



## E-bulletin May 2010

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Last month when the Icelandic volcano erupted and caused major disruptions in air traffic across the globe, the Hub Kings Cross and their partner TEDx London jumped at the opportunity to rescue those headed for the Skoll World Forum by opening an impromptu online version of the event.

This kind of entrepreneurialism - identifying a need and creating an efficient way to meet it – can mean the difference between success and failure for social enterprise, or indeed any business. By staying on your toes you'll be one step ahead of your competitors.

The Social Traders e-bulletin hopes to help you do just that - by informing you on the happenings across the sector, including an Opinion Piece in time for Fair Trade fortnight. If you have comments, questions or **want to advertise your event, news, or job opportunity let us know...**

Visit [www.socialtraders.com.au](http://www.socialtraders.com.au) Email [info@socialtraders.com.au](mailto:info@socialtraders.com.au)

Or if you would like to talk to us, call Nina Howard and the Social Traders Team on **03 8319 8444**

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## Social Traders Activity

### Where is Social Traders?

This week we moved to our new office on **Level 4, 136 Exhibition Street Melbourne**. Moving to the city centre means we'll be easily accessible by public transport and will allow space for our growing team to meet your needs. You can now contact Social Traders on our new phone number: **03 8319 8444**

### Building Innovation Capability - Workshop, Wednesday 19 May, 2010

Spend a day working on your social enterprise with the support of skilled facilitators from the Centre for the Development of Entrepreneurs, University of South Australia. The workshop will provide you with:

- Expert insights into your business activities
- Ideas on how you can improve your ability to innovate
- A practical toolkit to identify how to improve your social enterprise

To reserve a place contact: [nicci.hutchinson@socialtraders.com.au](mailto:nicci.hutchinson@socialtraders.com.au) and to find out more information here: <http://www.socialtraders.com.au/event/2010/04/building-innovation-capability-your-social-enterprise-workshop>

## **Building Social Enterprise Trading Turnover (BSETT)**

BSETT is an 18 month project that will support six-eight social enterprises to overcome barriers to market growth. BSETT has been developed in response to the challenges faced by social enterprises to grow their markets and increase their turnover. BSETT will initially run for a period of 18 months, starting in June 2010 with a predominant focus on social enterprises in state funded neighbourhood renewal areas.

Social Traders is also looking for a BSETT program manager see **Job Opportunities** below. To find out more about BSETT look on our website: <http://www.socialtraders.com.au/newsletter/2010/04/applications-open>  
Or contact Nicci **ASAP**: [nicci.hutchinson@socialtraders.com.au](mailto:nicci.hutchinson@socialtraders.com.au)

## **Who does what for Social Enterprises in Australia?**

This week Social Traders began developing a summary guide to Australian organisations that provide information, resources, training, funding, research and other support to social enterprises. The guide due to be released by July 2010 will include key services, geographic coverage, staff numbers, what is available free and what can be purchased from these organisations. Following publication, Social Traders aims to convene a meeting of social enterprise intermediaries to explore how we can coordinate our assistance to social enterprises. Please contact Kim Sokolnicki if you would like more information about this project:  
[Kim.Sokolnicki@socialtraders.com.au](mailto:Kim.Sokolnicki@socialtraders.com.au)

## **Social enterprise thriving in San Francisco**

Last week, Social Traders Managing Director David Brookes attended the third Social Enterprise World Forum in San Francisco. Around 700 people attended the conference mostly from North America but with participants from 29 countries including a small contingent from Australia. Follow this link to read about what David saw and heard whilst there: <http://www.socialtraders.com.au/news/2010/05/social-enterprise-thriving-san-francisco>

## **When Business Equals Community Benefit – Third Sector Magazine**

Emily Hollosy from Third Sector spoke with Social Traders Managing Director David Brookes about the place of social enterprise in the Australian not-for-profit sector. David discusses the reasons for social enterprise popularity and the challenges faced in the sector. Read the full article here:

[http://thirdsectormagazine.com.au/news/when\\_business\\_equals\\_community\\_benefit/040430/](http://thirdsectormagazine.com.au/news/when_business_equals_community_benefit/040430/)

