



fresh desk

A KINDER WAY TO CLEAN

Impact Report 2022





Table of Contents

- 02 Kia ora, we're Fresh Desk
- 03 Procurement for Impact
- 04 The Fresh Desk Difference
- 05 Our Systems
- 06 Our Services
- 07 Financial Equality
- 08 Kaitiakitanga
- 09 Wellbeing: Cover
- 10 Wellbeing: Health & Safety
- 11 Training

Kia ora, we're Fresh Desk

We provide daily and periodical **cleaning services** to like-minded organisations.

We help government agencies **create public value** by achieving **broader outcomes** within their cleaning contracts.

We provide a great **return on investment** because we deliver **more value** (compared to for-profit cleaning companies) by fulfilling agencies' **environmental and social goals**.

Our vision is a world without poverty, where everyone is valued and respected for their work.

So, instead of going to overseas shareholders, **our profits directly benefit local essential workers.**

As **Aotearoa's first** pay-audited cleaning company - **Living Wage since 2015** - what we're about is clearing barriers to employment and lifting others up, just like others have supported us. We're super grateful for help from the Ministry for Social Development, Hutt City Council, Ākina Foundation, SAP Social Sabbatical and Living Wage Aotearoa.

Our point of difference as a social enterprise is we care about **good health and wellbeing** and **decent work**. As cleaners, we're both 'essential' workers and members of intersecting marginalised communities - so we know what we need.

We use profits to:

- + invest in/support staff **wellbeing** with actual pūtea
- + **upskill ourselves**, and
- + **improve** and develop our services (reinvestment).



If your values align with ours, let's make change together.

2022 Brought Clarity around Partnerships

This year we sadly farewelled some of our lovely smaller customers because small contracts don't provide **enough work** for the income security we need. We made the decision to work only with larger organisations whose **values align** with ours.

Moving forward we are excited to **build intentional partnerships** as outlined in our Ideal Partnership Options at the end of this report.

We partner with three Government Agencies

We believe that partnerships for public value are the future. We're thrilled to be working with **three government agencies** whose kaupapa is about cherishing our whenua and waterways. We provide them with **Daily Cleaning Services** and Periodical Cleaning Services to their sites throughout **Auckland** and **Wellington**.

2023 Areas for Growth

We've identified these goals where we'd like to make improvements:

- + become a **better ally** to groups outside our lived experience
- + find **accessible** ways to empower team qualifications
- + increase our supplier **diversity spend**

...and **becoming a larger organisation without selling out on our values.**

Thanks for reading



Lynette Maunder



Nicole Oxenbridge



Caroline de Castro

Some of our Partnerships

- MFAT Ministry of Foreign Affairs and Trade
- LINZ Toitū Te Whenua Land Information New Zealand
- NZEI Te Riu Roa New Zealand Educational Institute
- Taumata Arowai
- New Zealand Post
- Hutt City Council
- Cushman Wakefield
- Jarden
- Sanford (to 2021)

Procurement for Impact

How

Fresh Desk helps agencies meet their **compliance** with **employment standards** and **innovation** goals because we:

- + pay living wage and demonstrate pay equity
- + ensure quality employment outcomes (Rule 18A)
- + improve conditions for New Zealand workers (Rule 19)
- + monitor risks and capabilities and report on broader outcomes
- + open up work opportunities to a more diverse range of employees
- + provide comfort that our supply chain is free from modern slavery
- + run efficient systems and processes
- + develop SOPs and continuously improve
- + can feed into procurement planning and policy
- + do participatory action research.

Why

Buyers need to consider how their **values** carry through to their attitudes towards the procurement of **essential** services. Before COVID-19, buyers often saw cleaning as just a cost.

Having a better, cleaner, safer, happier workplace comes from the people who look after it - **cleaners** who care, who are skilled and who take pride in their work.

If your values include being **inclusive, safe, resilient and sustainable** you should consider how they apply to your cleaners.

Cleaning is a designated contract area in the 4th Edition of the Government Procurement Rules.

