

# IMPACT REPORT FY22

**Social**

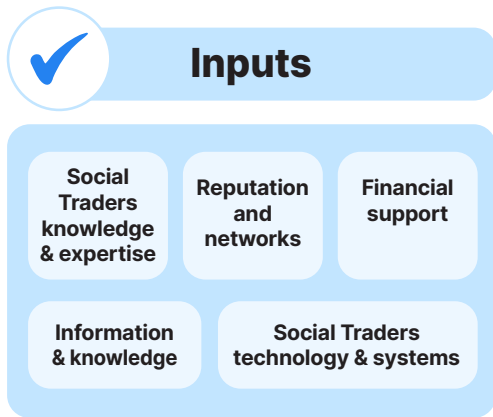
**Traders**

Unlocking business for good



# OUR THEORY OF CHANGE

How Social Traders contributes to a more inclusive Australia



\* SEP: Social Enterprise Procurement



# INTERMEDIATE OUTCOMES





## Social enterprises are more impactful



# 78%

Of certified social enterprises spending more on impact year on year\*

\*based on multi-year certification data

## CASE STUDY

### Fruit2Work

Fruit2Work is an award winning certified not-for-profit social enterprise and registered charity. Fruit2Work empower individuals impacted by the justice system, by helping them reconnect with their families and integrate within the wider community through the opportunity of supported employment. Initially established within Whitelion charity in 2016, Fruit2Work became an independent social enterprise in 2019.

Driven by the Victorian government's Social Enterprise Strategy in 2017, -Fruit2Work experienced significant growth. By the end of FY 2020, the organisation had achieved a turnover close to \$1 million. They had 9 employees and transitioned 22 people to full-time employment, - including three within the organisation.

Supported by Social Traders and the Victorian Government's social procurement mandate, Fruit2Work now serve over 1,000 corporate clients, generate \$7million in turnover, have 45 employees, and, have successfully transitioned over 80 people to full-time employment, -including 23 within Fruit2Work.

As a result of these significant social procurement outcomes, Fruit2Work have taken the concept of providing second chances to those impacted by the justice system and turned it into a successful business model.

Their holistic employment and training program has contributed to the economy, while reducing social stigma at the same time. Significantly, they achieved a remarkable zero recidivism rate which surpasses the average national rate of approximately 50%.

In addition, Fruit2Work have been able to refine their core values ensuring their own supply chain align with their vision of social equality. This means that all suppliers are local, adhere to ethical practices and possess a modern slavery policy. They also ensure suppliers employ container manufacturing and recycling processes, helping to minimize waste and contribute to a circular economy.

Finally, the opportunity of social procurement has enabled Fruit2Work to collaborate with other social enterprises, government departments (including City of Melbourne), and large corporations on various projects across Victoria.

Overall, Fruit2Work's impact has expanded significantly in the past two years. Social Traders have supported the organisation to generate lasting partnerships, contributing to substantial cost savings and creating meaningful social impacts.