## **Employment based Social Enterprises network meeting, 4 May 2010**

On Tuesday 4 May, 24 employment based social enterprises met to discuss learning's and challenges. This initial meeting was based on results from a survey conducted by Social Traders. Social Traders intends to continue these meetings by providing information and presentations on specific topics that cause barriers to growth. To find out more contact Mark Daniels or Nina Howard: **03 8319 8444**

## News



### The Big Swap this Fair Trade Fortnight, 1-16 May 2010

Fair Trade Fortnight is Australia's biggest annual celebration of all things fair trade, recognising the life-changing difference fair trade makes to the lives of millions of developing country farmers, workers, their families and communities. The Fair Trade Association of Australia and New Zealand (FTAANZ) is urging all Aussies to make The Big Swap to fair trade when it comes to buying their daily caffeine fix, afternoon cuppa, chocolate treat, Mother's Day gift or even the shirt on their back this Fair Trade Fortnight. Read more about Fair Trade news:

<http://www.socialtraders.com.au/event/2010/05/big-swap-fair-trade-fortnight>



### Work with purpose and passion for a social cause? 18-29 years old?

The Foundation for Young Australians (FYA) is now calling for applications to Young Social Pioneers 2010 an exceptional year-long training and development program for social change-makers. Fourteen social pioneers will gain a place on YSP 2010 and can benefit from skills development, mentoring, intensive group and individual training and access to a global network of social innovators. **Applications are now open and close Friday 11th June.** Find out how to apply:

<http://www.socialtraders.com.au/news/2010/04/work-purpose-and-passion-social-cause-18-29-years-old>

### Record numbers at the Social Enterprise Fair, 21 April 2010, Scotland

The Scottish Social Enterprise Coalition welcomed over 100 social enterprise exhibits at the S2S Social Enterprise Fair, 20 per cent more than 2009. The event attracted around 700 delegates a 50 per cent boost on last year's numbers. Want to know more on the event – click here: <http://www.socialtraders.com.au/news/2010/04/scottish-social-enterprise-coalition-welcomed-record-numbers>



### Skoll World Forum on Social Entrepreneurship, 2011

The 2010 Skoll World Forum on Social Entrepreneurship engaged some of the world's most influential social entrepreneurs, social investors, and thought leaders from all sectors in critical discussions, debates and work-sessions that were designed to create partnerships, networks, knowledge and collaborative pathways between the social, policy, academic and private sectors.

If you are interested in attending or contributing to the **2011 Skoll World Forum applications are now being considered.** Follow this link to find out more:

<http://www.socialtraders.com.au/event/2010/05/skoll-world-forum-social-entrepreneurship>

## Legal status for Social Enterprises in Maryland, USA

In April Maryland became the first US state to legally create a new corporate form known as a “benefit corporation”. The law lets social enterprises commit profits to a specific public good, and requires them to report on contributions to that goal and submit to auditing of their impact. Under existing corporate law, company directors can face lawsuits if considering outside stakeholders is seen to damage the financial interest of shareholders. Read more on how and why this works:

<http://www.socialtraders.com.au/news/2010/05/legal-status-social-enterprises-maryland-usa>

## Six in Ten Respondents Embrace Ethical Shopping in Asia/Pacific

The latest survey from MasterCard Worldwide revealed 60% of the respondents in Asia/Pacific purchased certain items because a percentage of the sale is donated to a good cause and more than 70% of the respondents in Asia/Pacific also indicated that they will go out of their way to purchase gifts that are environmentally friendly as well as pay more for such items. <http://www.socialtraders.com.au/news/2010/05/six-ten-respondents-embrace-ethical-shopping-asiapacific>

## Expression of Interest to acquire social enterprise

Due to a change in business activity The WERX Foundation, a community not for profit organization is seeking a like minded organization to take up its social enterprise Business 2 Community (B2C) Recyclers: [www.b2crecyclers.com.au](http://www.b2crecyclers.com.au) B2C Recyclers is a ‘social enterprise’ committed to providing business and the community with IT waste management solutions, as well as providing low cost IT equipment and services to “individuals and communities in need”.

