

IMPACT REPORT

Financial year 2025

Social

Traders

Unlocking business for good



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Acknowledgement of Country

We acknowledge the Traditional Custodians of Country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders past, present and emerging. We extend that respect to all Aboriginal and Torres Strait Islander peoples.

Cover image: Clothing the Gaps



Travellers Aid

FROM OUR CEO

Every year, we ask ourselves whether our work is making an impact. The FY25 impact results give a clear answer.

A record \$304 million was spent this financial year with certified social enterprises, an 18% increase on the previous year. We're proud to be supporting this growth, the fastest of any social enterprise procurement market globally.

The organisations we work with are seeing the value in partnering with certified social enterprises, which include Indigenous-owned, women-owned and veteran-owned businesses. The eight year cumulative social procurement spend has now reached \$1.4 billion!

Thanks to our certification data, we know that this spend has supported:

- 13,383 jobs for people otherwise shut out of work
- 1 million training hours
- \$103 million in community goods and services
- \$16.8m million charitable funds donated
- 68,050 tonnes of waste diverted from landfill

The market is not just growing, it is accelerating. Members who purchased from certified social enterprises two years in a row spent 47% more in the second year.

And 71% of buyers increased their spend year-on-year. In FY25, 26 members spent over \$1 million with social enterprises.

FY25 was also a landmark year for the social enterprises we're here for. We welcomed 171 newly certified social enterprises and closed the year with 735 certified in total – a 19% increase. Crucially, 70% of certified social enterprises grew their trading revenue year-on-year.

This progress is the foundation for our next chapter, as the industry body for social enterprise and social performance. We now support organisations across all industries to deliver and report on social performance for their people, customers, community and supply chain.

FY25 showed what's possible when business, government and certified social enterprises work together.

I'm proud of what this community has achieved, and energised by what comes next.



Tara Anderson
CEO, Social Traders



ABOUT US

ABOUT SOCIAL TRADERS

Industry body for social enterprise & social performance

Since 2008, Social Traders has continuously evolved. Our ambition hasn't changed: a thriving social enterprise sector at the heart of an economy where social performance is business as usual.

How we deliver on that ambition has evolved to meet the needs of the market. We're now embarking on our next phase with a sharpened sense of purpose.



Our values

Impact champions

We're passionate about building a thriving social enterprise sector

Bold trailblazers

We're pioneers that chase bold opportunities

Credible achievers

We have relentless drive to deliver for customers

Collaborative connectors

We're generous in working towards shared goals

Legendary team

We're an inclusive team that has fun

A NEW STRATEGY TO DRIVE SOCIAL PERFORMANCE

Corporate Australia represents the largest part of the economy and the greatest untapped opportunity to deliver social value at scale. With businesses facing mounting pressure to demonstrate meaningful social outcomes and a clear market gap for social performance services, Social Traders is broadening our services in this space.

Social enterprise remains central to this strategy. Unlike corporate businesses, social enterprises embed purpose into every decision, tackle the most complex challenges, and answer to their mission rather than shareholders. This makes them the essential "intel on the inside" – a best-practice reference point for how corporate Australia delivers genuine social performance.

Social Traders is uniquely placed to lead this work, as a social enterprise ourselves with nearly two decades of experience working with 1,200+ social enterprises over 300+ corporates.

Social enterprises provide the best-practice model. Corporates provide the opportunity for impact at scale. Social Traders is uniquely positioned to activate, connect, and extend both – building an economy where business is a force for good, creating a fairer, more equitable Australia.

Our market position

The industry body in social enterprise and social performance

Our impact pillars

Supply chain: social procurement spend

Jobs: employment and training hours for marginalised people

Products and services: investment in more affordable or accessible products/services to meet a community need

Community: funds to support community (donations, in-kind, sponsorships), volunteer hours

