

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

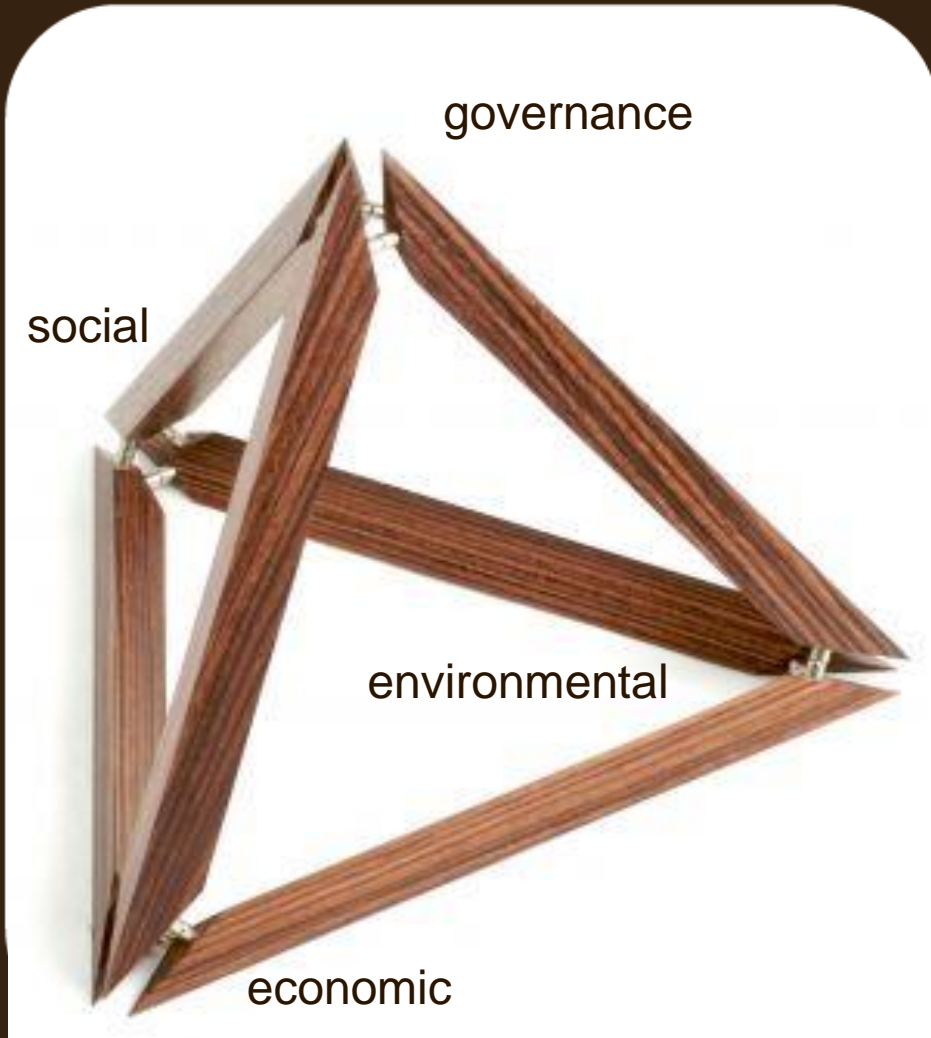
What's our plan?

