

# Case Studies



## Test Kitchen

Test Kitchen is a social enterprise that supports the connection of older people to other generations through social meal-time experiences. Co-founded by Matt Haren and Julie-Ann Hill, Test Kitchen started as a set of ideas they tested and evolved through the Innovation in Ageing Challenge in South Australia in 2015.

Through the Innovation Challenge process some defining moments for Test Kitchen were:

- “deciding to take a step back to better understand the issues and problems associated with meal times, eating alone and socialisation, rather than jumping ahead to testing possible solutions”
- running a Tasting Showcase event as part of COTA SA’s Every Generation Festival where they tested with older people the Host@Home concepts through prototype product cards, aprons and host support kits
- experimenting (using rapid prototyping techniques) with parts of their social dining idea that Test Kitchen had the most uncertainty about being: dining room design; social facilitation; and barrier busting.

Since completing the Innovation Challenge, Test Kitchen:

- are running their dining room/catering business in Port Augusta;
- received the ‘Excellence in services to aged care– organisation’ award, in the Port Augusta Awards for Services to Aged Care; and
- have been working with a business mentor/coach to explore routes to grow their enterprise.



Learn more about Test Kitchen at [www.testkitchenproject.com](http://www.testkitchenproject.com)

Learn more about their development journey through the innovation in ageing challenge at <http://ageingchallenge.tacsi.org.au/blog>

## SeniorPreneurs

SeniorPreneurs is a not for profit organisation with a vision and sole purpose to empower senior entrepreneurs to succeed. They achieve this through facilitating networking, learning, development & access to support that assists people 50+ achieve their business and new venture goals.

Through the Innovation in Ageing Challenge in South Australia in 2015, Peter Balan collaborated with co-founder Bambi Price to test and refine the networking model (that had been piloted in Melbourne) for senior entrepreneurs in South Australia.

Through the Innovation Challenge process some defining moments for SeniorPreneurs were:

- expanding their understanding of what was of value to both their primary (people 50+) and supporting customers (collaborators & partners);
- more deeply understanding the needs of senior entrepreneurs and involving them in developing and testing how they provided the service; and
- experimenting (using rapid prototyping techniques) to develop improved approaches to networking events.

Since completing the Innovation Challenge, SeniorPreneurs runs a South Australian Branch. The learnings from the South Australian adaptation of the piloted Melbourne networking model has enabled SeniorPreneurs to refine the concept nationally and new branches have been established across Australia.



Learn more about SeniorPreneurs at <http://seniorpreneurs.org.au/>

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