



## E-bulletin February 2011

Welcome to the first e-bulletin for 2011. In this edition we're publishing [Grocon's Request for Expressions of Interest](#) for social enterprises to occupy a ground-floor retail space in the new Dandenong Government Services Office. It's an exciting example of the growing number of government, corporate, and not-for-profits who have realised the enormous potential of working with social enterprise.

We're also currently reviewing our communication activities and are [seeking feedback on this Social Traders e-bulletin](#). Whether you're a new or a devout reader we value your feedback. Please [click here](#) to complete a very quick survey and leave your e-mail address to be in the draw to **win \$150 worth of social enterprise goodies** e.g. a box of social enterprise wine or a dinner for two from a fine dining social enterprise in your region. Enjoy reading – and we hope to hear from you...

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### Find what you're looking for:

[Social Traders Activity](#)

[News](#)

[Opinion Piece](#)

[Launches](#)

[Events and Workshops](#)

[Grants and Awards](#)

[About Social Enterprise](#)

[Resources and Publications](#)

[Job Opportunities](#)

## Social Traders Activity

### Social Enterprise Study Tours

The best place to learn about success in social enterprise is from the people that make it happen. Our social enterprise study tours provide you with the opportunity to experience 'in situ' case studies of Melbourne's most successful and interesting social enterprises. Our next tour is on **Thursday 24 February**. If you're interested in joining or attending a future Study Tour please fill out the registration form found here: <http://www.socialtraders.com.au/event/2010/03/social-enterprise-study-tours>

### Understanding, ideas and inspiration – an introduction to social enterprise

The Social Traders learning and development program is offering several professional development workshops which provide background to social enterprise, the context for social enterprise and the first stage of idea generation for social enterprise. To find out more or to book a place visit:

<http://hubmelbourne201102events.posterous.com/developing-a-social-enterprise>

## **Social Procurement pilot project**

Eight Victorian councils have been selected to participate in the Social Procurement Expert Support Program, an initiative of the Victorian Government and Social Traders that aims to help councils link their spending to better outcomes for local communities. The program complements the recent launch of 'Social Procurement: A Guide for Victorian Local Government'. Find more information here:

<http://www.socialtraders.com.au/social-procurement>

## **Yarra City Council Social Enterprise information session**

Social Traders will be delivering a free 90minute introduction to social enterprise as part of Yarra City Council skills and training program. The session is primarily for community groups and bookings are essential as places are limited. To book, go to [www.yarracity.vic.gov.au/Services/Community-Planning](http://www.yarracity.vic.gov.au/Services/Community-Planning)

## **Crunch Time**

Crunch time is almost here for the nine social enterprises chosen to participate in The Crunch 2010/11. Enterprises will pitch for investment from Social Traders' Social Enterprise Development Fund on 25<sup>th</sup> February. Each team will have 25 minutes in total to present their business plan and answer questions from the Investment Panel and the floor. Those enterprises that secure investment will be announced at a special Crunch celebration event, scheduled for April. To find out more about The Crunch and to follow the progress of the enterprises, go to

[www.thecrunch.socialtraders.com.au](http://www.thecrunch.socialtraders.com.au)

## **News**

### **Guidelines for the Social Enterprise Development and Investment Fund**

In December, the Department of Education and Workplace Relations (DEEWR) released details of their Social Enterprise Development and Investment Fund (SEDIF) guidelines, calling for proposals from prospective fund managers for the \$20million the Government has allocated for social enterprise investment. Fund managers will need to be able to match at least on a 1:1 basis the \$20million cornerstone contribution by the Government, and will apply the funds, as seed or growth capital, to a portfolio mix of social enterprises. **Find the full guidelines and more information here:**

<http://www.socialtraders.com.au/news/2011/01/guidelines-social-enterprise-development-and-investment-fund>