Confidential enquiries can be made to **Danny Gil – Executive Director – 9465 9233**

## Launches

### A Fairer Victoria 2010 Report, 6 May 2010

A Fairer Victoria 2010, launched by the Premier on 6 May, commits \$1.35 billion to protect the vulnerable and address social disadvantage across a range of initiatives. To find out more by following this link: <http://www.socialtraders.com.au/news/2010/05/fairer-victoria-2010-real-support-%E2%80%93-real-gains>



### Financing Social Enterprise: Understanding Needs and Realities - report

Parliamentary Secretary for Social Inclusion and the Voluntary Sector, Senator Ursula Stephens, launched *Financing Social Enterprise: Understanding Needs and Realities* a new report on the viability and sustainability of social enterprise organisations. The report has been produced by Foresters Community Finance. The research highlights the need for social enterprises to understand and adopt sustainable business operations, including moving the focus away from reliance on grant funding. Links to the full report can be found at:

<http://www.socialtraders.com.au/news/2010/04/financing-social-enterprise-understanding-needs-and-realities-report-launch>

## School for Social Entrepreneurs, April 2010

In April the Melbourne branch of the School for Social Entrepreneurs launched its program with 22 Melbourne students were in attendance, adding to a group of students and graduates from the Sydney based SSE, which opened in early 2009. SSE helps entrepreneurial individuals develop their business and life skills through applying their learning directly to the project that they are in the process of establishing or leading. If you're interested in the course follow this link:

<http://www.socialtraders.com.au/news/2010/05/school-social-entrepreneurs-melbourne>



## Hungry for social change? STREAT OPENS

Streat is a new social enterprise providing young people who are homeless or at risk of homelessness the opportunity to be part of a six month supported training and employment program in the hospitality industry. Streat has launched their first mobile cafe at Federation Square and is now working with their first round of trainees. Make sure you visit Fed Square to try their freshly cooked street food or follow this link to find out more:

<http://www.socialtraders.com.au/news/2010/05/hungry-social-change-streat-open>

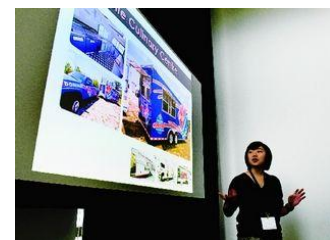


## New social enterprise Software testing and Asperger's Syndrome

Infoxchange Australia, with support from Social Firms Australia and Alpha Autism, is planning to develop a software testing social enterprise that employs people who have Asperger's Syndrome. The enterprise will be seeking people who have the ability to concentrate with intensity for lengthy periods of time, excellent memory recall and extraordinary attention to detail, which is often present in people who have Asperger's and high-functioning autism. Infoxchange is planning to launch this enterprise in the second half of 2010. If you would like to **provide support** for this initiative follow this link: <http://www.socialtraders.com.au/news/2010/04/software-testing-and-aspergers-syndrome>

## First U.S. China Social Enterprise Summit, April 2010

A delegation of 30 Chinese business students visited the University of the Pacific in April as part of the U.S.-China Social Enterprise Summit organized by the Global Center for Social Entrepreneurship. Participants came armed with a social enterprise idea they plan to launch. One participant said "Government in China is much more restricted in the formation and activities of nonprofits," adding that the government is supportive of social-based organisations that offer "profitable solutions". Participants then went on to the Clinton Global Initiative University annual meeting attended by more than 1,500 students from around the world. Read more about these events here: <http://globalctr.org/?p=497> and [www.clintonglobalinitiative.org](http://www.clintonglobalinitiative.org)



## Grants & Awards

### **Need funding to convert your idea into a successful commercial venture?**

Commercialisation Australia is an Australian Government initiative that assists researchers, entrepreneurs and innovative companies to convert ideas into successful commercial ventures. Commercialisation Australia is the Australian Government's primary source of assistance for commercialisation and is delivered by the Department of Innovation, Industry, Science and Research. To find out if you're eligible: <http://www.socialtraders.com.au/news/2010/04/need-funding-convert-your-idea-successful-commercial-venture>

