Social Traders

Unlocking business for good



WV Technologies

Report on Identified Social Enterprises

2025 data pack

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Data sources

The data in this data pack is gathered from five sources:

- Social Traders certification
- Australian Charities and Not-for-Profit Commission (ACNC)
- Map for Impact
- Community Bank National Council (CBNC)
- Social Enterprise Council of New South Wales and Australian Capital Territory (SECNA).

After removing the duplicates from the three datasets there are 6,367 distinct social enterprises represented. This approach allows us to analyse real Australian social enterprises and gain insights on the estimated 12,000 social enterprises across the country[1].

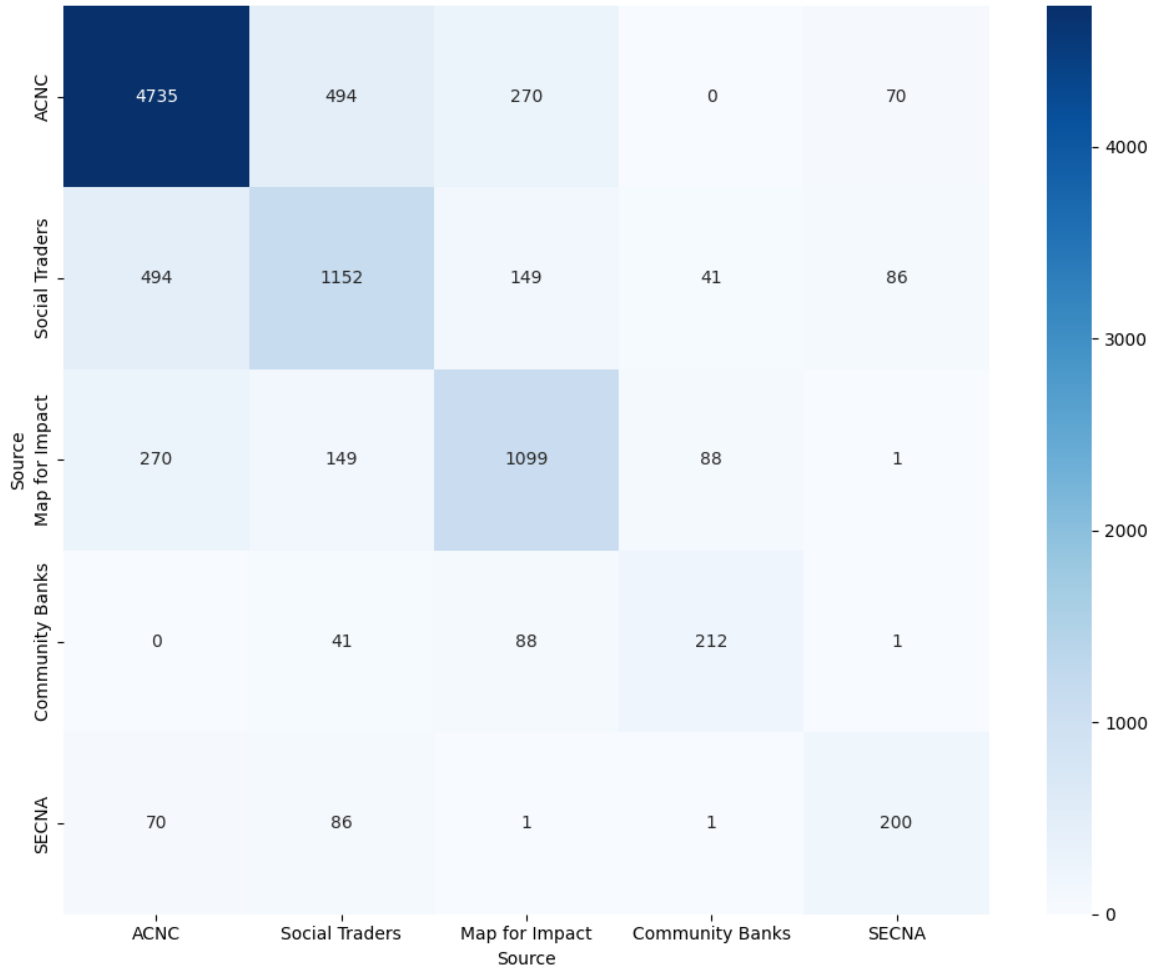
For all metrics, social enterprises are split into two cohorts; certified and not certified.

The data on 'certified' social enterprise is verified, current and complete. Social Traders has validated these businesses are social enterprises and has a current, active relationship with them.

'Not certified' data contains organisations Social Traders is reasonably confident are operating as social enterprises. This includes social enterprises that have let their certification lapse, as well as social enterprises identified through trusted data sources. Data on these enterprises may be incomplete, older or verified by external sources. Social Traders is in a strong position to identify social enterprises as the administrators of Australia's social enterprise certification framework. This framework has been applied to over 900 social enterprises, which have collectively completed 2,500 certifications and re-certifications with Social Traders since 2018.

There is overlap between the five datasets, with some social enterprises appearing in multiple data sets. Where a social enterprise appears in multiple datasets, Social Traders certification data is prioritised. Not all datasets cover every data point, so gaps are filled where possible, but some metrics may have incomplete coverage. The below chart summarises the intersections between each pair of sources. The diagonal values represent the total number of unique social enterprises in each source.

[1] Gales, B. & Khalil, J. (2022). Business for Good: The size and economic contribution of social enterprise in Australia. Impact Tracks and Social Enterprise Australia



The hope is that this approach establishes a framework for combining multiple trusted datasets to identify every social enterprise operating in Australia, which will allow detailed and robust analysis of the Australian social enterprise sector. Social Traders welcomes new data partnerships that could help identify the full 12,000 estimated social enterprises in Australia.