### **Not-for-Profit Sector Reform Council**

The composition of the Government's Not-for-Profit Sector Reform Council was announced in mid-December 2010. The council will examine the scope of a national one-stop shop regulator, provide advice on streamlining tendering and contracting processes for government funded not-for-profits and consider harmonization of federal, state and territory laws on fundraising. More details here:

<http://www.socialtraders.com.au/news/2010/10/non-profit-sector-reform-council>

### **Recent changes to the law may impact on your social enterprise**

PILCH Connect has provided outlines on the proposed or recent changes to the law which may impact on your social enterprise. Read more here:

<http://www.socialtraders.com.au/news/2011/01/recent-changes-law-may-impact-your-social-enterprise>

## **Graduate Certificate in Social Impact - scholarship applications extended**

The Graduate Certificate in Social Impact focuses on building the professional capacity of social managers and entrepreneurs of the future, across the corporate, government and third (not-for-profit) sectors. Read more about the program and scholarship opportunities here:

<http://www.socialtraders.com.au/news/2011/01/graduate-certificate-social-impact-scholarship-applications-has-been-extended-monday-14>

## **Social Impact Bonds pilot in NSW**

The Centre for Social Impact (CSI) has been appointed by the NSW Government to formally advise on a pilot of Social Impact Bonds beginning early this year. A Social Impact Bond (SIB) is a financial instrument that pays a return to investors based on the achievement of agreed social outcomes. To find out more about this exciting initiative please visit: <http://www.socialtraders.com.au/news/2011/01/nsw-social-impact-bonds-pilot>

## **Opinion Piece of the Month**

### **Community benefit clause in Dandenong signals new opportunities for social enterprises – Nina Howard, Social Traders**

In 2009 the Victorian Government's land development agency, VicUrban, had the foresight to insert a community benefit clause into their bid document to develop a new eight-storey Government Services Office in central Dandenong...

This is an example of the growing number of government, corporate, and other purchasers that are realising the enormous potential they have to add social and environmental value to their purchasing processes. **Read the full article and EOI here:** <http://www.socialtraders.com.au/opinion-pieces>

## **Launches**

### **New Year New Website**

One of Melbourne's oldest social enterprises, Ross House, launched its new website last week. The new site makes it easier to book affordable meeting rooms and resources in the heart of the Melbourne, and to keep up to date on the hub of community activity that is Ross House. You can check it out at: [www.rosshouse.org.au](http://www.rosshouse.org.au).

### **Infochange and Microsoft Launch Not For Profit CRM Solution**

Well known social enterprise Infochange Australia has partnered with Microsoft and not-for-profit (NFP) organisations from across the sector to develop a customer relationship management (CRM) solution designed specifically with NFP organisations in mind. Read more about this initiative here:

<http://www.socialtraders.com.au/news/2011/01/infochange-and-microsoft-launch-not-profit-crm-solution>

## **Events and Workshops**

### **Growing. Together. Sustainably. Net Impact Conference, 17 & 18 February 2011**

This year's conference is set to be a thought provoking and conversational experience where sustainability professionals and experts come together to share best practices and ideas on how to make our world more sustainable through business. <http://www.socialtraders.com.au/event/2010/11/net-impact-conference>

**Getting Under the Bonnet - what makes a good business hum?  
22 February 2011**

A forum for anyone interested in the processes involved in establishing a commercially viable social firm.

<http://www.socialtraders.com.au/event/2011/01/getting-under-bonnet-what-makes-good-business-hum>

**Navigating the Maze: an introduction to legal issues for not-for-profit community groups, 23 February 2011**

PilchConnect's legal seminar series for not-for-profit community organisations kicks off in 2011 with a 'back to basics' introduction to legal issues for Victorian not-for-profit community groups - especially useful if you are just getting started!

