



IMPORTANCE OF THE SOCIAL
ENTERPRISE
SECTOR

THE BIG ISSUE'S DEFINITION OF

SOCIAL ENTERPRISE

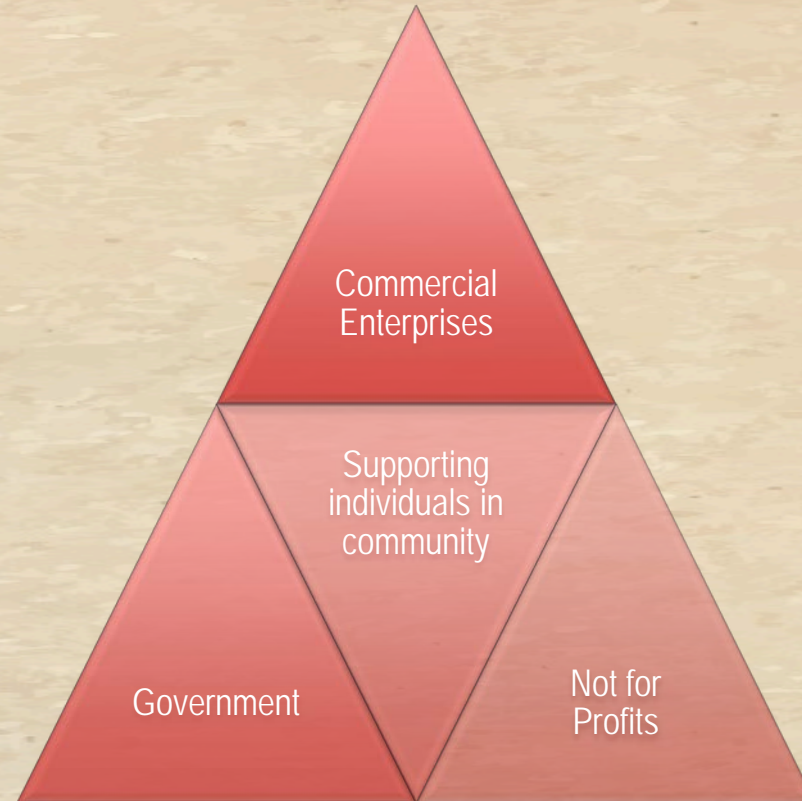
A **commercial enterprise** directs its resources to create products and services that generate commercial incomes.

A **social business** and **social enterprise** require:

- The organisation to be **not-for-profit**, seeking to generate a surplus for the purpose of reinvestment
- An activity or function to **deliver social outcomes**
- Be **financially sustainable** in the mainstream marketplace

