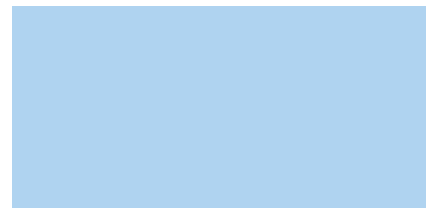


# Social Enterprises Mapping Project

City of Greater Dandenong 2012





“Eight staff with various disabilities were employed during 2011 and 12. They since transitioned into open employment, further studies or are undertaking additional training. MadCap doesn’t employ people to make coffee it makes coffee to employ people.”

Anthony Cheeseman  
MadCap Enterprises Project Manager

## The City of Greater Dandenong’s Economic Development Unit conducted a social enterprise survey in 2011.

### Social enterprises

Social enterprises trade goods or services to generate profit which is then reinvested into the organisation to help fulfil a social or environmental mission. Australia and more specifically Greater Dandenong have a variety of long-standing and established social enterprises.

These organisations create work opportunities and provide training to people with disabilities, new arrivals and refugees. The City of Greater Dandenong has a high number of new humanitarian arrivals compared to the rest of Victoria. Social Enterprises provide social support and play a vital role in addressing the needs of the residents.

Socially focused organisations play an important role in generating resilience within Greater Dandenong. In addition to the social contribution, social enterprises add to the strong local economic network through procurement activities and local supply chains.

Social enterprises can have up to three main objectives: financial, social and environmental.

### Mapping project

This project is the first step in mapping social enterprises and their contribution to the local economy through examining:

- the number of people employed in the sector
- the range of activities and services each organisation delivers
- the effects of the organisations’ procurement spend.

Ten social enterprises participated in the study. They can be classified as:

- 6 embedded social enterprises (no distinction between the mission and business activities)
- 2 integrated social enterprises (financially support the organisation and enhance their social mission)
- 2 external social enterprises (external business that generates additional income)

### Greater Dandenong social enterprises

Local social enterprises offer:

- Labour
- Cleaning
- Catering
- Fee for service programs
- Training to the private and public sectors
- Packing
- Trading second hand goods
- Leasing out facilities

Social agendas include:

- Disability support organisations: employment training and workplace opportunities
- Disadvantaged migrants and refugees: employment training and employment opportunities
- Community programs and social assistance

Very often social enterprises play a crucial role in educating the private and the public sector about the work abilities of their target social groups.

### Size of the sector sample:

Total income:	\$41 million
Total expenditure:	\$30 million
Spent locally:	\$20 million
Total employees:	1049
Local employees:	60%
Volunteers:	352
Total salaries:	\$20 million
Local salaries:	80%

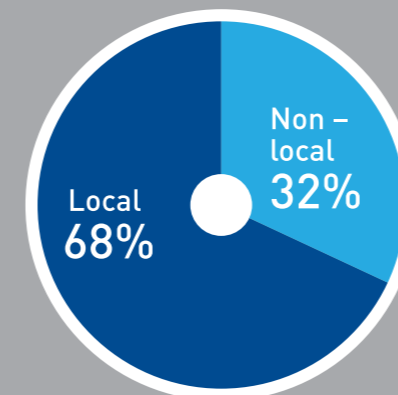
For every dollar a social enterprise generates it is estimated that the consumption and industrial effect creates an additional 95 cents in the city. This is the multiplier effect.

**Total multiplier effect of the sector sample: \$80 million**

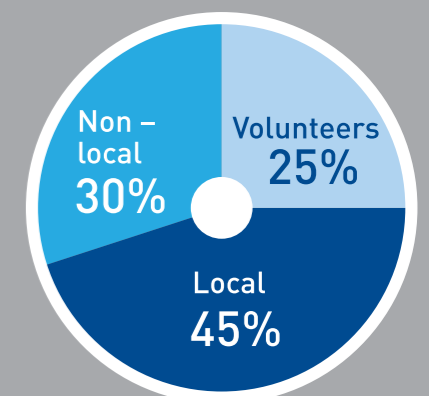
**Wages and salaries multiplier effect: \$25 million**



### Expenditure



### Staff and Volunteers



**“In 2012 the number of people using Wallara’s services has grown by 25% to over 400. Our Mission is to enable adults with disabilities to live the life they choose through gaining independent living skills.”**

Phil Hayes-Brown Wallara CEO.

Sectors benefiting the most from the multiplier through the procurement of social enterprises:

- Manufacturing
- Rental and hiring
- Retail trade
- Wholesale trade
- Financial and insurance services

This provides potential opportunities for social enterprises to buy locally including:

- Accounting
- Auditing
- Printing
- IT Support
- Repairs
- Trainers

## Findings

Social enterprises spend a significant proportion of their income within Greater Dandenong. They disburse 68 per cent of their turnover on local people and local organisations. A high proportion (80 per cent) of salaries is paid to employees who live locally.

Social assistance sector multiplier is very high meaning that the total effect almost doubles the initial income in the economy. Many local industries benefit through the multiplier effect.

## Where to from here

This project has mapped the size and scale of the existing social enterprises and captures the positive economic impact of their activities. These organisations also have socio-economic value resulting in improvements to the lives of individuals and the community. Council has conducted this study to gain a better understanding of the future business directions of local social enterprises, industry best practice and to assist all social enterprises with information sharing.

The City of Greater Dandenong is continuing to review these findings and will use this information to enhance continued engagement with social enterprises in the municipality.

Thank you to AMES, Gateway Industries and Wallara for providing photos which have been used in this publication.

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