

**Social**

**Traders**

Unlocking business for good



# IMPACT REPORT

## FINANCIAL YEAR 2024



Photo: Queen Victoria Women's Centre



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## Acknowledgment 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.

# A RECORD-BREAKING YEAR OF GROWTH

## \$1.1 billion spent with certified social enterprises

Social Traders, Australia's social enterprise industry body for 16 years, exists to create a thriving social enterprise sector. We collaborate with business, government, philanthropy, academics, social enterprises, intermediaries and peaks.

Our focus is generating trade revenue for social enterprises as one of the best ways to help them be sustainable and impactful.

We have hit a milestone cumulative total of \$1.1 billion spent with certified social enterprises over the last seven years!

The social procurement marketplace has grown every year since FY18. Last year the number of business members grew by 11%, and the number of certified social enterprises grew by 21%.

Importantly, 62% of business members increased spending with social enterprises, reaching a new spend record of \$257 million. That helped 80% of certified social enterprises to increase their trading revenue.

The seven-year cumulative spend with certified social enterprises has supported:

- 10k jobs and over 918k training hours for people otherwise shut out of work.
- \$88.1 million was delivered in affordable and accessible community services.
- 56.5k tonnes of waste have been diverted from landfill.
- \$13.1 million has been donated to charity partners.

These results show the power of the social enterprise model and how businesses can use their purchasing power to create impact.

Momentum is building. We continue to work with governments across the country to advocate for social enterprise. We hosted 58 government meetings across the Commonwealth and states. Social enterprise was featured in all government inquiry reports where we made submissions.

Social Enterprise Finder, the national online directory of certified social enterprises, was used 218k times.

There is still much to do to reach our vision of \$5.5 billion in trade revenue for social enterprises by 2030.

We're not slowing down. In our third phase of growth at Social Traders we will:

- Strengthen our role as a leading social enterprise industry body and Australia's social enterprise certifier.
- Expand our support for business and government with wider services in sustainable business practices, while continuing to scale social procurement.
- Use our unique impact data to deliver new services and stronger advocacy.



Thank you to all our many partners who work alongside us. A special thanks to our philanthropic partners who support our Vision 2030 – Ian Potter Foundation, Gandel Foundation, Paul Ramsay Foundation and Helen Macpherson Smith Trust.

Let's continue to find the good in business and make it business as usual.

**Tara Anderson**  
CEO, Social Traders

# FY24 HIGHLIGHTS



## Record-breaking spend

- \$1.1 billion total spend FY18-FY24
- \$257 million spend in FY24, highest on record (+8% YoY)



## Highest number of certified social enterprises

- 617 certified social enterprises (+21% YoY)
- 80% of certified social enterprises increased their trading revenue year-on-year



## Business and government are doing more

- 62% increased their spend with certified social enterprises
- 64% increased the number of certified social enterprises they spent with
- 40 new businesses became members



## Government advocacy and influence

- 58 meetings with Federal and NSW government to advocate for social enterprise
- Six submissions to government inquiries



## Wide reach across thousands

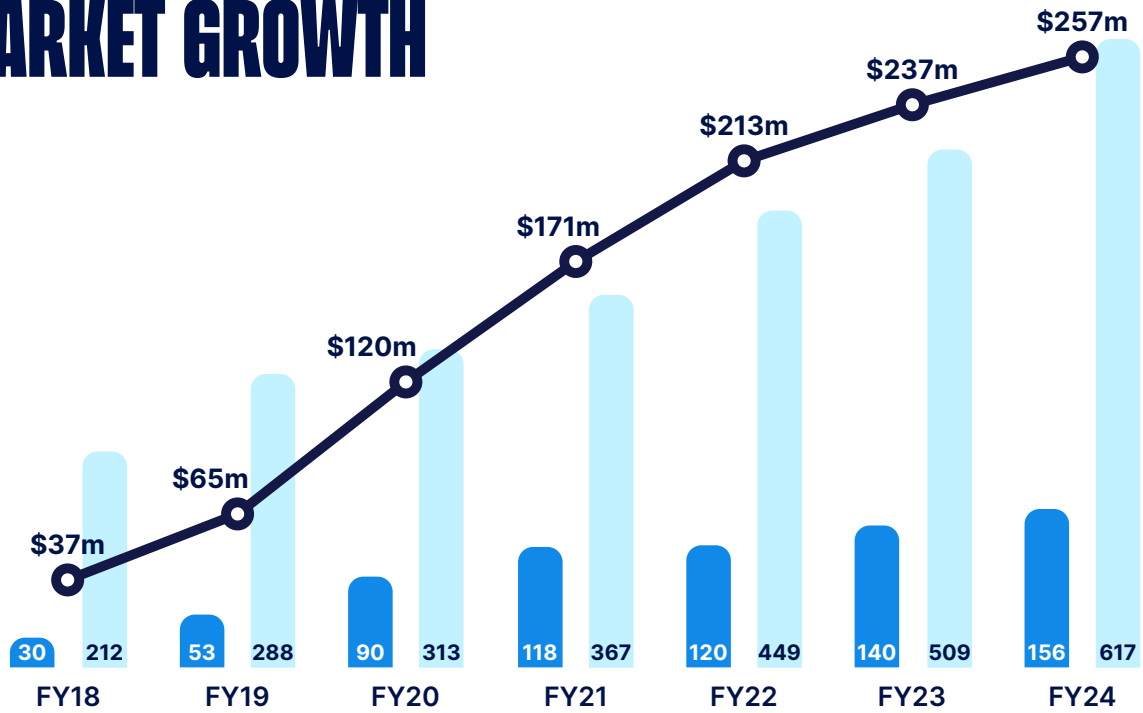
- 38k people visited Social Enterprise Finder using it 218k times
- >2,000 attendees at Social Traders events



## Sharing unique data and insights

- Key reports published:
  - Pace23
  - Targets and motivations in social enterprise procurement
  - Supply and demand in social enterprise procurement
- 48 articles published online

# MARKET GROWTH



■ Business Government member # 
 ■ Certified Social Enterprises # 
 —○— Spend \$million