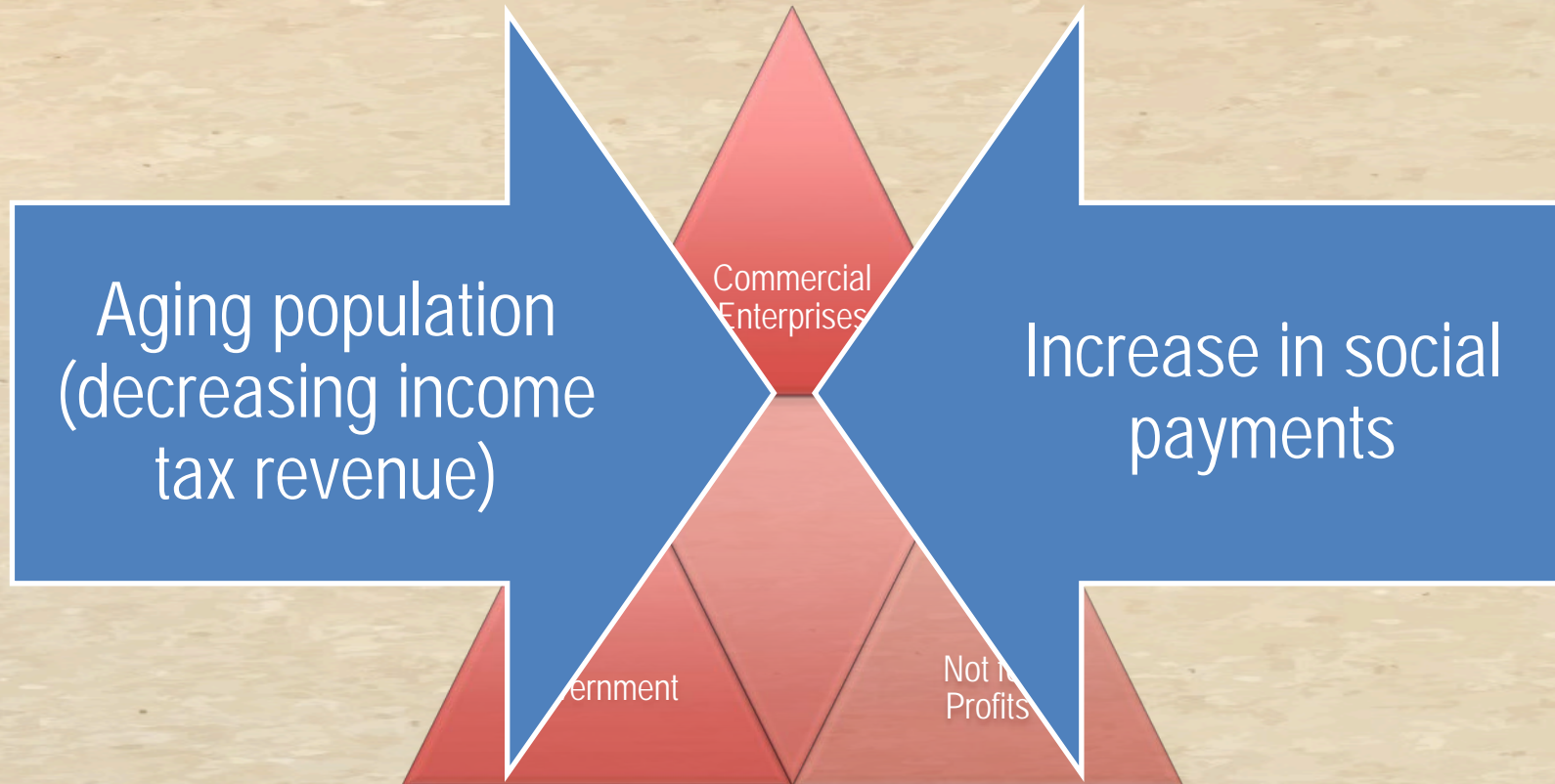
A **social enterprise** also creates work **opportunities for disadvantaged people** directly within the enterprise

