have ambitions to scale-up - we want to ensure positive impact and sustain our business at steady workflow and manageable long term growth.

100% of profit from GOGO events is donated to the GOGO Foundation to help women who have been marginalised from the workforce gain and sustain meaningful employment. At the end of this 2023-2024 reporting period GOGO Foundation secured significant funding from the Federal and State Governments. This has given us the opportunity to invest profits back into GOGO events for the 2024-25 period.

So look out for GOGO Events in 2025. We are building new partnerships, increasing our workforce, and deepening our impact as we support more SA businesses, government agencies and not-for profits to tap deeply into their Environment, Social and Governance commitments. We have been the leaders in social impact in the events, hospitality and conferencing industries for over 12 years, and now the world is catching on. We plan to lead with the same grace, determination and brave mindful leadership that has seen us stay up for 24 years. Next year will be a wonderful celebration of our persistence and success. Please enjoy our 2023-2024 Impact Report.

Sarah Gun

who are GOGO EVENTS?

GOGO Events is an Adelaide based events management company representing clients across diverse sectors of the economy. All our events deliver social impact through our commitment to provide transitional employment for women who have been marginalised from the workforce. We also have a 'First Nations First' and social enterprise procurement policy, and adhere to regenerative consumption practices.

Our vision

An equitable world where all people are included and belong, particularly through access to safe, sustainable and meaningful employment.

