

SOCIALTRADERS

MEDIA RELEASE

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BRAYBROOK SOCIAL ENTERPRISE GETS BEHIND LOCAL YOUTH

Local social enterprise, Print Side Up, will be selling its sure to be popular 'Braybrook 3019' screen printed T-shirts at Highpoint Shopping Centre on 29 and 30 October as part of its involvement in a new business support initiative from Social Traders.

Launched today in Braybrook, the Building Social Enterprise Trading Turnover project (BSETT) is aimed at helping established enterprises to increase their turnover, which in turn helps with their social mission.

Print Side Up, which is run by Melbourne Citymission, uses its screen printing business to teach work skills to local young people aged 15 to 25, is one of eight Victorian social enterprises receiving hands-on assistance to grow their business under this new development initiative.

Mark Daniels from Social Traders explains that BSETT was established in response to the challenges faced by social enterprises in growing their markets and increasing their turnover.

"Many social enterprises are established to generate profits that can help fund social programs, but as any business person will tell you, it takes quite specific business knowledge and skills to be successful," Mark said.

"BSETT is about providing highly practical support and training so that social enterprises can identify opportunities and markets for their goods or services."

"We work one-on-one with enterprises to look at their business and their markets and provide guidance about how to grow them" said Mark.

Steve Maillet from Melbourne Citymission agrees that Print Side Up is looking forward to learning more about boosting their business through BSETT.

"We're excited about being involved in BSETT - we think our Braybrook 3019 T-shirts will be popular and help business while at the same time encourage local pride and connectedness," said Steve.

"This is just the start, we're looking forward to exploring new ways of building the business so it can generate funds to help us provide skills training to local young people from disadvantaged backgrounds."

BSETT is funded jointly by Social Traders and the Victorian Department of Human Services. Applications were invited from social enterprises across Victoria and eight were chosen to receive support over the coming 18 months.

They are:

- **Print Side Up**, a Melbourne Citymission-run youth training and screen printing business based in Braybrook
- **Bright Street Hub**, a milk bar and take away food business which trains young people from disadvantaged backgrounds in Bendigo

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- **Create**, a Registered Training Organisation, which manufactures low cost transportable homes based in Geelong
- **Flashdrive beyond the Classroom**, an organisation which sells refurbished computers and recycles old IT equipment based in Ballarat
- **Mornington Youth Enterprises**, which runs a wholesale nursery combined with youth training programs based in Mornington
- **Cultivating Community**, a community organisation which runs two weekly fruit and vegetable markets in inner Melbourne
- **Welshpool Transaction Centre**, a community operated mixed business which provides banking, Centrelink and other services to the small township of Welshpool in Gippsland.
- **Magic Green Clean**, a cleaning business run by AMES which operates in Kensington in Melbourne.

Social Traders was established in 2008 with seed funding from the Victorian Government and a private Foundation to support the development of social enterprise in Australia.

For further information: Fiona Nixon on 0439 578 489