TRADITIONAL SECTOR BREAKDOWN



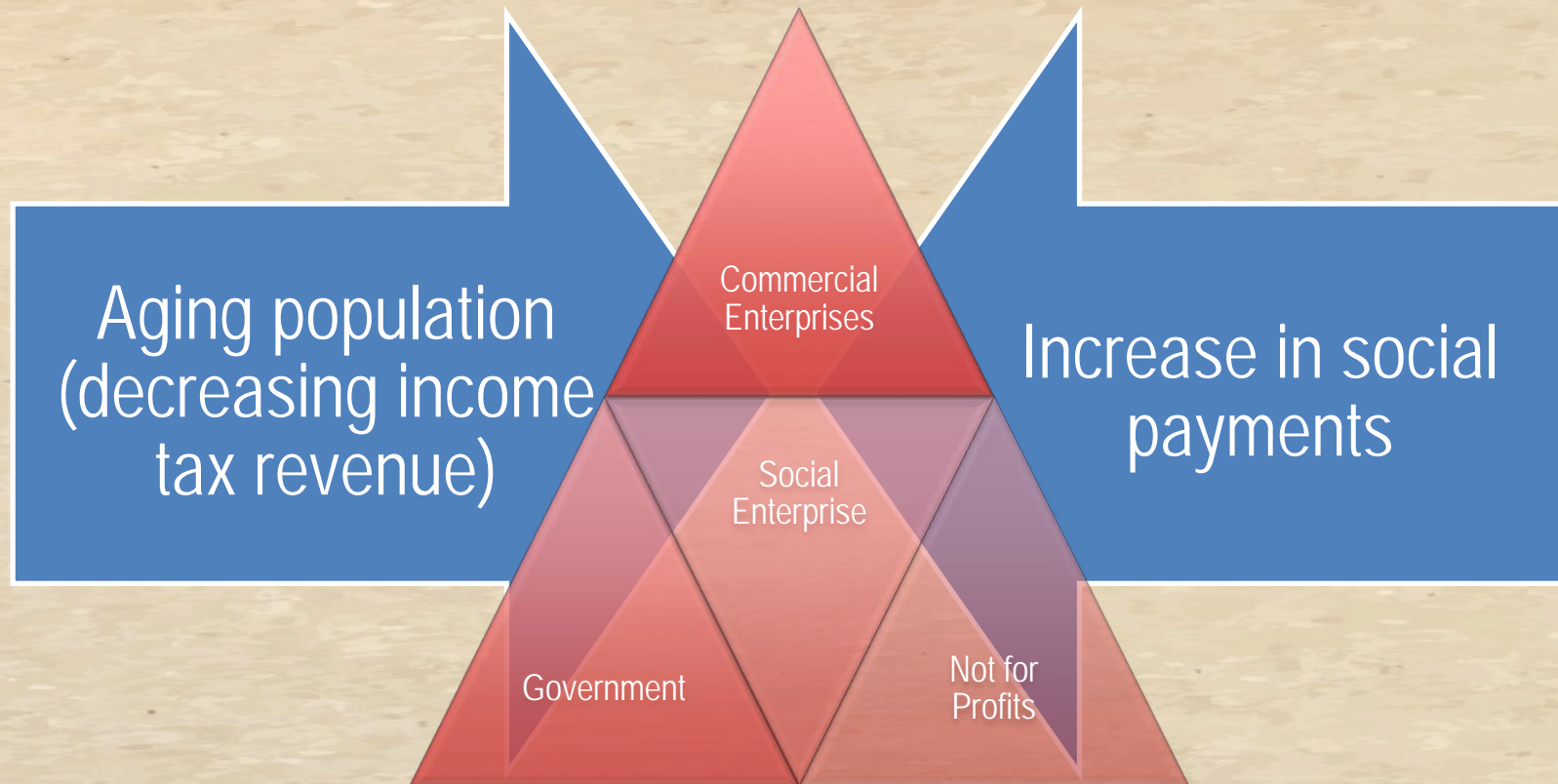
TRADITIONAL SECTOR

BREAKDOWN



TRADITIONAL SECTOR

BREAKDOWN



WHY SOCIAL ENTERPRISE

Australia faces **higher costs** for aged and health care with the potential for **slower economic growth** with proportionally fewer workers

Increased costs may jeopardize our ability to support disadvantaged people appropriately, thereby deepening the cycle of disadvantage.

Generating employment for disadvantaged people through **social enterprise** will lower pension and service costs, by making people more self-sufficient.