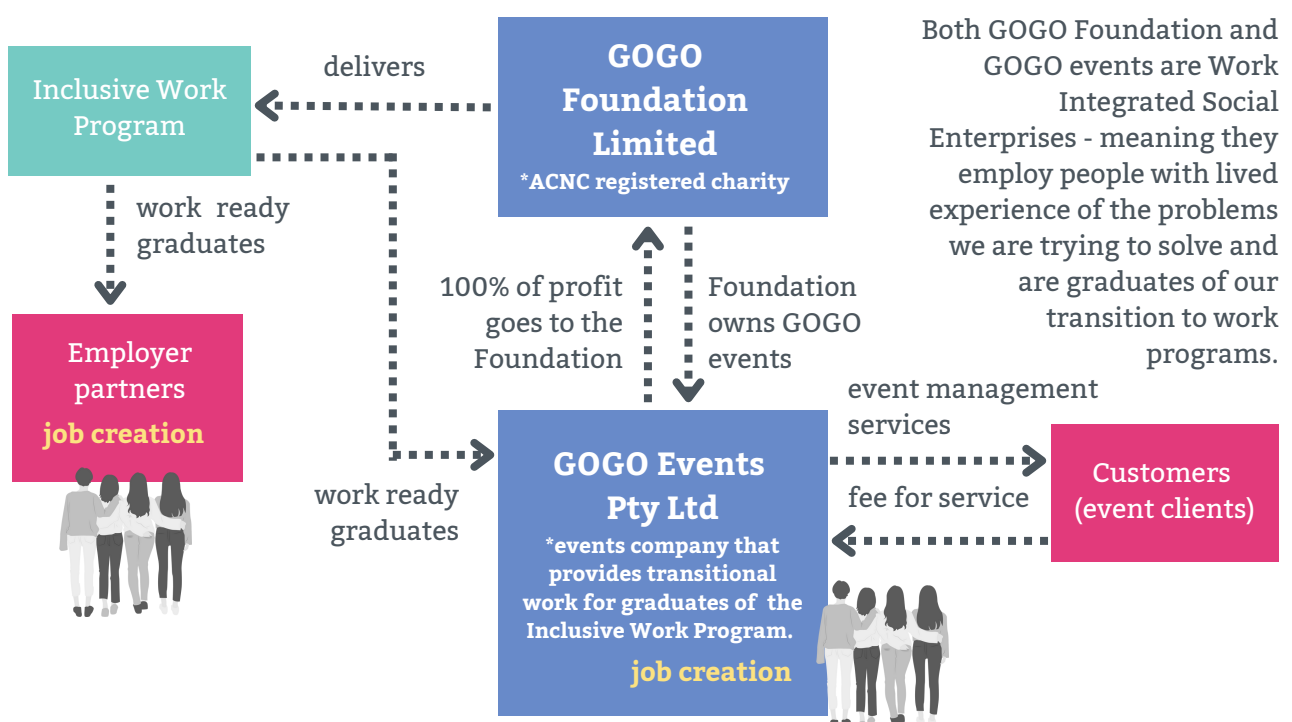
Our values

**Collaborative | Inclusive |
Committed | Professional | Fun**

Our mission

GOGO events harnesses the power of events to build an inclusive society. We are committed to activating business as a force for good. We do this by creating inclusive employment, engaging in best-practice social procurement of goods and services, and protecting our environment through regenerative business practices.

The GOGO business structure



what did we do IN FY23/24?

The GOGO timeline shows major activities and milestones carried out and associated with GOGO Events between July 2023 and June 2024! GOGO's events are in **blue**, GOGO Foundation Inclusive Work Program (IWP) rounds are in **pink**, and major enterprise milestones are in **turquoise**.



*by "women" we mean IWP participants

about OUR EVENTS

18
events organised

7330
event guests

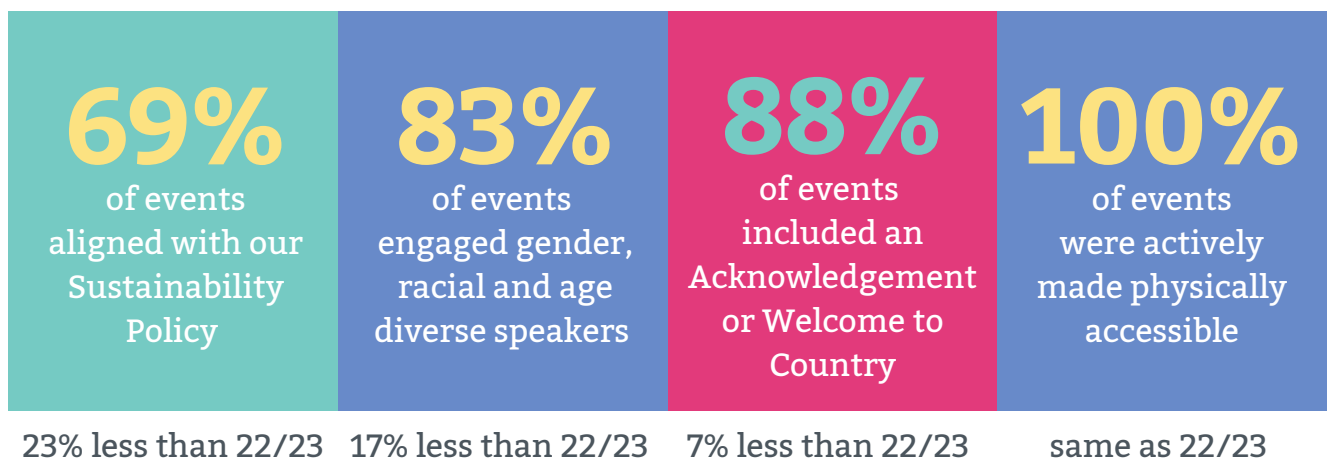


- Corporate events 5
- Awards celebrations 3
- Conferences 2
- Pitch nights 2
- Staff celebrations 2
- Exhibitions 2
- Other 2
(Ticket distribution, Community celebrations)

We work with our clients to ensure the best outcomes across all ESG metrics.

When we work with clients from **strategy-stage**, the more impactful their event becomes. By facilitating choices that ensure our customers' events are socially inclusive, and more mindful of our earth's finite resources we ensure they meet these ESG targets. Sadly, this year has seen a drop in impact design strategy.

