

SOCIAL ENTERPRISE

in Queensland

Jobs Queensland has facilitated research to better understand of the size, scale and impact of the Social Enterprise sector across Queensland. This will help inform potential mechanisms for government to help support social enterprise activity to deliver economic and social outcomes for Queensland. This research carried out by KPMG Australia is available from the Jobs Queensland website at www.jobsqueensland.qld.gov.au/socialenterprise.

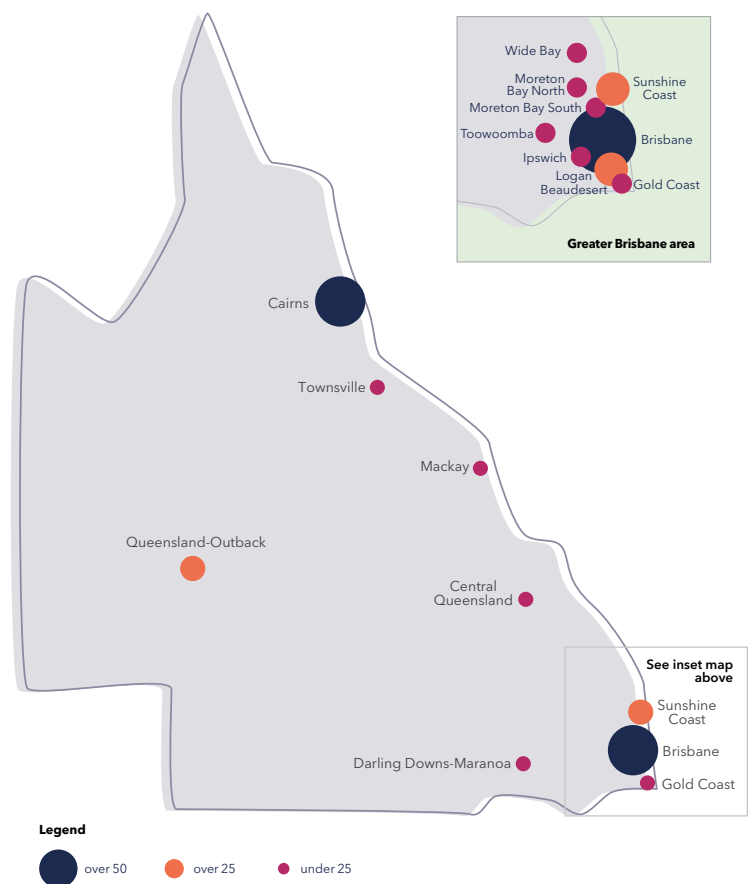
Key findings

SOCIAL ENTERPRISES IN QUEENSLAND:

- >> have three characteristics:
 - o their purpose is pursuit of a social, environmental, cultural or community benefit
 - o the majority of their revenue is from the sale of goods and services
 - o the majority of their profits are reinvested into the organisation.
- >> typically generate revenue through selling goods and services to the public.
- >> are diverse, ranging:
 - o in maturity from start-ups to well established
 - o in size from small, local individual enterprises to large national enterprises.
- >> employ significant numbers of people in Queensland, but many rely on volunteers.
- >> are diversely spread across industry sectors with particularly strong representation in:



A mapping process in early 2019 estimated that there are approximately 276 social enterprises and ecosystem organisations across Queensland. Cairns, Cape York and Torres Strait, Logan-Beaudesert, Brisbane and Sunshine Coast emerged as activity hotspots. Defining social enterprise is complex and different interpretations of the characteristics of social enterprise can lead to different numbers being identified.



Note: 38 of the 276 social enterprises and ecosystem organisations identified could not be geographically mapped as they operate through an online portal or had limited/no information available.

Impact

Social enterprises have a positive economic and social impact, particularly for people who experience disadvantage. Many social enterprises achieve positive social benefits through supporting people into employment and improving social inclusion for people from disadvantaged or at-risk backgrounds.

Challenges

A number of challenges faced by social enterprises are similar to those experienced by small businesses generally. However, there are some key differences given the pursuit of both commercial and social purpose objectives.

A survey of social enterprises in Queensland identified that the

4 most significant challenges faced are:



financial challenges



cash flow



access to external capital



equipment/facilities

Opportunities

The Queensland Social Enterprise sector is a vibrant, dynamic sector characterised by a strong grass-roots movement that responds to local markets and local needs. Government support can help grow the sector through initiatives that address identified barriers.

7 areas for potential support have been identified:



Social Enterprise strategy

promote and provide support for social enterprise in a coordinated manner



Procurement

encourage government agencies and other sectors to increase their spend with social enterprises



Access to finance

support the capacity of social enterprises to find and access start-up and scale-up finance



Support of the ecosystem

promote collaboration and networks that support social enterprises



Accreditation and recognition

investigate accreditation systems as a means of assisting with brand credibility



Research and evaluation

facilitate access to research and resources that provide an evidence base for the sector



Regional support

tailor place-based approaches to respond to the challenges of operating in regional and remote areas

