

## **Workshop 1C: Deep Down Everyone Wants to be a Farmer by Chris Ennis.**

Overview of Ceres, 30 years old.

CERES and its enterprises have grown organically over the last 30 years, fuelled by the passion and dedication of individuals who have been part of it.

Just do it and ask for forgiveness later. Lot's has happened without getting permission first (probably wouldn't have gotten it) but all has turned out well.

Festivals and celebration happen every year.

Recycling of people and land – retraining and empowering and re-skilling people while turning barren wasteland into an oasis.

Opportunistic w/government programs at the time- creating meaningful projects which attract funding.

With multiple enterprises (20) are able to use the proceeds from one enterprise to boost up another that may need more financing.

Enterprises have developed and become most successful when people's enthusiasm and passion and give them an opportunity to start and learn from the first year with out worrying and taking too much risk.

Partnership enterprises have been a different model. Less successful financially however are also training programs which have many benefits beyond. So just takes small investment to run successful programs.

It usually takes about five years until it is know if the social enterprise will be successful. Patience is key.

Obtaining RTA status to provide horticulture certificate training/education has been key.

Brunswick government owns land, CERES doesn't own buildings, so can't borrow money from banks, have to get grants for capital investments.

### Questions:

*When do you hand over social enterprises from creators to managers who have very different skill sets and levels of interest?*

*What is the return on investment for land as market garden rather than another land use (as relates to Auckland Spatial Plan)? If Ceres wasn't there would be park, so council gives the \$60,000 to CERES would take to maintain. CERES turns that \$60,000 into \$8 million, 100,000 visitors, and 200 employees.*