As a result of GOGO's influence, this year



**Our events are better for society and our planet.
Help us help you do more!**

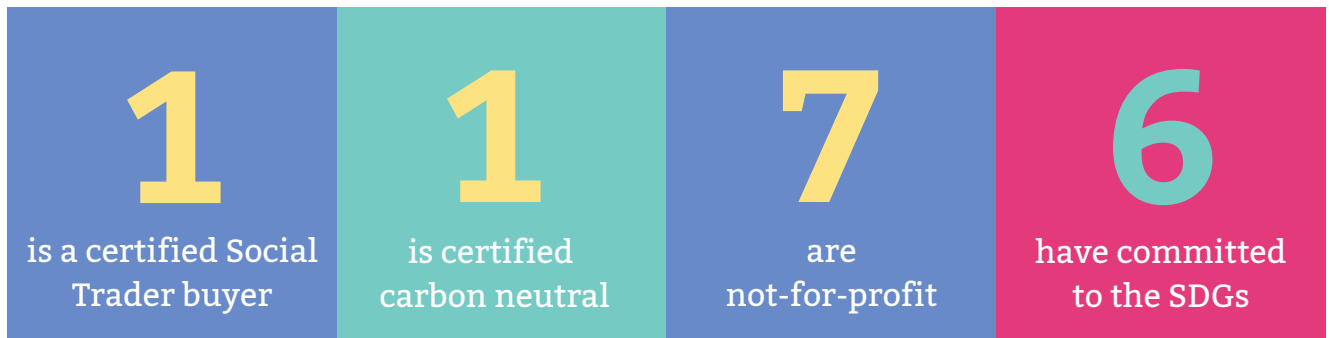
who are OUR CLIENTS?

Our clients include government agencies, corporate businesses, not-for-profits and community organisations. Many have also become donors to the GOGO Foundation, work immersion supporters and Employer Partners of our Inclusive Work Program graduates. Our favourite work is with value aligned businesses!



who are OUR CLIENTS?

Of the 14 clients we worked with this year



Hear from the Adelaide Festival, our Carbon Neutral client, on how their partnership with us is supporting their social impact. We love working alongside our clients to strengthen their ESG and UNSDG targets!

"Adelaide Festival has had the pleasure of partnering with GOGO Events since 2019 to deliver the Tix For Next To Nix accessible ticketing scheme, proudly supported by The Balnaves Foundation.

Our hope is to support individuals and charitable organisations to experience the arts by making them more accessible to everyone, in this case by offering \$5 tickets to events in the Adelaide Festival program. It is our belief that everyone should be able to access world class theatre and entertainment, and we continue to work closely with GOGO in an effort to reach people who, through whatever circumstance, might find themselves experiencing marginalisation or disadvantage.

The team at GOGO are passionate and brave, never wavering in their desire to see people bring out the best in themselves. It is a delight to watch GOGO continue to thrive, and to watch them deliver initiatives like the life-changing Inclusive Work Program, is truly inspiring. Adelaide Festival looks forward to a long partnership with GOGO, knowing that by working together, we can continue to focus on our shared values of people, connection, accessibility and inclusivity"

Benita Healy - Head of Customer Experience, Adelaide Festival

Our client relationships are regenerative, reciprocal, and a highly valued part of our GOGO family

who are OUR EVENT STAFF?

50% of the women providing hospitality and event services are **graduates of the GOGO Foundation's Inclusive Work Program** and for many this is their first paid work experience on their journey back to employment. The remaining 50% are our experienced event managers who mentors our new employees.

GOGO Events is a Work Integrated Social Enterprise, known as WISEs.

WISEs, or what some call 'Jobs-Focused Social Enterprises', are a form of social enterprise with the primary purpose of creating meaningful employment opportunities and pathways to employment for people facing complex barriers to economic participation (Barraket et al., 2019)

This year



"Working for GOGO events has been an amazing experience. Working in a healthy working environment has been wonderful. The skills I have gained have been very useful in gaining future employment"
Nicole, GOGO Events former staff

a little more **ABOUT NICOLE**

Nicole was a stay at home mum experiencing family and domestic violence. She had been with her ex-partner since she was 16years old and did not leave until her early 30s. In that entire time it was hard for her to work and earn her own income.