INTERMEDIATE OUTCOMES


 **Social enterprises are more impactful**

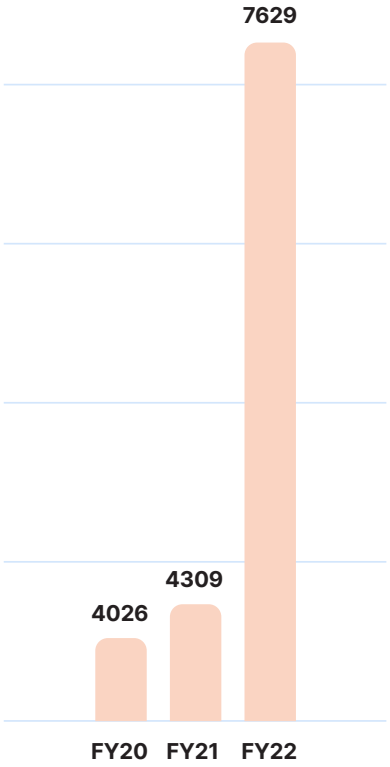
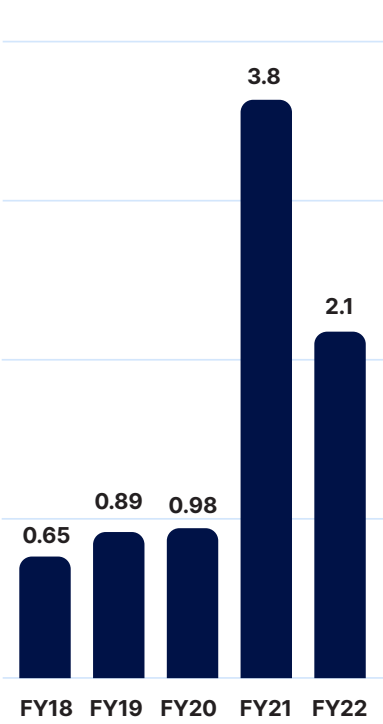
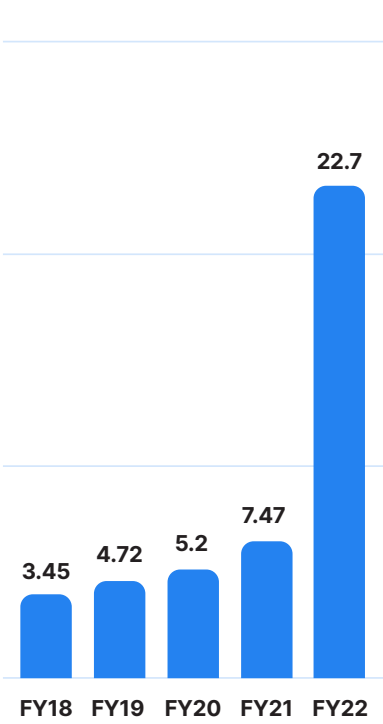
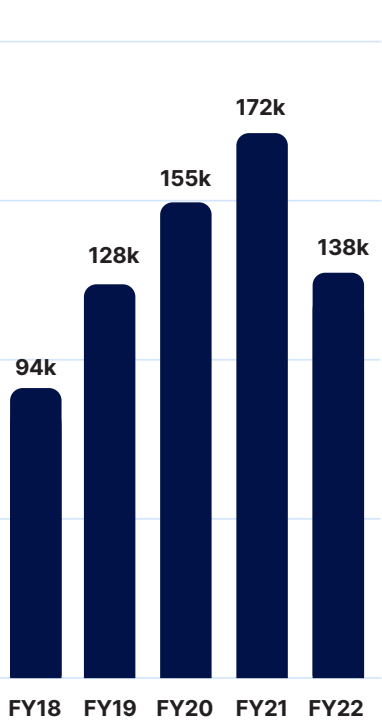
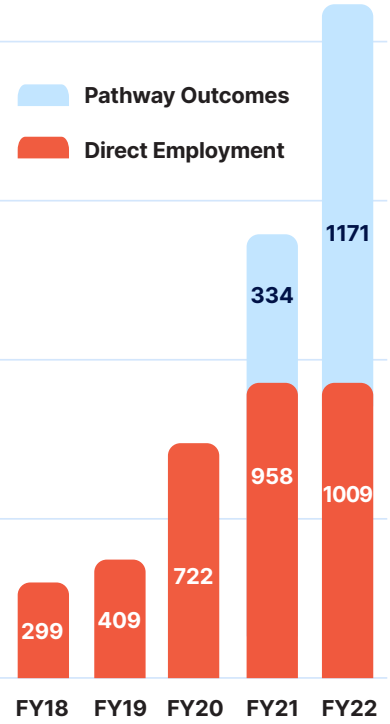
  
**Employment outcomes**  
**4,902**

  
**Training hours delivered**  
**689K**

  
**Community goods & services delivered**  
**\$43.5M**

  
**Charitable funds donated**  
**\$8.4M**

  
**Tonnes of waste diverted from landfill**  
**16K**





**Social enterprise are more developed and established**



**86%**

Growing or maintaining trading revenue\*



**85%**

Growing or maintaining overall revenue\*  
(up from 66% previous FY)



**3.6%**

Close down rate

\*Based on multi-year certification data

## CASE STUDY

### Procurement Partnership Outcome

Outlook Environmental specializes in waste transfer and recycling. However, it has its roots in disability services, and its mission is not only about breaking down waste but also breaking down barriers to employment. Around half of the organization's employees have a disability or come from a disadvantaged background.

