

The state of the social economy in Australia

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Agenda

- Introduction to Social Traders
- Sector and market development in Australia
- Social enterprise development approaches
- Social procurement
- Social finance investment market in Australia
- Conclusions
- Questions and discussion

Introduction to Social Traders

Social Traders is Australia's leading social enterprise development organisation

- Established in 2008 with joint funding from Victorian State Government and a private foundation
- Based in Melbourne, we work with social enterprises nationally
- Our work focuses on building the capability of start-up and early-stage enterprises
- We are a learning and collaborative organisation.

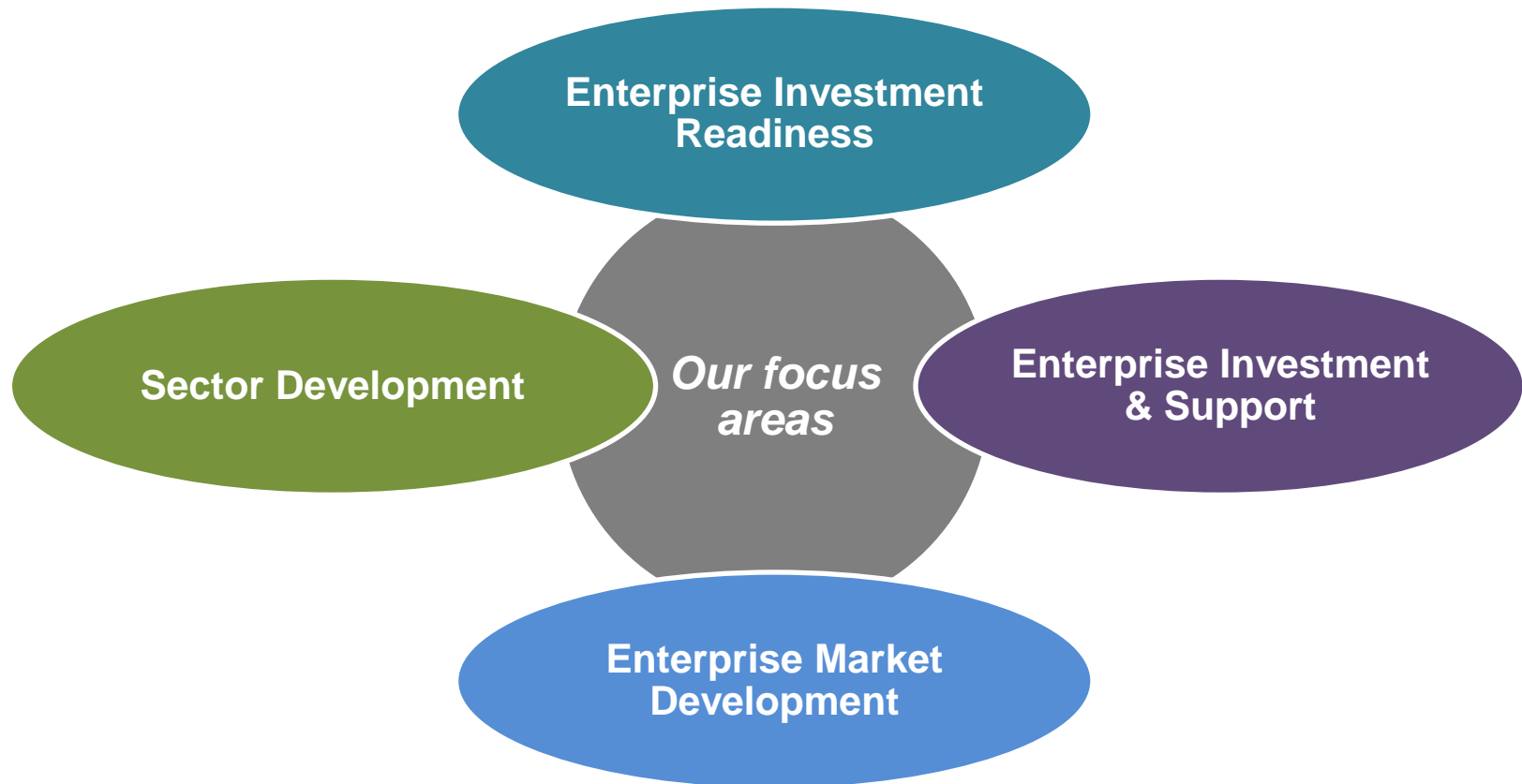


Our vision

Social Traders' vision is a world where the market is used to deliver more sustainable and long-lasting solutions to social problems.

Our mission

To support the growth and understanding of social enterprise in Australia.