When she started with GOGO she was scared, nervous and unsure. She found it hard to get there on the first day but as soon as she walked in the door she felt welcomed, loved and supported. She immediately felt at ease with women supporting women. At the end of the course she completed a Cert 2 Community in Service and after that completed a Cert 3 in Individual Support. She is now qualified to work in aged care, disability and a hospital setting. She is now actively looking for work and in the meantime to supplement her income she works with GOGO Events.



Life is amazing for her now, she describes herself as 'being on cloud 9'. She says she has found her village she can lean on in the best and worst times. She says the GOGO family are the best family anyone could have. "I wouldn't have what I have today without them," she says.

She is a whole different person to who she was a year ago. She doesn't recognise herself and found parts of herself she didn't know existed and that's a good feeling to have.

Now she can bring in those extra dollars and has a sense of pride because she earnt that herself. When asked about the first pay check she got she happily says she spent on a coffee, a pair of pants and a new dress. She spoilt herself and it was the best feeling.

women gaining EXPERIENCE

GOGO Events' impact continues through the creation of meaningful learning opportunities for students. In FY23/24 the team was joined by 2 UniSA communications students, who were able to be hosted thanks to GOGO finally finding a physical home.



Divya

“My experience as a communications intern at GOGO Events in Adelaide was nothing short of extraordinary! I am incredibly grateful for the chance to work with such an inspiring and dynamic team. Every day was an opportunity to dive deep into the world of communication, where I developed skills in crafting compelling press releases, curating engaging social media content, and connecting with diverse audiences. The team’s passion for storytelling and their commitment to excellence motivated me to push my creative boundaries. I truly appreciated the mentorship and support I received, which empowered me to grow both personally and professionally. This internship has ignited my passion for communication in the events industry, and I will carry these invaluable lessons with me throughout my career!”

Anjalena

“My placement with GOGO Events has been an incredible experience. From the first day, I was part of a dynamic, supportive team that values creativity, collaboration, and passion. I was fortunate to work towards a wide variety of events that allowed me to boost my skills in stakeholder communication and social media management. Furthermore, I believe my acquaintance with GOGO contributed to my personal growth in a way that changed my views in workplace relationships. My time with GOGO has been remarkable and I am truly grateful for the mentorship and experience I gained.”



in good hands

MANAGEMENT



**JANINE
VELLA**

Manager of events

Janine Vella has managed all the events at GOGO for the past 8 years. She is the consummate professional and adored by GOGO's clients and staff. She listens deeply, communicates clearly and she is compassionate and deeply thoughtful in all she does. Her attention to details knows no bounds.

Janine is highly capable, adaptable and resourceful. She is committed to ensuring every event is inclusive for all and causes no harm.

In her 'spare' time she is President of Women's football at the Henley Sharks Football Club.



**SARAH
GUN**

CEO & founder

Sarah Gun is a pioneering social innovator and thought leader dedicated to advancing social equity.

Sarah is committed to ensuring businesses are creating meaningful pathways to employment for women who have been marginalised from the workforce.

Through GOGO Events, she has championed social procurement, carbon-neutral practices, and regenerative business models, impacting both the people she employs and the environment. Her efforts have helped hundreds of women gain employment and rebuild their lives, demonstrating the power of business as a force for good.

in good hands MANAGEMENT



**SARAH
BAILEY**

Administration assistant

As a passionate and creative individual, Sarah is currently pursuing a Bachelor of Business Management while working as our Administration Assistant. With a knack for organisation and a keen eye for detail, she supports the seamless execution of events that make a difference. Sarah brings fresh perspectives and innovative ideas to every project, blending her academic insights with real-world experience. Whether coordinating logistics or brainstorming creative solutions, she thrives on turning challenges into opportunities.



