

It's business Jim but not as we know it

Social Enterprise and local economic development

Community Board conference, Wanaka May 2013

Presenter - Sue Coutts

what's our plan?

1. What is social enterprise?
2. Case study – Wanaka Wastebusters
3. Benefits – local economy and community building



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What is Social Enterprise?

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what if we used
business for the
common good?

- social enterprise
- community enterprise



social enterprises are organisations that:

1. are led by an economic, social, environmental or cultural mission consistent with a public or community benefit
2. trade to fulfil their mission
3. derive a substantial portion of their income from trade
4. reinvest the majority of their profit/surplus in the fulfilment of their mission

Social Traders – Melbourne, Australia

are there any in Aotearoa?

2012 survey identified 421
social enterprises

76% 10 or more years old

68% locally based

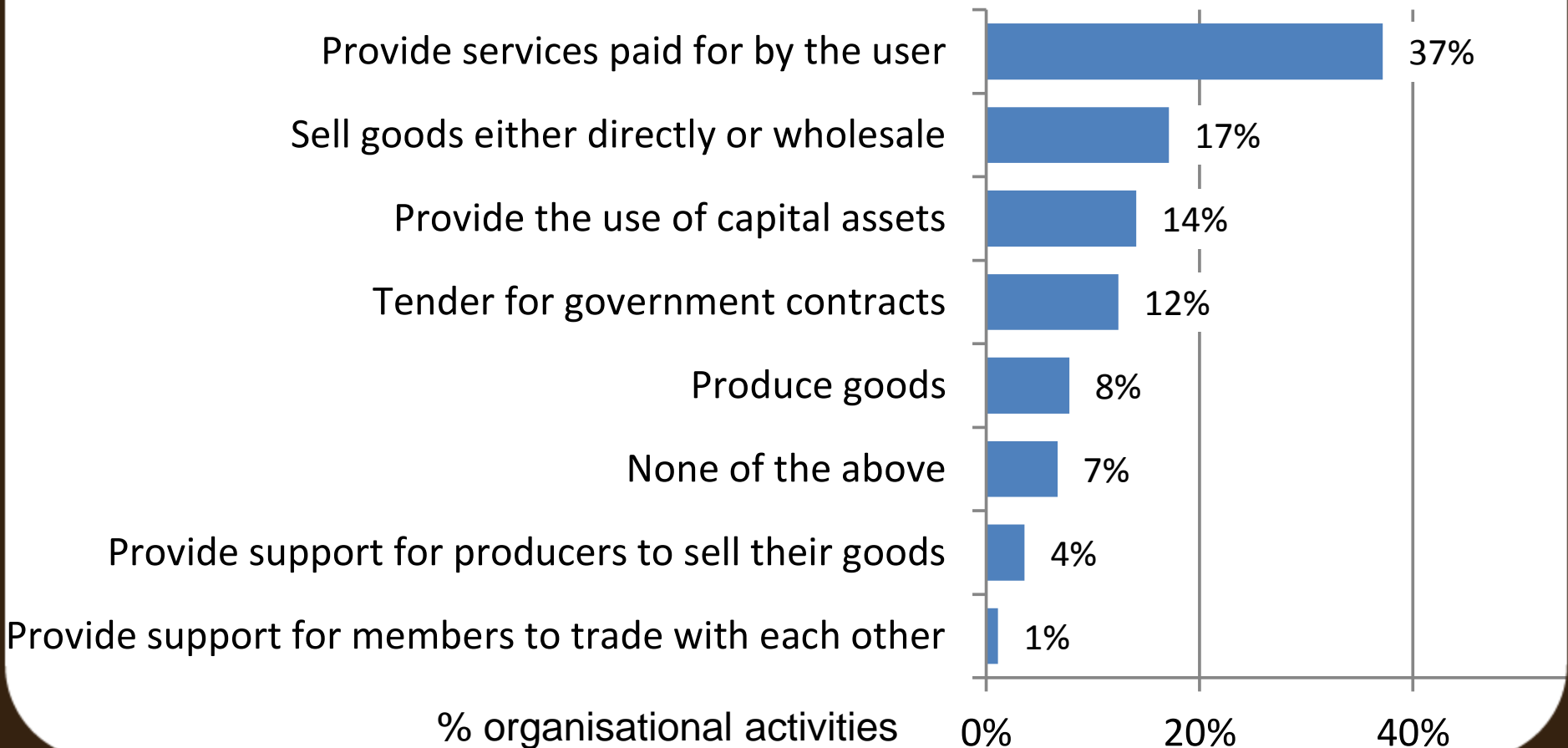




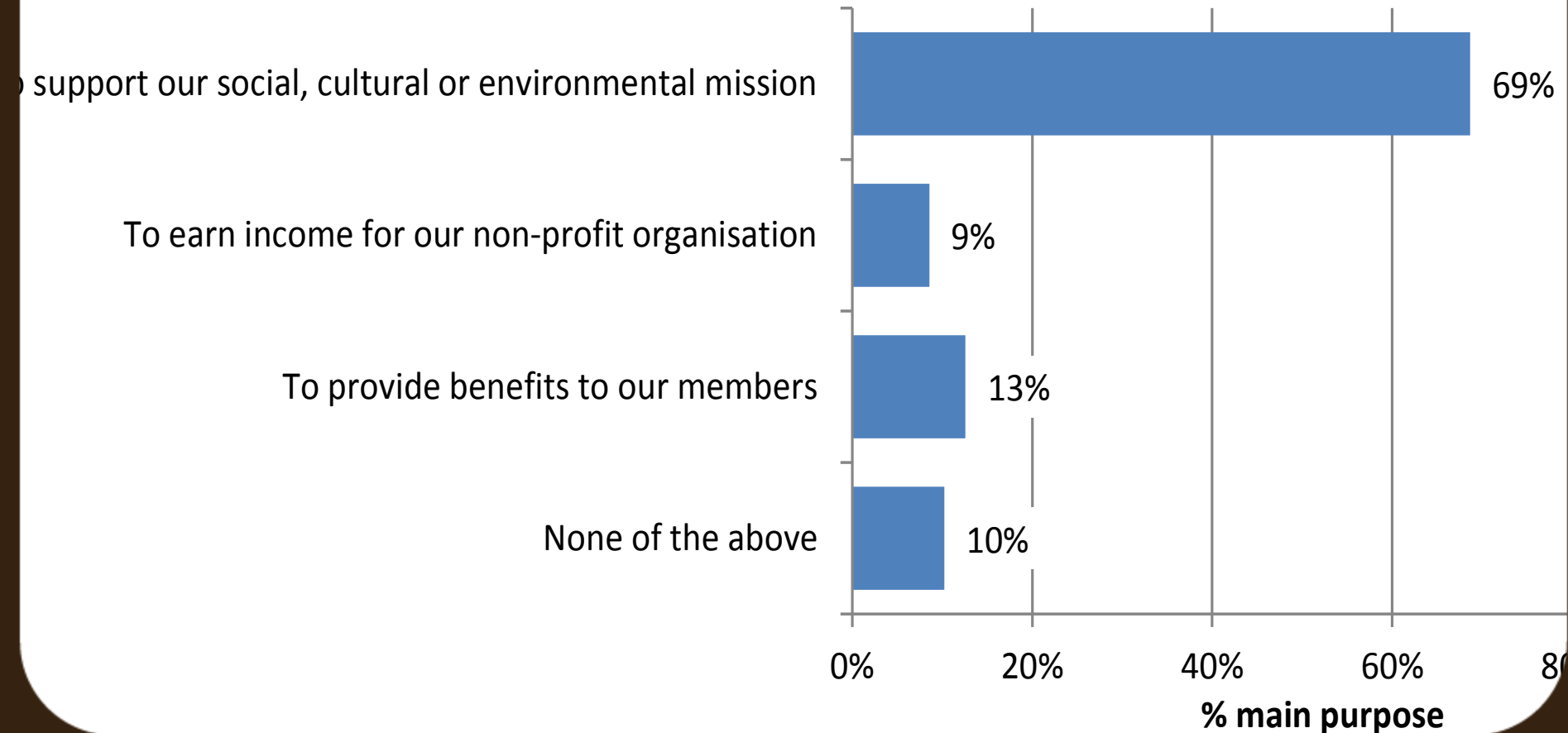
what are they
involved in ?