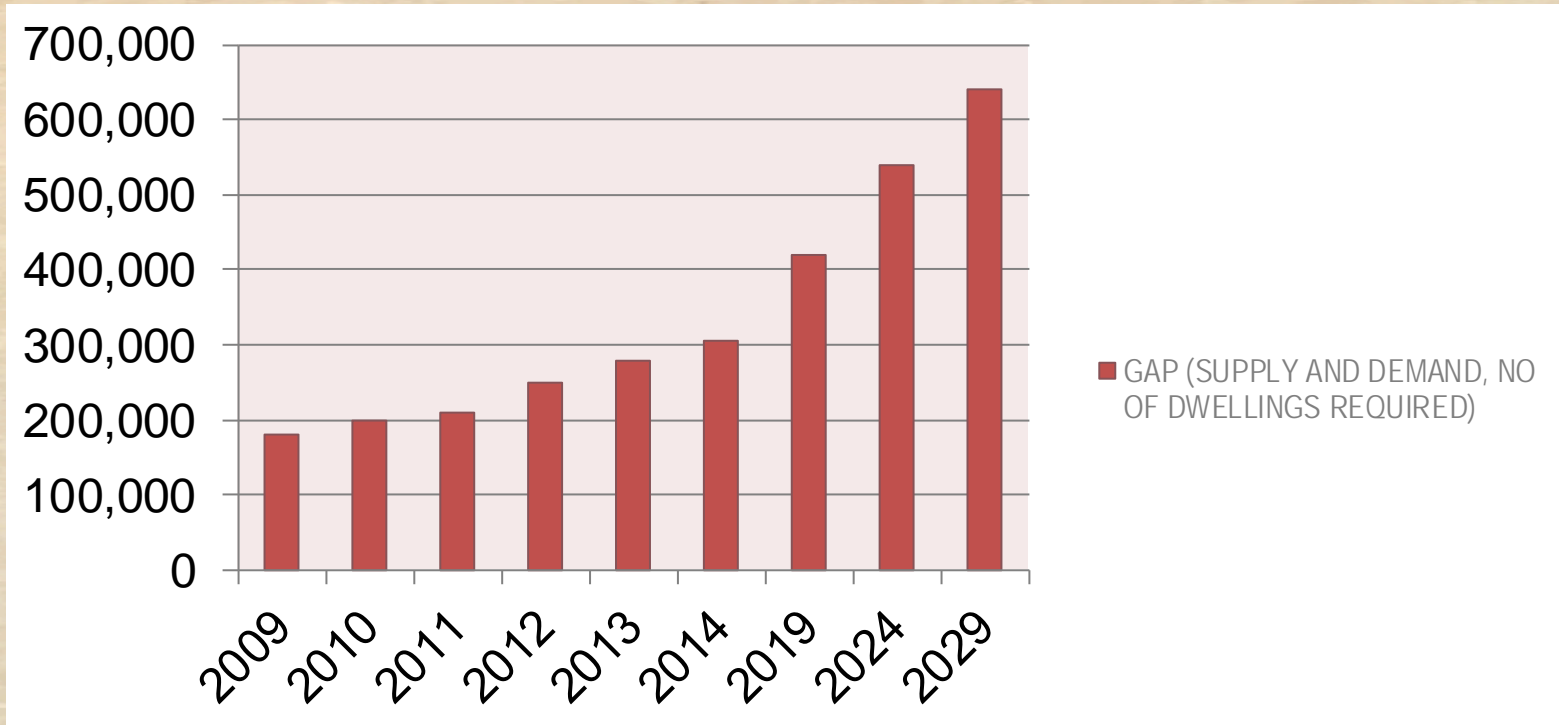
UNDERSTANDING DISADVANTAGE

HOMELESSNESS IN AUSTRALIA

- 1 in 200 Australians experience homelessness each night – 60% are under 35, 44% female, 1 in 2 turned away from services
- **Domestic violence** – 17% of women 18+
- Over 2.3 million people are estimated to be living in **poverty** (ACOSS), coupled with **insufficient low-cost housing**
- **Mental illness** affects 1 in 5 people over their lifetime
- **Family breakdown** – divorces are happening later in life, having an adverse impact on older women
- **Unemployment** rate is 6.1% of the population (ABS)