For every 150 tonnes of recyclable materials collected, one job is created within Outlook Environmental. Additionally, the social enterprise invests commercial profits back into the business to create more employment opportunities and career pathways.

In 2018, John Holland engaged Outlook Environmental to help divert thousands of tonnes of waste from landfill as part of the Mernda Rail Extension Project. Since then, this has blossomed into a \$5 million partnership – making Outlook Environmental a key supplier across some of Victoria's biggest road and rail projects.

Throughout its four-year relationship with John Holland, Outlook Environmental has successfully diverted away from landfill over 80% of the 8,000 tonnes of waste it has received. The partnership has generated up to 7,000 hours of work for the Outlook Environmental workforce, 80% of whom have previously faced barriers to employment.

John Holland and Outlook Environmental have a genuine "shared-value partnership," where the private and community sectors are joining forces to create business solutions to social and environmental challenges. It is a game-changing partnership built on mutual respect and trust, with a willingness to listen to each other's needs, understand business capability and capacity, and facilitate sustainable growth of the partnership.

"Our four-year partnership with John Holland has delivered thousands of tonnes of waste to our facilities, where we process and divert material from landfill, and for every tonne of waste we receive as an organization, we generate an hour's work for the people we support and employ," said Sam Sondhi, CEO Outlook Environmental.

The partnership supports key environmental and social objectives set out in John Holland's business strategy. To further embed Outlook Environmental in its business-as-usual operations, John Holland names the social enterprise as "preferred supplier" in its strategy and tender documents for new work packages. This approach ensures that Outlook Environmental is considered for future projects as the waste management supplier of choice.

Most importantly, the partnership is more than just service delivery – it has downstream benefits to people with disabilities who often face barriers to gaining meaningful employment. Outlook Environmental trains its staff from entry-level positions through to more senior, experienced roles, allowing many of its employees to transition beyond Outlook into other roles in the sector.

**INTERMEDIATE OUTCOMES**



Social enterprise are more developed and established



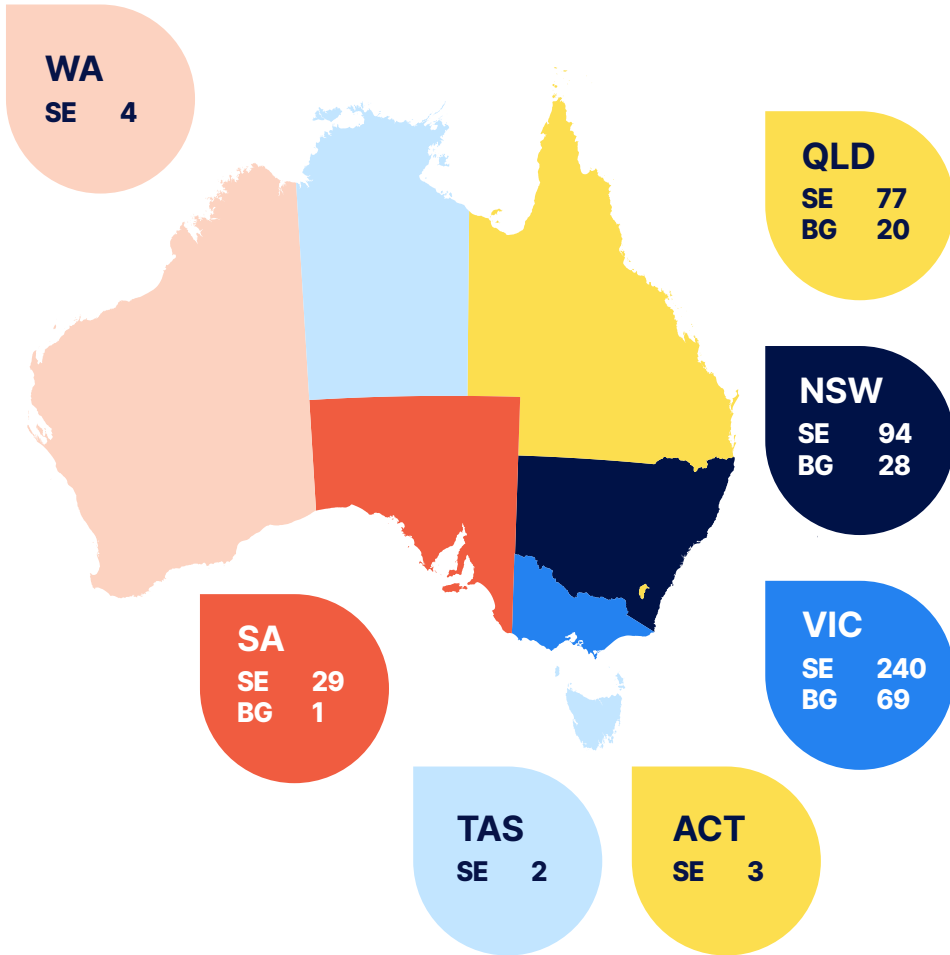
Our four-year partnership with John Holland has delivered thousands of tonnes of waste to our facilities, where we process and divert material from landfill, and for every tonne of waste we receive, we generate an hour's work for the people we support and employ.

