

Bus Industry Confederation

National Industry Summit

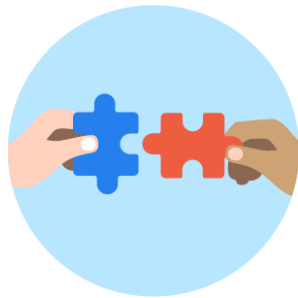
Social procurement - what is it and what does it mean for operators and suppliers?

Ralph Fallows
Social Traders

What is social procurement?

Using purchasing power to achieve social outcomes beyond the goods and services we require.

Goods and Services



+

Social Impact



=

Social Procurement



Via:

Indigenous



Social Enterprise



Direct Employment



What is social procurement?

It's a growing trend around the world

- **It's here to stay** >86% of businesses agree that social procurement will grow and that governments and customers will increasingly expect it.
- **It's as relevant as ever** >88% of businesses have maintained or increased commitment to social procurement during the last three years.
- **It gives you an edge** >78% of businesses believe that social procurement positively contributes to reputation or competitive advantage.



What is social enterprise?



Business for good

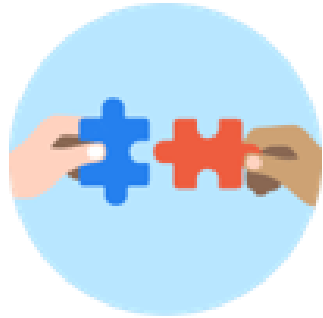
Businesses that exist to create a fairer and more sustainable world.

Certified to demonstrate they exist to create impact through trade by doing three things:

- Having a defined primary social, cultural or environmental purpose consistent with a public or community benefit.
- Deriving a substantial portion of their income from trade.
- Investing efforts and resources into their purpose such that public/community benefit outweighs private benefit.

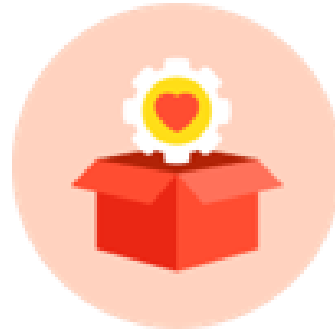
Three types

Employment/Training



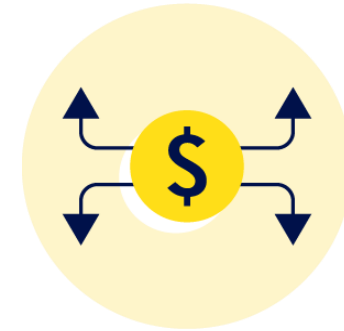
Green Fox Studios is a creative agency that also delivers training and employment to incarcerated individuals looking for a new start.

Community Need



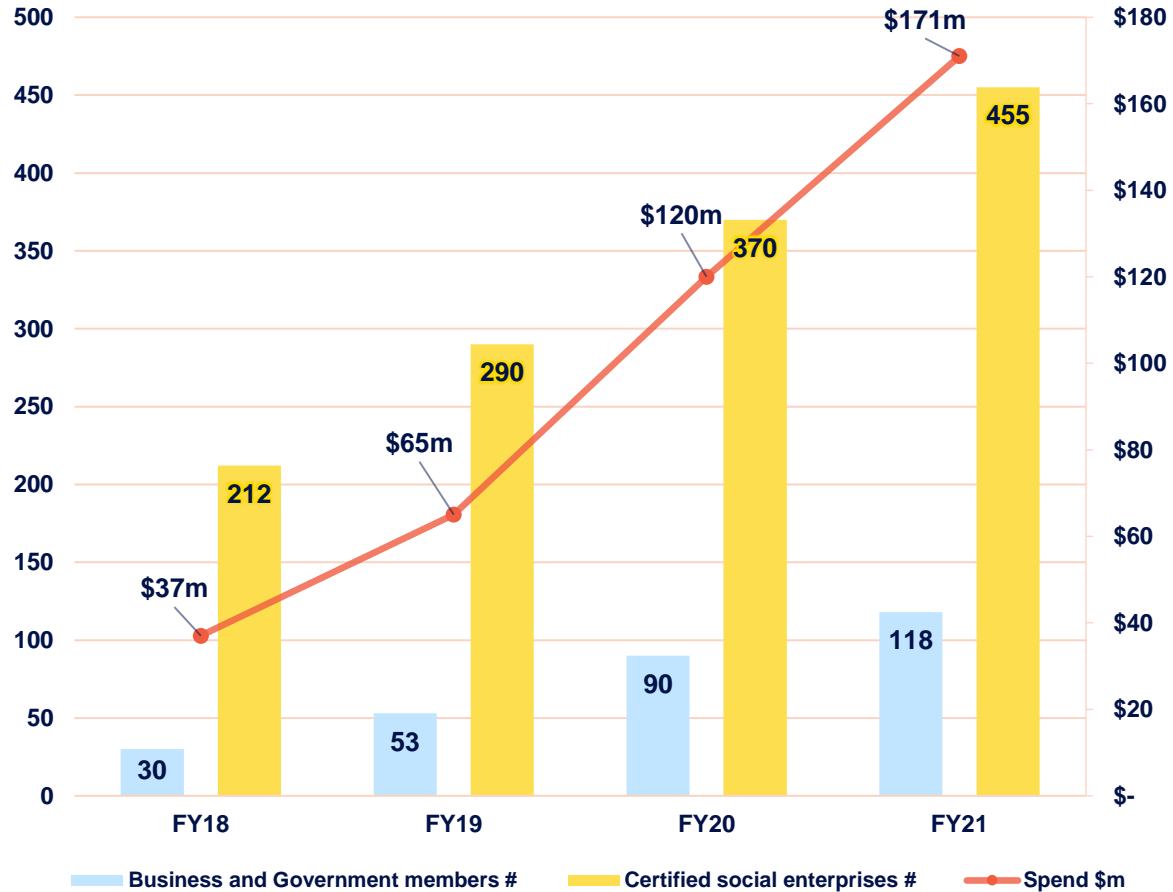
Trusted by the public for more than 137 years, St John Ambulance exists to help those in sickness, distress, suffering or danger.