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



Living in a
frog world



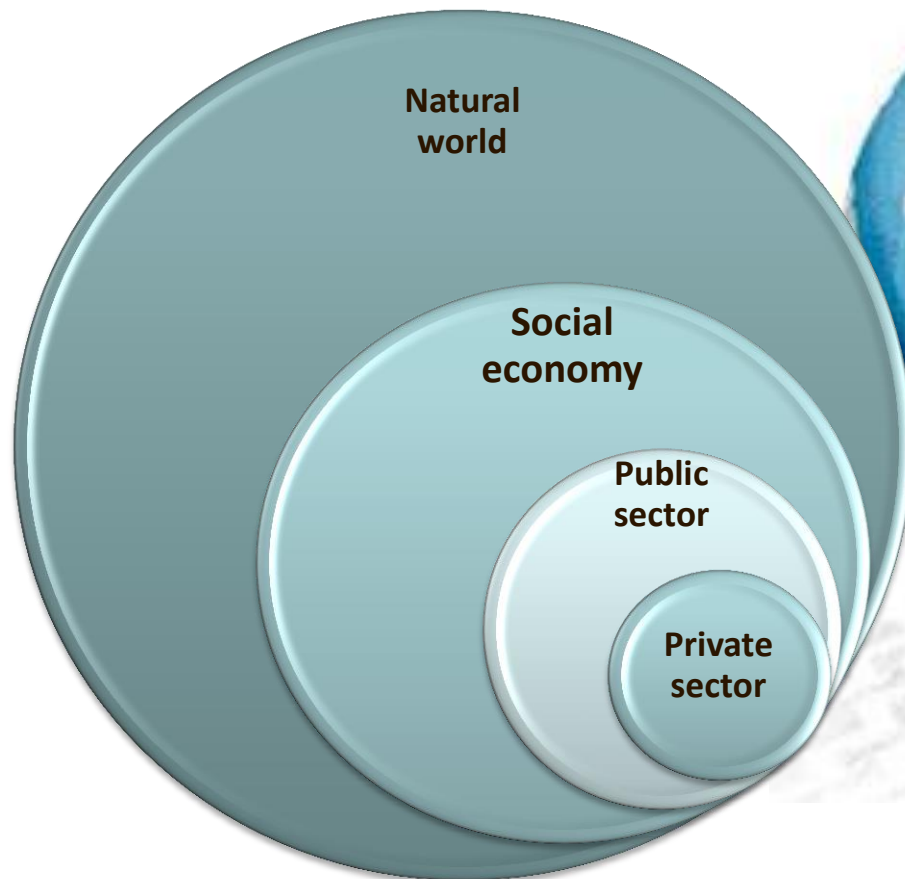


think differently



what if we all
started doing it?

Economics as if people and the planet mattered



sustainability

**inspiring
communities**

big society

**community
enterprise**

co-production

**Public
spending for
public benefit**

**various
organisations
and groups
all have
different roles
to play in
local
economy
and
community
building**

Key themes

1. Place based
2. Community led and locally driven
3. Asset/strength based
4. Learn and adapt as they go
5. Demonstrate possibilities and share ideas
6. Work together across boundaries
7. Aim for whole system change