wide range of activities
similar pattern to Australia

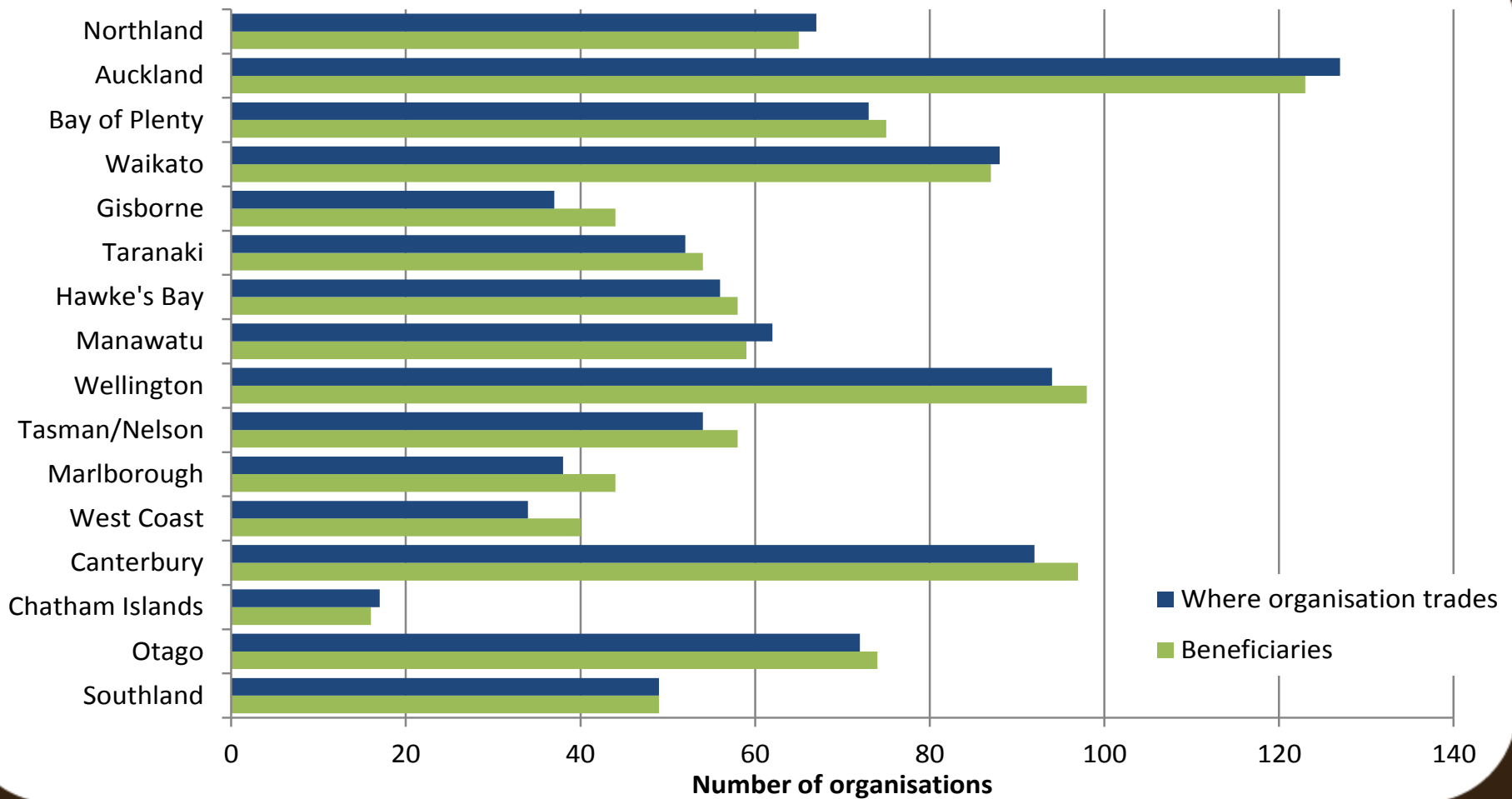
What organisations do