Our enterprise support eco-system



Collaboration is a key factor in our success

Program Partners



Procurement Partners



Awards Partners



Research Partners

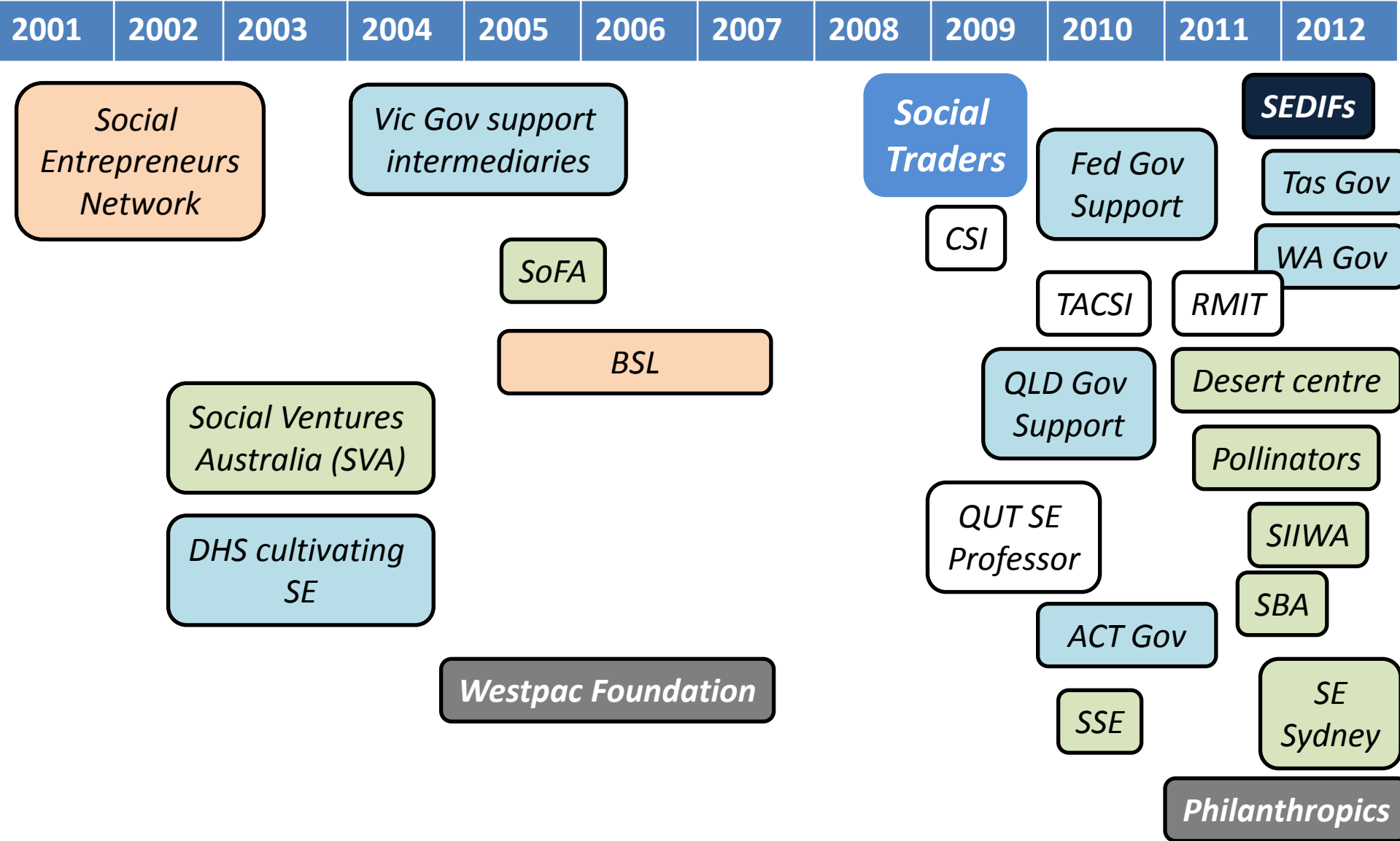


Sector Partners

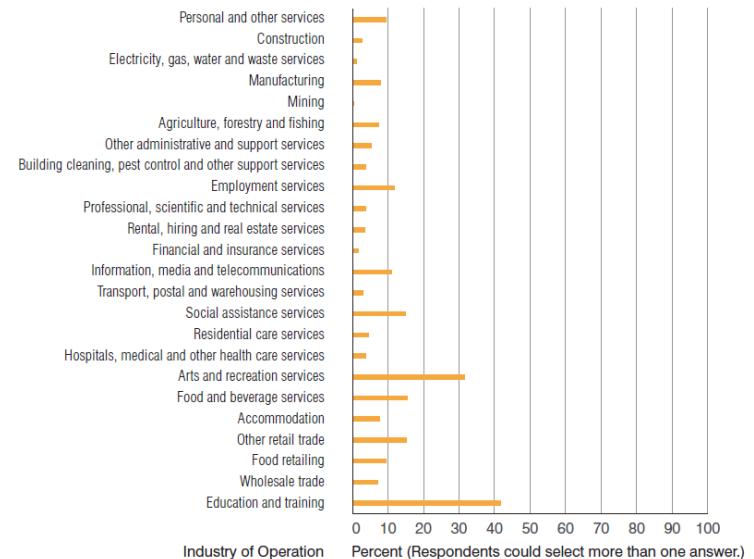
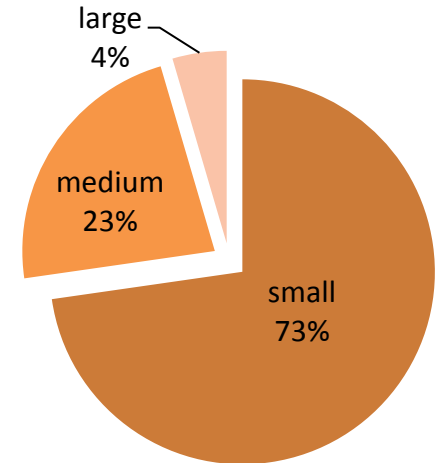


Sector and market development in Australia

Momentum is growing in Australia, majority of intermediary organisations are supported by Government funds



- 20,000 social enterprises in Australia
- Growth rate of 37% over past 5 years
- Two thirds are > 10 years old
- Operate in all industry segments
- Estimated to account for 2-3% of GDP
- Growing interest from government, corporates, philanthropy and consumers
- 45% of non-profit's revenue is from trading activities.



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What is Social Enterprise!

Organisations that are led by a social benefit and trade to fulfil their mission. [MORE](#)



SOCIALTRADERS' BUILDER














SOCIAL ENTERPRISE



Stage 1: Understanding Social Enterprise

Expected time commitment: 1-2 days

Outcome: A thorough understanding of what social enterprise is and the implications of starting one.