### **Financial incentives for employers - WorkSafe Incentive Scheme for Employers**

The WISE program provides employers with incentives of up to \$26,000 for permanently employing an injured worker - a valuable boost for many small businesses. Workers gain the opportunity to return to work with a supportive employer and experience the sense of purpose and social contact that work provides. For more information visit <http://www.socialtraders.com.au/event/2010/05/financial-incentives-employers-worksafe-incentive-scheme-employers>

### **Melbourne Awards**

Since 2003, the Melbourne Awards have celebrated the people and organisations whose vision and hard work shape Melbourne City. Highlighting these achievements inspires and challenges others to make their own contribution to creating a better future for Melbourne. The awards honour a diverse range of contributions, focusing on the people and organizations who go above and beyond the call of duty. If you know of someone who deserves to be celebrated please follow this link: <http://www.socialtraders.com.au/event/2010/05/melbourne-awards-2010-0>

### **Employment and Inclusion Awards - submission due Monday 26 July 2010**

Put your organisation in the running for one of the eight 2010 award categories and be nationally recognised for its achievements within the sectors of: employment and inclusion of people with a disability; Culturally and Linguistically Diverse; mature age; youth; Indigenous Australians; Women; GLBTI; or even the pinnacle award for the evening – the Organizational Diversity Laureate. Click here to find out more: <http://www.socialtraders.com.au/event/2010/04/employment-and-inclusion-awards>

### **WorkSafe Awards 2010 - applications close 7 May 2010**

WorkSafe is looking for companies and individuals that go the extra distance and whose innovation and leadership raises the standard of health and safety for everyone. Whether you're a health and safety representative, Victoria's smallest company or the biggest, a farmer who's created a safety solution or a designer who has eliminated a risk, WorkSafe wants to hear from you. To obtain an application click here: <http://www.socialtraders.com.au/event/2010/05/worksafe-awards-2010>

## Kookaburra Awards 2010

This years Kookaburra Awards will offer prizes to individuals and organisations and projects that really make a difference - that stretch people's vision of what is possible in Australian society today. In 2010 there will be three prizes - for extraordinary individuals, for groundbreaking projects, and for game-changing community/not-for-profit organisations. Find our more here:

<http://www.socialtraders.com.au/event/2010/05/kookaburra-awards-2010>



## Fund sells shares in founders personal income.

In an effort to generate growth capital for social enterprises three social entrepreneurs are using an online marketplace for personal investment, offering equity in their life's earnings in exchange for an unrestricted upfront cash investment. Investing in the individuals rather than in the organisations they founded, "Thrust Funders" do not acquire a portion of the entrepreneur's venture; neither do they have any official say in how the investee uses the money. Interested in what this is all about? Read on: [www.thrustfund.com](http://www.thrustfund.com)

## Opinion Piece of the Month

### Are the hard yards for Fair Trade finally paying off?

*Collaborative opinion piece by Nick Savaidis and Nina Howard*

Most fair trading companies were built on great social ingenuity - they actually set standards before there was an international certification. Their unique selling point was trading fairly and they spent a designated proportion of their profits educating consumers on their ethical buying power. They demanded that shops offer Fair Trade certified choice to consumers - and now ironically, because they've been successful and influenced the behaviour of multi-nationals, they may actually go out of business... Read the full piece: <http://www.socialtraders.com.au/opinion-pieces>

## About Social Enterprise

### Australian Disability Enterprises (ADEs)

Australian Disability Enterprises (ADE) employ people with a disability who find it difficult to work or maintain employment in the open labour market or who choose to work in an ADE. They have a dual focus of providing employment for people with a disability and operating a commercial business. The organisations vary substantially in size. Most operate from factories, while others provide work and training in the community or at the work sites of mainstream employers. Read more about ADEs: <http://www.socialtraders.com.au/library/australian-disability-enterprises>

