Creating jobs through social enterprise
“Social Traders has taken the lead in developing the Australian marketplace to connect social enterprises with buyers. According to national research - Finding Australia’s Social Enterprise Sector 2016 - social procurement represents the biggest opportunity for the growth of Australian social enterprises.”

DAVID BROOKES, Managing Director, Social Traders
Unlocking the potential

Social Traders exists to create jobs for disadvantaged Australians by linking business and government to social enterprises.

We do this because we believe buying from social enterprise represents the greatest untapped potential in generating positive, sustainable social impact in Australia.

By adopting a more purposeful approach, business and government have the power to create real change and bring disadvantaged people into the labour market; whether they’re young people, people with a disability, the long term unemployed or recently arrived migrants and refugees.

We estimate procurement in Australia to be approx. $600 billion and that for $100,000 spent on social procurement 1.5 jobs are supported for disadvantaged Australians.

By 2021, Social Traders goal is to support the creation of 1,500 jobs for disadvantaged Australians.

To do this we will create a community of 95 buyer members and 600 certified social enterprise suppliers and facilitate $105 million in procurement spend.
“Social enterprise procurement is the missing link.

To broker arrangements that are commercially viable and deliver real social impact, we have created a procurement marketplace that supports our buyer members to access ST certified social enterprises that comply and add value to existing supply chains.”

MARK DANIELS, Executive Director, Social Traders
Growing social impact through deals

Since 2017 Social Traders facilitated approx. $30 million in procurement deals between ST certified social enterprises and ST buyer members. In recognition for this work, Social Traders won the "Entrepreneurial Supplier of the Year" at the 2017 Entrepreneurial Procurement Awards.

OUR IMPACT

- $30 Million: ST facilitated procurement spend on social enterprise
- 400 jobs supported
- 42 ST buyer members
- 250 Social Traders certified social enterprises
Certifying social enterprises to open new markets

We know that putting social enterprises into organisational supply chains is a competitive and rigorous process, and that gaining visibility of these businesses is a challenge.

To make life easier, this year we launched Australia’s first certification mark for social enterprises that makes them more visible to our buyers.

Becoming a Social Traders certified social enterprise attracts an annual fee of $500 and makes it easier to be recognised and gain access to business and government buyers.

To help our certified social enterprises win more work from our growing community of business and government buyers, we also provide a range of growth support and advice services that can be accessed through consultation with our in-house industry experts.

“Through rapidly increasing business and government buyer demand, there is a massive opportunity for social enterprises to win new contracts and grow their impact.

The challenge for social enterprises in Australia is to respond and capitalise on this.”
Social Traders service offering

We broker the relationship between social enterprises and business and government buyers.

For our suppliers, we certify them as social enterprises and work with them to help them grow.

Buyer membership

- Database access
- Leadership network
- Strategy development
- Staff engagement

Social Traders role is to work as the broker between buyer and supplier members.
For our buyer members, we make introductions, host networking events, and work with them to update their tender processes to open new opportunities for social enterprises.

Social Traders role is to work as the broker between our buyer and supplier members.

**Supplier certification**

- ST certification
- Business growth
- Community access
- Win contracts
SOCIAL TRADERS BUYER MEMBERS BY INDUSTRY TYPE

- Government: 32%
- Construction & infrastructure: 38%
- Property: 13%
- Logistics: 3%
- Technology: 3%
- Education: 5%
- FMCG: 3%
- Banking & finance: 3%
Business and government buyers are leading the movement

Buying from social enterprises adds impact to business and government supply chains by providing disadvantaged Australians with opportunities.

Over the past 18 months, Social Traders has seen first-hand the significant difference that private and public sector buyers can make to reducing long-term unemployment challenges by changing their procurement policies and practices to give market access to social enterprise products and services.

By demonstrating that social enterprises can deliver the same high-quality product, on time and on budget, they are being integrated into organisational supply chains as part of ongoing business.

Becoming a Social Traders buyer member attracts an annual fee of $15,000, and makes it easier to incorporate social enterprises into supply chains - knowing that the risks are being managed.

The rapid growth of buyer membership has been led by construction and infrastructure organisations as a result of the State and Federal Governments commitment to infrastructure spending.
The Federal Government’s Budget pledge to spend $75 billion on nation-building infrastructure projects over the next decade is a potential game changer for Australia.

While these contracts will provide employment for hundreds of thousands of working and middle-class Australians, they also represent an incredible opportunity to create large-scale employment for at-risk and disadvantaged Australians.

SOCIAL TRADERS BUYER MEMBER GROWTH

![Graph showing the growth of Social Traders buyer members from 2015 to 2018.](image-url)
“Governments are critical to the acceleration of social procurement.

For example, as a consequence of the Indigenous Procurement Policy, Federal Government spending moved from $5 million with Indigenous Businesses in FY2015 to $270 million in FY2016.”

MARK DANIELS, Executive Director, Social Traders
Meet the leaders of social procurement in Australia
Highlights of an engaged community

400 attendees

7 winners in the Social Enterprise Awards

20K Followers
Access our social media platforms

100K web visits

50 Events hosted
Social Traders success has been supported over time through commitment from the Victorian State government and a range of philanthropic funders that include The William Buckland Foundation, The Lord Mayor’s Charitable Foundation, Helen Macpherson Smith Trust, Sidney Myer Fund, The Ian Potter Foundation and the English Family Foundation.

Social Traders achievements and contribution to the development and growth of social enterprise in Australia could not have been realised without the strong support from these organisations.
Transitioning to a social enterprise model

Social Traders is in a strong financial position recording a net surplus in FY17/18 of over $440,000.

The balance sheet remains robust as Social Traders transitions to a social enterprise business model by generating higher income from trading activities with reduced reliance on Government funding.

While Social Traders will continue to rely on various funding sources over the coming years, trading income is expected to increase to at least 50% by 2021.

SOCIAL TRADERS
REVENUE PROJECTION
FY16 – FY19
Using the power of the marketplace to create social impact & change

Find us online at www.socialtraders.com.au
Or give us a call on 03 8319 8444

Social Traders Ltd
ABN 42 132 665 804
Level 1, 333 Exhibition Street
Melbourne, VIC, 3000

All data is valid as at December 2018