

IMPACT REPORT FY23

Summary

Social

Traders



ACKNOWLEDGEMENT 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.

Welcome

Dear partners and supporters,

Thank you for being part of another transformative year of growth and impact.

Since 2008, our purpose has been to build a thriving social enterprise sector. Each year we continue to work with the social enterprise sector to create growth and opportunities.

We have now catalysed \$843 million in contracts for certified social enterprises over the last six years. FY23 was the biggest year yet, and we're tracking \$74 million ahead of our ambitious Vision 2030 targets.

Our business and government members are growing at an average of 29% every year. In FY23, they've increased their commitment to social enterprise. 58% increased their spend and 69% increased the number of certified social enterprises they buy from.

We work with four governments as Social Traders members and advocate across the country for social enterprise and social procurement policy. In FY23, we released the Pace dataset for the first time - Australia's deepest longitudinal social enterprise dataset - to showcase and raise awareness of the social enterprise model. Our Social Enterprise Finder - the national directory of certified social enterprises - was visited almost 29,000 times this year.

But what we're most excited about is the end result - that certified social enterprises are becoming more sustainable and increasing their impact. 86% of certified social enterprises increased or maintained their trading revenue. 77% increased their spend on delivering impact, and 67% increased the number of people they support. And - there are now certified social enterprises in every state and territory, growing nationally at an average of 16% every year.

The reason that matters - the reason we are here - is to build a fairer and more equitable Australia. Over the first six years of delivering Vision 2030 - as a result of social enterprise procurement spend - there have been 7,439 jobs supported and over 810,000 training hours for people otherwise shut out of work. There has been over \$68 million delivered in affordable and accessible community services. Over 23,000 tonnes of waste has been diverted from landfill. And over \$10 million has been donated to charity partners. These outcomes show the power of the social enterprise model.

None of our work is possible without our partnerships across the social enterprise and social procurement sectors. We continue to be inspired by and learn from our community, including the social enterprises themselves that are the reason we're here. A particular thank you to the philanthropic partners who believe in and back Vision 2030 - the Ian Potter Foundation, Helen Macpherson Smith Trust and Gandel Foundation - you are some of the trailblazers showing what's possible with catalytic funding for ecosystem-building intermediaries.

We imagine a future where social enterprise is a core part of our economy. Where some of our deepest challenges are being tackled by businesses that have purpose at their heart. A future where social enterprise and social procurement is business as usual.

We're proud of the progress we have made. And there is still much more to do. The part I love most about this work is that we're in this together. Social Traders has built a network of 4,500 people - all working towards building a fairer economy. Let's continue to take big steps forward. Now is the time!



A handwritten signature in black ink, appearing to read 'Tara Anderson'.

Tara Anderson
CEO

SOCIAL TRADERS

At Social Traders, we unlock business for good. We're committed to supporting a thriving social enterprise sector to help tackle the growing challenges of inequality, exclusion, and environmental sustainability. And we aim to identify opportunities to further support and innovate the sector for greatest impact.

We support the sector by:

- Certifying and strengthening social enterprises, as the only certifier of social enterprise in Australia
- Gathering and publishing the deepest and richest data set on social enterprise in Australia
- Advocating for government policy to support social enterprise
- Enabling business and government to create positive impact by deeply integrating social enterprises into their supply chains.

By 2030, we envisage 460 business and government members spending \$5.5 billion with 2,000 certified social enterprises nationally. This could support 44,000 jobs and 6 million training hours for marginalised job seekers as well as \$128 million invested into community services and the charity sector.

Together, we can create a more equitable, inclusive, and sustainable economy for Australia.

Vision

A thriving social enterprise sector that significantly contributes to a more inclusive and equitable Australia.

Mission

Work collaboratively to deeply integrate social enterprises into business and government supply chains.

Purpose

To facilitate the development of a sustainable social enterprise sector that delivers social and economic inclusion.