Our goals



Champion social performance

Make social impact a measure of business excellence



Grow the movement

Build a community of enterprises committed to lasting social change



Deepen our impact

Support all members to do more, and achieve more, together



Lead with evidence

Shape the sector through data, insight, and shared learning



Build for the long term

Ensure Social Traders can serve the sector for years to come



HIGHLIGHTS

ANOTHER YEAR OF RECORD GROWTH AND IMPACT

151

total business and government members

26%

average annual growth rate of business and government members

735

total certified social enterprises

20%

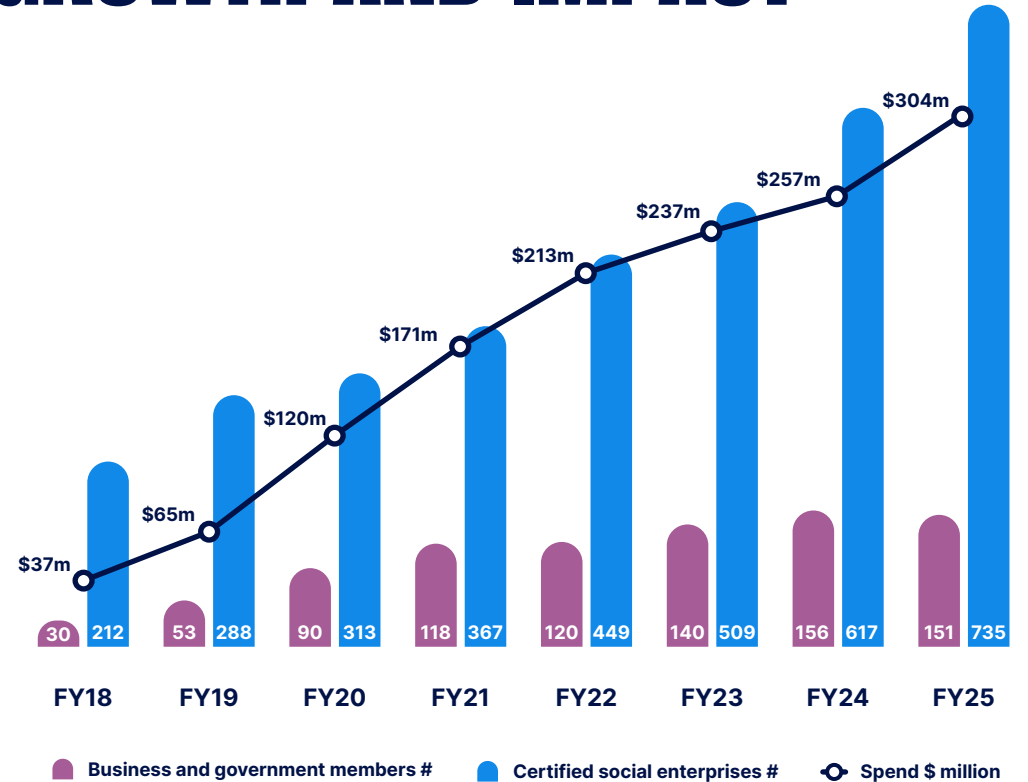
average annual growth rate of certified social enterprises

\$1.4B

total social procurement spend FY18 – FY25

35%

average annual growth rate of social procurement spend



THE MARKET IS GROWING EVERY YEAR



Business and government members are doing more

71%

of buyers increased the amount spent with certified social enterprises

47%

increase in spend from buyers that purchased from social enterprises two years in a row



More and growing certified social enterprises

735

certified social enterprises (+19% YoY)

70%

of certified social enterprises increased their trading revenue YoY



Social spend continues to rise

\$1.4B

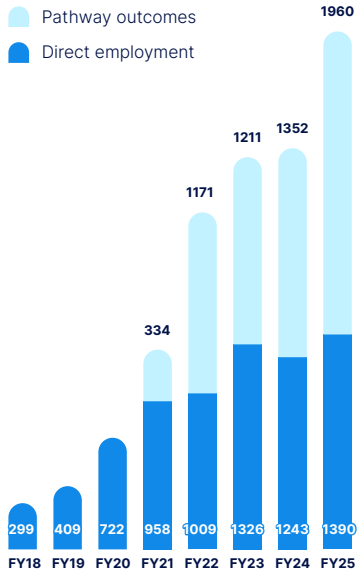
total social procurement spend FY18 – FY25