– Sam Sondhi,  
*CEO Outlook Environmental*

**INTERMEDIATE OUTCOMES**

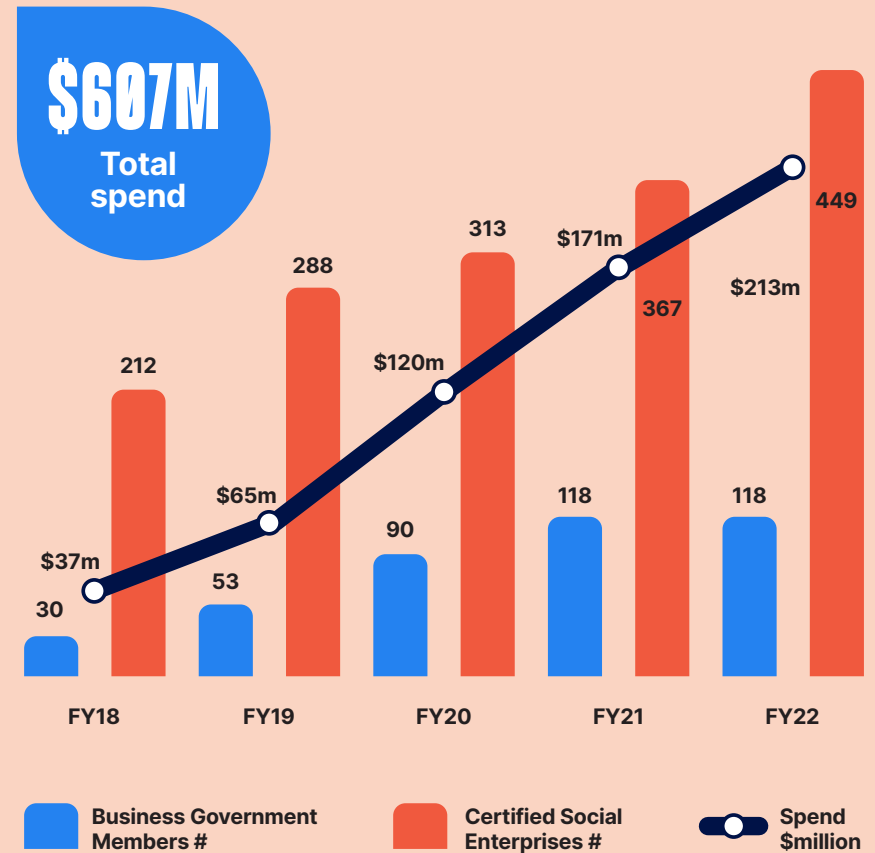


## The social procurement market grows in volume and value



SE: Social Enterprises  
BG: Business & Government members

QLD, NSW and VIC have state government membership



# OUTCOMES





## More certified and mature social enterprises



# 25

Grow participants  
(More details on next page)