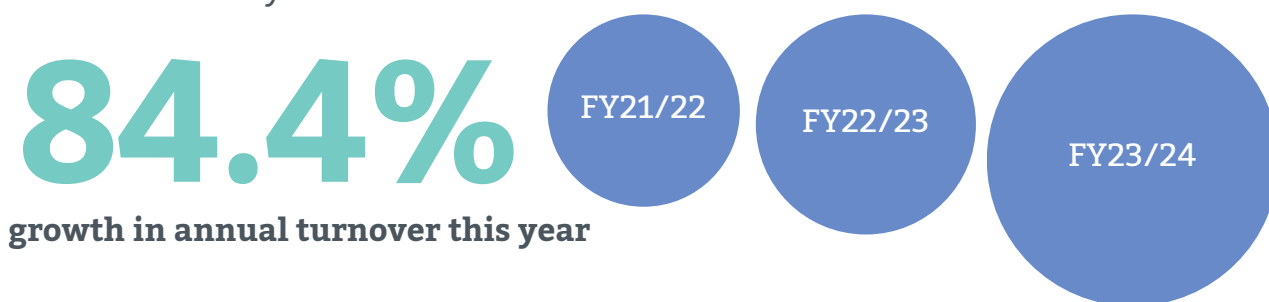
Creating jobs within GOGO events...

Expanding the GOGO team was one of the key aims for this financial year. With Sarah being the first of these to join us part time, we're excited to announce that in FY24/25 we're on our way to our "creating jobs" target! Whilst all our IWP graduates were still in casual positions at GOGO Events this year, in FY24/25 we have already welcomed to the team IWP graduates Tracy and Gina (part-time) and events' student and former volunteer of the GOGO Foundation Board, Mayra (full time).



how do we DO BUSINESS?

GOGO Events Pty Ltd is a Proprietary Limited for-profit company, Certified B Corp and Social Trader and it is 100% owned by the GOGO Foundation. This means that 100% of profits are donated yearly to the GOGO Foundation to help sustain its financial viability.



this exceeds our target by 49.4%

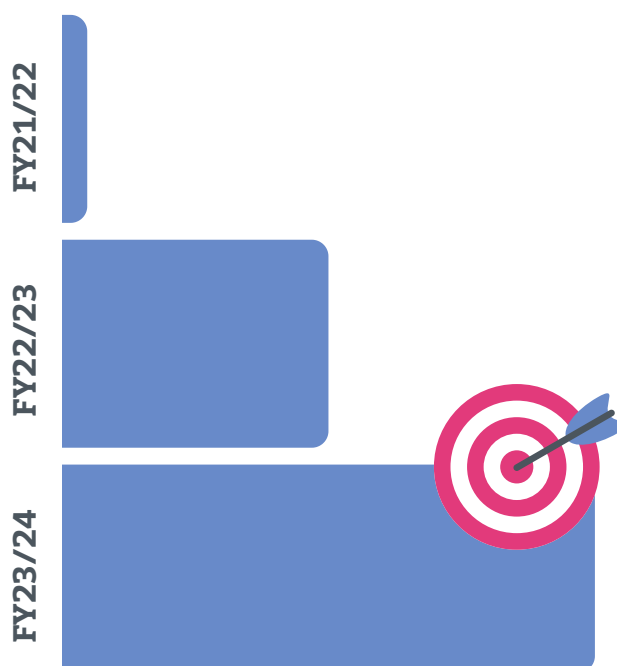
The consistent growth in business turnover has kept the business operating successfully and has allowed us to invest back into the business, and continue to invest in social impact.

This year GOGO events donated \$50,000 to the GOGO Foundation, meeting yet another goal from our last report, and contributing to further support for women experiencing barriers to employment.

\$2367
was donated in FY21/22

\$25000
was donated in FY22/23

\$50000
was donated in FY23/24



GOGO Events is 100% designed to give

our impact on the **ENVIRONMENT**

GOGO Events is a Carbon Measured business. We aim to reduce the energy we do use, maximise the use of renewable energy and reduce greenhouse gas emissions.