local economy



keeping money in town

Keep going out to get more
or plug up the leaks

More people using the same
money before it leaves town

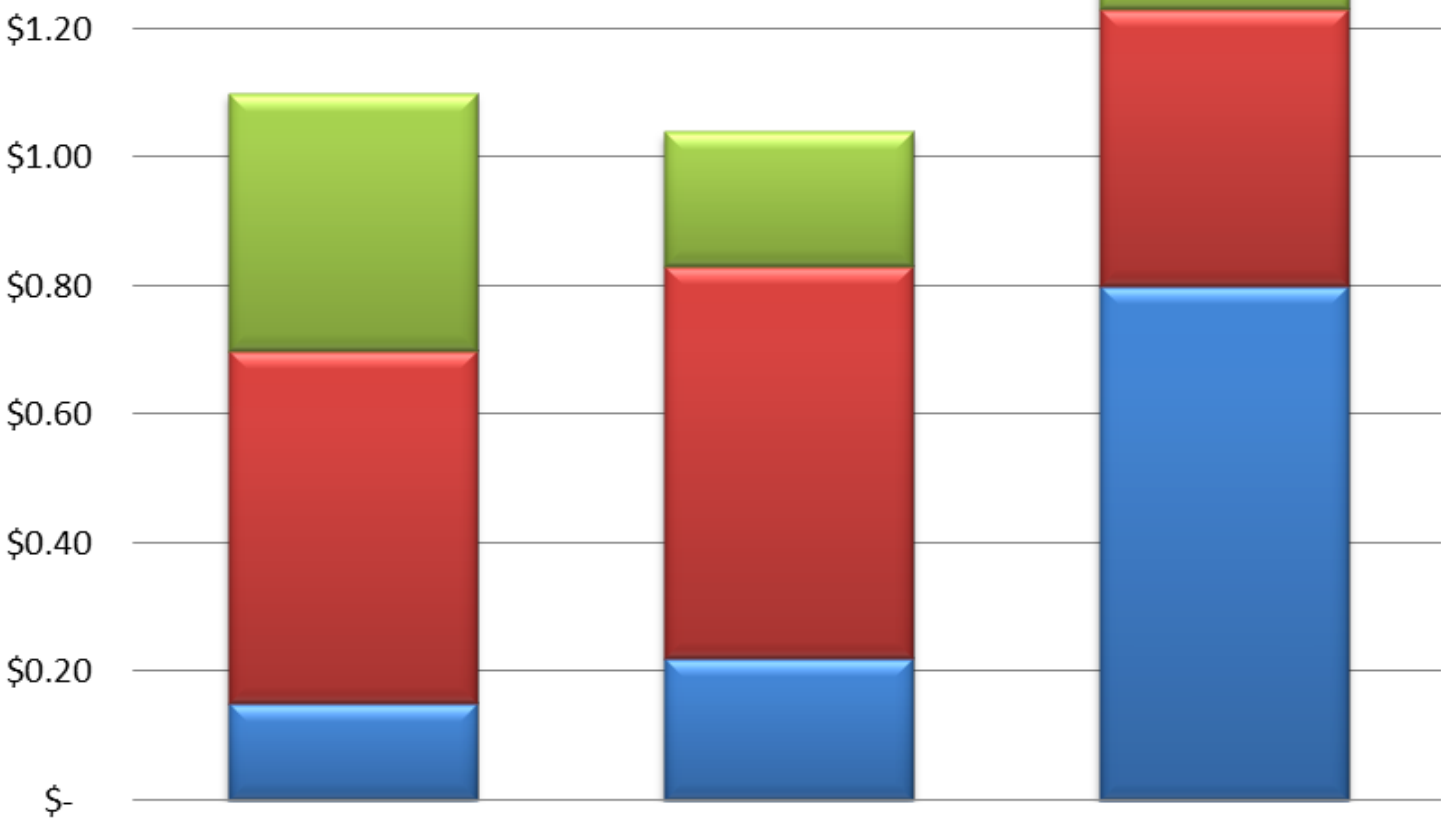


jobs and cash flow

use procurement
and tendering to create
jobs and develop your
local economy

Xtreme waste, Raglan
turning \$450 from council
into a \$3 million flow





Direct spend

Local Spend National spend Overseas spend

LM3 comparison for two small contracts

Round 1	Contractor 1 \$72,000	Contractor 2 \$120,000	Original income source
Round 2	\$57,600	\$20,400	Local spend by contractor
Round 3	\$24,987	\$6,768	Local spend by locals paid by contractor
Total	\$154,587	\$147,168	Total income generated for local area