Social Traders certification data

Introduced in 2018, Social Traders certification aims to clearly define and elevate the social enterprise sector. The certification process validates that an organisation is operating as a social enterprise. The certification framework uses three criteria:

- Has a defined primary social, cultural, or environmental purpose consistent with a public or community benefit, and
- Derives a substantial portion of income from trade, and
- Invests efforts and resources into purpose such that public/community benefit outweighs private benefit.

These criteria were first developed through the Finding Australia's Social Enterprise Sector (FASES) research and were operationalised by Social Traders to ensure relevance across all social enterprise models and stages of development. They align with the five key principles recognised internationally[2]:

1. **Purpose:** Their reason for being is to solve a social or environmental problem.
2. **Operations:** They prioritise purpose, people and planet over profit in day-to-day decisions.
3. **Revenue:** They operate with a self-sustaining revenue model.
4. **Use of surplus:** The majority of any surplus is reinvested towards their mission.
5. **Structure:** Their legal and financial structures are designed to protect and lock in purpose for the long term.

As part of the certification process, Social Traders collects comprehensive data on social enterprises, covering both economic and impact indicators. The data is continually updated as more social enterprises certify and recertify, currently encompassing over 200 data points including economic and impact indicators. At present, Social Traders has data on more than 900 currently and previously certified social enterprises. Importantly, the consistency and reliability of this data is ensured through a dedicated and stable certification team that vets each submission, enabling meaningful analysis and insights across the sector.

For the purposes of this report, social enterprises have been included in this dataset if:

i. they hold a current certification with Social Traders, or
ii. they have previously held a certification with Social Traders[3], or
iii. they have commenced the certification process and been identified as a likely social enterprise, and
iv. they have a valid and current ABN

[2] People and Planet First (no date) Get Verified. People and Planet First. Available at: https://peopleandplanetfirst.org/get-verified/ (Accessed: 10 September 2025).
[3] We have excluded to the best of our ability any previously certified social enterprise that we know is no longer operating, is no longer operating as a social enterprise, or has merged operations with another business/social enterprise.

Australian Charities and Not-for-Profits Commission (ACNC) data

The ACNC, established in December 2012, serves as the national regulator of charities with the following objectives:

- Maintain, protect, and enhance public trust and confidence in the Australian not-for-profit sector.
- Support and sustain a robust, vibrant, independent, and innovative not-for-profit sector.
- Promote the reduction of unnecessary regulatory obligations on the sector.

The ACNC collects data from charities during registration, updates and through Annual Information Statements. The size of the charity determines the financial information that it must provide. Medium and large charities must include a financial report with their Annual Information Statement. Medium charities must submit either an audited or reviewed financial report and large charities must submit an audited financial report. Small charities are not required to include a financial report but they can include one if they want to.

In addition to financial information, the charities listed provide information on the programs run and beneficiaries supported. It should be noted that the ACNC data includes only social enterprises incorporated as not-for-profits.

As social enterprises are not explicitly identified in this dataset, we have used the information provided to assess likelihood of social enterprise status based on the above definition and lessons learnt from 7 years of certifying social enterprises.

This approach yielded 4,735 social enterprises from a population of 60,000.

We have also removed enterprises following the methodology outlined in the Business for Good report (2022). This approach excludes contentious industries, which are often omitted from sector estimates. We have adopted this conservative methodology to avoid overstating or including non-social enterprises wherever possible. Consequently, some genuine social enterprises may be excluded. For instance, childcare centres are excluded from this data source despite some operating as social enterprises, as the majority do not.

Map for Impact data

Commissioned by the Victorian Government in 2017, the Map for Impact report was part of the implementation of the Victorian Social Enterprise Strategy. This research identified over 3,000 organisations meeting the definition of social enterprise within the state of Victoria. This data only includes social enterprises located in Victoria.

For the purposes of this report, social enterprises listed in the Map for Impact dataset have been included if:

i. Australian Business Number is valid and current, and
ii. Not an additional office location of another social enterprise.

This approach identified 1,099 unique social enterprises.

Community Bank National Council

The Community Bank National Council is the representative body for Australia's Community Bank network, which operates in partnership with Bendigo and Adelaide Bank.

Community banks are franchisees of Bendigo and Adelaide Bank, that are locally owned and operated, with the purpose to provide banking services to tailored to the needs of their community. Unlike traditional banks, community banks are structured so that profits generated from banking operations are reinvested back into the local community. Their governance structures incorporate local stakeholders, ensuring that decision-making reflects community needs and values.

These characteristics make community banks closely aligned with social enterprise, as they:

- **Purpose:** Community Banks exist to solve social and economic challenges in their communities, particularly by improving access to financial services and reinvesting in local development.
- **Operations:** Their governance structures embed community representation, ensuring that decisions prioritise people and place over profit.
- **Revenue:** As fully operational financial institutions, Community Banks generate income through trade in banking services.
- **Use of Surplus:** Profits are reinvested into local initiatives, supporting community wellbeing, infrastructure, and social impact.
- **Structure:** The franchise model and local ownership help lock in their community-focused mission, protecting it over the long term.

For the purposes of this report, CBNC shared the list of community bank companies with Social Traders. They have been included in the dataset if:

i. Australian Business Number is valid and current

This approach identified 212 unique social enterprises.

Social Enterprise Council of New South Wales and Australian Capital Territory

Social Enterprise Council of New South Wales and Australian Capital Territory is a social enterprise membership body established in 2020 to represent and advocate for social enterprises and social entrepreneurs across New South Wales and the ACT.

SECNA hosts a member directory, featuring their social enterprise members.

For the purposes of this report, SECNA shared their membership directory with Social Traders. They have been included in the dataset if:

i) The Australian Business Number is valid and current

This approach identified 200 unique social enterprises.