<http://www.socialtraders.com.au/social-enterprise-legal-issues>

**Social Enterprise for Wellbeing and Mental Health, 24 & 25 February 2011, Nambucca Valley, NSW**

The conference will explore the role of social enterprise in community wellbeing and how it can be utilised as a tool for early intervention in mental health. Social Traders will also be presenting at this event:

<http://www.socialtraders.com.au/event/2010/12/social-enterprise-tool-early-intervention-mental-health>

**TED2011 register now for webcast, 28 February to 4 March 2011**

TED2011 is a four-day stage program featuring TED's famous 18-minute talks from the world's most fascinating thinkers and doers, who are challenged to give the talk of their lives. The event will also include music, comedy, dance, short talks, video and other surprises. Find out more here:

<http://www.socialtraders.com.au/event/2011/01/ted2011-sold-out-register-webcast>

**Third Sector Professional Development Seminar – Governance, 1-3 March 2011**

Develop your social enterprise governance needs – listen, learn and share with associations, member representative, community and advocacy groups and then workshop your individual needs with Steven Bowman. Seminar details here:

<http://www.socialtraders.com.au/event/2011/01/third-sector-professional-development-seminar-governance>

**Do you want to be part of Victoria's biggest small business festival?**

Energise Enterprise - Victoria's Small Business Festival will take place from August 1 – 31 accross Victoria. If you would like to stage an event now is the time to get involved! The 2011 festival will be a bumper event for small business operators and those thinking of starting a business

<http://www.socialtraders.com.au/event/2011/01/do-you-want-be-part-victoria%E2%80%99s-biggest-small-business-festival>

**Hub Melbourne invites you to co-create their programming for 2011.**

Do you have skills or knowledge you'd like to share through workshops? What other activity would you like to see in the space? What kind of event would inspire or enable you to realise positive social change? Would you like to book the space for your awesome event?

<http://www.socialtraders.com.au/event/2011/01/social-enterprise-hub-melbourne-invites-you-co-create-their-programming-2011>

### **Invitation to Social Impact Bond conference, 10, 14 & 17 March 2011, UK**

Social Finance invites commissioners, social service providers and investors to three conferences in Glasgow, Birmingham and London in March 2011. Social Finance would like to work with you to build the marketplace for Social Impact Bonds. <http://www.socialtraders.com.au/event/2011/01/invitation-social-impact-bond-conference-march-2011>

### **Voice11 - UK's biggest social enterprise event, 29 & 30 March 2011, London**

Voice11 is the event for everyone in and around the growing social enterprise movement. Participants can learn, meet investors, train, buy, sell, innovate, understand how to start or grow your business, break into new markets, showcase, ask questions, give answers, and receive on-the-spot advice and information. <http://www.socialtraders.com.au/event/2011/01/voice-11-uks-biggest-social-enterprise-event>

### **Friends of the Earth Ball, 5 March 2011**

Bring friends, family or colleagues along to enjoy the Friends of the earth SURFIN' SAFARI BALL, featuring Johnnie Johnnie and The Johnnies, The Reefers, Beachy Boys, Girl Happy and the 2 Clams, The Great Gondos, Hula Hooping, DJ longboard, and more. <http://www.socialtraders.com.au/event/2011/01/friends-earth-ball-2011>

### **Social Enterprise Conference, 5 & 6 March 2011, Boston**

The 2011 Social Enterprise Conference, presented by the students of Harvard Business School and Harvard Kennedy School, is one of the world's leading forums to engage in dialogue, debate, and expression around social enterprise. <http://www.socialtraders.com.au/event/2011/01/social-enterprise-conference-boston>

### **Skoll World Forum, 30 Mar – 1 April 2011, Oxford UK**

The theme for the 2011 Forum is "Large Scale Change – ecosystems, networks and collaborative action." Sessions will focus on the ideas, knowledge, networks and actions needed to span geographic areas, issues and institutional boundaries to achieve large-scale change. <http://www.socialtraders.com.au/event/2011/01/skoll-world-forum-applications-now-being-considered>