**\$1.1B** total social procurement spend FY18 – FY24.

**41%** average annual growth rate of social procurement spend.

**20%** average annual growth rate of certified social enterprises.

**35%** average annual growth rate of business and government members.



Photo: Disinfluencer

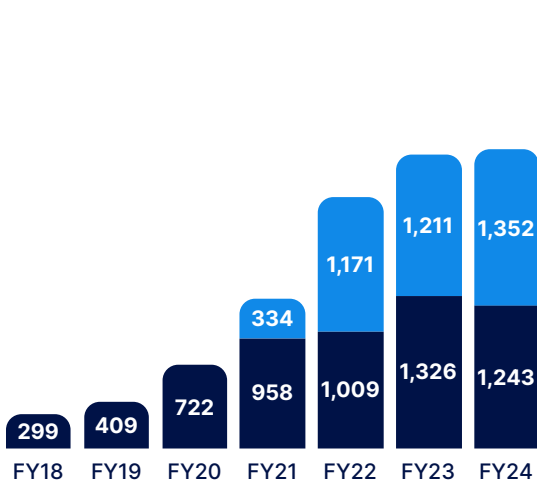
# IMPACT OF SOCIAL PROCUREMENT

Social procurement is when business and government choose to buy from social enterprises, using their purchasing power to generate social value beyond the value of goods and services.

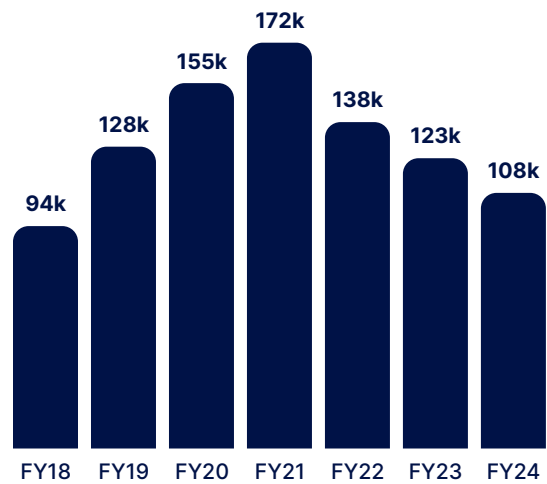
Switching to social procurement creates a fairer, more equitable and sustainable world. Since 2018, Social Traders has combined our unique impact data collected through certification with the spending reported from our buyer members.

With this information, we can see the impact created from social procurement across five impact indicator areas, from FY18 to FY24.

## 10k Employment outcomes

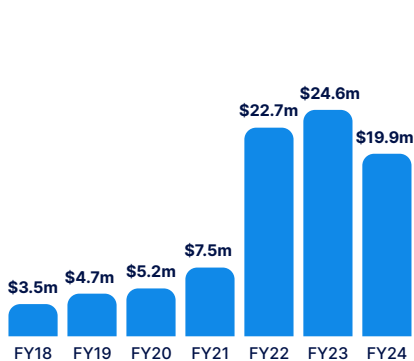


## 918k Training hours

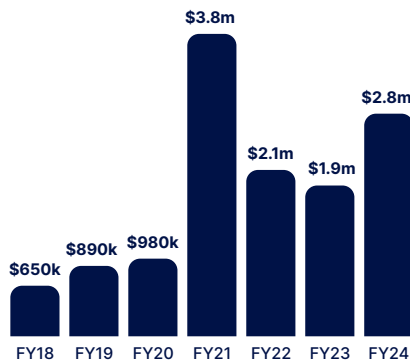


● Direct employment ● Pathway outcomes

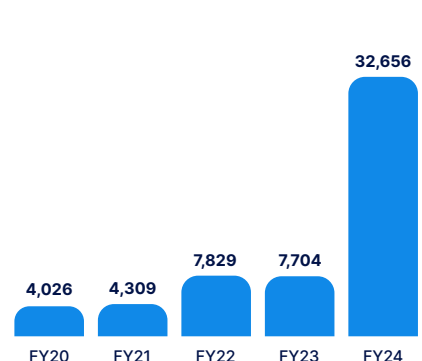
## \$88.1m Community goods/ services delivered



## \$13.1m Funds donated



## 56.5k Tonnes of waste diverted from landfill



# OUR THEORY OF CHANGE

Our work covers five areas:

1. Social enterprise
2. Business and government
3. Advocacy
4. Connections
5. Data and evidence

Our goal is to grow understanding and capability of social enterprise, so that business and government work more with social enterprises, so that so enterprises grow. And when social enterprises grow, they increase their impact and contribute to a more inclusive, sustainable, and equitable Australia.



## Activities

### Business

- Social procurement
- Sustainable business practices
- Tracking impact

### Government

- Social procurement delivery
- Social procurement policy
- Recording and tracking impact

### Social enterprise

- Certification
- Advocacy and awareness
- Capability building

### Connections

Social Enterprise Finder, events, curated introductions, relationship building, coalition building

### Data and evidence

Collect data, measure, benchmark, report on best practice and impact



## Outcomes

- Understanding and awareness of social enterprise grows in public, government and industry settings
- More certified resilient and mature social enterprises
- The connection between customers and social enterprise is smoother
- Those who influence business and government organisations actively encourage social enterprise procurement
- There are more opportunities for social enterprises to develop and grow
- Business and government buy more from social enterprise across all products/services and amounts



## Intermediate outcomes

- The social procurement market grows in volume and value
- Social enterprises are more developed and established
- Social enterprises are more impactful

# SOCIAL ENTERPRISE

Supporting social enterprise is at the heart of all that we do. We certify social enterprises with the highest standard in Australia, strengthening their credibility. We support social enterprises and create opportunities to grow their trade revenue by connecting them with our business and government members.

Certification clearly defines the sector, identifying those businesses genuinely delivering impact through trade.

In FY24, we achieved:

- 150 newly certified social enterprises
- 132 social enterprises re-certified
- 385 advisory sessions delivered to social enterprises

We reached a total of 617 certified social enterprises, 108 more than FY23. And that number continues to grow.

## Social enterprises are growing in size and impact

We know that in FY24:

- 80% of certified social enterprises increased their trading revenue compared to the previous year
- 76% of certified social enterprises increased their total revenue compared to the previous year
- 69% of certified social enterprises increased the amount spent on impact compared to their previous certification

The certified social enterprise community is also becoming more diverse. We're seeing more business types certifying including community banks, cooperatives, fitness and community wellbeing services.

## Grow

Throughout FY24, 25 certified social enterprises participated in Grow, a 12-month development opportunity for social enterprises identifying growth as a strategic priority.

The participants received:

- 44 advisory sessions, targeted towards individual business development needs.
- 16 referrals for support including expert assistance in developing capability statements, marketing and communication materials, and tender writing skills.
- 10 guest speaking opportunities.
- 77 introductions to buyer members.