GreenInc Landscape Construction

Metrics

Size

1. Total headcount of social enterprises

	Number of social enterprises	Total employee headcount
Certified	767	40,512
Not certified	5,600	103,685
Total	**6,367**	**144,197**

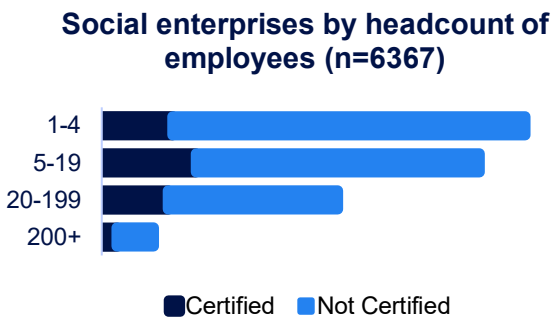
This figure includes only those directly employed by the social enterprises. There are numerous enterprises that employ staff as contractors or volunteers that are not included in this count.

In addition, for some large training/employment enterprises and group training organisations (GTOs), Social Traders does not capture the amount of people placed into jobs with host employers, even if they are directly employed by the social enterprise. In these cases, this figure is likely to only include the admin/management/support staff. Therefore, this figure is a conservative representation of the total headcount.

The ACNC data included here is a combination of full-time and part-time employees. Excluded are volunteers.

2. Social enterprises by employment range

Employment range	Certified	Not certified	Total
1-4	217	1,080	1,297
5-19	289	868	1,157
20-199	203	520	723
200+	46	113	159
No full time or part time employees	12	3,019	3,031
Total	**767**	**5,600**	**6,367**



This metric aligns to the ABS classifications for micro, small, medium and large enterprises. Where a social enterprise has no full time or part time employees, it is operated by volunteers.

3. Total revenue of social enterprises

	Number of social enterprises	Total annual revenue
Certified	721	$ 3,174,706,728
Not Certified	4,407	$ 18,479,678,107
Total	**5,128**	**$ 21,654,384,835**

Revenue in this metric includes the total income from all activities, including from:

- Operating activities (trading revenue e.g. the sale of goods and/or services)
- Outside operating activities such as interest from shares or other holdings.
- Government and other grants
- Fundraising and donations

4. Total trading revenue of social enterprises

	Number of social enterprises	Total trading revenue
Certified	704	$ 2,209,528,263
Not Certified	4,225	$ 15,368,642,068
Total	**4,929**	**$ 17,578,170,331**

Revenue in this metric includes the total income from:

- Operating activities (trading revenue e.g. the sale of goods and/or services)
- Outside operating activities such as interest from shares or other holdings.

Social enterprises, by definition, derive a substantial portion of revenue from trade. For the purposes of certification, Social Traders utilises the FASES[4] thresholds for substantial portion of revenue from trade, being 50% or more for ventures that are more than five years from start-up, 25% or more for ventures that are three to five years from start-up, and demonstrable intention to trade for ventures that are less than two years from start-up.

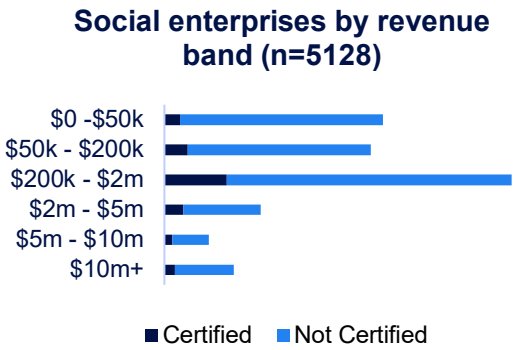
For the purposes of certification assessment, NDIS (National Disability Insurance Scheme) funding has been included as trading revenue.

While the NDIS is government funded, funding is allocated to individual people who then have full freedom to choose providers for relevant disability supports, goods and services. Due to this, the NDIS market can be considered a competitive marketplace and is considered revenue from trade for the purposes of certification when it is alongside at least one other stream of commercial trading revenue.

[4] Barraket, J., Collyer, N., O'Connor, M., & Anderson, H. (2010). Finding Australia's social enterprise sector. Australian Centre for Philanthropy and Nonprofit Studies and Social Traders
Barraket, J., Mason, C., & Blain, B. (2016). Finding Australia's social enterprise sector 2016: final report. Centre for Social Impact Swinburne and Social Traders.

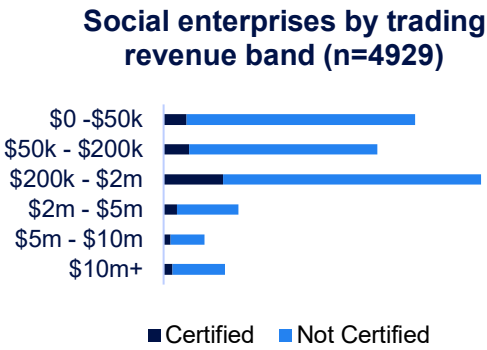
5. Social enterprises by revenue band

Revenue band	Certified	Not Certified	Total
$0 - $50k	80	1,060	1,160
$50k - $200k	120	957	1,077
$200k - $2m	327	1,486	1,813
$2m - $5m	98	404	502
$5m - $10m	41	191	232
$10m+	55	309	364
Total	**721**	**4,407**	**5,128**



6. Social enterprises by trading revenue band

Trading revenue band	Certified	Not Certified	Total
$0 - $50k	119	1,173	1,292
$50k - $200k	130	969	1,099
$200k - $2m	306	1,324	1,630
$2m - $5m	69	314	383
$5m - $10m	36	174	210
$10m+	44	271	315
Total	**704**	**4,225**	**4,929**



7. Social enterprises by trading revenue as a proportion of total revenue

Trading revenue as a proportion of total revenue band	Certified	Not Certified	Total
<49%	92	33	125
50%-59%	34	387	421
60%-69%	35	456	491
70-79%	34	543	577
80-89%	58	664	722
90-99%	179	1323	1502
100%	272	819	1091
Total	**704**	**4,225**	**4,929**



This metric looks at the proportion of revenue a social enterprise derives from trade. For example if a social enterprise derives 100% of their total revenue from trade (i.e. no revenue from grants or donations) they will appear as 100% in this chart.