Sub-Sections	Page Viewed	Downloaded	Activity Completed
What is social enterprise			
Social Enterprise Types			
Where non-profits and for-profits meet			
Social enterprise and responsible corporations			
The costs and benefits of social outcomes			
The impact of social mission on costs			
The bottom line			
How could this model be made more profitable?			
Understanding the industries			
Root Cause Mapping			
Evaluation - Stage 1			

Icon Key

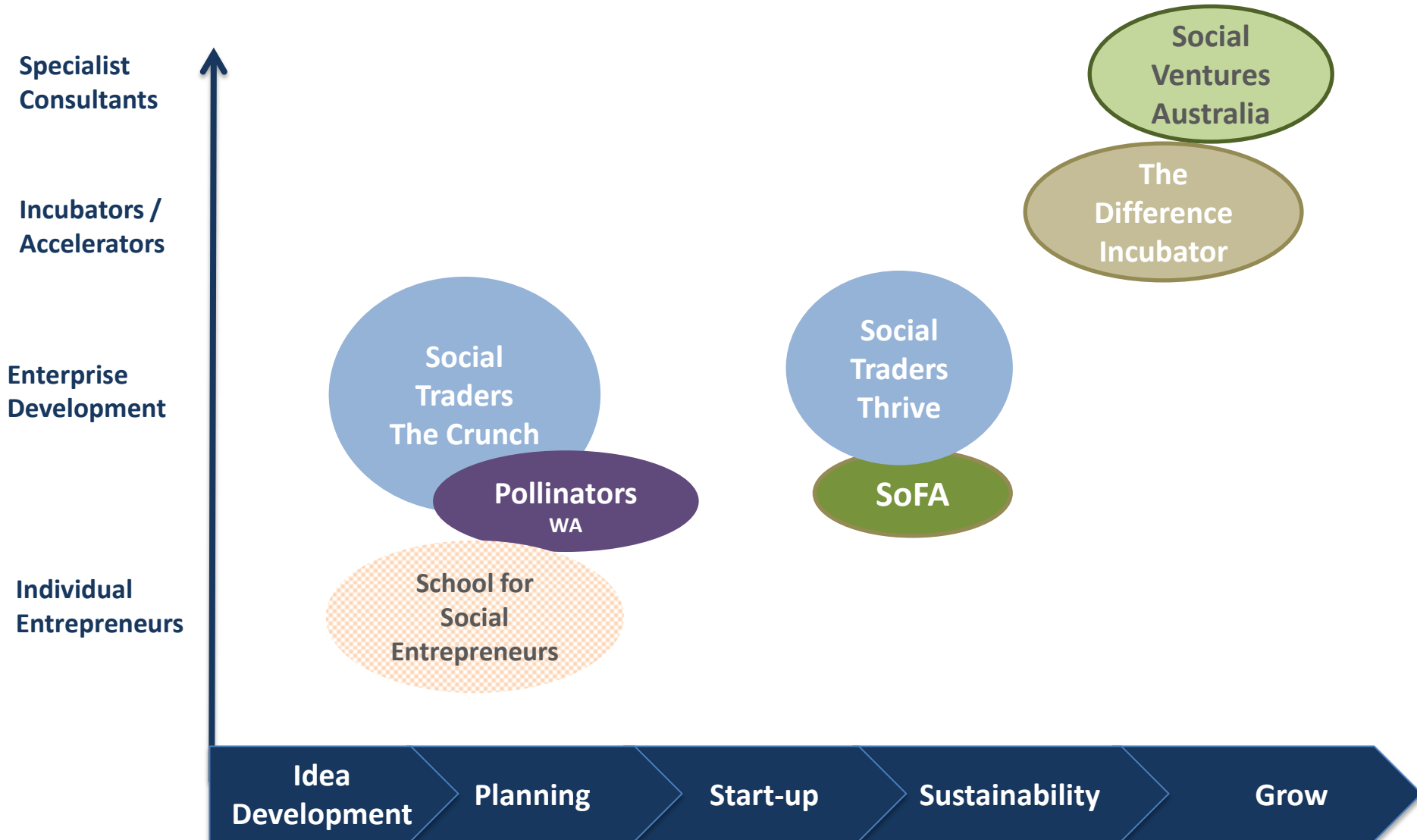
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Introduction to Social Enterprise Workshop