PROJECTED GAP BETWEEN

HOUSING SUPPLY AND DEMAND



* Figures from Treasury's Intergenerational Report 2009-10

COST OF HOMELESSNESS

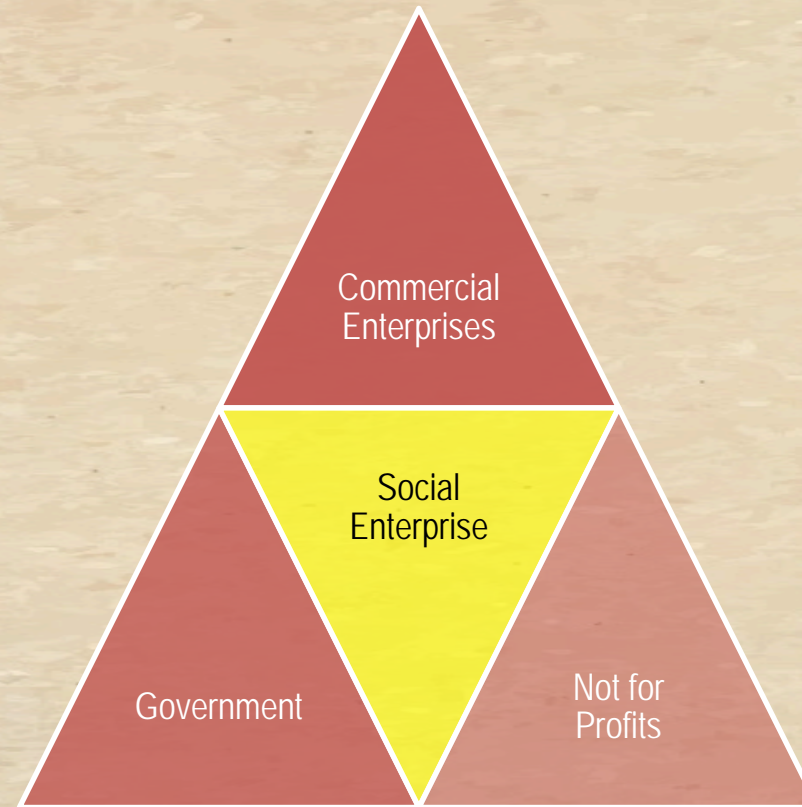
FOR THE INDIVIDUAL

- Decreased physical and mental health and self esteem
- Decrease in social connectivity
- Risk of recurrent homelessness
- Fewer employment opportunities – missing out on income, self-sufficiency, social connections, and activities
- Homeless children are at risk of dropping of our school: developmental impacts, and perpetuating the cycle of disadvantage
- Self sufficient adults: resources worth \$1,700 p/a
- People experiencing primary homelessness: resources worth \$20,000-\$40,000 p/a

SOCIAL ENTERPRISE

IS THE BALANCE

- An activity or function to deliver ***social outcomes***
- ***Financially sustainable*** in the marketplace
- Work ***opportunities for disadvantaged people***





THE BIG ISSUE – ENTERPRISING

SOLUTIONS TO SOCIAL PROBLEMS



Engaging homeless and disadvantaged Australians



Engaging women in the workforce



Engaging the next generation of TBI customers

The Big Idea Competition

- Social enterprise business planning competition
- 13 universities participating in 2018
- Opportunity for students to pitch their idea to leaders within the sector
- Allows universities to foster social entrepreneurs of the future

Current university partners

- ACU
- CQU
- Macquarie University
- Monash University
- QUT
- Swinburne University
- University of Adelaide
- University of Melbourne
- Victoria University
- Edith Cowan University
- Murdoch University
- University of New South Wales
- University of Western Australia

Access to resources and webinars from industry leaders

- **Daniel Flynn** Cofounder of Thankyou
- **Hannah Miller**, Capacity Building Program Manager, SEFA
- **Andrea Pearman**, General Manager Community Relations-
Australia Post
- **Alex Oppes**, Director, Impact Investing – SVA
- **Geoff Lloyd**, Chief Executive Officer, Perpetual
- **Thomas Amos**, CEO & Co-Founder, Sidekicker
- **Clare Eilbeck**, Principal Commodity Analyst - Strategy & Market
Intelligence, BHP Biliton

Finalist Judging panel

- Steven Persson - Chief Executive Officer, The Big Issue
- Cheryl Kernot - Director, Social Business, The Centre for Social Impact
- Tracey Kennair - Partner, PwC Australia- TBC
- Simon McKeon - Chancellor of Monash University

Prize Pool for students

- Apple iPad
- Immersion Day with PWC
- Fast track to final stage of the graduate recruitment process of PWC
- Immersion Day with The Big Issue