



SOCIAL
ENTERPRISE
**WORLD
FORUM 2015**
MILAN - ITALY   July 1-3

Social Procurement in Australia

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Social Traders

- Social enterprise development organisation
- Social enterprise support
 - Business skills and access to networks
 - Access to capital
 - Opening up markets
- Recognition
 - Social Enterprise Masters Conference
 - Social Enterprise Awards
- Research



Social enterprise in Australia

- 20,000 social enterprises
- Operate in every industry sector
- Interest is growing strongly, but
- No overarching social enterprise policy or strategy currently exists



The 5 big issues

1. Social Procurement
2. Governance and staff
3. Supply chain development
4. Social finance
5. Coordinated advocacy



Opening up new markets

- **GOOD SPENDER**
 - ❖ Launched in late 2014 in partnership with Australia Post
 - ❖ Online marketplace connecting consumers to social enterprise products
 - ❖ 39 social enterprises
 - ❖ 55,000 visitors

- **SUPPLIER NETWORK**
 - ❖ Social Enterprise FINDER
 - ❖ Brokering service to connect certified social enterprises with business and government buyers/contracts
 - ❖ Advice, benchmark reporting, case study development and networks



For more information

- www.socialtraders.com
- www.goodspender.com.au
- www.socialprocurementaustralasia.com



GOOD SPENDER



SELLERS

- Increase **brand awareness** and recognition
- **Sell online** with no upfront investment
- **Build capability** in online selling and product development
- Sell under the **trust brands** of Australia Post and Social Traders
- **Increase sales** by accessing new markets and growing national customer base, leading to **Increased social impact**



MARKETPLACE

- **Connecting** socially conscious consumers and social enterprise
- Offers **preferential shipping rates** to sellers
- **Accreditation** of social enterprise to give consumers confidence
- Aggregate **marketing spend** by promoting platform
- **Aggregate investment** by building one platform to serve an unlimited number of social enterprises



BUYERS

- Build **understanding and awareness** of social enterprise
- **Find many social enterprises** on one platform
- Interact and **buy directly** from social enterprise
- Use their consumption to **make a difference** in the community
- Target socially conscious consumers to build a growing culture of **responsible consumerism**



Where your shopping makes a difference

Like 7 Follow 104 followers

Welcome Mindy | My store | Sign out

PRODUCTS SELLERS CAUSES ABOUT



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Good Spender is coming soon!
An online marketplace exclusive to social enterprise

BRANDS YOU TRUST

APPLY NOW >

AN INITIATIVE OF

SOCIALTRADERS



Mildura Chocolate Company

FOOD & DRINKS

GIFT HAMPERS

FESTIVAL FAVOURITES

♥ BEST SELLERS



Tomato Relish
Ningana Fine Foods



Chocolate Hearts in Foil
Mildura Chocolate Com...



Small Christmas Hamper
Mildura Chocolate Com...



Dark chocolate frog gift...
Mildura Chocolate Com...



Jam Pack (seasonal)
2 & 5 Fresh Food