11.3t

CO2 produced this year

● Electricity	33%
● Employee commute	12%
● Business services	55%
● Business travel	<1%
● Waste generated	<1%
● Capital goods	<1%



100%

of this has been offset



This year we have decided as a team to offset locally with the Trees For Carbon program of Trees For Life



TreesForLife

Trees For Carbon plantings focus on restoring important habitat areas, often on cleared or degraded agricultural land. Through this program, Trees for Life:

- revegetate sites using direct seeding with a variety of local species to benefit ecosystems
- work with landholders to plant and protect these areas long-term
- manage the carbon plantings together with the landholder as they grow
- use the CSIRO Full Carbon Accounting Model (FullCAM) for carbon sequestration and add a buffer for conservative estimates

let's talk about “WASTE”

We aim to reduce total waste produced, maximise recovery of waste resources and diversion to landfill. We work with event planners on ideas to minimise waste from the start and spend time sorting out every piece of waste so that it is adequately repurposed where possible, then separated out into recycling or landfill.

leftover food is not...

where does it go?

With lower quantities of leftovers, food rescue providers were not engaged this year. The fabulous women who work with GOGO took most of the leftovers home. Events run at the Adelaide Oval used their in-house composting facilities and turned food scraps into compost.

91%

of excess food was rescued



**we saw an overall decrease
in leftover food this year**



**we avoid the use of single
use items & unnecessary
packaging where possible**

61%

of events avoided plastic bottles

That's 4% better than last year



39%

of events avoided printed materials

That's 23% lower than last year



why not 100 rescued%?

On one occasion our team had no control over where the food waste was directed, as this was organised in-house by the venue. We don't know where it went! To minimise event waste we ask clients to work with us at all levels, from strategy and planning, to delivery and pack-up (including “waste” diversion).

how can we do better?

Help us help you choose low-impact suppliers and build the event strategy early on, to minimise waste and maximise positive impact.

social & sustainable PROCUREMENT

With every client and every event we are committed to exploring the most environmentally and socially sustainable or regenerative option. This often takes us on interesting journeys but we are helping to build an ecosystem of values-aligned suppliers for each of our events.

23.5%

of events were held in green venues

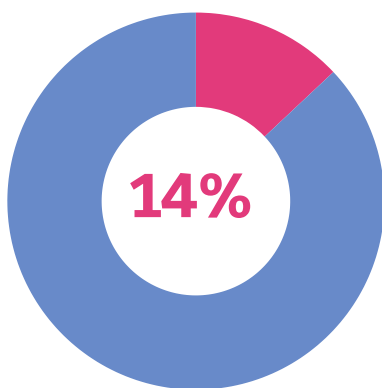
these venues use green energy, minimise water usage, recycle and implement other practises to reduce their environmental impact.

That's 6.5% more than last year!

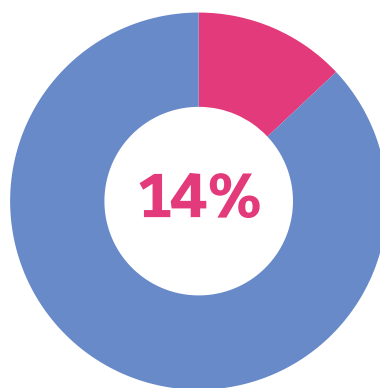


When our customers come on board and choose our green venues, we are able to be kinder to our planet, together. This is why we love value-aligned clients!

