

Kevin Robbie

Social Ventures Australia

From social services to social trading?

- Venture Development - portfolio of social ventures that we invest into with focus on employment and education.
- SVA consulting - fee for service to the non-profit sector.
- Also strategic projects to achieve systemic social change.

[www.socialventures.com.au](http://www.socialventures.com.au)

This was the best presentation I've ever heard  
on social enterprise because.....

Discuss in pairs



In the beginning.....



**ROLLS ON WHEELS**

OUTSIDE CATERING AND ROLL DELIVERY



Forth Sector builds mental health and wellbeing. We provide supportive employment opportunities for people with people mental health problems within small commercial businesses.

- Supportive
- Professional
- Enterprising





**Central Support Unit**  
Finance/Admin      Marketing  
Business            Training &  
Development       Support



35%

Non-commercial  
Income

- Fee for service (govt depts)
- Grants (philanthropic)
- Dept Work & Pensions contracts for employment outcomes

65%

Commercial Income

- Sales to individual customers
- B2B contracts with private sector
- S2S contracts with other social enterprises
- Govt contracts for supply of products/goods/services
- Sponsorship



ForthSector

- £2.3 million turnover
- 65% commercial
- 57 Employees – 21 integrated
- 80 'trainees'
- approx 1% profit (loss)
- SROI – £5.87: £1

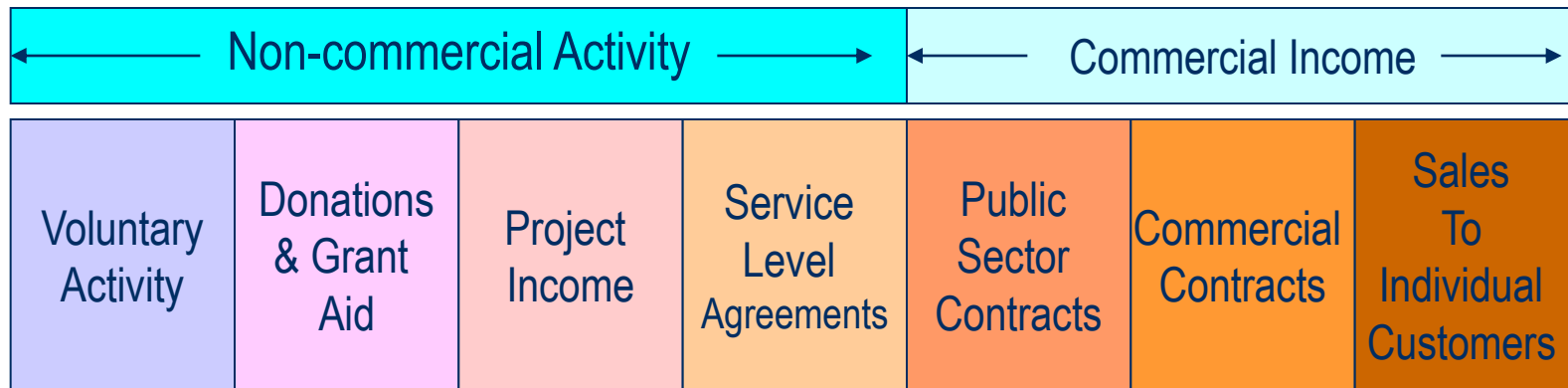


PACK-IT  
GROUP

- £1.4 million turnover
- 99% commercial
- 15 Employees – 10 integrated
- no 'trainees'
- between 4-7% profit
- SROI – £1.90: £1

