



E-bulletin September 2010

The best place to learn about success in social enterprise is from the people that actually make it happen. [Social Traders social enterprise case studies](#) document and share learning from leading examples of social enterprises from around Australia. The latest of these in-depth case studies, included in this e-bulletin, delves into the [Community Contact Service](#) which has been achieving great social outcomes since 2005.

This month's [Opinion Piece](#) discusses corporate investment in the community and highlights the important role that corporate Australia can play in supporting social enterprise. In mid-October, with [the launch of The Crunch](#) we will see one such example of this type of corporate investment as The Crunch corporate partners - Australia Post, Leadership Victoria, Melbourne Business School, Telstra, Transfield, Westpac – work with Social Traders to support the 9 Crunch enterprises.

Let us know your opinion...

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

Social Traders Level 4, 136 Exhibition St, Melbourne ABN: 42 132 665 804

Visit www.socialtraders.com.au Email info@socialtraders.com.au

Contact **Nina Howard and the Social Traders team on (03) 8319 8446**

Subscribe to the Social Traders e-bulletin here: www.socialtraders.com.au/newsletter/subscriptions

Or to unsubscribe contact: info@socialtraders.com.au

Find what you're looking for:

[Social Traders' Activity](#)
[News](#)
[Opinion Piece](#)
[Launches](#)
[Events and Workshops](#)

[Grants and Awards](#)
[Social Enterprise Profile](#)
[About Social Enterprise](#)
[Resources and Publications](#)
[Job Opportunities](#)

Social Traders Activity

Do you have a Social Enterprise idea?

The Social Traders learning and development program is offering a series of professional development workshops progressing through the Social Traders business planning process for social enterprise. The next workshop on **Tuesday 5th October** is for those who have an early stage social enterprise **idea** and would like to explore its potential. The subsequent workshop on **Wednesday 10th November** aims to provide you with the tools to test the market feasibility of your social enterprise idea using the Social Traders' feasibility framework. To find out more about the learning program contact Nina Howard 03 8319 8446 or visit:

<http://www.socialtraders.com.au/event/2010/09/do-you-have-social-enterprise-idea>

Gifts with impact – Christmas is just around the corner

Social Traders is compiling a social enterprise festive gifts catalogue full of purchasing ideas for family, friends or colleagues. If your social enterprise offers festive season gifts – please contact Nina Howard with a catalogue or details on how to purchase: nina.howard@socialtraders.com.au

Employment focused social enterprises workshop

Social Traders is developing a program for a one-day research workshop in Brisbane on **November 4** focused on job-creating social enterprises. This event precedes a one-day forum on **November 5** to be convened by the Australian Centre for Philanthropy and Nonprofit Studies at QUT called *Social enterprise in Australia: Developing a shared research agenda*. More information on these events here: <http://www.socialtraders.com.au/event/2010/09/researching-job-creating-social-enterprises-book-your-diary-november-4-brisbane>

The Crunch is on!

Nine enterprises have been selected from 79 applications to participate in The Crunch. At The Crunch Launch on 13 October, the enterprises will be unveiled along with a new Crunch website. The Crunch website will allow everyone to follow each enterprise as the clock counts down to their pitch for a share in the \$1 million Social Enterprise Development Fund in February 2011.

News

New Ministerial line up for the social sector

The Prime Minister announced a new front bench line up in September including a new ministerial position dealing with social inclusion. For full details please see a comprehensive article by Pro Bono:

<http://www.probonoaustralia.com.au/news/2010/09/new-ministerial-line-significant-nfps>

Community Asset Building program

Foresters Community Finance and the Victorian State Government – Department of Planning and Community Development (DPCD) have partnered in a program focusing on building the organisational capacity and financial sustainability of non-profit organisations throughout Victoria through the practise of community asset building. Over the course of the next few months there will be several workshops in Melbourne and regional Victoria. Find out more about this initiative here:

<http://www.socialtraders.com.au/news/2010/09/community-asset-building-program>



Local Government Social Procurement guidelines to be released October 2010

Local Government Victoria through the Councils Reforming Business program is working with Community Development, the Department of Human Services, local government and a number of other organisations, including Social Traders, to support new initiatives in social procurement. On 13 October, the Minister for Local Government, Richard Wynne MP, will launch the eagerly *awaited Local Government Social Procurement Guide*. Social Traders will make these guidelines available in late October via our website.

Unlocking and Empowering Social Innovation

The recent *Unlocking and Empowering Social Innovation* event in Perth, co-organised by Social innovation in Western Australia (SiiWA) and WACOSS, connected members from the community, business, government and education sectors. Several activities are planned for the rest of the year encouraging innovative thinking to tackle the states' social issues. Find out more on developments in WA here: <http://www.socialtraders.com.au/news/2010/09/unlocking-and-empowering-social-innovation-western-australia>

Opinion Piece of the Month

Corporate Australia is driving community investment because they want outcomes. Phil Hayes-St Clair – Executive Chairman, HSC & Company

Corporate Australia is on a journey to deliver more to the community but they're not giving anything away, they're investing...

The key-differentiating factor for these large organisations is that they are often able to leverage or refine traditional systems to enable them to successfully support the start up and survival of younger social enterprises...