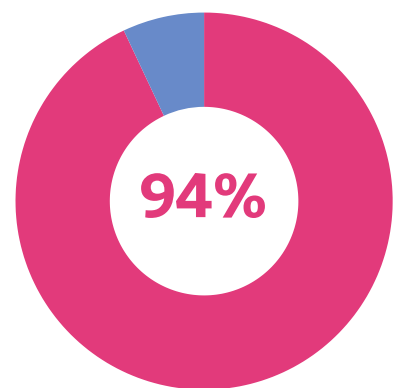
We try our best to source goods and services from social enterprises, not-for-profit or profit-for-purpose businesses who are aligned with our mission to create jobs and social/environmental inclusion for the underprivileged.



of our event suppliers
are social enterprises



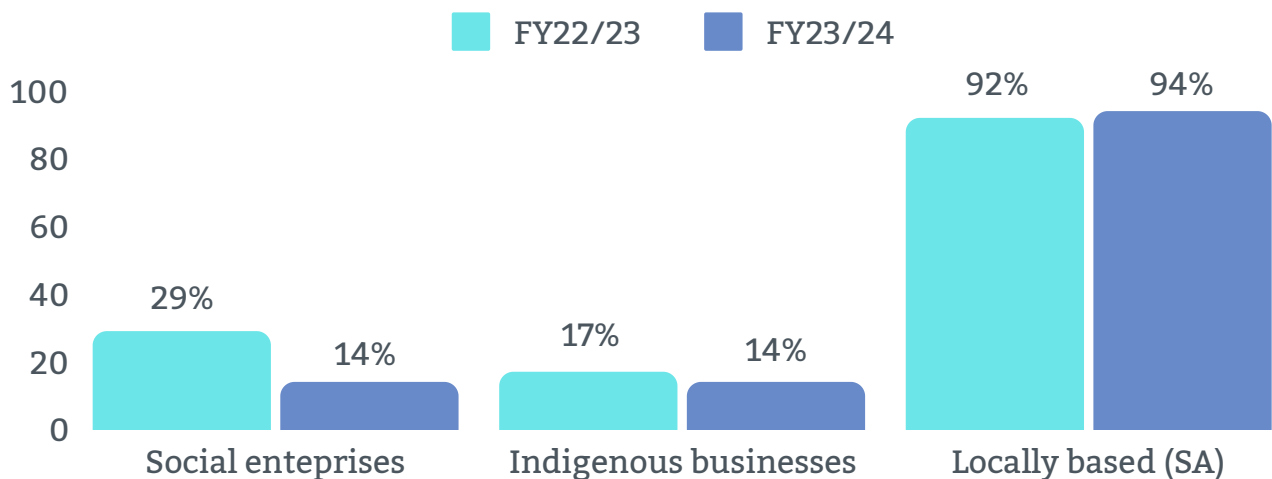
of our event suppliers are
Indigenous businesses



of our event suppliers
are locally based (SA)

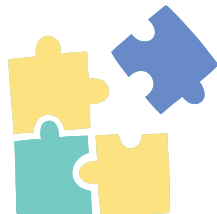
social & sustainable PROCUREMENT

How does this compare to last year?



When our customers engage GOGO from the start and are open to new and diverse suppliers, we are able to create more positive social and environmental impact, together. How does this work? **By procuring from...**

Social enterprises



we are contributing to entities that directly address societal challenges, create jobs for marginalised communities or contribute to positive environmental impact.

Indigenous businesses



we make a direct investment into supporting First Nations communities and care for Country, as most Indigenous businesses have both inherently built into their model.

Local (SA) businesses



we are investing in our own community and local people, minimising the environmental impact of transport, and becoming more resilient to supply chain disruption.



With more engagement at strategy-stage, when decisions are being made about suppliers and procurement, clients can really help us bump up these numbers and create more positive impact in South Australia.

so did we meet **OUR TARGETS?**

Last year GOGO Events set out to achieve some big milestones that we are very proud to share an update on this year!



GOGO found a home of our own!