### **Social Venture Capital/Social Enterprise Conference, 4 – 6 April 2011, Miami**

The 2nd annual Social Venture Capital/Social Enterprise Conference- 2011 is the largest annual impact investment conference on the East Coast of the United States, Latin America & the Caribbean. <http://www.socialtraders.com.au/event/2011/01/social-venture-capital-social-enterprise-conference-miami-2011>

### **Social Enterprise World Forum, 5-7 April 2011, Johannesburg**

The Social Enterprise World Forum (SEWF) is the world's premier event engaging social enterprises over all the continents. Join more than 700 social entrepreneurs in South Africa to learn, grow, be inspired, make new connections from around the globe and become part of this expanding movement. <http://www.socialtraders.com.au/event/2011/01/social-enterprise-world-forum-2011-south-africa>

## Grants & Awards

### Barefoot Power, the Coolest Company in Australia

Barefoot Power, a social enterprise designing and manufacturing products to reduce poverty in developing countries, has won the Anthill Magazine Cool Company Social Capitalist Award and then took out the major accolade against seven other category winners and 700 small business applicants to the awards to be named the Coolest Company. <http://www.socialtraders.com.au/news/2010/12/social-enterprise-barefoot-power-named-australia%E2%80%99s-%E2%80%98coolest%E2%80%99-business>

### Are you running a fast growing or innovative social enterprise start-up?

Enter your social enterprise in the StartupSmart Awards 2011. Entries close on 28 February, 2011, more information on categories and how to enter can be found here: <http://www.socialtraders.com.au/event/2011/01/are-you-running-fast-growing-or-innovative-social-enterprise-start>

### We Media Pitch It Challenge - \$50K for media startups, New York

We Media, a US digital media company is seeking out “bold ideas with a potential for social and commercial impact.” Australian tech and media start-ups (including entrepreneurs who have an idea but no business) are urged to enter and secure seed funding. Commercial and non-profit entities are able to enter – **entries close Friday 4 February**. <http://www.socialtraders.com.au/event/2011/01/2011-we-media-pitchit-challenge-open-entries-until-friday-4-february>

### Grants to establish and expand Melbourne social enterprises

Social enterprises operating in the City of Melbourne may be eligible for financial grants and business mentoring to the value of \$25,000. Applications can be made in several categories including: start-up and expansion. The next information session for the program will be held on **Wednesday 9 February**. Closing date for applications will be in March 2011 - early inquiries are encouraged. More details here: <http://www.socialtraders.com.au/news/2010/10/grants-establish-and-expand-melbourne-social-enterprises-and-micro-businesses>

### Grants Available for Victorian Not-For-Profits

Melbourne social enterprises that are registered with Not for Profit status are invited to apply to the Lord Mayor’s Charitable Foundation for a 2011 grant. **Applications close on Thursday 31 March 2011**. For more information visit <http://www.socialtraders.com.au/event/2011/01/grants-available-victorian-not-profit-social-enterprises>

## About Social Enterprise

**Charitable Business Ventures** are run by not-for-profit organisations to raise income which is reinvested in their charitable purpose. Some operate as divisions within charities, while others are separately incorporated as companies. They are an important source of revenue generation for some not-for-profit organisations. According to recent Australian Bureau of Statistics data, 38% of the not-for-profit sector’s income is derived from the sale of goods and services <sup>(1)</sup>. Read more about this social enterprise ‘type’ here: <http://www.socialtraders.com.au/library/charitable-business-ventures>

## Social Enterprise Profile

**Innovative Resources** is the publishing and bookselling arm of St Luke's Anglicare - an organisation that has been providing a wide range of community services throughout North Central Victoria and Southern New South Wales, Australia for more than 25 years. They retail therapeutic card sets, books and stickers used by human service workers in a range of professional contexts. Find out more about them here: <http://www.innovativeresources.org/default.asp?initialcontentid=20558&initialbaserooft=20548>