Specialist capacity building support exists but is still limited and fragmented



Social Innovation, Entrepreneurship and Enterprise Alliance

- Established in 2010 with 15 members
- Represents the diverse views a best practice approach to growing the social economy in Australia

Alliance Members

SOCIALTRADERS
A force for Social Enterprise



SoFA.
Social Firms Australia



Employee Ownership
Australia & New Zealand
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- Research report into the **Role of Specialist Support and Financial Intermediaries in Australia**
- Inaugural 2013 **Australian Social Enterprise Awards**
- Creation of the **Social Enterprise Manifesto** by the alliance of 14 specialist social innovation organisations
- The establishment of **Social Procurement Australasia** to support Government to engage with social procurement

Reaching Underserved Markets

*The Role of Specialist Financial
Intermediaries in Australia*

Three key roles of specialist financial intermediaries in relation to social enterprise:

- Building investment-readiness;
- Providing demand-led finance opportunities;
- Growing and balancing the supply of capital.



SOCIAL ENTERPRISE AWARDS



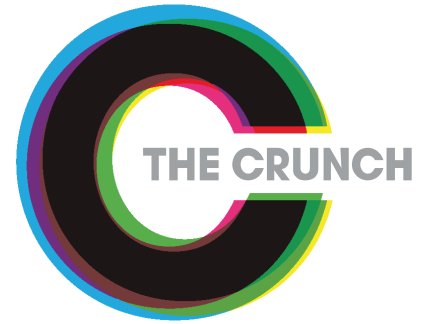
Social
Enterprise:
Doing
business
differently
for a more
inclusive
society

A Manifesto outlining a vision and pathway to enable the growth of the social enterprise sector in Australia.

SOCIALTRADERS



***Social enterprise development
approaches and initiatives***



The Crunch is Social Traders' flagship incubation program for startups.

- Develop social enterprise **trading capability**
- Focus on **business planning** and viability of idea
- **Leverage expertise** via business mentors
- Builds **investment readiness** of social enterprise to accept start-up capital