Read the full piece here: <http://www.socialtraders.com.au/opinion-pieces>

Launches

World-changing people, innovative places, inspiring ideas

The Hub Melbourne, a flexible workspace for those with a social or environmental initiative, will be opening its first phase *The Hub Incubator* on Friday, 15 October. If you're a social innovator looking for office space, networking opportunities, shared resources and expertise click here: <http://www.socialtraders.com.au/event/2010/09/world-changing-people-innovative-places-inspiring-ideas>



Social innovation in Western Australia

Social innovation in Western Australia (SiiWA) has launched an online presence to connect people and build community to tackle social issues through innovation in Western Australia. If you'd like to connect click here: www.siiwa.org

The Community Recycling Network of Australia (CRN)

A group of Australian community recycling enterprises who met at the 2009 Social Enterprise World Forum in Melbourne have formed a national network to promote reducing waste, using waste as a resource to create jobs, learning and inclusion amongst communities. They have recently launched a website and a monthly e-bulletin promoting news, events and resources – sign up here: <http://www.communityrecycling.com.au/>



New Private Ancillary Fund Service

Social Ventures Australia (SVA) has launched a Private Ancillary Fund Service to help Australian philanthropists understand PAFs and their contribution to the Not for Profit sector. SVA's Private Ancillary Fund Service is designed to be a one-stop-shop for philanthropists seeking to understand the tax effective yet simple nature of these structures. To learn about the service click here. <http://sva.com.au/private-ancillary-fund-service/>

Making a small world smaller forum, Victorian State Library

On 13 September Adam Bandt, the newly elected Greens member for Melbourne, launched a social enterprise forum at the State Library of Victoria (SLV) to explore a collaboration between SLV and RMIT University that aims to foster socially driven ideas across the state. The new centre will combine social enterprise, community development and social media to increase Victoria's intellectual and social capital. Find out more here:

<http://www.socialtraders.com.au/news/2010/09/social-enterprise-forum-victorian-state-library>



Scarf, a hospitality training social enterprise

Scarf, a newly formed social enterprise, has launched Monday night events at the Mama Ganoush restaurant, 56 Chapel st, Windsor. **Bookings are essential!**

<http://www.socialtraders.com.au/event/2010/09/scarf-hospitality-training-social-enterprise>

Not waving drowning - JA goes public with complaints

Jobs Australia has launched a new website called 'Not waving drowning' to identify and tackle ineffective and expensive systems within Job Services Australia and Disability Employment Services. The site encourages people to submit their example of the silliest or otherwise worst example of unproductive red tape in the employment services world. There are prizes to be won for submissions –

<http://www.socialtraders.com.au/news/2010/09/not-waving-drowning>



Events and Workshops

Social Returns Forum, Sydney, 25 October 2010

3Pillars Network is hosting the Social Returns Forum to explore the intricacies of social impact measurement, the business case for corporate investors and the development of social lending opportunities. Social Traders Managing Director David Brookes will be amongst speakers attending the event. Find booking details here:

<http://www.socialtraders.com.au/event/2010/09/social-returns-forum-creating-measuring-and-investing-social-change>

Jobs Australia Conference – social enterprise tours

Jobs Australia (JA) is the national peak body for not-for-profit organisations that assist unemployed people to get and keep jobs. JA are hosting their annual conference in Melbourne from 27 – 28 October, and as a pre-cursor to the event Social Traders will be facilitating social enterprise tours across Melbourne. However, places are limited and preference is given to JA conference attendees. Find out more here:

<http://www.ja.com.au/home/article.aspx?id=14425>



Challenge yourself and change your world - 2011 Sydney Leadership Program

Sydney Leadership is a year-long, cross-sector leadership development opportunity for 30 individuals from across the business, government and not-for-profit sectors. The program will appeal to people with vision, strong personal values and a commitment to give something back to the community. **Applications close on Friday 12th November 2010.** Interested in applying?

<http://www.socialtraders.com.au/event/2010/09/sydney-leadership-program-challenge-yourself-and-change-your-world>

Anti-Poverty Week, 17 – 23 October 2010

The week aims to raise awareness of the causes and consequences of poverty and hardship in Australia and around the world. During the week, everyone who is interested in helping to reduce poverty and hardship is encouraged to join in or organise their own activities. Activities can be large or small – but events at the local level are especially welcome. Need more information?

