

# Victorian Social Enterprise Strategy

## 2021-2025

### OVERVIEW



The *Victorian Social Enterprise Strategy 2021-2025* sets an ambitious agenda for a thriving social enterprise sector that creates more jobs, delivers social and economic benefits to Victoria, and supplies the marketplace with quality and diverse goods and services.

Building on the strong foundations of the first Strategy, the *Social Enterprise Strategy 2021-2025* seeks to grow, better connect and unlock opportunities for social enterprises so that the sector can play an even greater role in building a fairer and more inclusive economy and delivering enhanced economic, social, cultural and environmental value to the Victorian community.

Their impact includes:

- Job creation and workforce participation
- Delivering economic value to Victoria
- Improving environmental and sustainability outcomes
- Supporting regional and rural communities
- Driving innovation and entrepreneurship.

#### Social enterprises are:



Led by an economic, social, cultural or environmental mission consistent with a public or community benefit



Derive a substantial portion of their income from trade



Reinvest the majority of their profit/surplus in the fulfilment of their mission

Finding Australia's Social Enterprise Sector Report 2016

Unlike other businesses and charitable/welfare organisations, social enterprises intentionally trade to deliver public and community benefit. Their impact extends far beyond their economic contribution to include long term social benefits that both increase the wellbeing of people and communities and reduce long term costs to government.



## \$5.2 billion

in economic impact



## 60,000

jobs created by Victorian social enterprises  
(1.8% of the Victorian workforce)



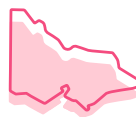
12,000 jobs for people with disability



4,000 jobs for long-term unemployed people



985 jobs created for Aboriginal Australians



## 3,500

social enterprises across Victoria



## 43%

of Victorian social enterprises are located in regional areas

## The Social Enterprise Strategy 2021-2025 will see the Victorian Government partnering with the sector to create even greater inclusive employment opportunities and deliver economic and social value to the Victorian community.

Taken together, the Strategy's 4 themes and 14 actions\* will: strengthen and foster growth of the sector; create new opportunities for social enterprises to sell their goods and services; build a coordinated 'ecosystem' across Victoria; and, improve the measurement and reporting of the outcomes achieved by social enterprises.

The Strategy complements efforts to foster a fairer, more inclusive and sustainable Victorian economy, including through Jobs Victoria, education and training, broader social services and the Social Procurement Framework (SPF). The SPF harnesses government's significant buying power to maximise social, economic and environmental benefits from the goods, services and construction it procures, including from social enterprises.

|  <b>Theme 1: Building business skills and capability and capturing impact</b>  |  |
|---|--|
| <b>1.1 Support business skills across the social enterprise development lifecycle</b><br><b>1.2 Demonstrate impact and social value</b><br><b>1.3 Support research to grow the evidence base</b>  | <ul style="list-style-type: none"> <li>A range of business skills programs and initiatives will help social enterprises build the business acumen and capabilities they need to scale and compete in existing and new markets.</li> <li>Efforts to help improve enterprises capability to capture, analyse and report on their impacts will foster greater community awareness of the business model, and facilitate investment from the private and philanthropic sectors.</li> <li>Growing the evidence base on "best practice" will be instrumental to informing business planning, alongside ensuring government policy, programs and supports are evidence based.</li> </ul>                    |
|  <b>Theme 2: Enhancing recognition and access to innovative financing to scale impact</b>  |  |
| <b>2.1 Support social enterprise certification</b><br><b>2.2 Assist social enterprises to scale through innovative financing</b>  | <ul style="list-style-type: none"> <li>A rigorous social enterprise certification scheme will improve social enterprises' access to markets, facilitate networking between buyers and suppliers and enhance the sector's credibility.</li> <li>Testing strategic and innovative approaches to financing, alongside building stronger partnerships across government, the philanthropic and impact investing sectors will maximise efficiency and effectiveness of investments in the sector and support enterprises to scale.</li> </ul>   |
|  <b>Theme 3: Fostering a connected and innovative social enterprise ecosystem across Victoria</b>  |  |
| <b>3.1 Foster the state-wide network and leadership across the sector</b><br><b>3.2 Support strong social enterprise networks across regional and rural Victoria</b><br><b>3.3 Activate partnerships with local government</b><br><b>3.4 Drive innovation and collaboration</b>   | <ul style="list-style-type: none"> <li>Supporting state-wide and regional networks will build a more coordinated, networked sector. Networks will also facilitate equitable access to, and active participation in a range of programs and services alongside growing a pipeline of leaders.</li> <li>Improved collaboration between State and local government on supporting the sector's growth will reduce duplication and improve policy and program alignment, alongside leveraging assets.</li> <li>Efforts to support innovation clusters will facilitate greater collaboration and resource sharing, and in turn enable organisations to deliver social impact at a larger scale.</li> </ul> |
|  <b>Theme 4: Opening doors for social enterprises across government</b>  |  |
| <b>4.1 Leverage opportunities through the Social Procurement Framework</b><br><b>4.2 Increase recognition of Work Integration Social Enterprises (WISEs) across government's service system and streamline referral pathways</b><br><b>4.3 Foster social entrepreneurship across the education system</b><br><b>4.4 Establish governance mechanisms and networks</b><br><b>4.5 Strengthen national collaboration on efforts to support social enterprises</b> | <ul style="list-style-type: none"> <li>Greater knowledge and awareness of the SPF across government will enhance government's purchasing power to support greater market opportunities for social enterprises.</li> <li>Improved understanding of the social enterprise business model will ensure the sector has access to a broader range of government programs and supports.</li> <li>Fostering social entrepreneurship across the education system will grow a pipeline of social innovators.</li> <li>The establishment of governance mechanisms and networks will facilitate information sharing and strengthen strategic alignment at the state and national level.</li> </ul>               |

\* A summary of the Strategy themes and actions are contained in this document – refer to the Social Enterprise Strategy 2021-2025 for full details.