Investing in Capability: New approaches to social enterprise support

October 2013

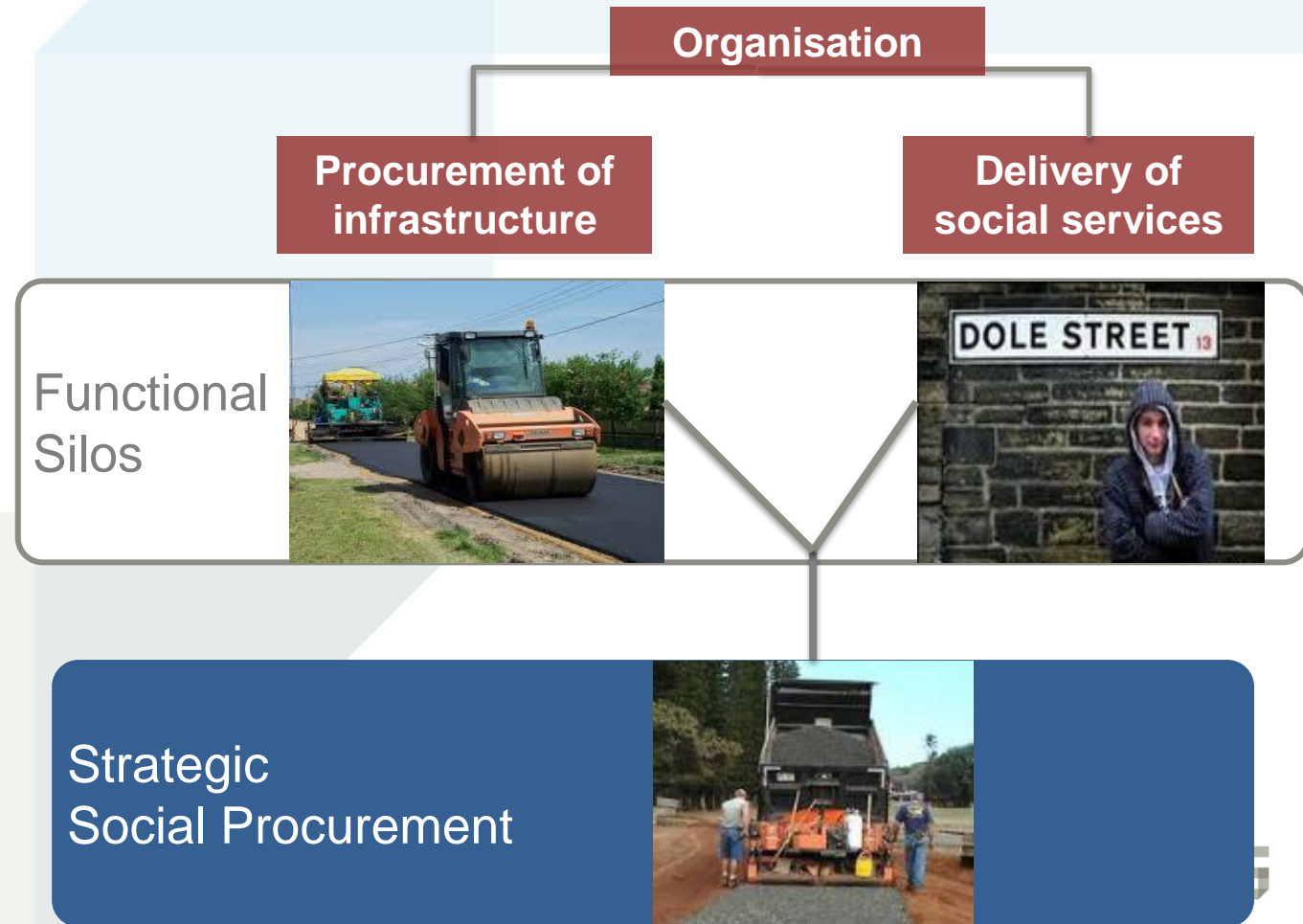
By Social Traders

Ongoing support is key to long-term viability

- Tailored individual support
- Ability to broker or purchase specialist skills
- Skilled people with social enterprise expertise
- Making hard decisions
- Group learning and networking
- Differing needs depending on stage of life cycle
- Focus on skills transfer and self sufficiency

Social Procurement

Social procurement involves organisations and individuals choosing to buy a good or service as well as a social outcome.



- **Great Lakes Council (Social Procurement Winner at 2013 Social Enterprise Awards)** has been buying waste management services from Renewable Recyclers, a local social enterprise and the largest indigenous employer in the region, for 21 years. Great Lakes Council won the award for Social Procurement SE Supporter of the Year.
- **Toowoomba Council** outsourced management of its tip weighbridges to Ability Enterprises in 2013, creating over 40 jobs for people with mental health issues.
- **Gold Coast Council** will offer tender opportunities directly to ‘social benefit suppliers’ – providing employment opportunities for the city’s most disadvantaged.



Social Procurement

AUSTRALASIA

SOCIAL PROCUREMENT = BUYING GOODS, SERVICES & INFRASTRUCTURE + SOCIAL OUTCOMES

We are here to help you find out what you need to know about social procurement.