In some cases, Social Traders will certify a social enterprise which has less than 50% revenue from trade. This may include social enterprises who have received a one-off large grant or have recently established and may not have substantial trading revenue established. In these cases, Social Traders will grant certification based on evidence of intention to trade. The certification period for these enterprises is 1 year, after which these organisations will undertake re-certification to maintain their status as certified social enterprises.

Social enterprises that reported null trading revenue have been excluded from this metric.

8. Social enterprises with net profit in prior financial year

	Net profit	Net Deficit	Total
Certified	430	286	716
Not Certified	2,508	1,582	4,090
Total	**2,938**	**1,868**	**4,806**

This metric maps how many social enterprises have made a net profit vs a net deficit. While profit is not the primary objective for many social enterprises, this can be an indicator of their financial stability and operational resilience.

For the 'Certified' data source, the profit field used is reported based on the second most recent financial year. This is because, through certification, reinvestment is calculated based on "prior year profit" relevant to the impact data and costs that are collected.

For the 'Not Certified' data source, the profit is taken from the 2021 financial year annual information statements as published on the ACNC.

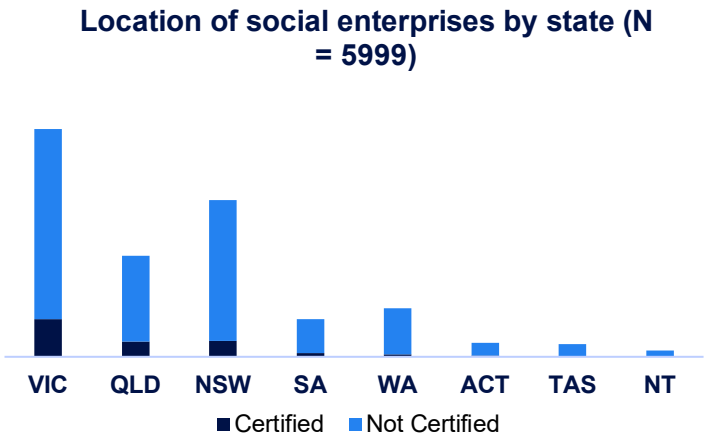
Social enterprises with a profit of $0 (break-even) or with no recorded revenue (e.g. start-ups) have been excluded from the above table.


The Beautiful Bunch

Location

9. Location of social enterprises by state

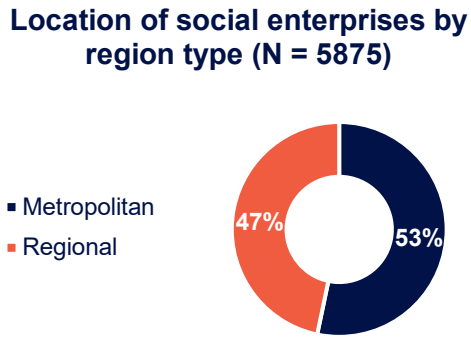
State	Certified	Not Certified	Total
VIC	377	1882	2259
QLD	149	854	1003
NSW	155	1399	1554
SA	39	333	372
WA	23	461	484
ACT	11	129	140
TAS	8	117	125
NT	5	57	62
Total	**767**	**5232**	**5999**



This metric references the main billing address provided by the social enterprise at the time of certification or at ACNC submission. Many social enterprises operate from more than one location or address which is not reflected here. Metric 35 outlines certified social enterprise service locations.

10. Location of social enterprises by region type (metro/regional)

Region type	Certified	Not Certified	Total
Metropolitan	517	2,614	3131
Regional	244	2,500	2744
Total	**761**	**5,114**	**5875**



This metric aligns to the ABS greater capital city statistical area classification (GCCSA). In this metric, 'Metropolitan' aligns to each of the 8 state and territory capitals as defined by the ABS. 'Regional' aligns to the 'rest of state' classifications as defined by the ABS.

More information can be sourced from https://www.abs.gov.au/

11. Location of social enterprises by region (GCSA4) (Top 50)

Region (GCSA4)	Certified	Not Certified	Total
Melbourne - Inner	120	445	565
Sydney - City and Inner South	44	216	260
Latrobe - Gippsland	8	141	149
Melbourne - Outer East	28	120	148
Adelaide - Central and Hills	20	124	144
Brisbane Inner City	36	106	142
Melbourne - West	22	112	134
Australian Capital Territory	11	120	131
Melbourne - Inner South	24	107	131
Melbourne - South East	28	101	129
Geelong	19	101	120
Sydney - North Sydney and Hornsby	10	109	119
Melbourne - Inner East	18	97	115
Melbourne - North East	19	90	109
Hume	10	89	99
Sunshine Coast	3	93	96
Newcastle and Lake Macquarie	5	91	96
Perth - Inner	9	83	92
North West	10	82	92
Ballarat	10	72	82
Gold Coast	12	69	81
Brisbane - South	15	64	79
Mornington Peninsula	15	63	78
Wide Bay	5	72	77
Shepparton	8	61	69
Cairns	8	60	68
Capital Region	4	62	66
Warrnambool and South West	14	51	65
Adelaide - West	7	58	65
Sydney - Northern Beaches	15	47	62
Bendigo	10	51	61
Hunter Valley exc Newcastle	4	54	58
Melbourne - North West	14	42	56
Central West	8	48	56
Illawarra	7	49	56
Sydney - Inner West	4	51	55
Sydney - Parramatta	7	47	54
Adelaide - South	5	48	53
New England and North West	4	49	53
Richmond - Tweed	4	49	53
Hobart	6	46	52
Perth - North West	2	48	50
Bunbury	2	48	50
Mid North Coast	5	45	50
Perth - South West	2	47	49