## Social Traders raises visibility to drive impact

Australian Spatial Analytics (ASA) is a work-integrated social enterprise that trains and employs young neurodiverse adults facing significant barriers to employment. Since 2020, ASA has provided careers in geospatial and digital engineering to 150+ neurodivergent individuals, developing their skills in a supportive environment.

To date, ASA has delivered 166,000 work hours and paid \$6.9 million in wages, partnering with over 40 clients, including government agencies and multiple industries.

With support from Cooper Investors, ASA joined Grow in 2024, gaining tools and connections to scale sustainably, adapt to market changes, and seize social procurement opportunities.

Through expert guidance, ASA achieved:

- **Increased exposure:** featured in 67 social enterprise supplier lists sent to business and government leaders.
- **Promotional impact:** gained visibility at the VIC/TAS Game Changer Awards and the Grow Showcase.
- **Enhanced engagement:** highlighted in a Queensland Resources Council case study, driving 82 visits to their profile on the Social Enterprise Finder.

With these achievements, ASA is poised to grow even further, strengthening its mission to empower neurodiverse Australians.



**We really appreciate all of your support both through Grow and more broadly on introducing ASA to industry.**

**Emma Shaw**  
ASA



## Accelerating capability and capacity for growth

In FY24 we collaborated with Mirvac, one of Australia's leading diversified property groups, to launch the first cohort of the Supplier Development Program. Mirvac is a founding member of Social Traders, having worked with us since 2015.

The Supplier Development Program included tailored advisory sessions, mentor sessions, promotion and account management for the participating social enterprises. The aim was to develop their social procurement capacity and capability.

Four certified social enterprises participated in the program: CommUnity Construction, Green Connect, Reground and YMCA Rebuild. Each participant partnered with a mentor from Mirvac.

Key highlights from the initial evaluation of the program include:

- Social enterprises improved their capability. Self-assessment of capability increased by an average of 28% across core areas, the largest growth being procurement readiness.
- All four of the Mirvac mentors agreed that their social enterprise mentee increased their social procurement capability over the program's duration and were capable of winning work with large buyers like Mirvac.
- Mirvac increased the number of social enterprises in their supply chain, from 25 to 32 in one financial year.



**Purchasing from social enterprises provides a two-fold advantage: it generates a positive social impact while also benefiting businesses. By supporting these enterprises, large companies can use their buying power to drive positive change, contributing to important community issues, and making their supply chains more diverse.**

**Sarah Clarke**  
Group General Manager – Sustainability, Mirvac

# BUSINESS AND GOVERNMENT

We support business and government to deliver and report on their social performance.

We bring expertise in sustainable business practices including ESG, DEI and social procurement to help business and government create more positive impact for communities and the planet. We're a trusted partner in simplifying social procurement and creating connections to social enterprises.

## Our comprehensive memberships for business and government include:

- access to the certified social enterprise database
- skills and capability training
- advisory support
- measuring and reporting on impact outcomes

FY24 was a record-breaking year. Our business and government members spent \$257 million with certified social enterprises. This is the highest yet – building to a cumulative total of \$1.1 billion spent from FY18 to FY24.

## Highlights:

- 40 new business and government members joined, bringing the community to 156 business and government members.
- 88 social spend reports were produced summarising our members' spend with certified social enterprises and the impact outcomes.
- Over 400 advisory sessions were delivered, including opportunity planning sessions to identify opportunities for switching spend to social enterprises.
- 120 curated social enterprise lists were created, matched to our member's needs.

**Our work makes a difference. We know from our members that submitted spend for both FY23 and FY24:**

**64%** of buyers increased the number of certified social enterprises they spent with.

**62%** of buyers increased the amount spent with certified social enterprises.

**49%** of buyers increased the number of product/services categories of spend with certified social enterprise.



Photo: Good Sammy

## Downer trailblazing social procurement spend

Downer has been a Social Traders member since 2017 and is leading the charge in social procurement as a Leadership member with Social Traders.

As a large organisation, with operations spread across Australia and New Zealand, Downer recognises the impact that their procurement practices can have on the communities.

Partnering with Social Traders helps Downer to support improved social outcomes through their procurement activities, so they can achieve their purpose to 'enable communities to thrive'.

In FY24, Downer spent \$12.5 million with social enterprises and is proud to be recognised as the FY24 Big Spender in procurement spend with certified social enterprises by Social Traders.

## John Holland Group driving supplier diversity

John Holland Group has been the number one investor in social enterprise across the Australian construction industry. Social enterprises are deeply integrated in their supply chain. In FY24, John Holland Group spent with 65 certified social enterprise demonstrating their commitment to supplier diversity.

