

BSETT

Building Social Enterprise Trading Turnover

Mark Daniels

Manager Development and Learning
Social Traders

SOCIALTRADERS

A force for Social Enterprise

What is Social Traders?

Social Traders is an independent company established to facilitate, support and advocate for the development of social enterprise in Australia.



What are Social Traders objectives?

- Building the evidence
- Opening Markets
- Increasing trading capacity
- Increasing available finance
- Networks and awareness
- Coordination and development of a voice

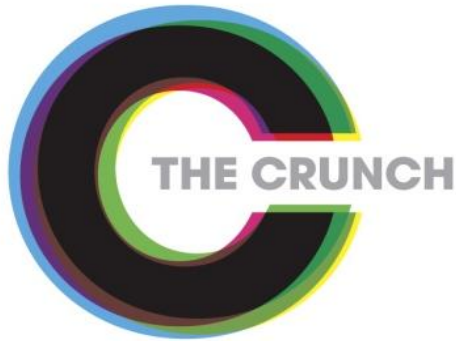


Current projects

- **Networks**
- **Field trips**
- **National conference**
- **Directory of Social Enterprises**
- **Local Government pilots re social procurement**
- **Policy work**
 - Social Procurement
 - FASES
 - Intersection with the employment system
- **The Crunch**
- **Business tool development**
- **E bulletin**
- **Training**

SOCIALTRADERS

A force for Social Enterprise



Applications are now open for THE CRUNCH, Social Traders' social enterprise investment and development initiative.

To be eligible for The Crunch you must have:

- An idea for a new enterprise; or
- An idea that will take an existing enterprise in a significantly new direction.

THE CRUNCH provides access to training, mentoring, networks and support, along with the opportunity to pitch for a share of the one million dollar Crunch Investment Fund.

Find out more

Visit www.socialtraders.com.au and book into a CRUNCH Information Session

SOCIALTRADERS

A force for Social Enterprise



Why are we here?

- **BSETT**
- **David Speller from Neighbourhood Renewal, Department of Human Services**
- **Mark Daniels from Social Traders**
- **Why are you here?**
 - Show of hands
 - Sliding Door
 - Others

SOCIALTRADERS

A force for Social Enterprise

BSETT Guidelines



SOCIALTRADERS

Purpose

BSETT has been developed by Social Traders and partners in response to the challenges faced by social enterprises in growing their markets and increasing their turnover.

- **Exploring and responding to the strengths and weaknesses of participating social enterprises**
- **Assisting in the development and implementation of a marketing strategy**
- **Supporting the business to sell into new markets**

Details

- **Working with 6-8 social enterprises over 18 months**
- **Overall resource commitment**
 - Staff member - 18 months initially
 - brokerage funds – up to \$50,000
 - pro bono expertise
- **Based on seven social enterprises being involved this equates to about 35 - 40 days of direct support.**
 - We envisage the engagement will be a little bit sporadic – you wouldn't necessarily run all 7 projects in parallel the whole time but the time commitment will be even where possible
- **We are in the process of recruiting and would be interested in hearing what you would like to see in the role?**

Eligibility criteria

- **Based in Victoria**
- **Established social enterprises (not a new or start-up business)**
- **Are approaching or have achieved financial sustainability**
- **Have capacity to increase turnover**
- **Have products or services that have potential to access new customer groups**
- **Have a desire to work in partnership with Social Traders**

ALSO

- **Preference to social enterprises linked to a community building site**
- Seeking four linked to NR sites and 3 that are not**

SOCIALTRADERS

A force for Social Enterprise



Application requirements

- **We want to make sure that you meet the requirements for this project.**
- **Trying to manage the demand on your time.**
 - Application will range from 4-8 pages plus attachments.
- **The application has 3 sections that are consistent with the idea of transcending – the goal of this project**
 - Where are you now?
 - Where do you want to be?
 - How will you get there?
- **This information will help us to select and provide baseline data. We will then push all of that to one side and do some diagnostic work to get a better understanding of the challenges facing your business from another perspective.**

Where are you now?

- 1. We need to know that you are sustainable or not far off sustainability**
 - Can you show us financial records for 1-2 years – can you disaggregate these from broader organizational accounts
- If you are on the verge of closing down with challenges that consultants and your best efforts have not been able to change, then BSETT is not for you**
 - If you cannot provide 12 months accounts then BSETT is probably not for you.**
 - If you are hoping that this project is a pathway to big wads of money then BSETT is probably not for you**
 - If you have predictable revenue from govt or philanthropy that makes you sustainable that isn't a problem**
 - You interpret what approaching sustainability means**

Where are you now? (cont)

2. Describe your business

- **You're not selling us anything here so don't load it up with spin. Give us the snapshot of your business**
 - you can do it in table form or paragraphs.
- **We really want to know what industries you are in? what the market need is that you are responding to? What is your value proposition? Where are you located? How many staff do you employ? Who do you sell to? What is your public benefit? etc**
 - Paint a picture of your business with the bare facts

Where are you now? (cont)

3. Provide a description of how your business is performing

- **Again, we don't want the spin. We want to know where your business is performing really well.**
- **Where are you struggling? Focus on**
 - Cash
 - Customers
 - Capability

but we are happy to get information from other areas of the business

- Tell us how you see it warts and all, good and bad**
- We need to know what your challenges are**
- If you are growing at a nice pace year on year and you are very profitable then you don't need BSETT**

Where do you want to be?

4. Identify the opportunities that you can see to grow and/or improve your business.

– Where can you see improvement and/or growth coming from?

- Don't be pie in the sky**
- When you look at your business where are the practical opportunities that you can see from your vantage point**
- This could include cutting costs, changing the way you deliver your social goals, marketing etc**
- Focus only on the business that you run**
- Do not include changes in policy as an opportunity**

How will you get there?

5. Are you on your way to achieving your goals?
 6. How do you see BSETT benefitting your social enterprise?
 7. BSETT will take the form of a partnership. Social Traders will work with the selected social enterprises to achieve business improvements. How will you work with the BSETT position to benefit your social enterprise (ie time allocation)?
- You can role these three points into one if you like.
 - Remember that BSETT is not a staff member – it is about 6 weeks of targeted support
 - BSETT is not a hands-off consultancy
 - BSETT is not the panacea

The BSETT recruitment process

Some changes in dates from fliers

- Information session: May 20
 - Applications to participate: May 20 – June 11
 - Interviews and selection by June 30
 - Project start early July
-
- **Response to date is interest from 30 Social Enterprises some of which are ineligible because of their stage of development.**
 - **The overall project has a steering committee that includes SVA, Social Traders, DHS and we have invited DPCD and DIIRD to participate. We will also be seeking an SE or a business person.**

Next Steps

- **What we have said today is outlined in the guidelines.**
- **Based on your q and a today we will include further information on our website if we see a need. Contact details are in the handout.**
- **If you have questions in the next 2 weeks please contact me but this is not rocket science**
- **Over to you**

SOCIALTRADERS

A force for Social Enterprise