“As a government agency, we try to deliver **Broader Outcomes** in all of our procurements. **Fresh Desk had all the ESG requirements that made them an easy choice.**”

– Nadine Eton, Senior Procurement Adviser
Taumata Arowai

“As a large corporation with nationwide coverage we have been thrilled to utilise the services of Fresh Desk in some key areas. I have loved working with Fresh Desk for the last **four years**. Their **enthusiasm is infectious** and it has been an absolute pleasure watching them grow.”

– Kate Potter, Senior Procurement Manager
New Zealand Post





The Fresh Desk Difference

“

“We do not offer green washing, purpose washing or rainbow washing.”

”

– Nicole Oxenbridge, Operations Manager
Fresh Desk

We differ from for-profit cleaning giants in that we:

+ We Invest in People’s Wellbeing - with actual Pūtea

New Zealand law recognises cleaners may be ‘vulnerable’ to a lack of job security, exploitation and low wages. **Paying low wages to make excess profits may be a ‘good business model’ but it isn’t fair.** We’re a social enterprise so we invest a significant part of our profits into the wellbeing of our team. By paying the living wage over the past seven years, around **\$300,000** has gone to workers not shareholders. This approach **promotes health**, mana, self-worth, respect, participation and we hope, good management. It might read like a loss to shareholders, but it’s a **gain in public value.**

+ We Are Peers

Being peers means we come from a place of **fundamental respect for the work.** All our leadership team **started off as cleaners** and stay connected to the core work by **doing cleaning work** regularly. **In addition to cleaning peers, we are also peers of various marginalised communities** like women, Pasifika peoples, LGBT+, migrants, sole parents and beneficiaries.

As peers, **we know what’s needed to fix systems that aren’t working for us.** We’re not just essential workers but **essential agents for systems change**, and at work **we are the experts** in knowing what makes the most difference.

We acknowledge that there’s more work to be done in areas where we are allies, not peers, and that celebrating diversity and respecting differences is crucial mahi.

+ We Advocate for the Rights of Cleaners

We’re part of a group of health and industry partners called the **“Cleaning Industry Collective” (CIC)**. During lockdown in 2021 CIC members helped to re-write the narrative about essential workers’ value and respect. In 2022 the steering group is excited to drive a **cleaner-led pilot** around cleaners’ rights and wellbeing.

Fresh Desk Systems



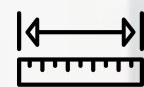
CLEANERS VOICE



PAY EQUITY



MENTORING



MEASURING
RESPECT &
WELLBEING



NURTURING
CAREERS WITHIN
FRESH DESK



ETHICAL
& SUSTAINABLE
ASSURANCE



PARTICIPATORY
RESEARCH



SOPS &
POLICIES



+IMPAC
PREQUAL



TOITŪ | CARBON
ASSESS



Fresh Desk Services



Daily Cleaning

Our favourite!

Sparkling your workplace kitchens, bathrooms, rubbish and recycling, vacuuming and mopping, and all surfaces cleaned and disinfected.



Day Custodian

Your day custodians are sanitising surfaces during the day. We disinfect touch points like door handles, lift buttons and utility bays to prevent the spread of infection.

Day custodians freshen up your kitchens and bathrooms around peak times and ensure consumables are replenished and public areas are clean.



Periodical Cleaning

A range of periodical services such as kitchen or shower deep cleans, windows, furniture, fabric, upholstery and floorcare.

'Fresh desks' are our specialty.



Sustainable Waste Audit

A great way to engage your team with getting the rubbish right! First we measure your baseline data for each waste stream. Next we run a waste workshop to prevent waste contamination. Last, we measure waste again and expect to report increased diversion from landfill. Customer success rates range from +9% to +48% increased diversion.

Ideal Partnership Options

1. Offices 5, 000 to 12, 000 square metres

Our ideal impact partner has offices that require **daily cleaning** over **5, 000sqm** to a maximum capability of 12, 000sqm. An ideal footprint may be spread over a maximum of three sites, each costing **\$250-400k** per year to clean. We can undergo a formal procurement process and before going to market we'd love to start with a candid chat about your needs.