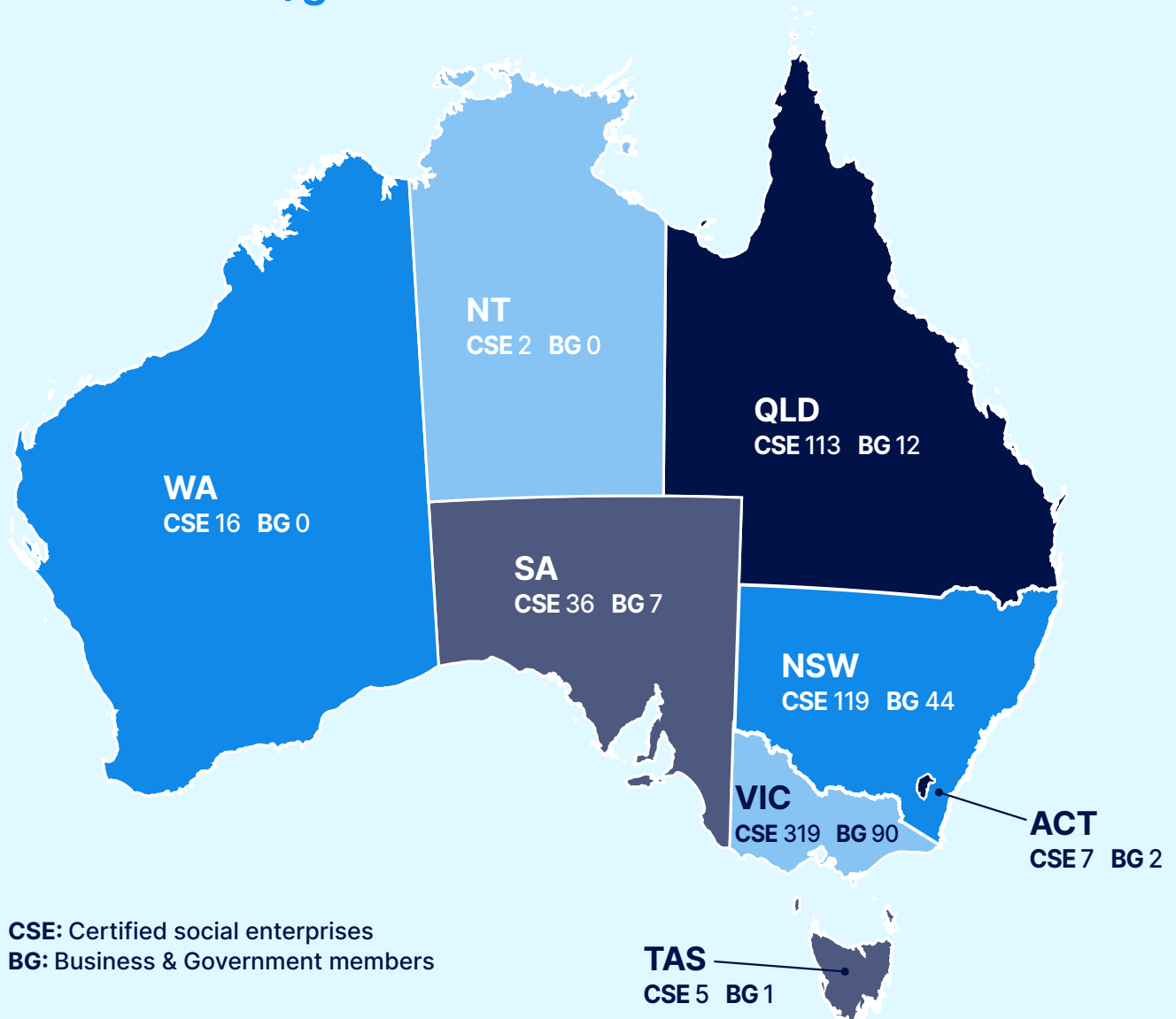
John Holland Group are working to replace traditional suppliers with those that can add social and community benefits. This include providing meaningful employment for refugees, people with a disability, veterans, the long-term unemployed, as well as Aboriginal and Torres Strait Islander people.

John Holland Group has been a member with Social Traders since 2018.



Photo: Responsible Cafes

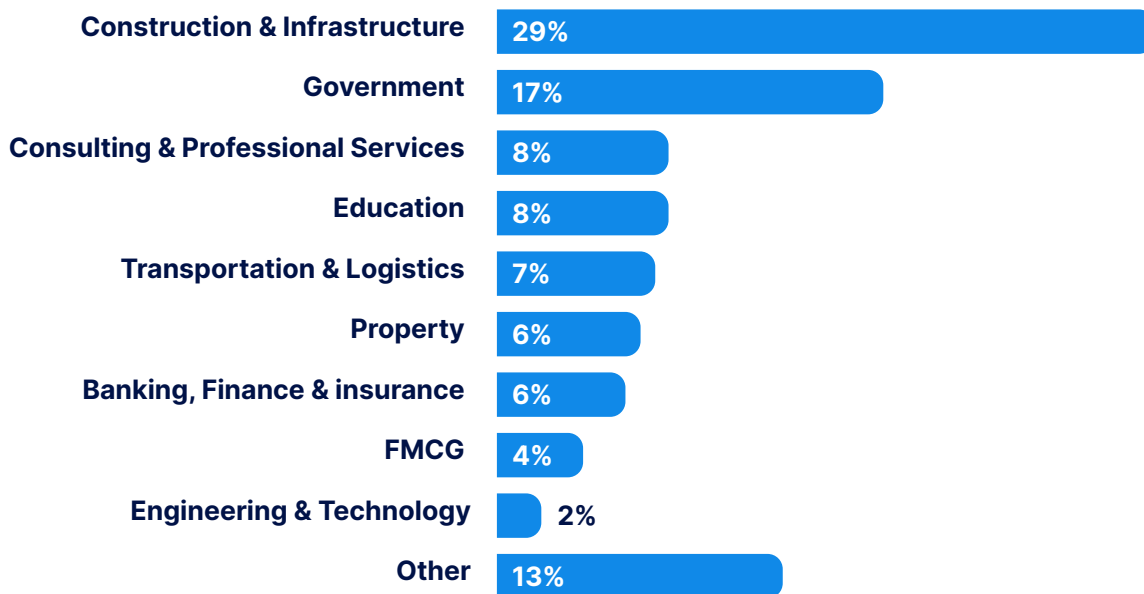
## FY24 certified social enterprises and business/government members



## FY24 top 10 categories of spend reported

1. Human resource services and recruitment
2. Healthcare services
3. Building trade, repairs and maintenance
4. Horticulture and arboriculture
5. Cleaning services, equipment and supplies
6. Waste management and landfill
7. Engineer, research and tech services
8. Training and education services
9. Business and administrative services
10. Parking, traffic services and equipment

## FY24 business and government members by industry



## FY24 Buyer for Good – Change Makers

The below members all reported more than \$1 million spent with certified social enterprises in FY24.

For this list we've included all reported spend which may include sub-contractors. For whole of marketplace spend we have accounted for duplicate spend within the supply chain reported by individual members and projects to ensure no double counting.

Members are displayed in alphabetical order, excluding state governments and their departments.

### Business

- Acciona
- ANZ
- Australia Post
- Bild Group
- BMD Construction
- Built
- Charter Hall
- CPB Contractors
- Downer EDI
- Fulton Hogan
- John Holland Group
- Keolis Downer (Yarra Trams)
- Laing O'Rourke
- Lendlease
- Mirvac
- The Icon Group
- Ventia
- Visy Industries
- Westpac

### Government bodies and projects

- Ambulance Victoria
- Brisbane City Council
- City of Moreton Bay
- Level Crossing Removal Authority
- Major Road Projects Authority
- North East Link
- Victoria Police

# Social Procurement Practitioner

Social Procurement Practitioner is a masterclass on social procurement. It's for business and government professionals – both members and non-members. It takes participants through four modules:

1. About social procurement
2. Barriers to social procurement
3. Impact measurement in social procurement
4. Taking action to implement social procurement

In FY24 we hosted five Social Procurement Practitioner cohorts – a mix of in-person and online sessions, for 42 people.