Is you're interested in reading other examples – see the Social Traders series of comprehensive social enterprise case studies available here: <http://www.socialtraders.com.au/library/case-studies>

## Resources and Publications

### **Developing Strong Social Enterprises: a documentary approach**

Jo Barraket and Heather Anderson, The Australian Centre for Philanthropy and Nonprofit Studies - Queensland University of Technology

This exploratory study examined the strategic management issues faced by Australian social enterprises and the ways in which they respond to these. The research was based on a comprehensive literature review and semi-structured interviews with 11 representatives of eight social enterprises based in Victoria and Queensland. <http://eprints.qut.edu.au/39028/1/39028.pdf>

In addition to the research report, the outputs of the project include a series of six short documentaries, which are available on YouTube at <http://www.youtube.com/user/SocialEnterpriseQUT#p/u>.

### **Impact Investments: An Emerging Asset Class**

Report by J.P. Morgan and the Rockefeller Foundation

The new collaborative research piece explores how impact investments offer a new alternative for channeling large-scale private capital for social benefit.

<http://www.rockefellerfoundation.org/what-we-do/current-work/harnessing-power-impact-investing/publications>

### **The ambitions and challenges of Social Return on Investment (SROI),**

Dr Malin Arvidson, Professor Fergus Lyon, Professor Stephen McKay and Dr Domenico Moro - Third Sector Research Centre

With the growing interest in measuring the social impact of third sector activities, there have been a range of approaches developed. One of these, social return on investment (SROI) has received particular attention and is being promoted by third sector organisations, as well as public and private bodies. This paper examines this approach in detail and identifies a series of issues that require further investigation. The working paper can be found here:

<http://www.tsrc.ac.uk/LinkClick.aspx?fileticket=QwHhaC%2br88Y%3d&tabid=762>

### **Modernising Charity Law: Recent Developments And Future Directions**

Edited by Myles McGregor-Lowndes and Kerry O'Halloran - Queensland University of Technology

*'This book brings together perspectives from academics, regulators and practitioners from across the common law jurisdictions. The expert contributors consider the array of reforms to charity law and assess their relative successes. Particular attention is*

*given to the controversial issues of expanded heads of charity, public benefit, religion, competition with business, government participation and regulation.'*  
Details on purchasing the book can be found here:

<http://www.bus.qut.edu.au/research/cpns/publications/>

## **Job Opportunities**

### **Deputy CEO - The Australian Centre for Social Innovation**

The Australian Centre for Social Innovation exists to identify and promote the innovative ideas, methods and people that will accelerate positive social change. The Deputy CEO will make it happen: forming and steering interdisciplinary teams to come up with, rigorously test, and scale bold ideas that just might make a measurable difference to everyday lives. For further information please visit

<http://www.tacsi.org.au/job-opportunity-at-tacsi-deputy-ceo/>

### **2011 Internships at The Australian Centre for Social Innovation (TACSI)**

TACSI is on the hunt for 3-4 interns to work with them over the course of 2011. Interns can expect a wide variety of work, ranging from research activities through to working on one of our key initiatives. Internships will generally run for around 3-4 months and a stipend will be paid. You can register your interest by sending a brief cover letter and CV to [info@tacsi.org.au](mailto:info@tacsi.org.au) with the subject heading '2011 Internship'

### **Looking for volunteers?**

Did you know that you can advertise for volunteers on Victoria's Volunteering Portal, the Victorian Government's website for volunteers and volunteer organisations, including social enterprises?

Follow these links to find out more and set up an account:

Visit [www.volunteer.vic.gov.au](http://www.volunteer.vic.gov.au)

**Advertise a job opportunity** – send details to [info@socialtraders.com.au](mailto:info@socialtraders.com.au) or upload the details here: <http://www.socialtraders.com.au/social-enterprise-job-opportunities>

**Pass It On** – If you know anyone who might be interested in our e-bulletin, please forward this on!