

Building Social Enterprise Trading Turnover (BSETT) Guidelines

BSETT is an 18 month project beginning on 1 July 2010, that will work with six-eight established social enterprises that have capacity to grow and increase their turnover.

BSETT is an approach premised on:

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

A dedicated staff member from Social Traders will work closely with the selected social enterprises to identify focus areas, develop responses and implement change. The participating social enterprise will receive approximately 1 day per fortnight or 35 – 40 days over the course of 18 months. BSETT also has a budget allocation for additional professional services and resources to support the participating social enterprises.

Social enterprises are eligible if they are:

- Based in Victoria
- Established social enterprises (not a new or a start-up business)
- Approaching or are financially sustainable
- Capable of increasing turnover
- Ideally linked to State community-building initiatives (not essential)
- Able to access new markets through their products and
- Wish to work in partnership with Social Traders

Interested?

If you are a social enterprise that meets the eligibility requirements and would like to apply, please follow and respond to the steps outlined in the application process.

Key dates:

Information session **May 20**

Interviews and selection by **June 30**

Submission of application **May 20 – June 11**

Project start **early July**

Significant contributions to BSETT have been made by Neighbourhood Renewal, Department of Human Services. Social Traders also receives core funding from the Department of Planning and Community Development. We require that the majority of social enterprises supported by BSETT are linked to Neighbourhood Renewal or other community building initiatives such as Community Renewal.

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Application process

To participate in BSETT we require you to complete the four steps outlined below. This process is designed to determine that you meet the project criteria and to help us to decide which social enterprises would benefit most from BSETT participation.

The application process is not intended to be arduous but you will need to provide enough information for Social Traders to make informed decisions.

If you have questions at any time please contact:

Mark Daniels p: 8319 8441 e: mark.daniels@socialtraders.com.au

Step 1 - Read the attached guidelines

Step 2 - Complete an application cover sheet

Step 3 - In less than 8 pages please provide feedback on the following areas:

a) Where are you now?

- i. Describe your business including: the market need you operate in; products and/or services you offer; offices/outlets; customer base and public benefits that you provide.
- ii. Provide copies of your profit and loss statements for the 2008/09 financial year and if possible for the 2007/08 financial year. If the social enterprise is part of a larger organisation, please provide information on the performance of the social enterprise only.
- iii. Provide an annotated description of how your business is performing in regard to finances, sales and capability.

b) Where do you want to be?

- i. Identify the opportunities that you can see to grow and/or improve your business. Where can you see growth coming from?

c) How will you get there?

- i. Are you on your way to achieving your goals?
- ii. How do you see BSETT benefitting your social enterprise?
- iii. 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)?

Step 4 - Submit your answers to Steps 2 & 3 to mark.daniels@socialtraders.com.au

Applications due to Social Traders by COB, Friday 11 June, 2010

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