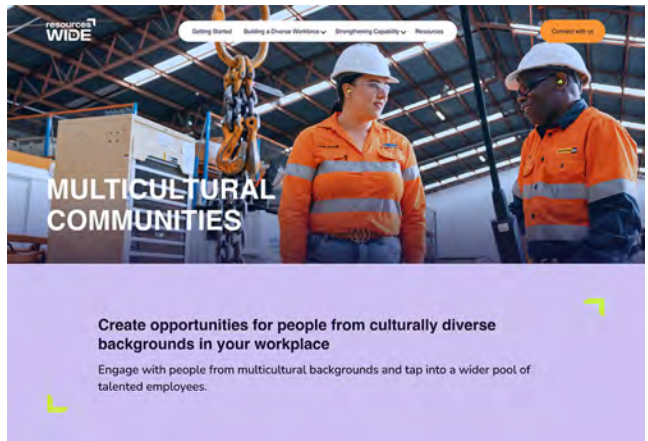
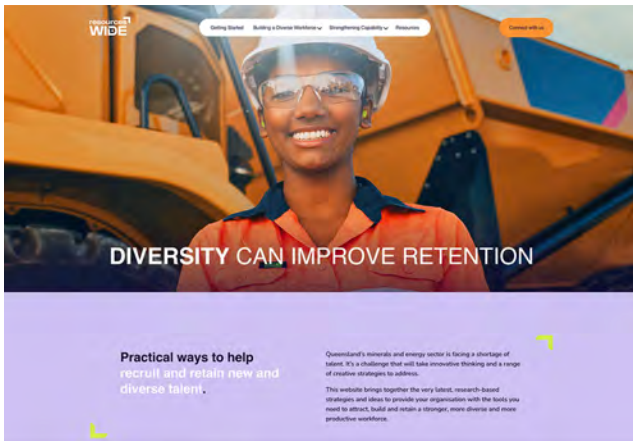
**As the policy advisor responsible for social impact for my organisation, I found this workshop to be really beneficial. I will be taking these resources back to my organisation to drive outcomes.**

**Anna**  
*Policy & Governance Advisor*

# Creating best practice tools for diversity and inclusion

In FY24, Queensland Resources Council (QRC) received funding from the Queensland Government to develop a suite of resources with the aim to improving diversity, equity and inclusion within their member base. Social Traders and Central Queensland University worked together to develop a survey and suite of materials as part of QRC's Workforce Connect Support initiative.

This tool allows members to complete a self-assessment of their diversity and inclusion practices and receive guidance and recommendations based on their results. At Social Traders, we are proud to have delivered this project-supporting our members towards best practice in business for good.



# CONNECTIONS

One of our key activities is to connect social enterprise with business and government. Our goal is to make connections as smooth and easy as possible.

We run events including networking, training and public forums. We also provide the Social Traders Member Portal and the public Social Enterprise Finder.

The Social Traders member portal is a platform for business and government members to search for certified social enterprises. It provides detailed information about their product or service offerings, impact and locations. Businesses can also access tools, resources and an upcoming events calendar.

The Social Enterprise Finder is the online public directory that gives an overview of certified social enterprises in Australia.

## FY24 highlights

- We hosted 105 events with 2,926 attendees, including:
  - 51 training events with 883 attendees such as:
    - The what and why of social procurement
    - Victoria's social procurement framework
    - Pitching your social enterprise
  - 54 networking events with 2,043 attendees
- 9,500 logins to Social Traders member portal (+55% from FY23)
- 38,466 people visited Social Enterprise Finder, generating 218,111 views

## Social Traders Awards

In July 2024 Social Traders ran the National Game Changer Awards for the 11th 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 164 submissions.

We announced 17 winners in four regions across the country – with celebrations held in Victoria, Queensland, South Australia and New South Wales. The events were a highlight of the year – bringing likeminded sector trailblazers together to acknowledge their exceptional achievements and dedication to creating social and environmental impact.





## Opportunity planning helps facilitate successful connections

Social Traders facilitated an opportunity planning session with Heidelberg Materials Australia, identifying social procurement opportunities across their sites including Bass Point Quarry – a quarry surrounded by sensitive environmental areas, including a regional park.

Social Traders recognised that certified social enterprise, Green Connect, was ideally positioned to support Heidelberg Materials Australia. The session revealed an opportunity for environmental and landscaping services.

Green Connect creates employment opportunities for people with barriers to employment – including young people, former refugees and Aboriginal and Torres Strait Islander people – in work that cares for people and the planet. With Green Connect Farm just 25 minutes north of Bass Point, the partnership was a natural fit.

In January 2024, Heidelberg Materials Australia visited Green Connect Farm. The visit solidified the collaboration, opening the door to an important remediation project at Bass Point Quarry. With 157 hectares of land to maintain, Green Connect offered the perfect solution for local labour hire with casual staff skilled in tree planting and brush cutting.

The project? Planting 400 native shrubs and trees endemic to the coastal area surrounding Bass Point Quarry, on a hill overlooking the sea.

The contract provided Green Connect staff with valuable work experience and helped restore the landscape in a section of the Quarry.

Soon after this project, Green Connect received contracts with different companies to undertake remediation planting work. As Green Connect expands, the opportunities keep growing. Staff are now working on large commercial landscaping across Western Sydney and regenerating bushlands.



## Connecting to pioneer new social initiatives

In March 2024, Charter Hall partnered with certified social enterprise Tsuno to celebrate International Women's Day (IWD) in a meaningful way. Social Traders connected the two organisations, pitching the idea for a pilot activation where Tsuno provided free sanitary products to tenants at Wesley Place, one of Charter Hall's premium office building sites in Melbourne.

What came next was a collaboration to create a supportive, open environment that normalises menstruation in the workplace.

This included events where Tsuno's founder, Roz Campbell, shared her inspiring journey as a social entrepreneur and advocate for menstrual equity. The response from tenants was overwhelmingly positive, leading Charter Hall to offer a permanent supply of free Tsuno sanitary products at Wesley Place, and promoting a period-positive workplace policy.

Following the success at Wesley place, Charter Hall subsequently expanded the initiative to all Charter Hall offices in Melbourne, Sydney, Perth and Brisbane.

By the end of 2024, Charter Hall had ordered over 13,080 pads and 10,780 tampons. This partnership not only reinforced the commitment to normalising menstruation in the workplace but also provided financial donations to Tsuno's supported charity, One Girl.