2. Waikato+Auckland/Wellington

In 2021 we worked with Aroha Nepia (Waikato-Tainui) of regional cleaning business Eco Pristine Clean on a **tuakana-teina 'family' of cleaning peers**. Eco Pristine Clean went from strength to strength this year and we're curious to see if the family pilot might also succeed as a joint venture. We'd like to find an impact partner with a 5, 000+ square metre footprint over **Waikato+Auckland** or **Waikato+Wellington**.

3. 'Fresh Desks'

'Fresh desks' are our specialty periodical - a deep clean of your workstations including keyboard, mouse, monitors, surfaces and headset. Perfect for offices, hot desks and activity-based working. You'll beat winter germs and give your colleagues' spirits a lift. Starting from **400 desks**.

Thanks for reading.

Get in touch with Fresh Desk to start a conversation.

Freecall 0800 110 279
info@freshdesk.co.nz
www.Freshdesk.co.nz



Decent Income

In 2021-2022 a total of \$30,446 above minimum wage went to workers instead of shareholders.

This \$30k was the **difference** between Fresh Desk cleaners earning living wage and the same hours at minimum wage at other cleaning companies. As minimum wage has increased, this gap has narrowed from 2020 when the difference over the same period was \$70k.

Living wage as the **wage floor** in government contracts is **levelling the playing field** as companies paying minimum wage can no longer undercut ethical employers.

Pacific Pay Gap

At Fresh Desk, **Pacific peoples are paid 1% more** than non-Pacific peoples and **women are paid 3% more** than men. With only 13 people on staff we know our sample size is not statistically significant (yet), but we're keen to be transparent in our first year measuring pay equity.



Social enterprise -4% down on revenue but +5% more productive

Working from home resulted in **lost or reduced work** and for the first time in seven years we made a loss of -4% on last year's revenue. We used wage subsidies, a government loan and accessed savings put aside in previous years, grateful these safety nets were in place.

As we **picked up work**, our team gradually approached pre-COVID-19 staffing levels. The year started with a headcount of seven people and grew to 13 team members or **8.5FTEs, versus 11FTE** in 2020.

We re-quoted long-time customers using a new pricing model which made our gross profit margins visible for the first time. Overall our **gross profit margin increased** by +5% from 33% to 38%. So we are working more productively, even as revenue dropped and costs like gloves, products and petrol increased.

Our own **broader outcomes spending** was small, around 1% of expenditure. We love social procurement but need to improve at it, especially around supplier diversity. First time reporting.

- Social enterprise spend of **\$2, 214** in last 12 months
- Supplier diversity spend was **zero**.



Kaitiakitanga



Carbon intensity was down to 15.25 units

(tonnes of CO2 equivalent per \$1million of revenue) which is **less than the 2020 sector average**. We measure with Toitū Carbon Assess and the Sustainable Business Network Climate Action Toolbox.

Most of our carbon use was fuel

(**7.47** tonnes of CO2 equivalent). We are investigating ways to reduce this. *Do you have any advice for us?*

We bought our first eco vacuums

Their batteries **use less electricity** (and are safer) than vacuums with cords. This was a significant milestone because they cost four times as much as corded vacuums.

We started offsetting our carbon use

We are doing this by planting 23 Mexican sunflower trees. We started composting on a small scale and created two compost bins.

All our products are Environmental Choice certified

We used over **195 litres** in the last 12 months. Choosing Fresh Desk instead of other cleaning companies means you reduce the amount of harmful chemicals going into the ocean.

4 ideas to improve your carbon use:

- 1** Day custodians cleaning when the power is already in use
- 2** Ask us to run a Sustainable Waste Audit
- 3** Change to a renewable energy provider like Ecotricity
- 4** Staff working late sometimes forget to turn off lights when they leave. We can complete a power off check for you.



Wellbeing | Cover

Cover

Our ability to provide our team with cover (or **resourcing**) has been the biggest challenge since 2020.

Low unemployment and changes in migration made it hard to recruit and provide cover.