\$304m

spend in FY25 - highest on record and largest increase of +18% YoY

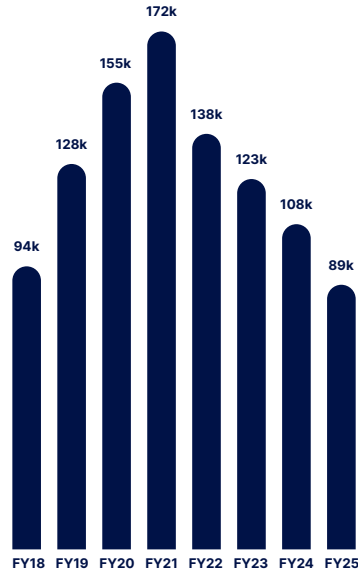
THE OUTCOMES OF SOCIAL SPEND

Pathway outcomes
Direct employment



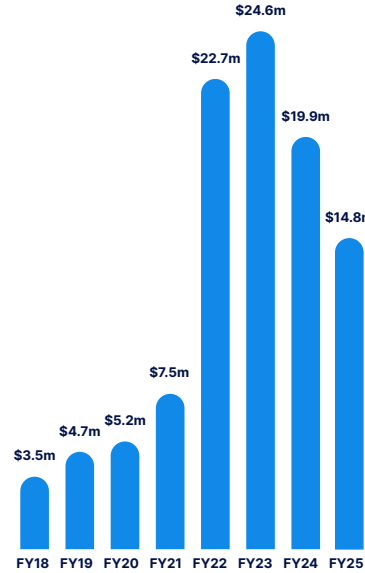
13,383

Jobs for marginalised communities



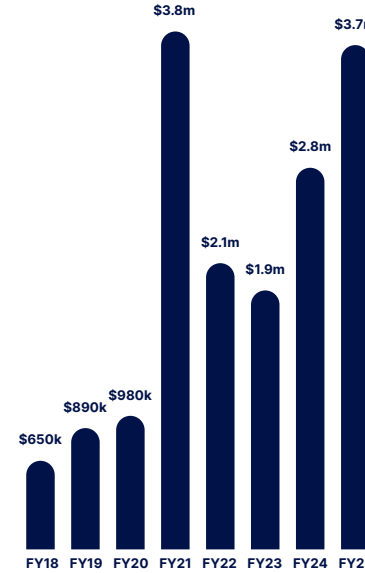
1 million

Training hours for people facing barriers to employment



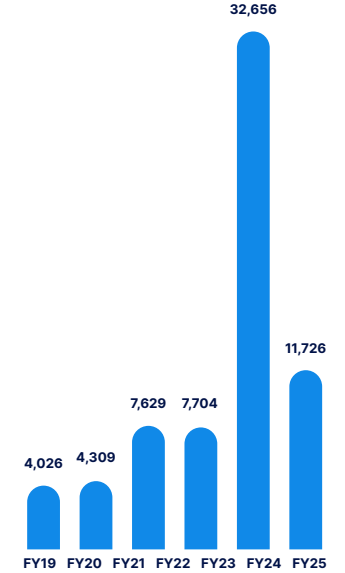
\$103 million

Community goods and services delivered



\$16.8 million

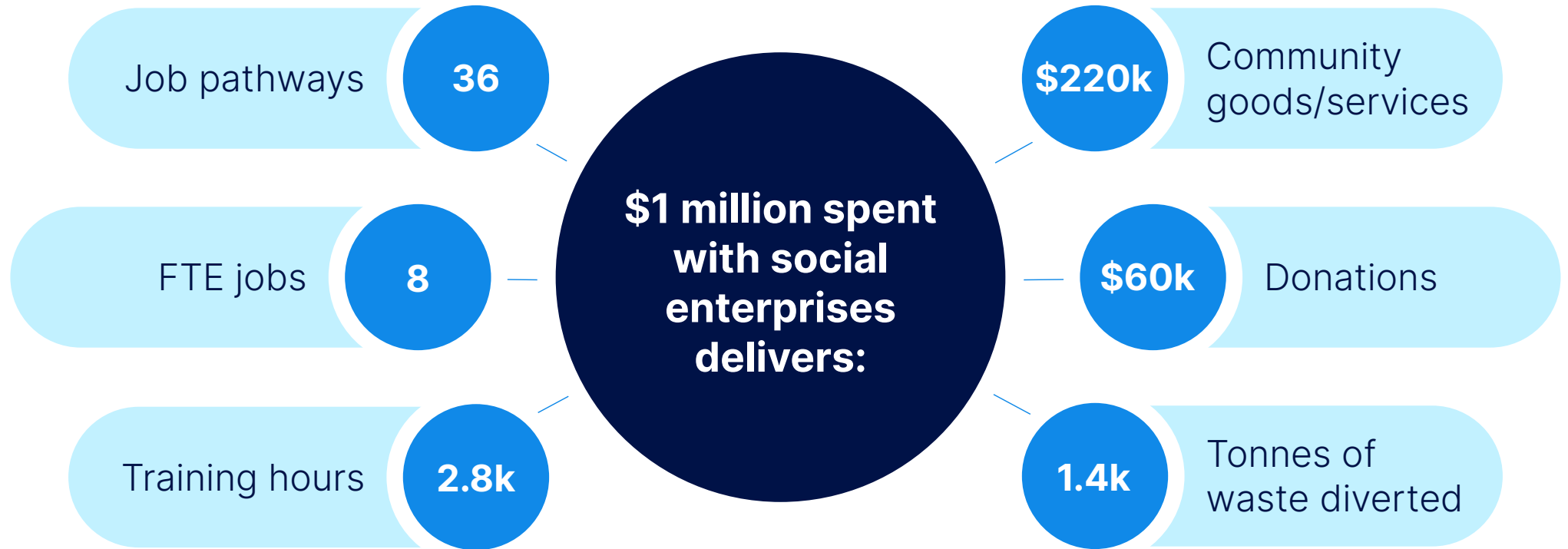
Charitable funds donated



68,050

Tonnes of waste diverted from landfill

IMPACT OF SPENDING WITH SOCIAL ENTERPRISES



Average impact delivered by spending \$1 million with a social enterprise in each impact area



SOCIAL ENTERPRISE

SUPPORTING SOCIAL ENTERPRISES TO THRIVE

We certify, connect and champion social enterprises, helping them build credibility, grow revenue, and thrive.

Supporting social enterprise is at the heart of all that we do.

Certification

Certification defines and strengthens the sector. As Australia's social enterprise certifier, we identify businesses genuinely delivering impact through trade.

The certified social enterprise community continues to grow every year, and FY25 was no exception.

"Certification gives us credibility with the organisations we partner with, and it gives them confidence that choosing us is a choice that creates real social value."



171

newly certified social enterprises

735

total certified social enterprises (+19% YoY)

70%

of certified social enterprises increased their trading revenue

74%

of certified social enterprises increased their total revenue

136

advisory sessions delivered to social enterprises

EXPANDING CERTIFICATION

Social Traders has been running certification for 8 years. It's trusted, world-leading and continually evolving.

We actively review our certification framework to ensure we're increasing accessibility for certification and making it stronger. This year, we worked in partnership with Disability Employment Investments (DEInvestments) to examine how certification can better reflect good employment practices for people with disabilities.