# GOVERNMENT ADVOCACY

For 16 years we have advocated for the social enterprise sector across Australia. We are a trusted adviser and implementation partner to state and local governments – supporting them to shape their economic and social policies to unlock public value through social enterprise.

In FY24 we held 58 meetings with Federal and state government representatives to advocate for social enterprise and stronger social procurement frameworks.

## Federal Government advocacy wins

### **Federal Treasurers Investor Roundtable and Social Impact Investing Working Group**

We presented to the Treasurers Investor Roundtable at Parliament House and participated throughout 2024 with the Social Impact Investing Working Group and sub-committees chaired by Treasury and Department of Social Services.

### **Federal Government push on broader economic benefits**

We provided advice to the Federal Department of Finance on the inclusion of social value and certified social enterprises in the consultation on the guidance on the Consideration of Broader Economic Benefits in Procurement.

### **Federal Workforce Australia Review**

We made a submission and gave evidence in the Workforce Australia Review. The final report recommended a Commonwealth Social Procurement Framework, Social Enterprise National Strategy, certification and working with Social Traders.

### **Federal House of Representatives Standing Committee on Economics**

We provided a submission to the Inquiry on Economic Dynamism, Competition and Business Formation from the House of Representatives Standing Committee on Economics. Social procurement and support for social enterprise were recommended in the final report.

### **Federal Government 'Working Future' White Paper**

We made a submission and met regularly with the government as it developed the 'Working Future' White Paper. The final paper includes a section dedicated to 'backing social enterprise'. It signals the government's priorities and commitment to the growth of, and collaboration with, the social enterprise sector as the future of Australia's Employment Services system.

### **Federal Government 2024 Budget**

We made a submission and met with teams across Finance, Treasury, Employment and Social Services. The 2024 Budget included a package for Employment Services Reform and Small Business Support, 'providing \$21.9 million to support social enterprises and employers to engage job seekers through paid employment placements of up to six months'.

# State government advocacy

## Victoria

In November 2024, Minister for Employment Vicki Ward MP invited Social Traders and the Social Enterprise Network Victoria to collaborate on a Social Enterprise Christmas Market at Parliament House. This event provided MPs, staff, Ministers and visitors to Parliament with the opportunity to purchase Christmas gifts and learn more about the state's vibrant social enterprises. There were 21 stalls in total and both MPs and social enterprises found it a valuable opportunity to connect.



**Thank you...for your support and help with coordinating the traders who were with us on the day, the feedback on our end from MPs has been overwhelmingly positive and everyone is looking forward to having another market again!**

**Katherine Melitsis**  
Caucus Liaison Advisor

## New South Wales

Our advocacy influenced several recommendations included in the NSW procurement inquiry final report. The report recommends including social procurement objectives in procurement legislation and strengthening Procurement Policy Framework through specific targets for social enterprise procurement and certification adoption. It also emphasises the need for post-award compliance to ensure meaningful engagement of social enterprises named in tenders and encourages collaborative tendering to support social enterprises and innovation.



*Left to right: The Hon. Vicki Ward  
Victorian Minister for Employment,  
Minister for Prevention of Family Violence  
and Tara Anderson, CEO Social Traders.*

## Queensland

Queensland announced its first Office of Social Impact to identify and amplify for-purpose enterprises. The office will oversee the landmark \$80 million Social Entrepreneurs Fund. We participated in the Social Impact Advisory Roundtable which convened for the first time in January 2025. Together we are discussing the potential opportunities and challenges to upscale Queensland's social enterprise sector.



**The Social Impact Advisory Roundtable will provide invaluable insights to government as we chart a course towards a thriving social enterprise sector.**

**David Janetzki**  
*Treasurer*

## South Australia

Social Traders, Collab4Good and South Australian Social Enterprise Council came together to deliver a Small Business Fundamentals stream for the Office of Small and Family Business. Alongside two government roundtables, Social Traders was active in advocating and supporting the growth of the sector with partners in South Australia.

*Left to right: Suzie Riddel CEO Social Ventures Australia, Liz Cameron-Smith Co-CEO Foyer Foundation, Tara Anderson CEO Social Traders, Amanda Miller Deputy Chair Social Impact Investing Taskforce and The Hon. Jim Chalmers, Treasurer of Australia.*



# DATA AND EVIDENCE

Our unique position and work with social enterprises, businesses and governments enable us to gather and share unique data and insights.

Through certification, we deeply understand social enterprise and the sector's composition. By supporting our buyers with spend reporting, we know the areas of demand and where buyers are spending with social enterprise.

We make this information public as another way to build awareness and credibility of social enterprise. In FY24, our key publications were:

- The Profile of Australia's Certified Social Enterprises (Pace23)
- Trends and Insights: Targets and Motivations
- Trends and Insights: Supply and Demand in Social Enterprise Procurement



Photo: HoMie

# Flagship resources



## Pace23

In September 2023, we published Pace23 – Profile of Australia's Certified Social Enterprises. It features the deepest longitudinal dataset on social enterprise in Australia – built on data collected through certification. The Pace23 webpage generated 7,412 views, from 5,804 users. The report was downloaded 199 times.

The report highlighted data on 518 certified social enterprises, including:

- 31k people employed by certified social enterprises.
- 45% of people employed in social enterprises, would otherwise face significant barriers to work.
- \$2.25B total revenue.
- \$1.74B total revenue from trade activity.
- 31% (\$690m) of total revenue reinvested into delivering impact.



## Report on Identified Social Enterprises (RISE)

In November 2024, we published RISE an evolution of the previous Pace reports. RISE identified almost 6,000 social enterprises in Australia, by combining the certification dataset with other reputable datasets.

Key findings included:

- Resilience: 86% of social enterprise revenue comes from trade, with 68% of social enterprises reporting profits, outpacing SMEs and charities.
- Impact: 27% of social enterprise revenue goes toward delivering social impact, and 43% of jobs support individuals facing barriers to employment.

Since launch, 1,071 people visited the RISE webpage and it was viewed 19,136 times.

## Social Enterprise Identifier

We also launched Social Enterprise Identifier – the only national interactive directory of its kind in Australia with a total of 5,827 social enterprises identified.

We've made this data publicly available so anyone can use it to better understand social enterprises and help the sector to grow. There are filters to dive deeper into the characteristics of the Australian social enterprise sector, including the size, location and impact of social enterprises.