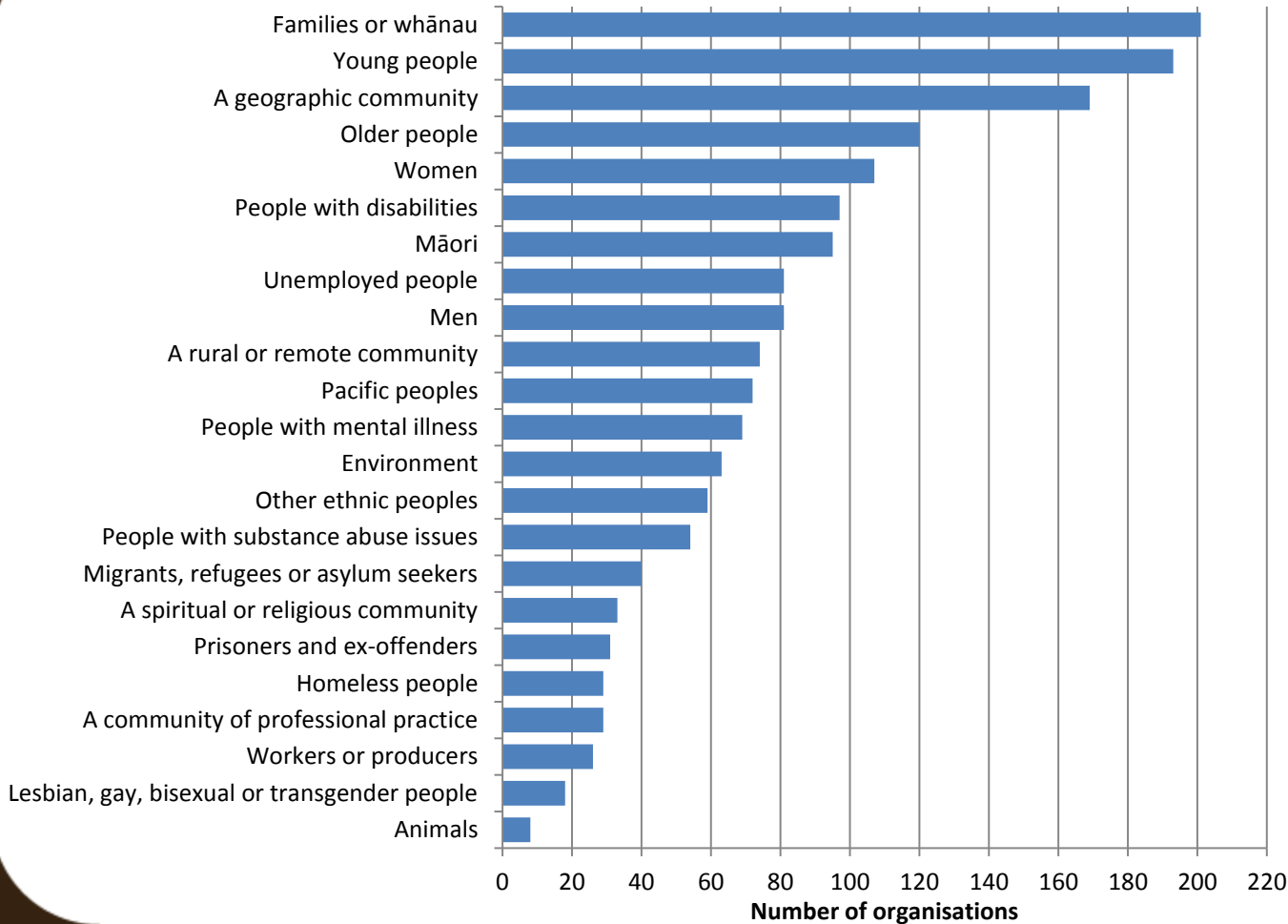
Main purpose of organisations



Regional spread of organisations and beneficiares

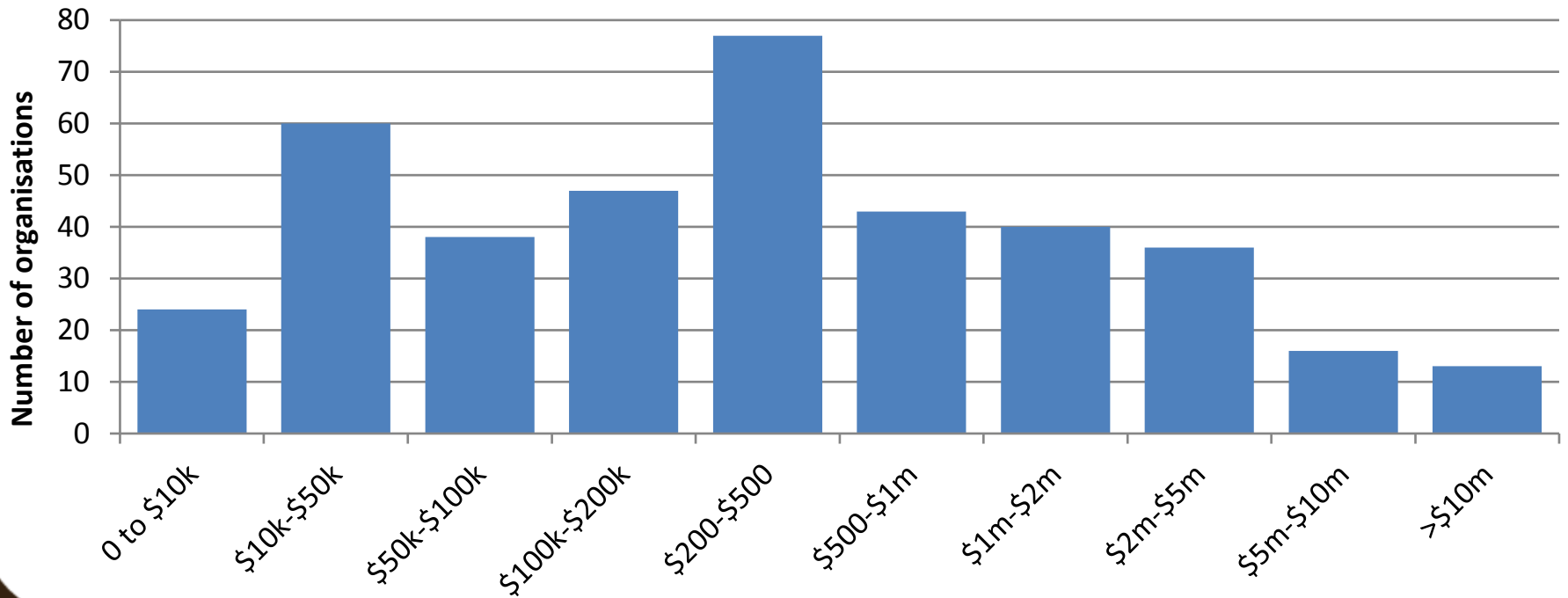