In partnership with Disability Employment Investments (DEInvestments), Social Traders undertook significant work in 2024–25 to examine how the Social Enterprise Certification Standard can better reflect good employment practices for people with disabilities.

The project explored proposed enhancements across five areas being the three criteria of the existing Australian definition – primary purpose, revenue from trade, and investment into purpose – alongside operations and organisational structure drawn from the international definition.

Proposed considerations included workforce representation, beneficiary employee wellbeing, revenue categorisation, and more consistent productivity assessments. The findings were presented at the National Disability Services Disability at Work Conference in August 2025, and work to determine how these considerations may be incorporated into certification requirements continues, guided by an evidence-based and consultative approach.

DEInvestments is a strategic philanthropic collective focused on creating new and better employment outcomes for people with significant disabilities.



SOCIAL ENTERPRISE DEVELOPMENT

Social Traders runs evidence-based programs to accelerate social enterprise capability, supported by philanthropic partners and corporate members.

Grow Program

In FY25, we moved to a new peer-group learning model for the Grow Program funded by Brian M Davis Foundation. This 12-month development opportunity supported nine certified social enterprises that identified growth as a strategic priority.

The participants received advisory and industry specialists sessions. Plus, they were showcased at the Social Traders Trade Fair with 130 attendees and there has already been seven contracts won among the Grow Program participants.



"I learnt so many new tangible strategies that can be implemented to help develop our social enterprise! Very useful!"

Supplier Development Program

The Supplier Development Program is delivered in partnership with Mirvac. It builds the capability and procurement readiness of certified social enterprises to engage with corporate and government buyers.

Through tailored advisory, mentoring, cohort learning, and targeted introductions, the program creates practical pathways to securing contracts.