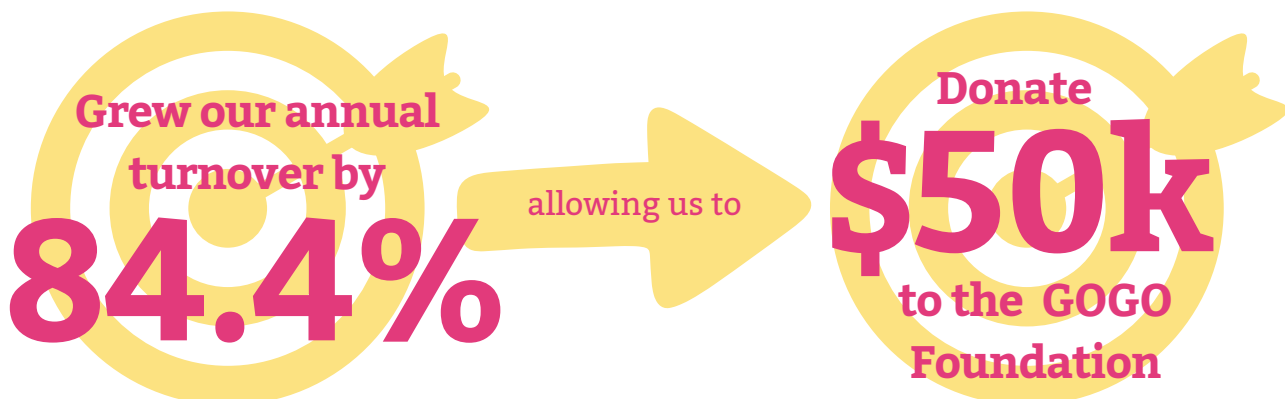
We are incredibly grateful to Uniting Communities for generously providing us with a new home. This gave our team a place to work together, enabled students to come and work with us, and even have a space for some of our own events.



Well, we didn't quite hit this target...

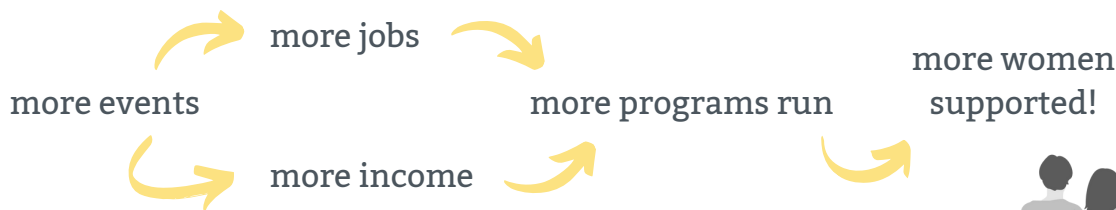
Our aim was to create 1FTE and 2 part time jobs within GOGO events for graduates of the IWP. Whilst Sarah B. did join the team (part time) this year, the work provided to IWP graduates was still all on a casual basis.

BUT... thanks to funding from DHS at the end of the year, we have been able to expand the GOGO Events team further. In FY24/25 we have already welcomed Mayra (1FT), Tracy (part time) and Gina (part time). Tracy and Gina are both graduates of the Inclusive Work Program!



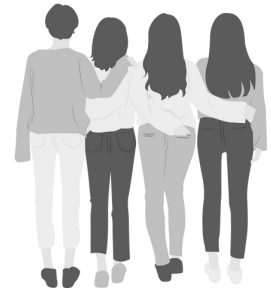
into the FUTURE

To increase our social impact and continue to reduce environmental extraction in the events industry, we are looking for clients to build long term partnerships with.



Why run your next event with GOGO?

- to meet your ESG targets
- to increase your diversity and inclusion
- to ensure it leaves a positive lasting legacy
- to ensure it doesn't harm the planet
- to change the lives of marginalised women



Each event managed by GOGO will

provide meaningful employment for at least 2 marginalised women	provide at least 11 hours of paid work, to boost self-confidence and independence	generate at least \$355 income for a woman with complex barriers to work
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In 2024/2025 GOGO Events aims to

- Lock in at least 3 new client partnerships.
- Continue to grow our annual turnover in order to build business sustainability.
- Run our own International Women's Day event to bring together all women to celebrate the social, economic, cultural, and political achievements of women.
- Celebrate our 25th year of business with a bang!

Help us make this possible!



contact us

To see more of what we do
To plan an event
To arrange a partnership
To give us a call

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