Beneficiaries of organisations



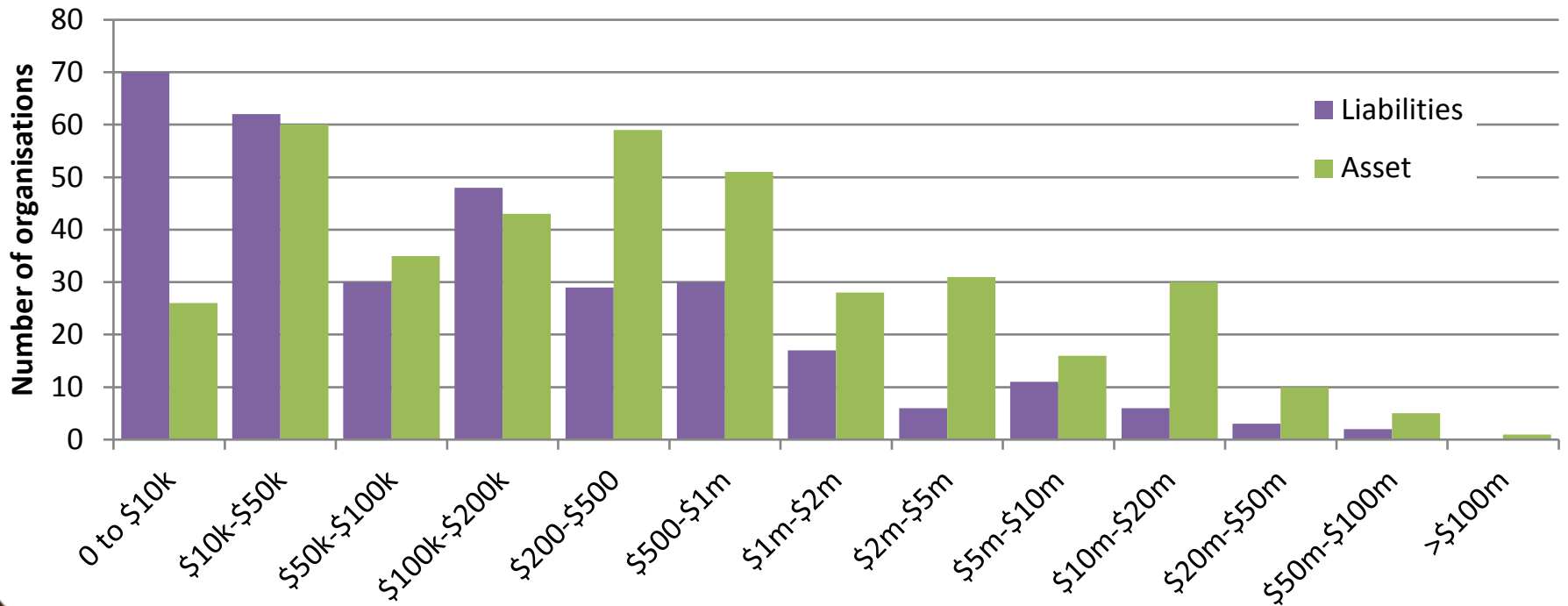


Range of organisational revenue





Value of assets and liabilities





jobs and training

For marginalised groups
Mana Recovery, Porirua
creates opportunities for
mental health clients