South Australia - South East	3	45	48
Brisbane - North	15	33	48
Perth - South East	2	46	48
Townsville	5	42	47
Western Australia - Wheat Belt	3	42	45

12. Social enterprises by region (Local government area) (Top 50)

Local government area	Certified	Not Certified	Total
Brisbane	81	245	326
Melbourne	54	221	275
Sydney	36	188	224
Unincorporated ACT	11	120	131
Greater Geelong	18	79	97
Port Phillip	16	80	96
Sunshine Coast	2	78	80
Yarra	22	54	76
Gold Coast	12	61	73
Boroondara	15	58	73
Merri-bek	21	52	73
Northern Beaches	15	47	62
Adelaide	9	52	61
Inner West	9	49	58
Moreton Bay	9	48	57
Lake Macquarie	1	53	54
Yarra Ranges	5	47	52
Mornington Peninsula	7	44	51
Ballarat	7	43	50
Manningham	12	38	50
Cairns	7	41	48
Glen Eira	10	38	48
Monash	9	38	47
Banyule	10	36	46
Logan	7	37	44
Cessnock	3	40	43
Baw Baw	3	40	43
Darebin	7	36	43
Bayside (Vic.)	7	36	43
Wollongong	5	38	43
Newcastle	4	38	42
Campaspe	3	38	41
Greater Bendigo	9	29	38
Brimbank	5	33	38
Whitehorse	4	33	37
Parramatta	4	32	36
Toowoomba	5	31	36
Maribyrnong	15	21	36
Charles Sturt	5	29	34

Kingston (Vic.)	8	26	34
The Hills	2	31	33
East Gippsland	2	30	32
Lane Cove	2	30	32
Ballina	3	29	32
North Sydney	4	27	31
Greater Dandenong	10	21	31
Cambridge	4	26	30
Central Coast (NSW)	1	29	30
Clarence Valley	1	29	30
Townsville	3	26	29

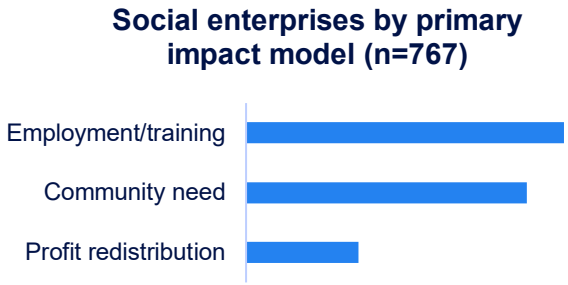


Impact

All data in the 'Impact' section is sourced solely from Social Traders certification.

13. Social enterprises by primary impact model

Impact model	Certified	Total %
Employment/training	343	45%
Community need	303	40%
Profit redistribution	121	16%
Total	**767**	



Social enterprises exist to solve a diverse range of social, cultural or environmental problems. Social Traders categorises social enterprises into three impact models.

Impact model 1 – The employment generating impact model focuses on providing job and training opportunities to disadvantaged groups who are often excluded from the mainstream labour market.

Social enterprises in this impact model create impact in different ways: some provide employment directly within their business, others offer specialised recruitment services for their beneficiaries, and some facilitate training opportunities.

Impact model 2 – The community need impact model addresses gaps in the mainstream market, offering products, services or programs that prioritise accessibility for their beneficiaries.

Possible business frameworks within the community need impact model include:

- a cross-subsidy model, providing free or discounted services to beneficiaries subsidised by commercial clients
- a circular economy model, recovering and repurposing waste destined for landfill
- maintaining spaces for the wider community's benefit.

This impact model makes up 39% of certified social enterprises – and contains the most varied purposes and impact of all three.

Impact model 3 – the profit redistribution impact model describes social enterprises that distribute 50% or more of their profits to address social or environmental issues, including:

- poverty alleviation
- environmental conservation
- health and education programs
- community development projects.

This impact model includes social enterprises that:

- are established as business units of larger not-for-profit organisations to generate additional revenue, supporting the parent organisation's mission
- distribute funds externally to charitable purposes – either through a partnership with a single charity/organisation or with multiple partners
- disperse funds through grants for community organisations.

There are many social enterprises that deliver impact across two or three of these models simultaneously. However, through the certification process social enterprises will select one of these models as their primary impact model. Impact is captured across all relevant models for each enterprise.

14. Social enterprises by employment range and impact model

Employment Range	Employment/ Training	Community need	Profit redistribution
1-4	12%	45%	36%
5-19	34%	38%	52%
20-199	43%	15%	10%
200+	11%	2%	2%

15. Total direct impact expenses

Total direct impact expenses	Certified
$ 756,642,138	767

Total direct impact expenses are defined for the purposes of this report and Social Traders certification to be the expenses incurred to deliver the social enterprise's impact. It identifies the direct expenses related to impact above and beyond standard/general business expenses.

Social enterprises submit these expenses for the most recent financial year at the time of certification. Explicitly, it includes:

For employment generating social enterprises,

- all wages (and other payments e.g. commissions) paid to beneficiaries, including super, and
- any direct costs of providing wrap around supports to beneficiaries.

Examples of wrap around supports include wages of staff providing training and additional support to beneficiaries, expenses associated with training, accessibility equipment and transport (for people who don't have access to their own).

For community need social enterprises,

- expenses/costs of delivering products/services/programs that meet community need.