# 127

Connection leads facilitated  
(Connecting buyers with suppliers based on specific requests)



# 274

Certifications processed:  
• 115 new  
• 159 re-certifications



# 53

Startups certified  
(Started trading 0-2 years ago)



## SEWF GLOBAL VERIFICATION

In 2022 the Social Enterprise World Forum (SEWF) introduced a global verification for social enterprises. We worked closely with SEWF who have endorsed our certification process. In Australia, Social Traders certification is the only path to global verification with SEWF.



OUTCOMES



## More certified and mature social enterprises

### SPOTLIGHT ON :

#### Grow Program

Our Grow Program has been specifically designed to grow your social enterprise. We use evidence-based strategies that build skills and support your organisation to grow via social procurement partnerships.

We understand the tensions and challenges faced by social enterprises and social entrepreneurs. We know that social enterprises need long-term partnerships to enhance their capacity and capability and we help by transferring skills and creating connections to facilitate growth.

#### Give Industries – Grow member

“As a little update between now and then though, we’ve had 2 Social Traders members reach out to us in the last week or so, which is amazing. Cushman & Wakefield passed us on to a maintenance management company, who has been giving us callouts for some Westpac sites, and Built asked us to tender for a project, and flagged in the invitation that they identified us through ST. Exciting stuff!”

Give Industries has been a Grow Member since the introduction of the Program. Working with Social Traders, Give has experienced significant growth in the number and value of its contracts.

They have developed fundamental skills for growing a social enterprise and established meaningful connections with relevant referral partners. Through the Grow Program, Give Industries have established connections with large organisations like Westpac, Built and Cushman & Wakefield. We are excited to see what is next for Give Industries.



### PHASE ONE

We help the social enterprise establish clearly defined goals and gain professional skills to generate growth.



### PHASE TWO

Support is provided to establish and nurture relationships with our business and government members.



### PHASE THREE

An established list of business and government members with market opportunities is curated.



## Business and Government organisations buy more from social enterprise at all levels and spend types



# 71%

Of members increased connections with social enterprises\*



# 71%

Of members increased social procurement spend\*



# 66%

Of members increased number of categories of social procurement spend

## CASE STUDY

### Fulton Hogan

Fulton Hogan has been an active member of Social Traders for over five years. In that time, they have connected with a range of certified social enterprises suppliers, demonstrating a genuine commitment to social impact outcomes. With a core purpose to create, connect, and care for communities – Fulton Hogan have a leading sustainability focus across all infrastructure projects.

Fulton Hogan have embedded social procurement into their formal processes and procedures. The organisation has a strong social impact roadmap and provide guidance to their operations division to drive engagement with diverse suppliers.

#### The impact

“By partnering with social enterprises, we’ve been able to help change people’s lives and create meaningful community impacts across some of biggest infrastructure projects” – Ramon Dobb, National Procurement Manager, Fulton Hogan.

During FY20, Fulton Hogan spent \$800k with 20 certified social enterprises. This has since grown significantly, both in total spend and diversity of suppliers. During FY22, the organisation spent \$2.5m with 35 certified social enterprises. A huge increase in social procurement spend, in a few short years. With an estimated total of 50 social enterprises engaged over the past 12 months alone, Fulton Hogan have several examples of collaborative projects that have supported some of Australia’s most marginalised people.

#### Metropolitan Roads Program Alliance (MRPA)

Fulton Hogan’s MRPA team have led the charge in social procurement, fostering a genuine approach to social outcomes in delivery of their level crossing removal project. The project has engaged both social enterprises and First-nations owned businesses. Through the Brotherhood of St Laurence’s social enterprise ‘Given the Chance’ program, Fulton Hogan employed over 30 people to the project and achieved an impressive retention rate of over 80%. As a result, this program has provided the opportunity of consistent, long-term employment to disadvantaged people often shut out of the Australian job market.