Financial year 2023 highlights

69%

of Social Traders buyer members increased the number of certified social enterprises they procured from in FY23

86%

of social enterprises who re-certified in FY23 increased or maintained their trading revenue from their last certification

77%

of certified social enterprises increased the amount they spent on impact from their last certification

67%

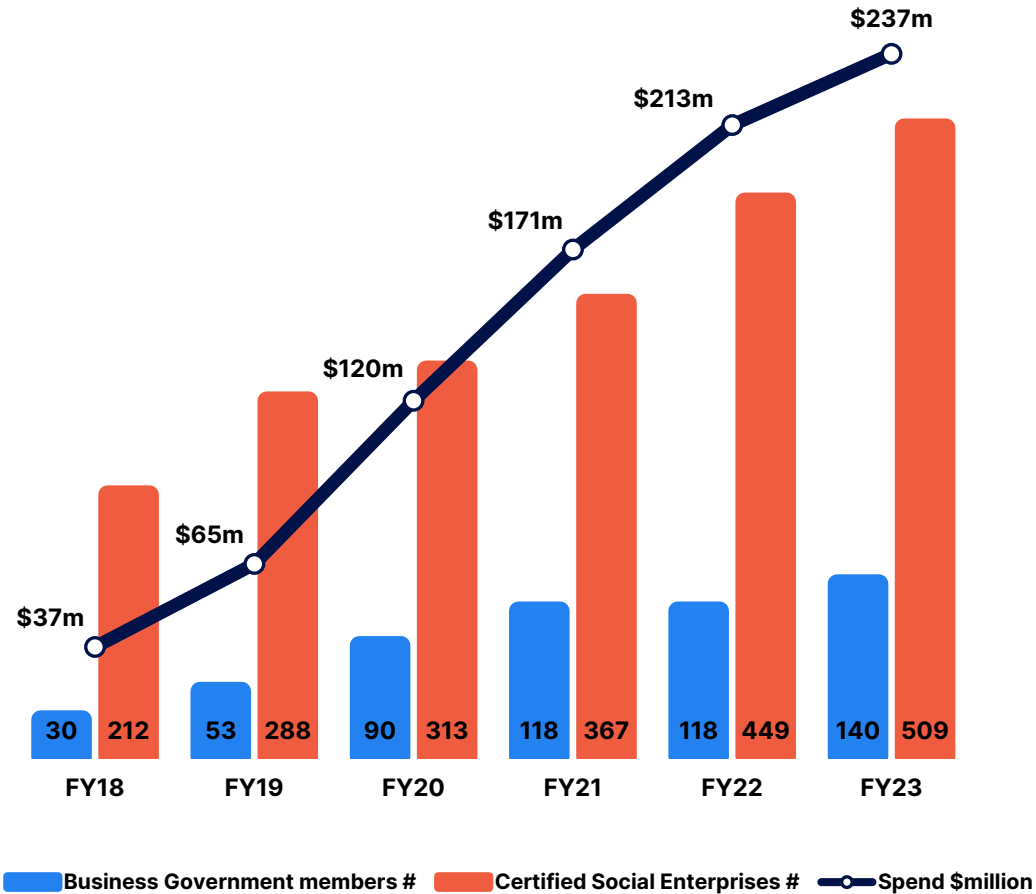
of certified social enterprises increased the number of beneficiaries reached in the last 12 months



FoodLab Sydney, NSW



Market growth



\$843M

Total cumulative social procurement spend FY18–23

36%

Average annual growth rate of social procurement spend

16%

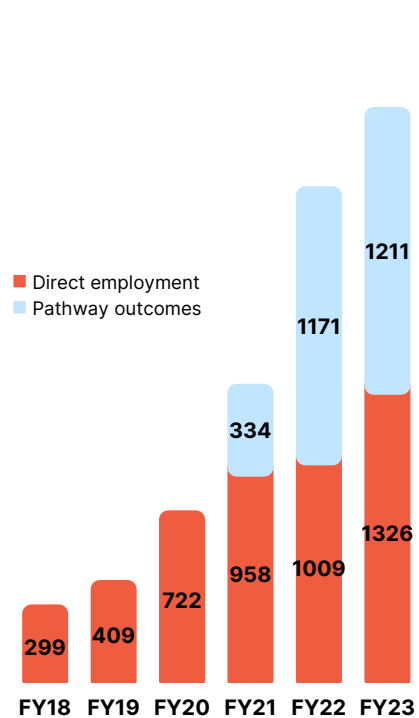
Average annual growth rate of certified social enterprises

