

ASX 200	HIGH: 7,730.1	LOW: 7,705.9	ALL ORDS	BEST ASX50	WORST ASX50	AU DOLLAR	OIL BRENT	IRON ORE
7700.30			7943.60	ASX LTD \$57.82	AMP LTD \$1.04	US CENTS 65.9	\$US PER BARREL 82.67	\$US PER TONNE 107.33
-24.00 -0.31%			-31.20 -0.39%	+1.37 2.43%	-0.25 -2.35%	-0.28 -0.42%	+0.48 +0.58%	+0.21 +0.19%

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Ironing out difficulties helps people into work

Giuseppe Tauriello

Dozens of jobs will be created for people facing barriers to employment through the transformation of a commercial laundry in Adelaide's south by disability services provider Bedford Group.

Bedford has partnered with Brisbane-based White Box Enterprises to transform the laundry at Lonsdale into a "jobs-focused social enterprise" known as Beacon Laundry, where up to 50 jobs will be created over the next three years.

Bedford acquired the laundry operation earlier this month from disability services provider Minda.

It is working with White Box Enterprises to transition it from its current use as a supported employment workplace for 24 people living with a disability to an open employment model where people of all abilities work side by side, including those living with a disability and people facing other barriers to employment.

Bedford chief executive Myron Mann says the partnership with White Box aligns with his organisation's strategy to provide more choice for people facing barriers to work.

"It's another example of Bedford pushing itself to look for new business models and partnerships to offer different pathways into open employment," he said.

"This partnership is so much more than simply acquiring a new brand for the laundry – it's a complete transformation of the laundry into a best prac-



White Box Enterprises chief executive Luke Terry (left) with Bedford chief executive Myron Mann. Picture: Supplied

ice, jobs-focused social enterprise.

"Bedford will continue to work closely with White Box to drive efficiencies and impact through procurement, logistics and advocacy for Adelaide's first Beacon Laundry enterprise, which has a strong customer base across aged care, health and hospitality."

White Box Enterprises opened its first Beacon Laundry in Bangalow, near Byron Bay, earlier this year.

The new Beacon Laundry is the fourth jobs-focused social

enterprise incubated by White Box Enterprises since 2019.

White Box Enterprises chief executive and founder of Beacon Laundry Luke Terry said it was focused on creating jobs for people who face barriers to work, including those living with disability, First Nations people, former refugees and people experiencing homelessness and mental health challenges.

"We're having great success with the original Beacon Laundry in Northern NSW," he said.

"In less than six months we've created 70 jobs and have more than 30 new customers on our books," he said.

"The Beacon Laundry model focuses on people, purpose and the planet.

"Its goal is to create jobs and deliver a scalable approach to open employment that generates incredible returns for individuals, the community and the economy."

Bedford is looking to grow both its traditional model of providing supported employment for NDIS participants as

well as its open employment enterprises, which recruit people of all abilities, including those who identify as socially disadvantaged.

Its open employment footprint will be expanded next year with the opening of a \$45 million manufacturing hub that is under construction at Salisbury South.

The facility will be the new home of Bedford's Cultivate Food and Beverage operation, which launched last year as an employment provider for medium and large producers.

NeuRizer in trading halt

Shares in Adelaide company NeuRizer have been placed in a trading halt ahead of an announcement about a "material acquisition".

Shares in the company doubled over the week before the halt was put in place, however are still worth just 1.3c apiece, valuing the company at \$26.7m.

The company has been trying to develop a urea project near Leigh Creek in South Australia for the past several years. NeuRizer had more than \$50m in debt at the end of the most recent half year, and posted a loss of \$800,000.

AI plan to guarantee best prices

Eli Greenblat

Dan Murphy's is turning to AI to protect one of its most important corporate values, its lowest price guarantee, as the liquor retail giant harnesses lightning-speed scanning and analysing tools to check on its rivals and their prices.

Dan Murphy's managing director Agi Pfeiffer-Smith said the liquor retailer was using the new tech to "scrape" data on liquor prices.

"In the digital world in particular, we are using AI technology to monitor and scrape online liquor prices," she said.

"Basically what we can see now is on our website, is where that scrape's happened, we

can put up a little stamp that says this price needs to be checked, be verified, and we want to be the lowest price in the market.

"And what we see is that when the customers see that, that actually increases price trust. Then we see conversions (sales) go up as part of that, which is pretty exciting."

The next step in the company's AI revolution is taking place to leverage this data to speed up the time to change prices of wine, beer and spirits in its physical stores.

Dan Murphy's, which has 273 outlets, said it had finalised the rollout of electronic shelf labels (ESL), which will see all of its branded stores fit-

ted with the innovative technology by the end of this month.

These ESLs are digital displays beneath products operated from a central system, enabling Dan Murphy's core value of "price beats" to roll out on shelves within minutes.

"We have price beats happening every day in real-time to support our lowest liquor price guarantee, meaning our team can spend more time ... with customers and less time changing over ticketed prices," Ms Pfeiffer-Smith said.

"ESLs will save 37,000 pieces of paper per store, amounting to a saving of around 10 million sheets annually."

Female Founders get backing

Cameron England

Entrepreneurs including Lucy Cornes and Nikki Atkinson will take the stage on Wednesday at the Female Founders Festival being held in Adelaide, which is backed by the federal Accelerator for Enterprising Women.

The event will also help prepare women to apply for the Accelerator for Enterprising Women's Kickstarter Challenge 2024 – a start-up competition with \$60,000 worth of funding up for grabs.

The event on Wednesday will include a workshop run by Ms Cornes, the She Shopped founder and digital marketer.

It will also include a panel



Entrepreneur Lucy Cornes.

discussion hosted by Lady Brains co-founder Caitlin Judd, featuring Ms Atkinson of Horrocks Vale Collections, a merino wool wedding dress label, Leanne Hasting of Lean-

na J Consulting and Kedeisha Kartinyeri, of KML Business Solutions.

A further AccelerateHer Workshop will also be held in Adelaide in August, to help participants develop their business ideas, and potentially enter the Kickstarter Challenge. The Challenge is currently open for entries, with a panel of judges to select finalists in four categories and a fifth finalist to be determined by public vote. The winner will be awarded \$30,000 in equity-free funding to develop her business idea. The other finalists will each receive \$7500. The festival will be held at The Bob Hawke Prime Ministerial Centre at UniSA.