Profit Distribution



Who Gives A Crap manufactures and distributes environmentally friendly toilet paper and donates 50% of profits to developing world sanitation services.

It's catching on



Year on year growth in Australia

118

Business and Government members

58%

Average annual growth

460

Certified social enterprises

29%

Average annual growth

\$393m

Spent with social enterprise in four years

67%

Average annual growth

Social

Traders

Certified social enterprises profile

Economic and impact data on Australia's certified social enterprises.

460

certified social enterprises

26k

people employed

\$1.76 billion

combined revenue
(\$1.2b from trade)

\$0.5 billion

in impact expenses

28%

total turnover invested in creating impact

*The [Profile of Australia's certified social enterprises in Australia 2022 report](#). Social Traders data from 1,300+ certifications between 2018 and 2022.

Social

Traders

Social enterprises profile



How it works



ONBOARDING

- Involve key stakeholders
- Determine drivers & maturity indicators
- Benchmark spend
- Develop and define Action Plan



DIAGNOSTIC

- Key contacts
- Working Group from different areas
- Leadership Team access and involvement



OPPORTUNITY PLANNING

- Spend information
- Procurement pipeline
- Market insights
- Short, medium and long term
- Progress opportunity pipeline



BUILDING BLOCKS

- Identify strategic support gaps
- Engage relevant channels and address gaps
- Revise maturity indicators

