

Media Release

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Social enterprise cafe wins business award

Where Is My Coffee? (WIMC) Nunawading, a social enterprise café run by VMCH, has been recognised with a Whitehorse Excellence in Business Award (Not-for-Profit/Social Enterprise category).

Announced at a gala ceremony on 19 March, the awards celebrate organisations across the City of Whitehorse that demonstrate excellence, innovation and meaningful community impact.

Opened at the Nunawading Community Hub in November 2024, WIMC supports people to build confidence and job-ready skills through hands-on hospitality experience.

The café is part of VMCH's wider Social Enterprise program, which includes cafés across Victoria, Op Shops, a horticulture team and a woodwork program. Together, these businesses provide 117 people with disability real work experience and clear pathways into employment (both within VMCH and with employment partners).

Behind the numbers are personal stories like Ryan's. Ryan joined WIMC Nunawading as part of VMCH's job skills program, where he built confidence and practical hospitality skills including customer service and food preparation. With support from the team, Ryan has since secured employment as a Transport Assistant with Travellers Aid, a role that supports older people to travel safely and independently. His journey reflects the program's focus on building real skills that lead to real jobs.

"It has been a great opportunity for Ryan to be exposed to different work environments," shared his mum, Huong. "He has gained valuable experiences both personally and professionally. He has more confidence now and is ready for the next one."

VMCH CEO Sonya Smart said the Whitehorse Business Award was a proud moment for the entire VMCH community, and a credit to the people who bring the café to life each day.

"WIMC Nunawading is about so much more than serving fabulous coffee — it's about building confidence, developing skills and creating real pathways into employment, in a space that feels welcoming and connected to its community."

Manager Social Enterprise and Impact Chris Coughlan said the café's location has also played a key role in its success.

"Being based in the Nunawading Community Hub means our participants are part of everyday community life. They're working with real customers, building confidence and gaining experience that really matters."

Chris added he was proud to join WIMC Nunawading participants, including Holly, Chloe, Emily, Ivan, Rosie and Isaac, at the gala event last week to accept the award.

Emily shared: "I had a great night and am proud to be part of the team."

VMCH's Social Enterprise program has a long-term goal of supporting 500 people into employment by 2030. The organisation is set to open its sixth cafe venture at Bendigo TAFE in late April/early May.

For more information on VMCH Social Enterprises, visit: vmch.com.au/our-mission/social-enterprises

Media enquiries

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About VMCH

Here at VMCH, our services are as diverse as the people we support.

Our values underpin the work we do. As a Catholic, for-purpose organisation, love, joy, hospitality and courage aren't just words to us, they guide us in everything we do.

While we've been around for over a century, we're always moving forward. Always staying true to who we are by supporting people and families to live their best lives; providing a place to call home and spaces to learn and grow.

Our professional and compassionate teams are with you on your life journey; helping you with a wide range of support from early learning and therapy, specialist education, disability services, affordable homes, residential aged care, retirement living and at-home aged care.