FY25 program highlights:

- Participants received 57 targeted introductions with eight converting into contracts during the program.
- 19% uplift in overall capability, including a 43% increase in financial cost modelling and 38% in procurement readiness.
- A third cohort with Mirvac was locked in due to the ongoing success in strengthening the pipeline of procurement-ready social enterprises.



BUSINESS & GOVERNMENT

DRIVING SOCIAL PERFORMANCE

We're supporting organisations across Australia to deliver measurable social performance, moving from good intentions to action.

One of the strongest levers to do this is through supply chains, embedding social procurement into business operations.

Growing from strength to strength

Our business and government members spent \$304 million with certified social enterprises in the past financial year, marking a new record for annual social spend.

It builds the cumulative total to \$1.4 billion spent from FY18 to FY25. And that figure continues to rise. We know from our members that submitted spend for both FY24 and FY25:

- 71% of buyers increased the amount spent with certified social enterprises.
- Buyers who purchased from social enterprises two years in a row spent 47% more.

27

**new business and government members
joined Social Traders in FY25**

151

**total business and government
members in our community**

96

**spend reports were
produced**

354

**advisory sessions were
delivered**

82

**curated social enterprise
lists were created**

MEMBERS COME FROM ALL INDUSTRIES

Construction & infrastructure	29%										
Government	17%										
Consulting & professional services	8%										
Education	8%										
Transportation & logistics	7%										
Property	6%										
Banking, finance & insurance	6%										
FMCG	4%										
Engineering & technology	2%										
Other	13%										

+ dozens more, visit socialtraders.com.au to view full list

PROCUREMENT LEADERS OF FY25

These are the leaders that are driving social performance through their supply chain.

\$5 million+ spent with certified social enterprises

Business	Gov. bodies and projects
<ul style="list-style-type: none"> • Acciona • ANZ • CPB Contractors • Downer EDI • Fulton Hogan • John Holland • Laing O'Rourke • Visy Industries 	<ul style="list-style-type: none"> • Ambulance Victoria • Victorian Infrastructure Delivery Authority

\$1 million - \$5 million spent with certified social enterprises

Business	Gov. bodies and projects
<ul style="list-style-type: none"> • Adelaide University • Bild Services • Built • Charter Hall • Conduent • CSR • Kinetic Group Services 	<ul style="list-style-type: none"> • Lendlease • Macquarie Group • McConnell Dowell • Mirvac • University of New South Wales • Ventia • Westpac

26

members spent over
\$1 million with certified
social enterprises in FY25

Reported figures reflect all disclosed spend, including subcontractors. Where whole-of-marketplace spend is shown, duplicate spend reported across individual members, supply chains, and projects has been removed to ensure accuracy. Member organisations are listed alphabetically. State governments and their departments are not included in this list.

TOP SOCIAL SPENDER OF FY2025



In FY25, CPB Contractors spent \$34.2 million with certified social enterprises, the highest among Social Traders members.

CPB Contractors is leading the way in social performance through their spend with certified social enterprises.

A partnership delivering real impact

What began as a modest pilot in 2018 has grown into a landmark workforce initiative. CPB Contractors and CareerSeekers – a certified social enterprise supporting refugees and people seeking asylum into professional employment – have built a values-aligned partnership that delivers both business value and meaningful social impact.

Over seven years, the partnership has hosted 148 internships across 79 participants, with 57 securing permanent employment – a 72% conversion rate. CPB Contractors has

invested more than \$500,000 in internship sponsorships, and the initiative has entered its third three-year agreement.

The partnership's success is built on intentional design: cultural capability training for hiring managers, co-designed placements aligned to candidates' career goals, and recruitment policies that embed social outcomes into hiring decisions.

The human impact is equally compelling. Participants like Mir, a civil and environmental engineer who fled Afghanistan, found not just employment but a career pathway. "CareerSeekers helped me get my dreams back," he says.

This partnership demonstrates that social procurement is not a corporate add-on; it is a proven driver of workforce excellence. It sets a powerful benchmark for how corporates and certified social enterprises can work together to deliver social performance at scale.



MOST DIVERSE SOCIAL SUPPLY CHAIN OF FY25



JOHN HOLLAND

John Holland spent with 54 certified social enterprises in FY25, demonstrating their commitment to supplier diversity to create social value.

Social enterprises are deeply integrated into John Holland's supply chain. They've been a member with Social Traders since 2018 and are a leading investor in social enterprise across the Australian construction industry.