Examples of these costs may be, wages of staff delivering services/programs to beneficiary group, travel expenses, when working with remote or regional beneficiary groups, expenses associated with development of technology, in particular when the technology is core to the impact experienced by the beneficiary group, expenses associated with advocacy, research and general outreach activities and many others.

For profit redistribution social enterprises,

- the amount donated to charity/impact partners, and
- any other direct costs of managing relationships with charity/impact partners.

For the purposes of this report and for Social Traders certification, a donation is defined as the amount of money that is distributed to a third party/parties with the intent of contributing towards the delivery of social, cultural or environmental impact; and charity/impact partners are any organisation/s that the social enterprise is distributing money to as part of their impact model. In many cases it is a single not-for-profit or registered charity partner. Other times, one social enterprise may have multiple charity partners and there are some profit redistribution enterprises that operate as a business unit of a larger not-for-profit organisation and return profits to their parent organisation.

16. Direct impact expenses by impact model

Impact model	Direct impact expenses		Certified
Employment/training	$	478,194,462	344
Community need	$	237,433,319	303
Profit redistribution	$	41,014,357	121
Total	**$**	**756,642,138**	**767**

In this metric, all direct impact expenses are allocated to the primary impact model of the social enterprise. Therefore, if an enterprise has direct impact expenses across multiple impact models, the total expenses are attributed to the primary impact model instead of being divided among the various models.

17. Social enterprise by primary beneficiary

Primary beneficiary	Certified
People with disabilities	162
A charitable or not for profit organisation	93
Environmental sustainability	56
A particular geographic community	55
New migrants & refugee communities	52
Marginalised youth	50
Families, children or students	44
Aboriginal and Torres Strait Islanders	41
Marginalised women	40
Long-term unemployed people	30
Other disadvantaged people	26
A particular industry	25

Other	24
Prisoners and ex-offenders	14
People experiencing & at risk of homelessness	13
People in a particular vocation or profession	13
People with mental illness	11
Older people	8
People in developing countries	6
Lesbian, Gay, Bisexual, Transgender and Intersex (LGBTI) people	2
Animals	1
A spiritual or religious community	1
Total	**767**

As with the impact model, many social enterprises deliver impact to multiple beneficiary groups. This metric captures the single beneficiary group identified by the social enterprises as the **primary** group benefitting from their impact. Social Traders does capture secondary beneficiary groups as well, however this information has not been included in this report.

Metric 19 looks at certified social enterprise primary beneficiary groups split by impact model.

18. Direct impact expenses by primary beneficiary

Primary Beneficiary	Total direct impact expenses	Certified
People with disabilities	$ 284,418,573	162
A charitable or not for profit organisation	$ 43,002,448	93
Environmental sustainability	$ 26,598,904	56
A particular geographic community	$ 28,123,210	55
New migrants & refugee communities	$ 19,600,665	53
Marginalised youth	$ 25,521,705	50
Families, children or students	$ 118,206,727	44
Aboriginal and Torres Strait Islanders	$ 16,043,672	41
Marginalised women	$ 12,170,934	40
Long-term unemployed people	$ 58,634,625	30
Other disadvantaged people	$ 42,510,459	26
A particular industry	$ 3,127,200	25
Prisoners and ex-offenders	$ 5,919,027	14
People experiencing & at risk of homelessness	$ 30,605,034	13
People in a particular vocation or profession	$ 1,028,958	13
People with mental illness	$ 9,624,355	11
Other	$ 31,505,462	41

In order to protect anonymity of individual social enterprises, beneficiary groups with less than 10 social enterprises have been grouped into ‘Other’. Those included in ‘Other’ are:

- People in a particular vocation or profession
- Older people

19. Primary beneficiaries supported by impact model

Primary beneficiary	Impact model			Total Certified
	Employment/ training	Community need	Profit redistribution	
People with disabilities	19	142	1	**162**
A charitable or not for profit organisation	44	8	41	**93**
Environmental sustainability	48	2	6	**56**
A particular geographic community	19	7	29	**55**
New migrants & refugee communities	11	38	3	**52**
Marginalised youth	9	36	5	**50**
Families, children or students	37	2	5	**44**
Aboriginal and Torres Strait Islanders	18	17	6	**41**
Marginalised Women	16	18	6	**40**
Long-term unemployed people	3	27		**30**
Other disadvantaged people	13	10	3	**26**
A particular industry	21	2	2	**25**
Other	16	4	4	**24**
Prisoners and ex-offenders	1	12	1	**14**
People experiencing & at risk of homelessness	5	6	2	**13**
People in a particular vocation or profession	9	3	1	**13**
People with mental illness	4	5	2	**11**
Older people	6	2		**8**
People in developing countries	4		2	**6**
Lesbian, Gay, Bisexual, Transgender and Intersex (LGBTI) people	1	1		**2**
A spiritual or religious community			1	**1**
Animals			1	**1**
Total	**303**	**343**	**121**	**767**

Social Traders has a list of 22 beneficiary groups from which a certified social enterprise can select their primary beneficiary group. 'Other' is an option for social enterprises to select if they don't identify their primary beneficiary group in the list provided. Examples of some beneficiaries represented in this category include veterans and artistic communities.

'A charitable or not for profit organisation' is a beneficiary group selected when the immediate beneficiary of a social enterprise is another for-purpose/charitable/not-for-profit organisation. It is most common in profit redistribution enterprises, where their donations are made to third party organisations which then have their own focus/purpose/beneficiary. For example, a certified profit redistribution social enterprise may distribute funds to a mental health charity. The immediate beneficiary of the social enterprise is the charity that they donate to, and the charity then has their own beneficiary group (people experiencing mental illness/needing mental health resources).