**Social Enterprise Identifier**

# Explore the social enterprise sector

We openly share data to foster a deeper understanding of Australian social enterprises to drive informed decision making for a thriving sector.

Image: Trade Mutt

The Social Enterprise Identifier is an interactive dashboard with the largest database of unique social enterprise in Australia. It contains data on almost half of the estimated 12,000 social enterprises in Australia and it's updated daily as social enterprises complete certification and re-certification, and new datasets are integrated.

Explore this live dashboard with filters to dive deeper into the characteristics of the Australian social enterprise sector. Find out about the size, location and impact of social enterprises.

**Note:** There are multiple page views on the dashboard. Click on the arrows at the bottom of the frame to move between pages. This dashboard is best viewed on a computer/laptop.

### Overview

Data Source: All | Certification Status: All

- Total identified social enterprises in Australia: **5820**
- Total people employed by social enterprises: **108K**
- Total revenue of social enterprises: **\$16.3bn**
- Total trading revenue of social enterprises: **\$13.7bn**

#### Social enterprises by size (headcount)

Size Category	Certified	Not Certified
1 - 4 employees	172	928
5 - 19 employees	279	620
20 - 199 employees	150	419
200+ employees	51	79

#### Social enterprises by size (revenue)

Revenue Category	Certified	Not Certified
< \$50,000	14	1251
\$50,000 - \$199,000	106	958
\$200,000 - \$2m	301	1271
\$2m - \$5m	61	320
\$5m - \$10m	183	183
> \$10m	62	239

Microsoft Power BI | 1 of 4



## Trends and Insights: Targets and Motivations

In September 2023 we published the first Trends and Insights report – Targets and Motivations for Social Procurement, sponsored by IPA.

Key findings included:

- 63% of respondents have social procurement targets, with a further 15% developing them.
- 74% of those with targets met or exceeded them.
- 68% cited customer expectation/reputation as a motivation.
- Internal barriers like lack of resources/knowledge hinder those without targets.

Overall, the report highlights that setting social procurement targets is a key strategy for driving behaviour change. Organisations seeking to grow their social enterprise spend should consider establishing clear social procurement targets alongside other strategies like establishing working groups and embedding into policy.



## Trends and Insights: Supply and Demand in Social Enterprise Procurement

In June 2024, we published our second Trends and Insights report - Supply and Demand in Social Enterprise Procurement.

The key insights were:

- The proportion of new members from construction and infrastructure dropped to one third in 2023 from one half in 2018 indicating the adoption of social procurement in more diverse industries.
- Top search categories on the Social Enterprise Finder are low-risk and quick-wins:
  - Catering and hospitality (searched 509 times in 3 months),
  - Food and beverage products (searched 459 times in 3 months), and
  - Gifts and rewards (searched 266 times in 3 months)
- Buyers commonly search for national suppliers. While 35% of certified social enterprises currently service nationally, innovative approaches are required to enable the best social procurement outcomes for both buyers and suppliers, particularly in categories where it isn't as easy to expand geographical reach.
- Despite having 241 certified social enterprise suppliers, sourcing from catering and hospitality remained challenging. This indicates growth opportunities across all categories, even areas with the most social enterprise representation.

Overall, the report shows there is a maturing understanding and acceptance of the value that certified social enterprises bring to the economy and society. There is certainly room for social procurement growth across the board.

# OUR STRATEGY

Social Traders has been Australia's industry body for social enterprise since 2008. Over that time we've continually adapted to be most effective in building a thriving social enterprise sector.

## Phase one

In our first decade, we delivered broad services for the social enterprise sector, including:

- Impact investment
- Start-up accelerators
- Sector research
- Capacity building
- Advocacy
- Good Spender online social enterprise directory for consumers
- The annual sector conference and awards

## Phase two

In 2017, we pivoted our model to focus on social procurement as the best way to unlock trade revenue for social enterprises. We introduced Australia's social enterprise certification and built a national social enterprise procurement market.

To date, we have:

- Partnered with over 300 of Australia's largest businesses and four state governments to integrate certified social enterprises into their supply chains.
- Helped generate \$1.1 billion in contracts with certified social enterprises over seven years.

## Phase three

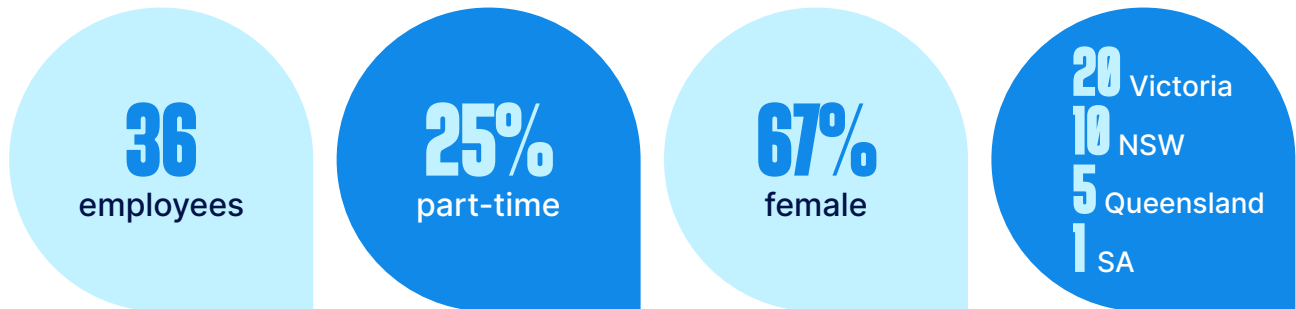
In 2024, we launched a new strategy for our third phase of growth. We will:

- Strengthen our role as a leading social enterprise industry body and Australia's social enterprise certifier.
- Expand our support for businesses and government with wider services in social impact initiatives and ESG, while scaling social procurement.
- Use our unique impact data to deliver new services and stronger advocacy.

# OUR TEAM AND VALUES

Our team includes experts in procurement, ESG, certification and social enterprise. We work to build a thriving social enterprise sector.

## Social Traders team overview



## We're proud to live our five values



# GOVERNANCE

Social Traders has a robust governance structure. This formal governance ensures we operate in line with our longer-term strategy and make ethical and transparent decisions. Our Board's oversight and guidance contribute to effectively executing our strategy. We thank our Board Directors for their guidance and expertise to create a more inclusive, equitable and sustainable Australia.