## Social Enterprise Profile

### SPECIALISTERNE is more than an ordinary company.

In 2004 Specialisterne was founded as the first company in the world to base its business model on employing people with Autism Spectrum Disorder. The enterprise provides services such as software testing, quality control and data conversion for the corporate sector and uses the characteristics of autism in a positive way. It is the inspiration for the new social enterprise to be launched by Infoxchange in Melbourne. Read more about this successful social enterprise: [www.specialisterne.com](http://www.specialisterne.com)

Read more social enterprise case studies at [www.socialtraders.com.au/library/case-studies](http://www.socialtraders.com.au/library/case-studies)

**Our case studies are the most looked at section of our website – so if you are keen to profile your social enterprise, or would like to contribute a case study of your social enterprise to our website, contact us at [info@socialtraders.com.au](mailto:info@socialtraders.com.au)**

## Events and Workshops

### Public \$ for Public Benefit - Social Tendering session, 9 June 2010, Canberra

Social Ventures Australia is running a comprehensive session on social tendering on 9 June at PricewaterhouseCoopers Canberra. It will include a case study by Fair Business as well as a panel including Australia's leading experts in the field. To find out more contact Mandy Richards - [mrichards@socialventures.com.au](mailto:mrichards@socialventures.com.au)

### Communities in Control 2010

The Communities in Control event will look at issues of power: who has it; who needs it; how to get it; and how to use it to create change for equality, inclusion and justice. The event includes an impressive list of presenters and an additional post conference skills day on - *Sustainable Fundraising & Marketing in Hard Times*. For more information:

<http://www.socialtraders.com.au/event/2010/03/communities-control-conference-2010>



### Donkey Wheel hosting performances for Next Wave: No Risk Too Great!

Donkey Wheel partners with passionate people who imagine alternative solutions to social challenges and as part of the *Next Wave: No Risk Too Great Festival* – they are doing just that. The Donkey Wheel House will host two performances transforming their gothic basement into an intimate performance space. For more information about the performances and to book tickets, visit

<http://2010.nextwave.org.au/>

### Unconference for Social Entrepreneurs, 13-15 May 2010, London, England

SHINE's annual unconference is the biggest in the UK for social entrepreneurs. It's the opposite of a traditional business event, offering a dynamic network where social entrepreneurs develop their skills, share knowledge, ideas and advice and can be a part of helping the whole movement grow. To find out more click here:

<http://www.socialtraders.com.au/event/2010/05/unconference-social-entrepreneurs-shine-2010>

For Further Information on these and other upcoming events visit

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

We are keen to communicate news and events anywhere in Australia that relates to social enterprise. If you would like us to promote your news or event, post your information to our website at [www.socialtraders.com.au/node/add/news](http://www.socialtraders.com.au/node/add/news) or email [info@socialtraders.com.au](mailto:info@socialtraders.com.au)

## Resources and Publications

### Succeeding at Social Enterprise – Published April 2010

The Social Enterprise Alliance (USA) has just published a collection of essays by 19 leaders in the social enterprise field. The book entitled *Succeeding at Social Enterprise* is a practical guide filled with best practices, tools, guidance, models and successful cases for leaders (and future leaders) of social enterprises operated by non-profit organizations. It brings together the knowledge and experience of pioneers in the field and successful social entrepreneurs to show what it takes to implement and run an effective social enterprise. Purchase a copy with: [www.se-alliance.org/](http://www.se-alliance.org/)

### What are you reading?

Review your favourite social enterprise book on Facebook:

<http://www.facebook.com/home.php?#!/group.php?gid=110911458934974>

## Job Opportunities

### Jobs Fund Round 2

Are you a social enterprise who was successful with the Jobs Fund Round 2? Do you need employees or consultants? You can advertise with Social Traders to get the right people for the job. Send information to [nina.howard@socialtraders.com.au](mailto:nina.howard@socialtraders.com.au)

For details and a full list of more advertised jobs, visit [www.socialtraders.com.au/job-opportunities](http://www.socialtraders.com.au/job-opportunities)

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