

## Media Release

### For immediate release

# “Unlocking the potential of social enterprise: The key to the Treasurer’s values-based economy”

Treasurer Jim Chalmers recent “Capitalism after the crisis” essay highlights the need for a purpose-led economy for post-crisis Australia, with social impact experts affirming that there is a proven business model that can provide the antidote.

There are currently 12,000 businesses across Australia that exist to reduce inequality - contributing \$21 billion to the economy per year and supporting the creation of 200,000<sup>1</sup> jobs, proving that a shared-values economy is within reach.

“What’s exciting about this (Chalmers) proposal is that many of the mechanisms to move in that direction are already in front of us. They just need to be unlocked”, Tara Anderson, CEO of **Social Traders**, Australia’s advocate for business embedded with purpose.

**Social Traders** sees that the growing trend in considered consumer purchasing is here to stay and that support to scale the social enterprise model is key to achieving a more inclusive economy.

“Collectively, our business and government members have already spent nearly \$400 million on products and services that have in-built social dividend, just by switching their spending to social enterprises.”

Tara adds; “It’s proof alone that social enterprise procurement has the potential to transform business expenses into assets (impact outcomes)”.

Social Traders provide Australia’s only social enterprise certification, giving corporates and governments the confidence to embed these businesses into supply chains – in return enabling over 2,700 jobs, 550k hours of job training, \$20 million delivered in community services and \$6 million donated to charity annually.<sup>2</sup>

“Corporations are already grappling with the challenge of how to meet environmental, social and governance (ESG) considerations, do business sustainably, and fuse purpose into business...guess who’s been doing that for decades – social enterprise”, Tara Anderson, **Social Traders**, CEO.

With stakeholder capitalism at its core, the Treasurer’s essay asserts that now is the time for our democratic society to “understand that economic inclusion is fundamental” for the health of our democracy and the economic safety of our nation.

His main message is a call for a “more resilient and adaptable economy”, which the social enterprise sector believes is on offer if Australian governments (at all levels) can come together to provide the policy scaffolding to scale the innovative social enterprise model.

“Our work at Social Traders is to support social enterprise in delivering both social and economic objectives, - it’s now time for Australia to catch up and work towards a more inclusive and resilient economy”. Alex Hooke, **Social Traders**, Executive Director, Advocacy & Engagement

Social enterprises blend the traditional transaction of goods or services, with social outcomes, and neither are comprised in the process – now its time for the private sector and governments at large to catch up.

**Social Traders** support a thriving social enterprise sector - contributing to a more inclusive and equitable Australia, working collaboratively across business and governments to embed a purpose driven economy.

For media enquiries, contact: Bella Borello, Head of Marketing, [bella.borello@socialtraders.com.au](mailto:bella.borello@socialtraders.com.au) m.0413 637 686

<sup>1</sup> [Business for good](#): The size and economic contribution of social enterprise in Australia

<sup>2</sup> [Pace](#): Profile of Australia’s certified social enterprises

# TARA ANDERSON

FOR-PURPOSE CEO, DIRECTOR & CONSULTANT



"We've never seen more organisations across Australia using business to deliver purpose. We now have a chance to influence the wider economy to move in that direction".

---

**Purpose driven business strategy | ESG |  
Social enterprise business model |  
Social procurement | Social impact | Collective impact**

**Australia, UK & Europe**

# TARA ANDERSON

## ABOUT ME

---

 [Connect with me](#)

- ◆ **CEO, Social Traders**
- ◆ **Founding Director, Social Enterprise Australia Director, Dragonfly Collective**



Tara has worked with hundreds of social enterprises and for-purpose businesses across Australia, the UK and Europe. She researched social enterprise business models around the world through her MBA in the UK. She has a deep understanding of how business can create social outcomes. Tara is dedicated to enabling businesses to take up the opportunity of fusing business with purpose. To create a fairer and more equitable world. For all of us.

### Published articles

- ◆ [Thought Leadership](#) | Is there an 'S' in your ESG strategy?
- ◆ [Thought Leadership](#) | Response to Treasurer Jim Chalmers 'Capitalism after the crises'
- ◆ Editorial contributor at [Pro Bono Australia](#)
- ◆ [Feature: Eye on social enterprise](#) | Pro Bono Australia
- ◆ [Thought leadership](#) | Four part series : Making for-purpose business, business as usual
- ◆ [Position Paper](#) | Developing collective impact as social innovation in the UK

### Subject topics

- ◆ ESG and corporate social responsibility
- ◆ For-purpose business strategy
- ◆ Social enterprise business model
- ◆ development Social enterprise certification
- ◆ For-purpose business model perspectives
- ◆ Supply chain sustainability
- ◆ Values led economy
- ◆ Stakeholder capitalism
- ◆ Collective impact
- ◆ Social Impact

### Credentials

- ◆ **Master of Business Administration**  
Bayes Business School, UK
- ◆ **Master of Social Innovation**  
Danube University Krems, Austria
- ◆ **Post Graduate Certificate of Business Management**  
Australian Institute of Management
- ◆ **Bachelor of Arts (Media Communication)**  
University of Melbourne

### Key-note speaker

- ◆ **SEVENTEENx Melbourne 2023 Social Enterprise World Forum 2022**
- ◆ **Ethical Enterprise Conference 2020-2022**
- ◆ **SAP Spend Connect Forum 2022**
- ◆ **Social Traders National Summit 2021**

# SOCIAL TRADERS

## ABOUT US

[socialtraders.com.au](http://socialtraders.com.au)



Established 2008, national organisation of 30 people providing consultancy, membership, and professional business services, including:

- Business and Government membership
- Social enterprise certification and membership
- Government advocacy for social enterprise procurement policy.

Social Traders is the trailblazer of social enterprise procurement in Australia. Social Traders connects certified social enterprises with business and government members. By activating the power of social enterprise procurement, we create positive impact through jobs, community services and support for the most marginalised.

Social enterprises are businesses that exist for good. There are a estimated 12,000 of them operating across Australia. They trade like any other business, but exist specifically to make the world a better place.



**470+**

Certified Social Enterprises

**140+**

Business and Government Members

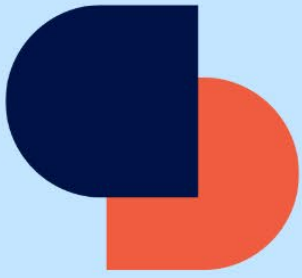


### The positive impacts of Australia's certified social enterprise sector:

- 26K people have been employed (including 12k beneficiary employees)
- 1.8B annual total revenue achieved
- \$513M re-invested annually into creating impact
- 39% generate 100% of their revenue from trade
- 79% increased their revenue between certification periods.

Source: Pace, [Social Traders](#)





Business for good

# PAGE22



## UNPACKING THE ECONOMIC AND IMPACT CONTRIBUTION OF 460 CERTIFIED SOCIAL ENTERPRISES NATIONALLY.

Pace puts a spotlight on the incredible contribution of the social enterprise model, at a time when businesses across the country are being challenged to deliver purpose beyond profit.

### Pace highlights, generated by certified social enterprises:

- 26K people have been employed including 12k beneficiary employees
- 1.8B annual total revenue achieved
- \$513M re-invested annually into creating impact
- 39% generate 100% of their revenue from trade
- 79% increased their revenue between certification periods.

### Our aim:

For Pace to become a tool that the whole social enterprise sector can use. Pace also allows us to catapult our unified message to government, philanthropy and business - to back Australia's social enterprise sector.



Download Pace22



Unlocking business for good