<http://www.socialtraders.com.au/event/2010/09/anti-poverty-week>



Insurance for community organizations or not-for-profits – Tuesday 5 October

Would you like to understand the main types of insurance that are relevant to not-for-profit, community organisations - what they cover and, just as importantly, what they don't? Sign up to this important seminar organised through PILCH Connect and facilitated by Christien Corns, Senior Associate at Middletons Lawyers. Book a place now: <http://www.socialtraders.com.au/event/2010/09/seminar-october-2010-insurance-and-not-profits>

Grants & Awards



Employment and Inclusion Awards

The 2010 Diversity@Work Employment and Inclusion awards recognise and reward the efforts of teams and organisations that encourage diversity and inclusion in their workplace. Earlier in the year Social Traders encouraged the community to nominate appropriate social enterprises for the award – the awards will be announced on Thursday 14 October, at Peninsular Docklands, Sydney. Booking details can be found here: <http://www.socialtraders.com.au/event/2010/09/employment-and-inclusion-awards>

Macquarie Group Foundation Social Innovation Award

The Macquarie Group Foundation Social Innovation Award provides a \$100,000 grant to an Australian not for profit organisation or program that addresses an unmet community need. The applications will **close on the 29 October**. The winner will be announced in December 2010. More information can be found here:

<http://www.socialtraders.com.au/news/2010/09/macquarie-group-foundation-social-innovation-award>

Stanford Scholarship for Not for Profit Leaders

The Stanford Australia Foundation, with the support of the Dyson Bequest, is calling for applications for the 2011 Stanford Australia Foundation Nonprofit Scholarship. The deadline for applications for the 2011 scholarship is **19 October, 2010**. For more information visit <http://www.socialtraders.com.au/event/2010/09/stanford-scholarship-not-profit-leaders>

Special Award for Sustainability Research - invitation to nominate

Ethical Investor is calling for nominations of an individual(s) that has published original research linking environment, social or governance (ESG) factors with Australian investment markets since July 2009. If you would like to nominate a piece of research, see details here: <http://www.socialtraders.com.au/event/2010/09/special-award-sustainability-research>

Victorian Community Sector Awards

Victoria's most innovative community organisations were recognised with an inaugural Victorian Community Sector Award announced at the 2010 Think Innovation Summit in Melbourne. Several social enterprises were amongst the finalists. Pro Bono has listed the winners and finalists here: <http://www.probonoaustralia.com.au/news/2010/09/victorian-community-sector-awards>

Social Enterprise Profile

Community Contact Service (CCS)

The Community Contact Service (CCS) is a social enterprise run by the Brotherhood of St Laurence that provides concierge services in 12 high rise public housing towers on public housing estates in inner Melbourne. The CCS differs from mainstream businesses because it recruits Contact Officers from disadvantaged job seekers who live on the public housing estates being serviced.



This comprehensive case study includes seven pages of in-depth analysis on why this social enterprise is sustainable in both an economic and social sense. **Read the full CCS case study – and other social enterprise case studies - here:** <http://www.socialtraders.com.au/library/case-studies>

About Social Enterprise

Intermediate Labour Market Companies (ILMCs) such as the CCS (case study above) are businesses that create a bridge to the open labour market for individuals experiencing long term unemployment and other significant disadvantage in the labour market. ILMCs provide participants with fixed term jobs (typically 12 months) in real work settings where they receive high quality accredited training and personal support.

Social Traders has developed information briefs on a range of social enterprise types, found here: <http://www.socialtraders.com.au/library/info-briefs>

Resources and Publications

Social Enterprise: Profits for Purpose video

The Extracurricular Network Australia, a student run non-profit organization, has made the Social Enterprise: Profits for Purpose seminar available online – watch here: <http://www.ecna.com.au/resources/videos/>

Invest Victoria helping start-ups and investors

Invest Victoria has developed interactive maps to help business start-ups and investors find out about industry strengths in different regions of Victoria. The maps include information about educational centres and logistics such as air, rail and road routes. This new initiative is of great assistance for the feasibility phase of social enterprise planning. Find this tool here: <http://www.socialtraders.com.au/social-enterprise-tools>

Guide to Achieving Financial Success

Developed by CPA Australia (www.cpaaustralia.com.au) in partnership with Small Business Victoria, the Achieving Financial Success guide covers in detail the key practices that small businesses should adopt to ensure good financial management. Topics in the guide include - business finance basics, improving business finances, financing your business, managing lenders, better financial management. <http://www.cpaaustralia.com.au/cps/rde/xbcr/cpa-site/achieving-financial-success-guide.pdf>

Social Enterprise Toolbelt - USA

The seToolbelt, developed in the USA, is a free open-content community initiative to help social entrepreneurs plan, start, manage and grow successful social enterprises. Through the site the public can engage directly with other practitioners to collectively problem-solve and develop your own resources. Try it out: www.setoolbelt.org

Social Media for Social Change book

The Dragonfly Effect: Quick, Effective, and Powerful Ways To Use Social Media to Drive Social Change, written by Stanford Graduate School of Business Professor Jennifer Aaker. The book provides specific, practical advice teaching readers how to translate products, services, and community concerns into powerful narratives inviting participation.

What are you reading? Place your review on the Social Traders Facebook page:<http://www.facebook.com/home.php?#!/group.php?gid=110911458934974>

Job Opportunities

Infoxchange - Social Enterprise Officer

The Social Enterprise Officer is to effectively build the sustainability of projects under the Digital Inclusion and Social Development Unit by developing useful and reliable services, building a sustainable subscriber base, matching enterprise skills with community resources, developing relevant educational programs, and strengthening project systems and infrastructure to ensure smooth running operations leading towards sustainability of operations. Applications close 1 October. Find more information here: <http://www.socialtraders.com.au/job-opportunities>

Advertise a job opportunity: info@socialtraders.com.au

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