This meant **higher levels of mental and physical stress** for our team, who had more rostered work as well as covering for others who were sick or isolating. Mandates also affected our ability to provide cover.

Our retention hit a new low of 47%, down from 56% last year.

For one of our customers this meant our **service quality** dropped on occasion. Our worst example was having only one team member instead of two people working on one site for over six months.

For our leadership team this meant going **back on the tools**. In turn, this meant that our **customer engagement** suffered when we did not share impact storytelling as often as we wanted to.

Resourcing is a Challenge

Our challenge is to attract and retain casual team members and to guarantee them enough irregular work for them to stay engaged. We also need to find ways of making the training accessible to casual team members so they can work to the same standard as the permanent team.

Recruitment attempts with mixed success:

- + Job advertising budget increased tenfold
- + Online ads on four job platforms and supermarket boards
- + Approaching cleaners at work and people on the street
- + Offering an hourly rate above living wage
- + Redefining the job description to Essential Worker

What worked: **Partnership**

We were candid to our new government agency customer about our resourcing struggles. They introduced us to an experienced cleaning team leader and **credentialled us to one another**. When we sat down kanohi ki te kanohi, she had two questions for Fresh Desk:

- + Are my team safe moving over? and
- + Are they expected to provide cover for free?

Health & Safety

Health and Safety capacity grew this year, reflected in a new assessment by IMPAC PREQUAL.

IMPAC PREQUAL is an **external auditor** that examines policies and procedures to ensure compliance. We attained 67% on our first attempt and we're certified for two years.

*"When I first looked at the IMPAC PREQUAL assessment it was really daunting because it had even **more paperwork** than SiteWise last year. It was helpful to have someone with me doing the **site inspection** to discuss the **hazards** and risks together.*

*At our customer's site they were super responsive - removing a wall cabinet the same day someone bumped into it - wow. I felt **my team would be safe and secure** working with this customer.*

*It's not just about checking the power cord! Before we had a health and safety policy and risk register, now we're expanding this into a suite of standard operating procedure such as **site induction, dilutions, backpack vacuuming.***

*My role in compliance is about uploading good records, tracking risks and notifiable events, and most importantly, being part of the **team culture** that keeps everybody safe and healthy."*



– Lynette Maunder, Wellington Manager
(Pictured top left)



Wellbeing | H&S





“Our whānau members appreciate the work of the Fresh Desk team in keeping our workspaces a healthy and pleasant working environment.”

– Peter Keegan, People and Culture Manager, Taumata Arowai



Everyone should have the chance to learn on the job to a recognised standard.

As a social enterprise, we use profits to fund training.

Since 2015 **two staff** have completed a **Level 4 qualification** and **fourteen people** have completed a **Level 2 certificate** through Fresh Desk.

The **beneficiaries** of this investment are ‘vulnerable workers’ who face barriers to employment by belonging to at least one, and often several **marginalised communities**.

Recognised skills make us less ‘vulnerable’ so we work with our industry training organisation, Careerforce, to get **cleaners’ skills formally recognised**.



New Zealand Certificate in Cleaning: Level 2 is a 43-48 credit NZQA standard with skills in cleaning safely, cleaning methods, infection prevention & customer service. It takes 7-8 months to complete.

New Zealand Certificate in Cleaning: Level 3 is a 40-42 credit NZQA standard with skills in cleaning autonomously and efficiently, and applying an understanding of health and safety legislative requirements when responding to risks for themselves and others in the workplace, and for the general public. It takes 7 months to complete.

4089 NZQA Trainer and Assessor: Level 4 is a 6 credit standard that gives people the skills to use standards to assess candidate performance.

New Zealand Certificate in Business, First Line Management: Level 4 is a 60 credit NZQA qualification with skills in managing workflows and managing a team. It takes 6-12 months to complete.

Training

**Get in touch with Fresh Desk
to create positive impact.**

Contact us:

Freecall 0800 110 279
info@freshdesk.co.nz
www.Freshdesk.co.nz

Photography by Sarah Jean Creative
Icons by Monkik at Flaticon.com