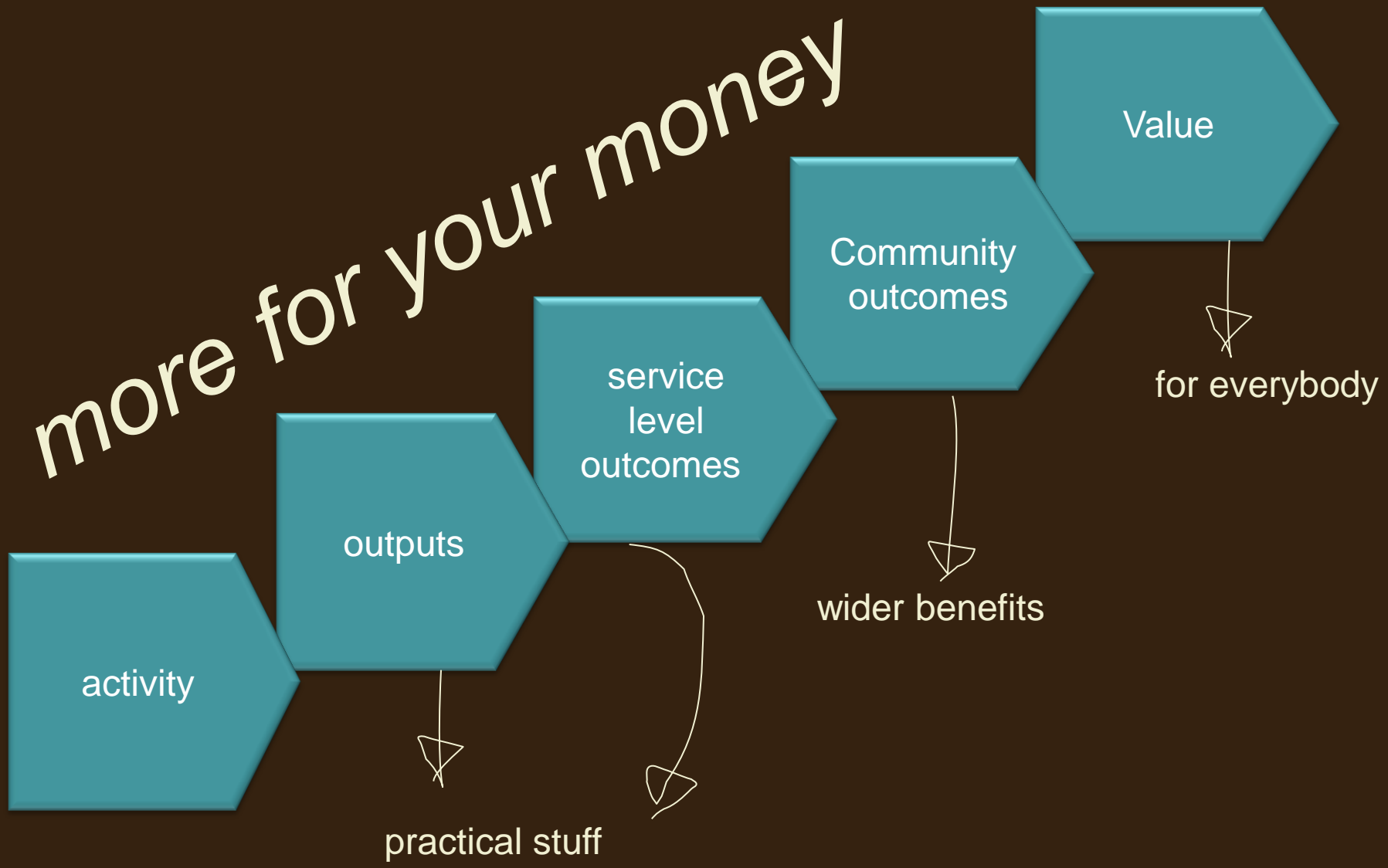


Using contracts

Social procurement is a strategic approach to meeting social objectives through procurement

- Jobs and training opportunities for local kids

more for your money



How can you help?

1. Encourage purchasing and procurement from social enterprises – contract clauses, percentage spend
2. Facilitate partnerships and collaboration – identifying local enterprises, networking and brokering
3. Help new social enterprises to grow – recognise their value, support existing ones and tell their stories, integrate social enterprise into your economic and community development strategies

Why should you bother?

1. Increase impact with out recurrent investment
2. Sustainable response to local issues
3. Build capacity of the social economy
4. Cultivate innovation
5. It's fair to invest in social enterprise when we already do so in business and community organisations – third sector

**Together we can change
our worlds**



**make the shift from organising problems
to solving them**