UPCOMING EVENTS

Social and Sustainable Procurement Forum
- This practical half day workshop in Sydney will explore strategies to achieve social,

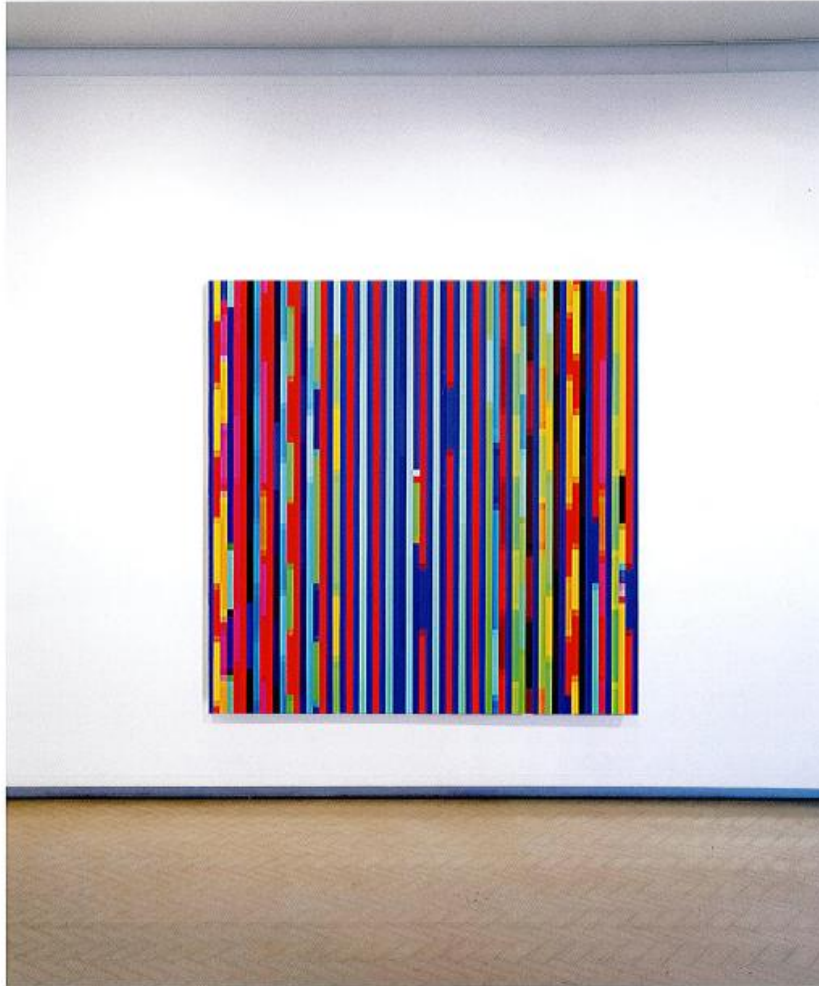
SOCIAL PROCUREMENT AUSTRALASIA

Social Procurement Australasia exists to support the growing demand for guidance, networking, and development in this

WHY IS SOCIAL PROCUREMENT IMPORTANT?

Social procurement has a significant role to play in addressing inequality in Australia