29%

Average annual growth rate of business and government buyer members

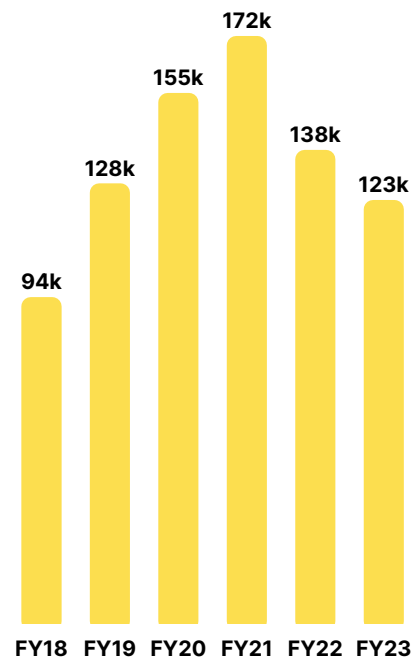


Impact of social procurement



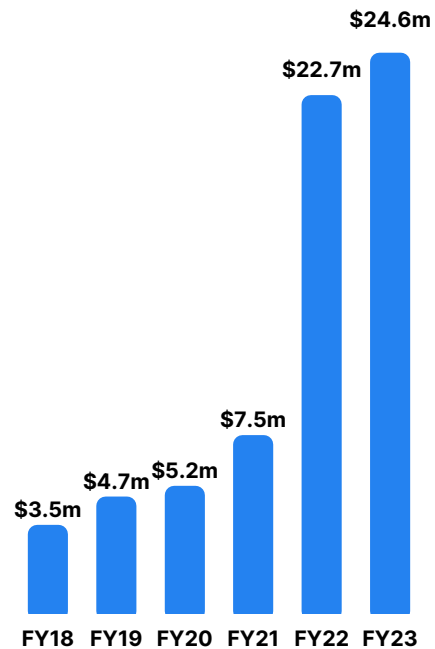
7,439

Total employment outcomes



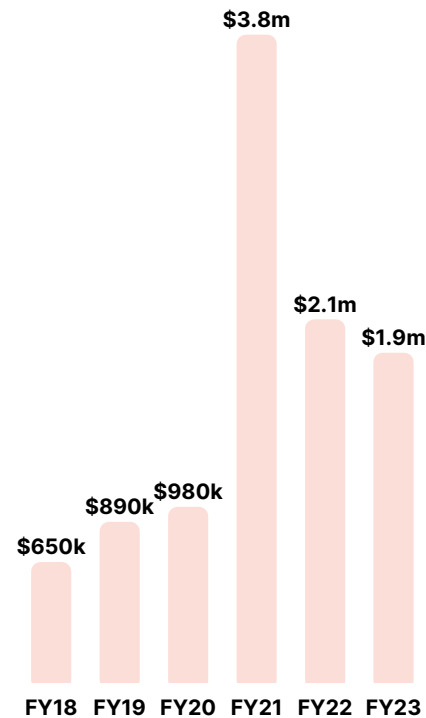
810k

Training hours delivered



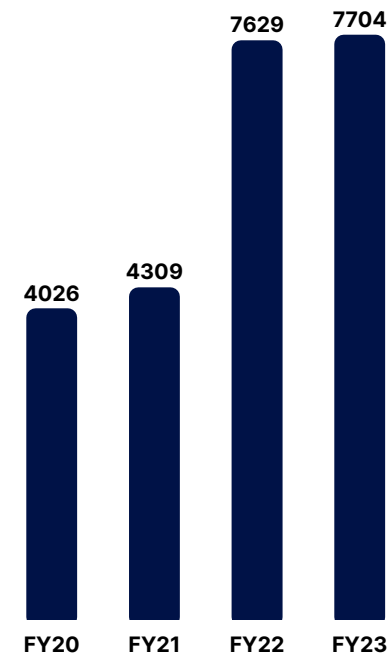
\$68.1m

Community goods & services delivered



\$10.3m

Charitable funds donated



23,668

Tonnes of waste diverted from landfill

Social enterprise procurement is when business or government choose to buy from a social enterprise, using their purchasing power to generate social value above and beyond the value of goods and services. Switching to social enterprise procurement helps to create a fairer and more sustainable world. Since 2018, Social Traders has supported our members as they deliver:



ReNew Property Maintenance, WA