In action

Catering

Signage

PPE and
Uniforms

Staffing

Waste
management



Security

Fencing

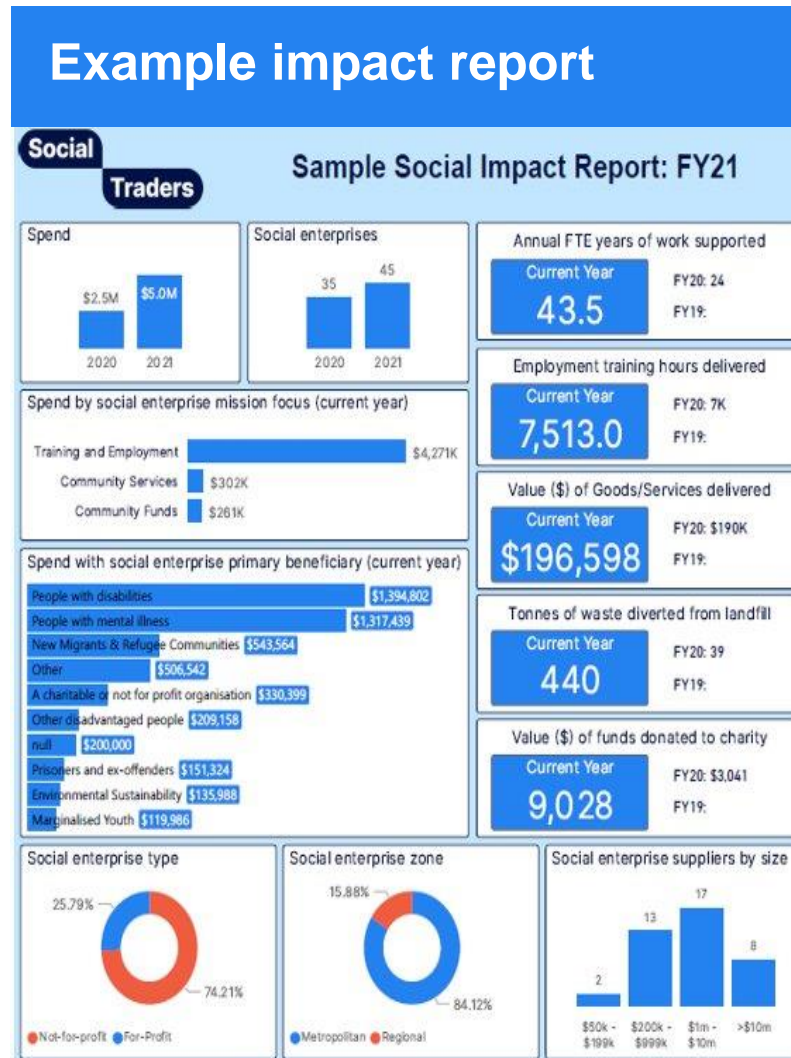
First Aid

Site and
vehicle
cleaning

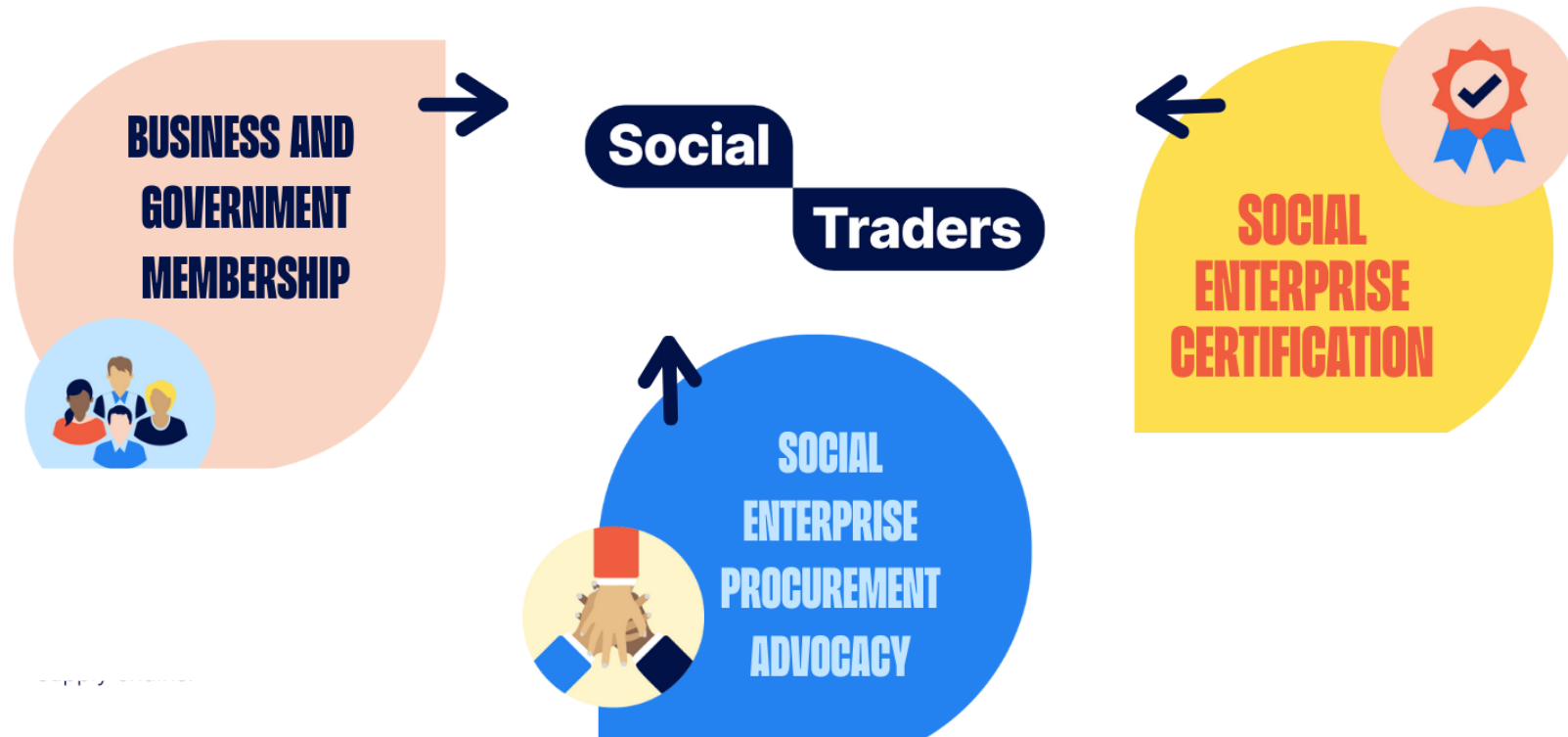
Land-
scaping
+ plants