#### Melbourne Airport Project (MAP)

Fulton Hogan have also partnered with certified social enterprise OC Connections, to deliver a customised solution for the MAP. OC Connections delivered 4000 re-purposed purple bollards under their Eco Products arm, engaging three other social enterprises in the supply chain process. The bollards are used to delineate and protect native flora at the project site. OC Eco Products provided a bespoke solution – that delivered social and environmental benefits at the same time.



**Business and Government organisations  
buy more from social enterprise at all levels  
and spend types**



**By partnering with social enterprises, we've been able to help change people's lives and create meaningful community impacts across some of biggest infrastructure projects.**

**– Ramon Dobb,  
National Procurement  
Manager, Fulton Hogan**

**OUTCOMES**



Interface between business and government members and social enterprise is smoother



118

Unique collections created

"A collection is a curated list of certified social enterprises, which is provided to a buyer member on request to fulfil a social procurement opportunity"

4.4

Out of 5 average event rating



959

Unique procurement connections recorded from 40% of buyer members

127

Procurement connection leads facilitated



5,816

Social Trader Portal logins

3,457 Business and Government members

2,359 Certified Social Enterprises



13,592

Social Enterprise Finder views

### SOCIAL ENTERPRISE FINDER TOP 10 SEARCH CATEGORIES

1. Food & Beverage
2. Catering & Hospitality
3. Gifts or rewards
4. Building trade repairs & maintenance
5. Clothing & Safety equipment
6. Community & social services
7. Cleaning Services & Equipment & Supplies
8. Waste management & landfill
9. Advertising & media
10. Horticulture & arboriculture

Search here!

[www.socialtraders.com.au/find-a-social-enterprise](http://www.socialtraders.com.au/find-a-social-enterprise)

OUTCOMES



Those who influence social enterprise enable them to develop and grow



### WHY CERTIFY?

When asked, the top 3 reasons social enterprises sought certification was:

1. Connections to buyers,
2. Credibility and recognition and
3. To join a community.



### GOVERNMENT GRANTS

Five government grants acknowledged social enterprise certification.



### REFERRALS

34 external referrals were provided for social enterprise certification.

OUTCOMES



Those who influence social enterprise enable them to develop and grow



**IMPACT NORTH**

We work with a range of collaborators to support social enterprises to develop and grow. We work alongside the national peak body, Social Enterprise Australia and with the social enterprise state networks across all states and territories of Australia.



**OUTCOMES**



Those who influence business and government organisations actively encourage social enterprise procurement



### STATE GOVERNMENTS LEADING THE CHARGE

VIC, NSW, QLD, WA & ACT have implemented social procurement frameworks or policies that include social enterprise as part of the solution. With two referencing social traders certification.



### GOVERNMENT MEMBERSHIPS

Three state governments have an active membership, providing access to social procurement tools, resources and the full social enterprise list to all departments.



### LOCAL COUNCILS

Seven local councils have engaged social traders for memberships to help integrate social enterprise procurement into their supply chain.



14

ASX200 listed companies

OUTCOMES



Those who influence business and government organisations actively encourage social enterprise procurement

## SOCIAL PROCUREMENT PRACTITIONER MASTERCLASS

We designed and launched our first Social Procurement Practitioner Masterclass. This intensive course was developed for both current members and external social procurement practitioners. We involved key sector stakeholders to co-design the learning framework - which aims to transition aspiring social procurement advocates into business for good champions.

The masterclass aims to deepen the social procurement knowledge of attendees. This covers a range of modules from; why social procurement is fundamental to sustainable business growth, how to address potential challenges in the process, developing leadership and change management skills, and gaining a head start of essential technical facets.

Learn more: [www.socialtraders.com.au/events/social-procurement-masterclass](http://www.socialtraders.com.au/events/social-procurement-masterclass)

OUTCOMES

# ACTIVITIES





**Business and Government – Advocacy, development, management, engagement**



**41%**

Annual growth in buyer membership

**386**

### **BUYER ADVISORY SESSIONS**

Delivered tailored opportunity planning sessions with an average of 7.6 procurement categories covered per session, finding ways to introduce social procurement into existing supply chains.

