



20 JUNE 2024, BRADLEY FORUM, UNI SA

Business for Good Conference

GENERATE - PARTICIPATE - CIRCULATE

SPONSORSHIP PROSPECTUS >

We invite you as fellow agents of change, to partner with us on the Business for Good Conference. Let's work together to achieve strong social, environmental and economic outcomes for South Australia through our small business community.

The **Business for Good Conference** is an energising and immersive day of learning and inspiration for South Australian small businesses and social enterprises from all sectors and industries. With a program of activations designed and led by the business for good sector, guests will have access to a range of sessions that will help build their capacity to embed social and environmental impact into their small businesses, with sustainable practices that enable business growth.

Key themes

Generate: Equipping businesses, leaders and changemakers with sustainable tools and strategies to generate positive impact.

Participate: By participating in the exchange of ideas and taking action we can generate innovative approaches and outcomes together.

Circulate: Share insights and best practices in the context of the circular economy. Through continual shape-shifting and collaboration, we contribute to the evolution of sustainable practices, circulating impactful solutions throughout communities.

Our partnership opportunities transcend mere formalities — they are centred on meaningful engagement and contributions rather than leaving traces of documentation on conference tables. If you are prepared to actively contribute to being an agent of change, we encourage you to reach out to us at hellosasec@gmail.com

In Partnership With:

Your Name
Here

Meet the Curators

The **South Australian Social Enterprise Council (SASEC)** is an independent, non-political member based peak body dedicated to representing the interests of South Australian social enterprises. Our objective is to support and build a flourishing Social Enterprise sector in South Australia. The Business for Good program, with the support of our program partners Collab4Good and Social Traders, is providing a practical vehicle for this objective to be achieved.

Social Traders is the national trailblazer of social enterprise procurement. By making buying from social enterprise the norm, Social Traders create a more inclusive and equitable Australia through jobs, community services and support for the most marginalised.

Collab4Good is the South Australian social enterprise intermediary organisation that builds the capacity and capability of impact driven individuals and organisations to drive positive impact through enterprise learning, development and collaboration.



Business For Good Program



Delivered in partnership by [SASEC](#), [Social Traders](#) and [Collab4Good](#), the 18-month Business for Good Program delivers activities through three streams:

- Early advice, information, and referrals.
- Group workshops and a social enterprise conference.
- An advisory support service, consisting of a social procurement readiness program and a business growth coaching program.

The Business for Good Conference is a part of the [Business for Good Program](#), an initiative of the Government of South Australia's Office for Small and Family Business and the South Australian Small Business Strategy 2023 – 2030.



The program commenced in August 2023 and is on track to support up to 80 South Australian Social Enterprises, First Nations owned business and B Corps with key business fundamentals to strengthen their knowledge, capacity and capability for long term success and business sustainability.

"It's so great to find a space where I feel accepted, and my ideas don't seem off the wall. This has been really re-energising and is an amazing community to be a part of." Matt Bowie, Reusably



Our Community

Sector

Food services | Administrative & support services | Agriculture | Arts & recreation | Circular economy | Construction | Digital & tech | Government | Health care & social assistance | Information media & telecommunications | Manufacturing | Not-for-profit | Professional & technical services | Retail & wholesale trade | Tourism | Transport & warehousing

Impact Areas

Assisting people experiencing exclusion | Improving our environment | Employment outcomes | Building people's capacity



Our Program Reach



26 Program Participants



12 Community Engagement Sessions
with 175 Participants



665
Followers



2409
Followers



1297
Followers



330
Subscribers

Since program activities commenced in November 2023!

What To Expect

The Business For Good Conference is a full day immersive program designed to offer experiences that expand thinking, take people into uncomfortable places, challenge paradigms and ultimately inspire guests to transition from where they are to where they aspire to be in terms of their impact with more tools in their kit to do so.

We are giving priority to amplifying the voices and fostering the inclusion of individuals who frequently operate on the margins of our communities. This commitment extends to, but is not restricted to, First Nations people, individuals from multicultural backgrounds, and people living with disabilities and neurodiversity.

The diverse audience will take part in workshops and experiences, collect tools for social and environmental impact, be inspired by current agents of change, and understand what role they can play (and are already playing!), from where they are, with what they have.

Activators are collaborating with us to co-design the conference program and create interactive, immersive and impactful learning and capacity building experiences for guests. Activators will enable guests to be stretched in their thinking, take action and deliver impact through business, in the complexity of social, economic, and environmental challenges.

Attended by 80+ brilliant minds!



Our audience: people in leadership roles across South Australian small businesses and social enterprises, who are committed to learning and understanding how to embed positive social and/or environmental impact into their business.

Some are already established social enterprises, First Nations owned businesses or B Corps. Others are small businesses at the beginning of their journey towards social and environmental impact. They come from all sectors, industries, regions, backgrounds, and bring a diversity of knowledge, skills and experiences!

Walk the Talk - Partner with us for **GOOD**

Embarking on a partnership with The Business For Good Conference offers exclusive access to a dynamic community of proactive change-makers and impact-drivers eager to make a tangible difference in the social economy.

By aligning with us, your brand assumes a distinctive position as a socially responsible, innovative, and collaborative leader - an authentic champion of change actively contributing to the realisation of the SA social economy.

We tailor each partnership with a personalised, curated, and collaborative approach to ensure maximum impact and value for your contribution. While the next page provides an outline of the benefits associated with our partnership levels, our approachable team is eager to delve into your objectives in greater detail.

Let's work together to craft the ideal package that suits your specific needs and supports the delivery of The Business For Good Conference. **Connect with us at hellosasec@gmail.com**

SPONSORSHIP TYPES

examples of items that a sponsor might provide or contribute to

IMPACT SHAPER

Contribute to the event infrastructure

- Tech solutions for online streaming
- Event management support
- Food and beverage supply
- Venue provision
- Evening networking event
- Support the event to be waste-free

IMPACT DRIVER

Support our impact in a direct and tangible way

- Conference activations
- Pre & post event article
- Promotional and marketing support
- Videographic and photographic documentation
- Welcome to Country

INCLUSIVE IMPACT

Support involvement and participation

- Equitable access support (fee reduction, scholarship, or Pay it Forward tickets)
- Auslan support
- Creche/childcare facilities

Schedule Of Benefits



BENEFIT	Bronze \$2,000	Silver \$5,000	Gold \$10,000
Provision of delegate list and personalised introductions to attendees (on request)			✓
Invitation to speak (2-min window)			✓
'Powered by your organisation' naming rights for one program activation, break out area or marketplace		✓	✓
Inclusion in EDM to Business for Good and / or partner mailing list (content to be supplied by sponsor)		x1	x2
100-word social media post acknowledging partnership to be distributed on facebook, Instagram and LinkedIn	x1	x1	x1
Acknowledgement as partner on event collateral, website, social media, and other media coverage where relevant	✓	✓	✓
Complimentary conference tickets for your team	x1	x2	x3
On The Couch guest / host (if relevant to the Business for Good Community)			✓
Inclusion on B4G subject matter expert list (if relevant to the Business for Good Community)		✓	✓
Banner placement in event room		✓	✓
Banner placement in marketplace	✓	✓	✓

Contact us today to discuss further on hellosasec@gmail.com



Interested in being a partner of SASEC's inaugural Business for Good conference, or have a question?

Contact Ksenija Bould, Program Coordinator via hellosasec@gmail.com