meet needs

Filling gaps in the market
Eketahuna community store
and petrol station





get money

Fund core business

Op shops

Cancer Society sunscreen
sales

Community enterprise

assets

capacity

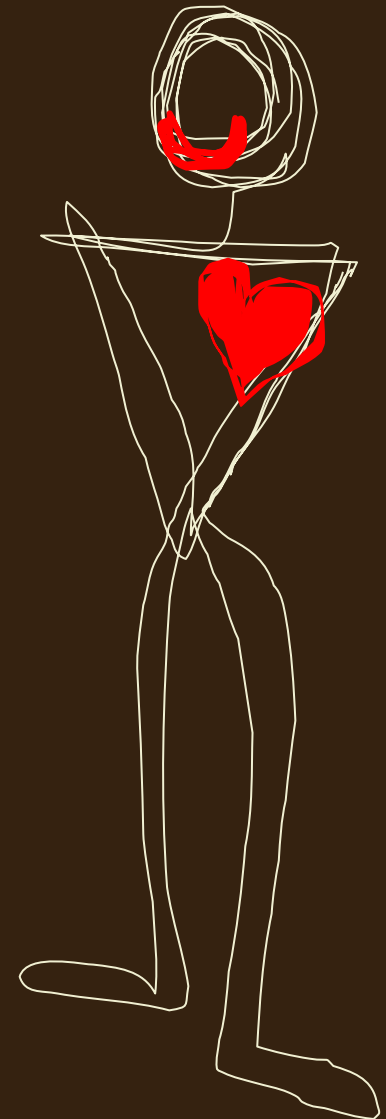
infrastructure

engagement

activism

meaningful work

local economic development



shared goals

juggling complex
community needs

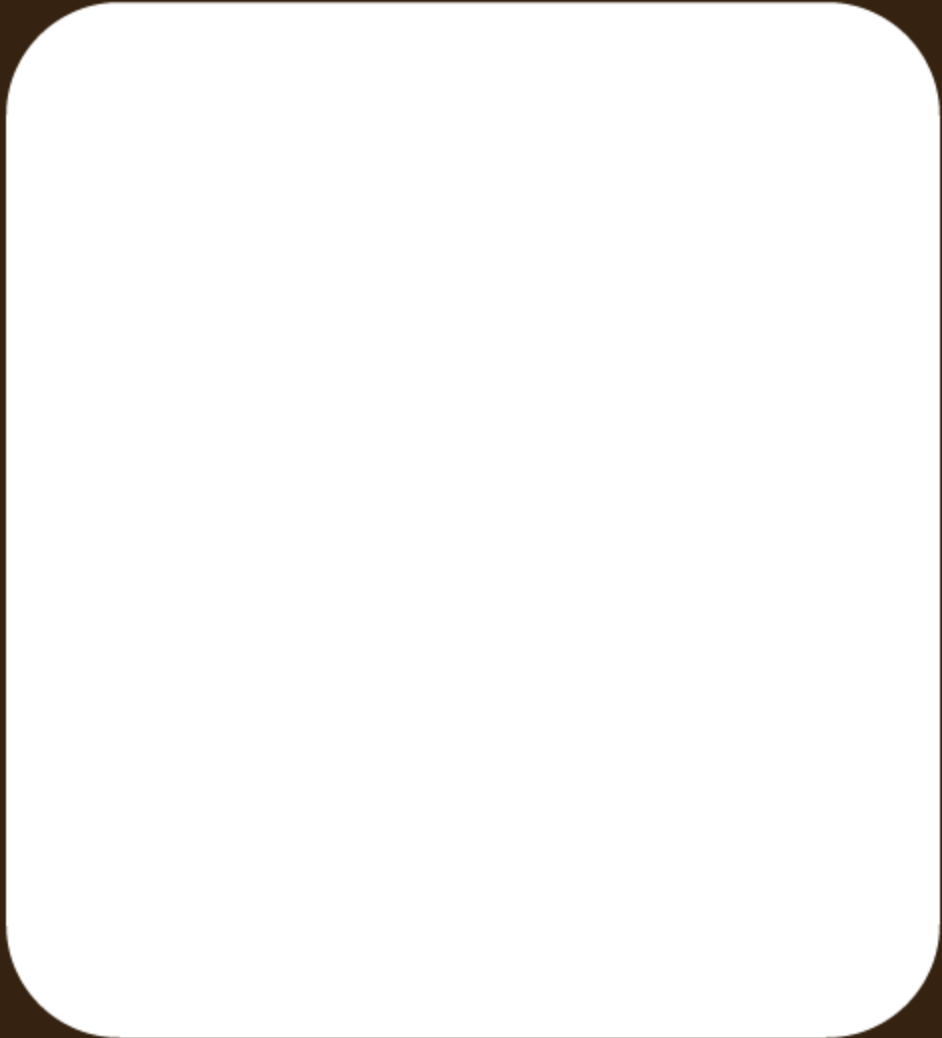
managing change with
scarce resources

taking a long term view
and investing for prosperity



Title Text

Use this slide for images on the right, bring the slide to the front and the image behind



get stuff done