By partnering with certified social enterprise like KADYN, John Holland has supported apprenticeships and youth mentoring programs that provides opportunities for young men and women, often from disadvantaged background, to gain practical skills and knowledge leading towards full-time employment.

As another example, John Holland partners with certified social enterprise Outlook Australia that offers a range of waste management solutions through hiring over 70% of their staff from priority workforce groups, such as people living with disability or disadvantage.



MEANINGFUL CONNECTIONS

EVERY CONNECTION HAS VALUE

We don't just make introductions, we make markets.

Our strength is turning connections into lasting commercial partnerships to create social value and enable social enterprises to grow.

But how do we know it's working?

Each year, buyers submit records of their social procurement spend. We track when a certified social enterprise appears in a buyer's spend for the first time and whether a Social Traders interaction came before it. If it did, we can provide a valuation of that relationship created.



We've facilitated over **7,000 unique connections** between buyers and certified social enterprise suppliers



Every Social Traders connection drives an average of **\$14,300 in new revenue** for social enterprises



Social Traders connections have generated **\$98 million in new contracts** for social enterprises since 2018

CONNECTING THOUSANDS TO SOCIAL ENTERPRISES

2,173

attendees at 81 events in
FY25

632

attendees at 46
training events

1,541

attendees at 35
networking events

25,095

people used the Social Enterprise Finder

275,838

total views of the Social Enterprise Finder



NEW PLATFORM FOR STRONGER SOCIAL PERFORMANCE

An updated Social Traders member portal was launched in FY25.

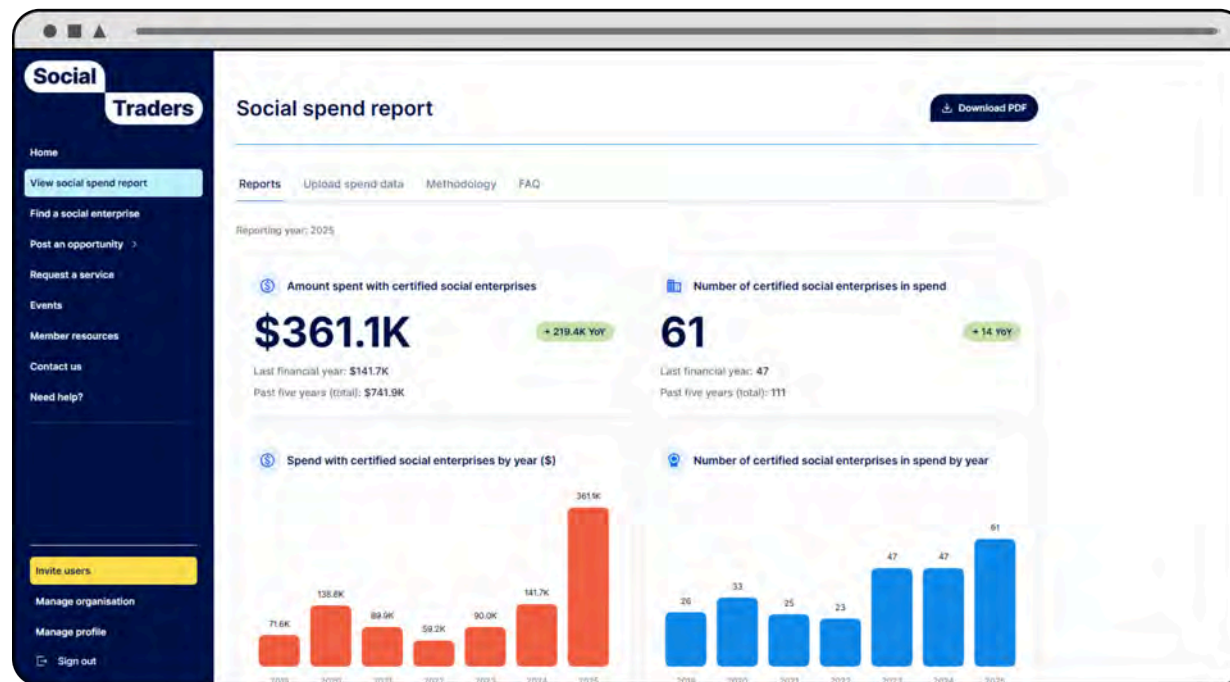
This new digital platform has more features to help members deliver on their social performance goals. All members can:

- search certified social enterprises,
- access detailed supplier information,
- build tailored social spend reports, and
- use diagnostic tools to benchmark and improve their social performance, modern slavery mitigation, diversity, equity and inclusion, and more.