Social finance & investment market in Australia

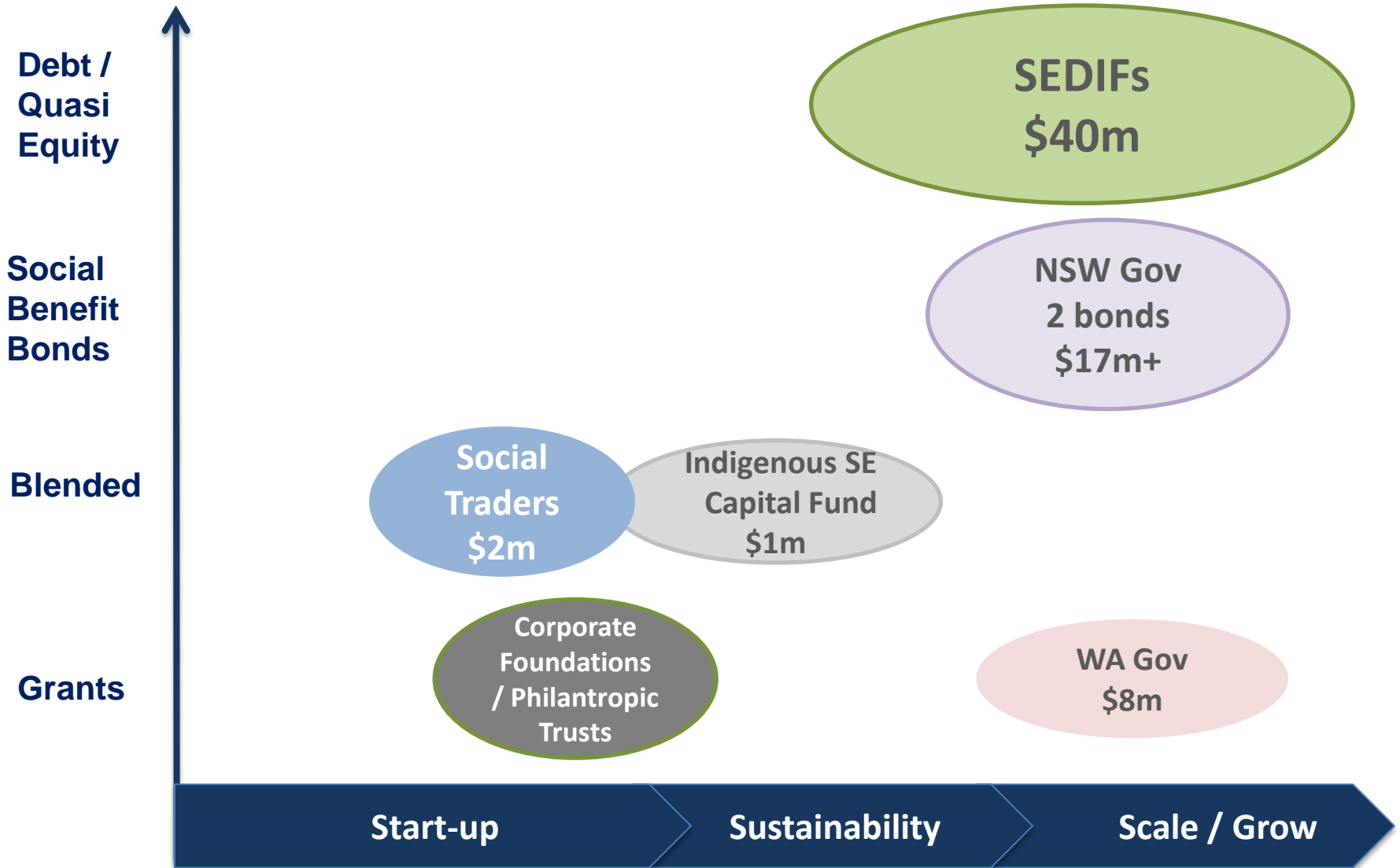


IMPACT—Australia

Investment for social *and* economic benefit

- The current landscape of impact investing
 - Who is providing finance
 - Examples from NP, government and intermediary sectors
- Challenges and opportunities
 - Enabling environment
 - Supply and demand participants
 - Intermediation
- A Call to Action

An emerging investment market for social enterprise



- Operating in UK
- Under development in UK, USA and Australia
- NSW Government is developing three Social Benefit Bonds
- Delivery and outcomes take time
- “Jury is still out”

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AUSTRALIA'S IMPACT INVESTMENT EVENT OF THE YEAR

Part conference, part capacity
builder, part market.
Let's play. Let's make a social
marketplace.



▶ WATCH THE VIDEO

**Thank you for joining for this game changing
event!**

Check out the Social Stock Exchange to see the results from the Marketplace, where

 Tweets

Read about The Social Marketplace in
Generosity Magazine: Playtime for social

Summary and Conclusions

- 1) More resourcing for capacity building and investment readiness on both demand and supply sides**
- 2) Specialist intermediaries have key role to play in enterprise and market development**
- 3) Government and private business can open market opportunities for social sector organisations and enterprises via procurement**
- 4) Growth in social investment requires attention on key dynamics of the marketplace**
- 5) Collective action, collaboration and networking will make a difference**

Go to:

www.socialtraders.com.au

Questions & Discussion