**118**

### **UNIQUE COLLECTIONS CREATED**

Curated lists of certified social enterprises provided to buyer members on request to fulfill social procurement opportunities.

**64**

### **BUYER IMPACT REPORTS**

Converting procurement spend into tangible outcomes using the Social Traders impact framework.

### **ADVOCACY ACTIVITIES**

Social Traders now works directly with three state governments and one territory, while continuing to advocate for social enterprise nationally. We partner with government to create a thriving social enterprise sector that significantly contributes to a more equitable and inclusive Australia. This aligns to government priorities.

Social enterprise procurement delivers economic, social and environmental outcomes. Delivers jobs. Saves public money. Encourages social innovation. Makes the procurement dollar work harder. And, aligns with the expectations of community and industry.

**ACTIVITIES**



**Social Enterprise – Certification, development, management**



**274**

Certifications processed:  
115 new  
159 re-certifications



**204**

Social Enterprise advisory sessions

**ACTIVITIES**

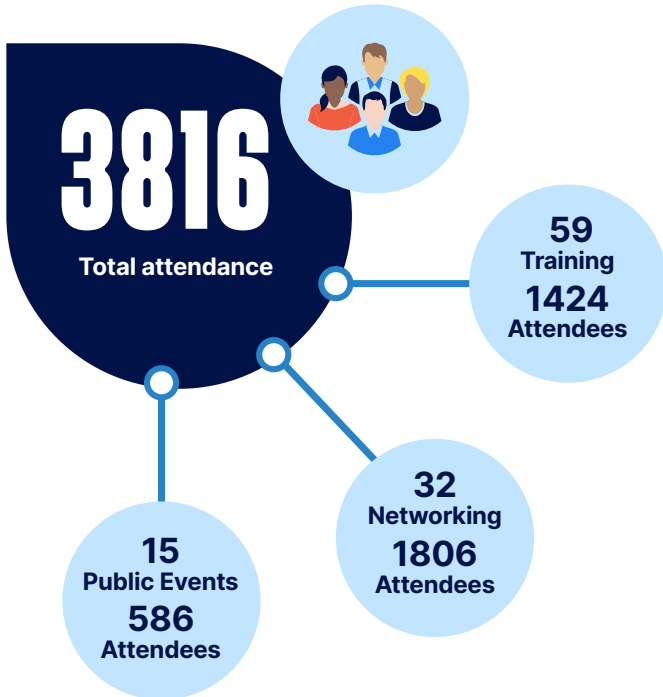


**Interface – Social Enterprise finder, connections, facilitation, events, curated introductions, relationship building, coalition building**



**Social enterprise training events**

- Social Traders 101
- Increasing Your Visibility in the Social Procurement Marketplace
- Debunking the Sales Myth
- Online Intensive: Winning Work
- Navigating the Social Procurement Maze and Business Development Tactics
- Pitching Your Social Enterprise



**SPOTLIGHT ON:**

**Key event – Official launch of Eco T-Top bollard**

In 2022 Social Traders proudly hosted an event for the launch of OC Connection's Eco T-Top bollard. OCC Enterprises, Ability Works, Latrobe Valley Enterprises and Wallara Logistics collaborated to create this innovative solution and change the game for social procurement.

After nearly two years in the making, Australia's first and only recycled T-top bollard © is here. This landmark product will create almost 6000 hours of meaningful employment, over 14 tonnes of plastic diverted from landfill and generate \$800k for the local economy.

Social Traders used its unique position as a connector to bring together buyers and suppliers to showcase a best practice example of social enterprise creating a solution to fill a gap in the market – and create impact at the same time.

**Key highlights:**

- Showcase Australia's first and only recycled T-top bollard ©
- Share the inspiration behind this story of positive social & environmental change.
- Discover how you can create meaningful products through collaboration.
- Uncover opportunities to innovate through social procurement.
- Discuss how to set new standards in social procurement.

# THANK YOU

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