# What did I learn?

- Market - focus on the market
- Motivation - be clear about your motivation



← **Enterprising charity** →

**Commercial Orientation (FS)**

**Need orientation**

**Social enterprise**

# What did I learn?

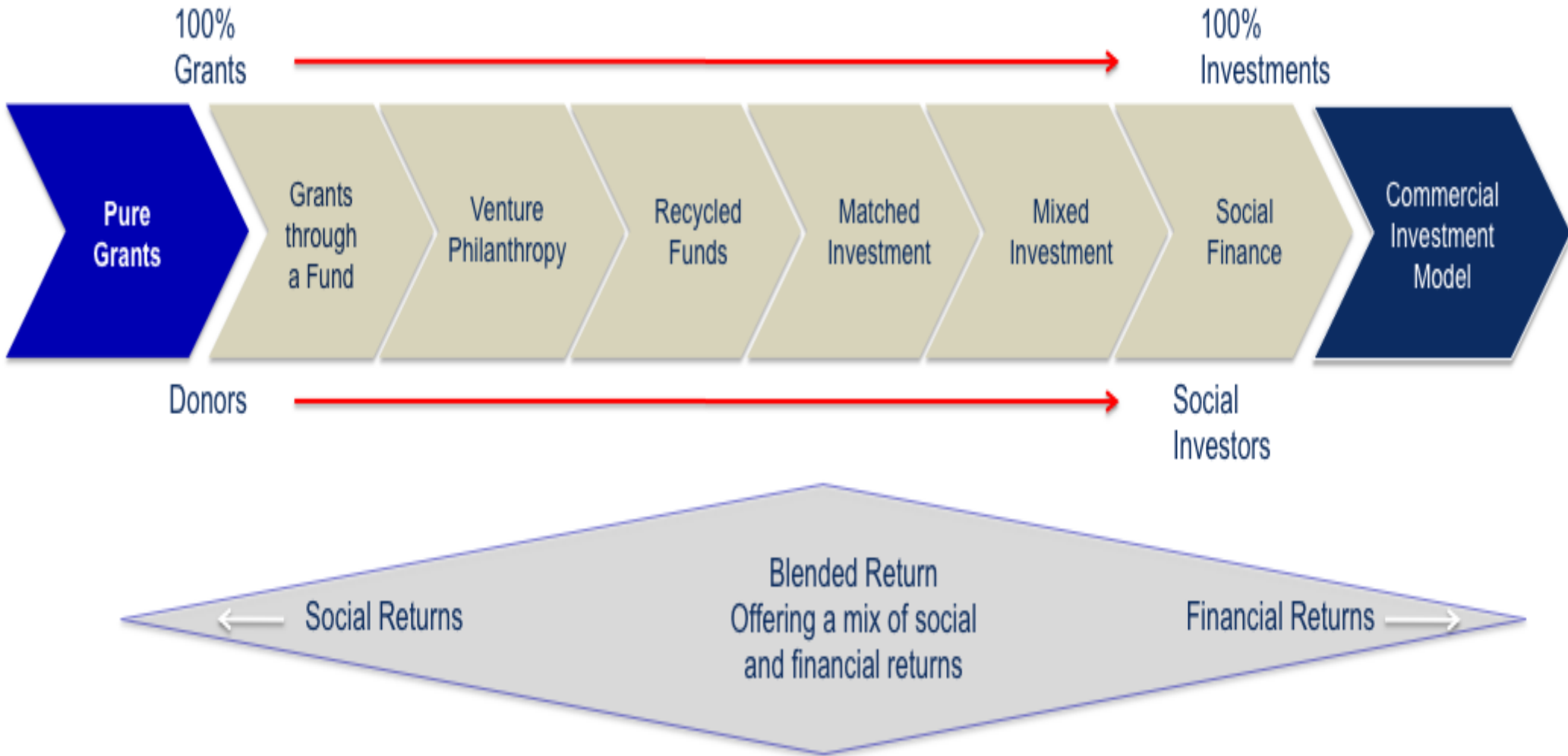
- Market - focus on the market
- Motivation - be clear about your motivation
- Make sure you build the right staff team



# What did I learn?

- Market - focus on the market
- Motivation - be clear about your motivation
- Make sure you build the right staff team
- Money - you need investment

# What we learned: The Social Investment Spectrum



# What did I learn?

- Market - focus on the market
- Motivation - be clear about your motivation
- Make sure you build the right staff team
- Money - you need investment
- Measure and prove impact

$$I = (O-DO)-(A+DW+DP)$$

## Social Return on Investment

[www.thesroinetwork.org](http://www.thesroinetwork.org)

# Questions

[krobbie@socialventures.com.au](mailto:krobbie@socialventures.com.au)