20. Headcount of beneficiary employees supported by social enterprises delivering impact via employment and/or training impact model

Total beneficiary employee headcount	Certified
16,861	283

This does not represent full-time-equivalent, instead it is the actual headcount of people supported in employment through the period assessed for certification (often, the most recent full financial year).

In social enterprise, often the goal is not a full-time role, rather the focus is on creating appropriate jobs, training and/or work experience, suited to the needs of the individual person. For example, a social enterprise may provide a paid traineeship for a 3-month period, supporting a total of 4 people across the period assessed for certification.

This metric does not include beneficiaries supported via only unpaid training opportunities (hours represented in metric 24. It only counts the number of individuals provided paid employment by the certified social enterprise throughout the period assessed for certification.

21. Total wrap around support costs incurred by social enterprises delivering impact via employment and/or training impact model

Total wrap around support costs	Certified
$193,264,813	283

This term refers to the funds invested by the certified social enterprise into providing support to their beneficiary employees and/or trainees. This may include a variety of supports depending on the particular support model of the social enterprise and the needs of the particular cohort they are supporting.

Examples include:

- wages of staff providing support/supervision
- cost of any additional training provided
- equipment purchased for accessibility needs
- transport provided to employees/trainees that do not have access to their own transport.

22. Total wages paid to beneficiaries by social enterprises delivering impact via employment and/or training impact model

Total wages paid to beneficiaries	Certified
$247,494,810	283

Note, this metric includes wages and super paid to beneficiaries directly employed by social enterprises, but also less common employment/payment structures. For example, some social enterprises providing support to artists pay the artists on consignment/commission.

23. Total annual hours of employment provided by social enterprises via employment and/or training impact model to beneficiary employees

Total annual hours of employment	Certified
15,793,148	283

This figure is restricted to direct paid employment with the social enterprise.

24. Total annual employment training hours provided by social enterprises to beneficiaries

Total annual hours of employment training	Certified
986,031	88

This figure only includes employability skills training that is provided without the beneficiary earning a wage/being paid. For the purposes of certification, any paid training (including on the job training) is included as work hours in the previous metric.

25. Total annual pathway outcomes provided by social enterprises to beneficiaries

Total annual pathway outcomes	Certified
14,817	103

This figure is from certified social enterprises that assist beneficiaries into employment outside of the social enterprise with an external (host) employer or assist beneficiaries to return to study/progress to further study. Also, for certified social enterprises that work in tailored recruitment and placement for a marginalised cohort.

We acknowledge that most employment generating social enterprises will contribute to an individual's pathway to mainstream employment, in some way.

The pathways outcomes captured through our certification framework are limited to situations where the social enterprise is actively involved with the external (host) employer - and has a dedicated pathway support function. (i.e., not just a natural progression to another role after being employed at the social enterprise.)

26. Percentage of individuals remaining in external employment at 3 month interval (or first periodic check-in)

Percentage of employees remaining in external employment	Certified
81%	103

This figure is collected from the certified social enterprises which assist beneficiaries into external employment. Social enterprises provide the headcount of individuals remaining in employment at a 3 month interval – or the closest periodic check-in with the individual.

27. Outcome areas covered by social enterprises with a community need impact model

Outcome area	Certified
Waste	42
Community inclusion/building	36
Access to professional services	33
Employability skills	26
Inequality & poverty alleviation	26
Mental health & wellbeing	25
Jobs	21
Education	20
Cultural diversity & inclusion	13
Physical health	12
Food security	9
Funds generated for charitable purposes	9
Other environmental services	9
Arts & heritage	6
Community service organisations	6
Conservation	6
Clean energy & emission reduction	5
International development	2
Supportive relationships	1

Note that certified social enterprises can record their environmental impact (tonnes of waste diverted from landfill) separate from their social impact, which explains the high number of social enterprises with waste selected as an outcome area. A number of social enterprises will be represented twice in this metric as they deliver both environmental/waste outcomes and other social/community outcomes.

*Note, social enterprises delivering impact via the community need model can also have jobs as an outcome area, without providing direct employment/training opportunities. One example is a social enterprise delivering cross-subsidised consulting and research to support increased gender diversity in particular industries.

28. Total cost of delivering product/services that meet community need by social enterprises delivering impact via the community need impact model

Total cost of delivering products/services that meet community need	Certified
$ 238,196,494	318

This metric includes a variety of expenses in reflection of the diversity of the certified social enterprises operating under this impact model. Examples include wages of staff delivering services/programs to community, expenses associated with maintaining a physical space for community benefit, travel expenses associated with reaching remote/regional communities and research and development costs associated with designing products that solve a problem for a particular cohort.

Through the certification process, the social enterprise is guided to identify what the direct impact expenses are and distinguish those from general business expenses. Hence, this total represents the funds invested into impact above and beyond the standard operations of the social enterprise.

29. Total annual tonnes of waste diverted from landfill

Total annual tonnes of waste diverted from landfill	Certified
505,507	55

30. Total annual funds donated to a charitable purpose

Total annual amount donated to charity	Certified
$37,635,219	108

31. Total costs associated with profit redistribution impact model

Total cost of profit redistribution impact model	Certified
$ 2,800,635	108

In addition to the amount distributed to charity partners, certified social enterprises delivering impact via profit redistribution will sometimes incur other additional expenses as a direct result of their impact model. These are captured through the certification process as “other direct expenses of managing recipient relationships” whereby the recipient is the charity/impact partner/s of the social enterprise.

Examples of expenses included here are wages of staff working directly with impact partners and/or on measuring and tracking the certified social enterprise’s own impact and travel expenses incurred to meet with impact partners.