**Sally Powell**  
*Chair*



**Fran Thorn**  
*Deputy Chair*



**Justin Meade**  
*Director*  
*Chair of ARG Committee*



**Susie Pascoe**  
*Director*



**Janet Edwards**  
*Director*  
*Chair of HRN Committee*



**James Flintoft**  
*Director*  
*Chair of SBD Committee*

## Social Traders governance structure

Social Traders Board of Directors

Audit, Risk & Governance  
Committee

Human Resources &  
Nominations Committee

Strategy & Business  
Development Committee

Chief Executive Officer

Executive Leadership Team

## Thank you to our Certification Advisory Group

The Certification Advisory Group provides advice and external technical guidance on complex certification applications. The group also provides insights into international developments in the social enterprise sector and guidance on the evolution of the certification framework including balancing increasing accessibility for certification with increasing need for risk mitigation as the sector grows.

We would like to thank Joanne McNeill for her support as she stepped off the Certification Advisory Group during FY24.



**Keith Rovers**  
*Minter Ellison*



**Michael de Soyza**  
*Ernst & Young*



**Nicola Nation**  
*Akina*



**Joanne McNeill**  
*The Yunus Centre,  
Griffith University*

We welcome our newest member of the Certification Advisory Group – Kylie Flament, Social Enterprise Council of NSW & ACT (SECNA) who has joined since the end of financial year.



**Kylie Flament**  
*SECNA*

# FINANCIAL PERFORMANCE

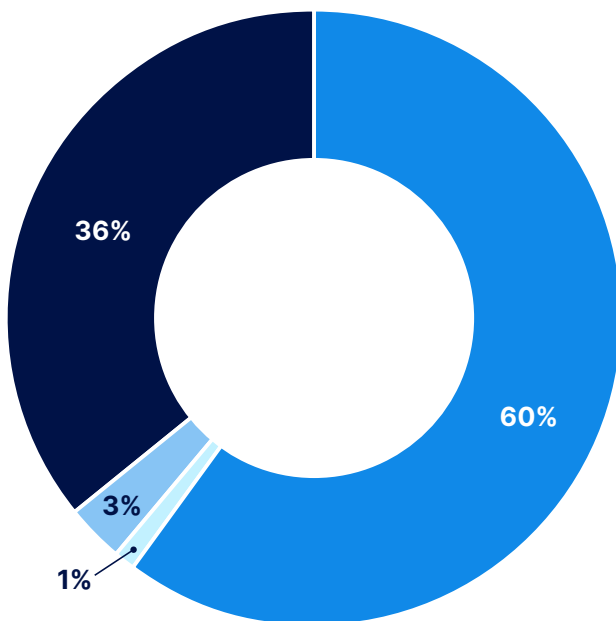
As a social enterprise ourselves, 60% of our revenue was generated through trade.

Alongside trade, our philanthropic and government partners enable us to extend our capability building with social enterprise.

100% of all resources are allocated to the development of the social enterprise sector.

## Revenue

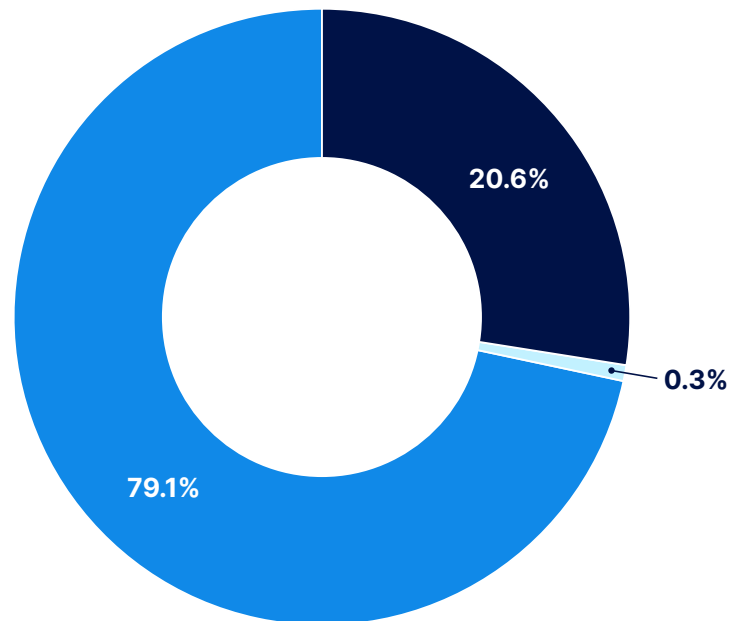
Total \$4,674,302



- Revenue from providing services
- Revenue from governments
- Interest income
- Grants, donations and bequests

## Expenses

Total \$4,823,676



- Employee expenses
- Operating expenses
- Interest expense

# OUR COLLABORATORS

## Philanthropic partners

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## Pro-bono and low-bono consultants

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Sector collaborators



The members of CASEI are Collab4Good, Enterprise Learning Projects, Impact Boom, Impact Seed, LendForGood, Sefa, Social Impact Hub, Social Start-Up Studio (SSI), Social Traders, Social Ventures Australia, StartSomeGood, The Difference Incubator, The Mill House Ventures and White Box Enterprises.

# ABOUT SOCIAL TRADERS

**Now, more than ever, we need businesses that put people and the planet before profits. Enter social enterprises – where business meets purpose.**

Social enterprises combine the head of business with the heart of charity-delivering the impact of both. They prove that doing good and doing business are not mutually exclusive.

We have been Australia's social enterprise industry body since 2008. Our ambition is to make social enterprise business as usual.

As the national social enterprise certifier, we help social enterprises show their credibility and grow their trade revenue. Our certification process not only provides the highest standard, but also ensures that only genuine social enterprises are recognised, helping them to stand out and attract support.

We hold the largest database of social enterprises in Australia, containing insights gained through the certification process and from other trusted data sources. We share this publicly to raise awareness and inform design of sector supports.

We actively advocate for government strategies and policies that foster a supportive environment for this critical sector.

And we support businesses to deliver and report on their social performance. We help businesses to embed the "S" in ESG through social procurement, DEI practices and upholding human rights. Our social enterprise data and reporting capabilities enable businesses to track, measure and quantify their social value.

We imagine a world where there's no such thing as social enterprise or social procurement, because it's simply how business is done.



Photo: Clothing the Gaps



Special thanks to Blend Creative in helping us design this report.

## Contact

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**Social**

**Traders**

Unlocking business for good