Social
Traders

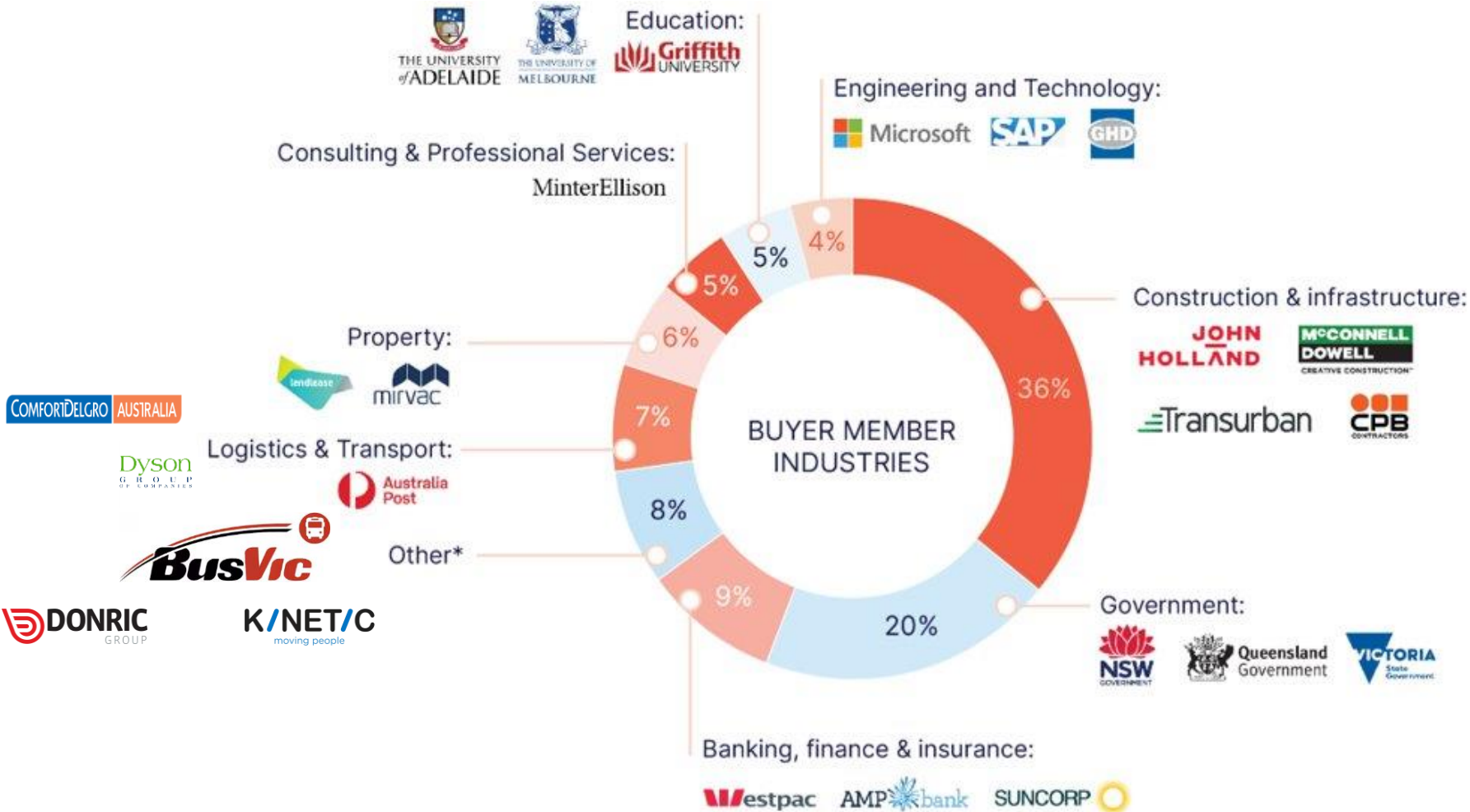
Impact reports



Social Traders role



Current members



Other includes: energy, environmental, FMCG, healthcare

For further information



ralph.fallows@socialtraders.com.au