Composition

32. Social enterprises by legal structure

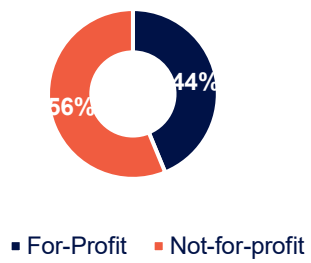
Legal structure	Certified
Public company limited by guarantee (Ltd)	262
Proprietary companies limited by shares (Pty Ltd)	170
Incorporated association	134
Proprietary Companies limited by shares with one shareholder (Pty Ltd)	85
Public Company limited by shares (Ltd)	40
Sole Trader	30
Discretionary Trust	14
Cooperative	11
Indigenous Corporation	6
Charitable Trust	5
State Government Entity and Statutory Authority operating independently of Ministers	4
Partnership	3
Unit Trust	3
Total	**767**

The certification framework was expanded in 2020 to allow for applications from sole traders and partnerships. This was a significant step for Social Traders to ensure that the framework was inclusive of the diversity of social enterprises operating in the Australian sector. For a sole trader or partnership to be assessed for certification, they must be able to submit a profit/loss sheet and balance sheet for their business (distinct from personal finances) and have annual income below $250,000.

33. Social enterprises by form of incorporation

Form of incorporation	Certified	Not Certified	Total
For-Profit	337	928	1265
Not-for-profit	430	3520	3950
Total	**767**	**4448**	**5215**

Certified social enterprises by form of incorporation (N = 773)



Certified social enterprises operating under not-for-profit forms of incorporation cannot distribute assets of the entity to members or shareholders and profits are 'locked' within the entity.

Examples include public companies limited by guarantee, non-distributing co-operatives, charitable trusts, asset locked proprietary companies limited by shares and incorporated associations.

Social enterprises operating under for-profit forms of incorporation still operate with primacy of social purpose and deliver genuine and meaningful impact through their operations. Examples include proprietary companies limited by shares, discretionary/unit trusts, distributing co-operatives. Sole traders and partnerships, although not incorporated have been classified as for-profit under this metric as they are not asset locked.

For-profit social enterprises often require assistance to embed social purpose into their governing legal documents. As part of the certification process, Social Traders provides a set of example legal terms and if required, a referral on to legal assistance, to complete the changes. Governing legal documents may include constitution, shareholder's agreement, trust deeds, co-operative rules and other documents dependent on the legal structure the social enterprise is using.

Both for-profit and not-for-profit social enterprises are certified under the same standards and framework, to ensure consistency and confidence that all certified social enterprises are genuinely delivering public and/or community benefit that outweighs private benefit.

34. Social enterprises by year founded

Year founded	Certified	Not Certified	Total
1840-1849		3	3
1850-1859	1	15	16
1860-1869		6	6
1870-1879		15	15
1880-1889	2	18	20
1890-1899	2	19	21
1900-1909		31	31
1910-1919	2	42	44
1920-1929		55	55
1930-1939		49	49
1940-1949		58	58
1950-1959	15	110	125
1960-1969	24	199	223
1970-1979	13	311	324
1980-1989	40	567	607
1990-1999	37	964	1001
2000-2009	94	1188	1282
2010-2019	268	1255	1523
2020-2029	269	366	635
Total	**767**	**5271**	**6038**

'Year founded' is defined as the year the social enterprise started trading activities. This often, but not always, lines up with the year the social enterprise's ABN was registered.

35. Social enterprises by service location

Service location	Certified
Melbourne	453
VIC Regional	401
Brisbane	347
Sydney	340
NSW Regional	328
QLD Regional	326
Gold Coast	312
Adelaide	302
SA Regional	287
Perth	285
Hobart	279
TAS Regional	277
WA Regional	275
ACT	273
Darwin	272
NT Regional	268

Certified social enterprises will often service multiple locations and so will appear multiple times in the above table.



Good Cycles

36. Social enterprises by products/services offered

Product/service	Certified
Community & Social Services	195
Training & Education Services	149
Catering & Hospitality	98
Business & Administrative Services	73
Human Resource Services & Recruitment	67
Gifts or Rewards	57
Horticulture & Arboriculture	57
Marketing and Communications	55
Waste Management & Landfill	52
Building Trade, Repairs & Maintenance	50
Cleaning Services & Equipment & Supplies	48
Food & Beverage Products	43
Financial & Insurance Services	34
Healthcare Services	33
Industrial Production & manufacture	29
Office supplies & services	29
IT & Telecomms	27
Merchandise & Personal Products	26
Clothing & Safety Equipment	25
Venue Hire	24
Engineer, Research, Tech services	23
Advertising & Media	22
Printing & Distribution Services	18
Furniture & Furnishings	16
Transport, Freight & Logistics	16
Building Products & Materials	12
Travel & Tourism	11
Music & Games & Toys & Arts & Crafts & Educational	10
Architecture, Planning & Design	9
Personal & Domestic Services	9
Sport & Rec Equipment & Services	8
Renewable Energy	7
Real Estate & Property Services	6
Signs & Barriers	6
Security Services & Equipment	5
Legal Services	4
Fleet Servicing & Accessories	3
Library Services	3
Mining, Oil & Gas	2
Parking & Traffic Services & Equipment	2

Certified social enterprises will often provide goods/services across multiple categories and so will appear multiple times in the table.

About Social Traders

Social Traders is a leading industry body for social enterprise and responsible business. Established since 2008, we're also Australia's certifier of social enterprises. We build a thriving social enterprise sector by making buying from social enterprises the norm.

Over the past six years, we have systematically collected economic and impact data on social enterprises in Australia through our certification process. We've made the aggregated data publicly available for the past two years and continue to look for opportunities to collaborate and grow the sector. Let's make business for good, business as usual.

Get in touch

If you have any questions or would like more information about this data pack, please get in touch.

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Social Traders

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