For members on higher tiers, they can also book exclusive training and advisory sessions.

Upcoming features include a function for business and government members to share procurement and partnership opportunities with relevant social enterprises, and automating the upload process for social spend reporting.

With a dedicated team behind it, the portal is continuously being improved, with new features being rolled out regularly.



SOCIAL TRADERS AWARDS

In 2025 Social Traders ran the National Game Changer Awards, back for it's 12th year.

The awards celebrate the frontrunners and impact champions leading the charge in social enterprise and social procurement.

There were four award categories across business/government and social enterprise. We received 113 submissions. The national winners were:

Social Procurement Impact Partnership

Acciona - SPA x Navaroo

Social Enterprise Pioneer of the Year

WV Technologies

Game Changer of the Year

Certified social enterprise

Phil Hayes-Brown (Wallara)

Game Changer of the Year

Business/Government

Nicole Donnison (ICON)





GOVERNMENT ADVOCACY

FEDERAL GOVERNMENT ADVOCACY

FY25 saw meaningful progress on social enterprise policy across state and federal governments, with Social Traders actively contributing through submissions, direct engagement and sector representation.

Federal pre-budget submission

Social Traders [pre-budget submission](#) made the case that certification is the essential infrastructure underpinning all government investment in social enterprise – preventing social washing, enabling procurement, and generating the data for effective policy.

It also called for a Commonwealth social procurement framework that Social Traders modelling shows could generate 44,000 jobs and \$4.27 billion in societal savings by 2030 through smarter, not additional, spending.

Commonwealth procurement guidance

Social Traders [submission](#) to the Department of Finance's review of guidance on broader economic benefits in procurement called for certified social enterprise to be explicitly named in the guidance, and for social outcomes to be recognised as legitimate economic benefits across employment, disability, skills and environment portfolios.

Economic Reform Roundtable

In July 2025, Social Traders [submission](#) to the Commonwealth Economic Reform Roundtable made the case that social enterprise is a genuine productivity lever capable of expanding workforce participation, reducing public costs, and delivering measurable public value through procurement, backed by our \$1.1 billion in tracked contracts and the RISE dataset.

Parliament House

For the second consecutive year, Social Traders hosted a social enterprise showcase at Parliament House in November 2025, attended by Assistant Minister Andrew Leigh, Victorian Minister for Employment Vicki Ward, and parliamentary supporters including Dr Daniel Mulino MP. The event continued to build the coalition of advocates for a national Social Enterprise Strategy.

STATE GOVERNMENT ADVOCACY

New South Wales

Social Traders gave evidence to the NSW Parliament's inquiry into government procurement practices.

The [Government's December 2024 response](#) supported 20 of 22 recommendations, including commitments to social enterprise procurement and enhanced social outcome reporting.

A new 'if not, why not' direction from January 2025 requires agencies to engage local suppliers before going to tender on projects over \$7.5 million.

Queensland

The Queensland Government established an Office of Social Impact with a four-year, \$80 million Social Entrepreneurs Fund, and released its [Social Enterprise and Impact Investing Roadmap](#) in November 2025.

The [Queensland Procurement Policy 2026](#), effective January 2026, commits to increasing the number and value of contracts with social enterprises each year with Social Traders whole-of-government membership positioning our certified enterprises and Supplier Portal at the centre of implementation.

Victoria

Social Traders is a key implementation partner of the [Victorian Government Social Procurement Framework](#), operating across more than 260 government departments and agencies.

In June 2025, Social Traders certification was confirmed as the sole standard for identifying social enterprises under the Framework, strengthening the integrity of social procurement reporting state-wide.



SHARING DATA

Enable

AUSTRALIA'S LARGEST DATASET CONTINUES TO GROW

In FY25, we updated the [Social Enterprise Identifier](#) to include two new data sources, bringing our national census to over 6,000.

These sources came from the Community Bank National Council (CBNC) and Social Enterprise Council of New South Wales and Australian Capital Territory (SECNA), and joined datasets from Social Traders certification, Map for Impact and Australian Charities and Not-for-Profit Commission (ACNC).

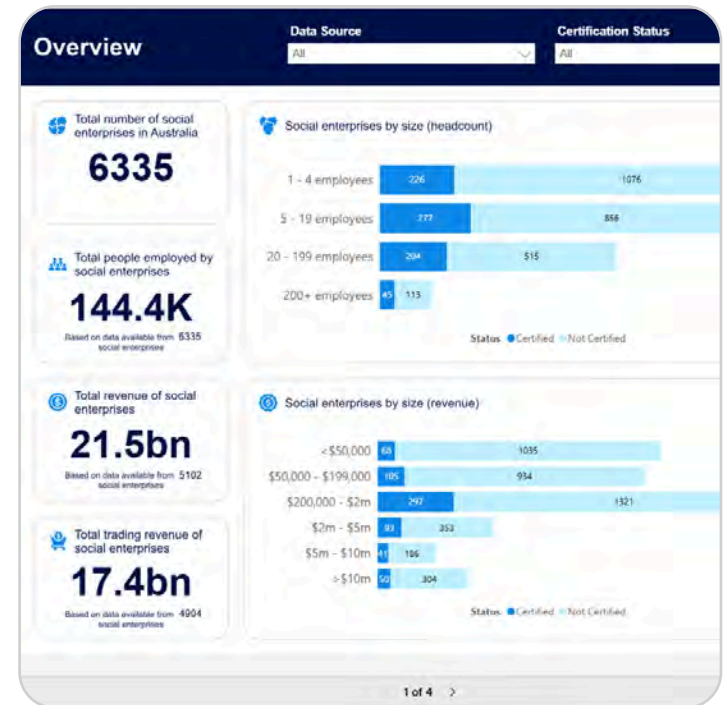
This live database has grown from 5,795 to 6,376 social enterprises, making it the largest dashboard of identified social enterprises in Australia.

Among the social enterprises identified:

- 84% of revenue is from trade.
- More than one in five (22%) rely solely on trade to fund their operations.
- 60% are operating at a profit.

Social Traders estimates that 12,000 Australian social enterprises spend \$5.1 billion every year to deliver impact and create 84,500 jobs for people facing barriers to work.

Want to join the partners sharing their data for sector benefit?
[Get in touch](#) to help build Australia's census of social enterprises.



ANNUAL FLAGSHIP REPORT

Every year, we release a flagship report to share insights on the social enterprise industry based on our robust data, including insights gathered from certification and spend from members.

To celebrate World Social Enterprise Day, we launched **“Social enterprise: Powered by trade driven by purpose”**, supported by the Paul Ramsay Foundation. This report analysed over 200 data points on more than 750 certified social enterprises.

Findings reveal that trade revenue among social enterprises grew by 10% over five years, demonstrating that purpose-driven businesses are not only holding steady but thriving despite challenging market conditions.

The landmark report also unlocked deeper insights into the social enterprise model:

- 71% of social enterprises that increased their trade revenue also increased their impact.
- Impact funding models vary: 36% fully through trade, 41% blended trade/non-trade and 23% through non-trade revenue
- Diversification of offerings and customers provides stability, cushions against market shocks and opens new opportunities for impact.
- Scale supports resilience, but there is no single model for success.





OUR COLLABORATORS

Woodstock Financial Services

OUR COLLABORATORS

Philanthropic supporters

- Brian M Davis Charitable Foundation
- Disability Employment Investments
- Gandel Foundation
- Helen McPherson Smith Trust
- Ian Potter Foundation
- Ian & Shirley Norman Foundation
- Paul Ramsay Foundation
- Westpac Foundation

Pro-bono & low-bono consultants

- Ernst & Young
- Minter Ellison
- Justice Connect

Sector collaborators

- Council of Australian Social Enterprise Intermediaries (CASEI):
 - Collab4Good
 - Frankston Social Enterprise & Innovation Hub
 - Impact Boom
 - Impact Seed
 - LendForGood
 - SEFA
 - Social Impact Hub
 - Start Some Good
 - The Mill House Ventures
 - White Box Enterprises
- ICN
- Supply Nation
- WEConnect International
- World Commerce and Contracting
- World Commerce and Contracting Foundation

The opportunity at the intersection of business and social impact is real and it's growing.

A different economy isn't something we're waiting for, it's something we're already building.

Let's accelerate the shift to a social performance economy with social enterprise at its heart, to make business for good simply business as usual.

Tara Anderson, Convene 2025

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Unlocking business for good