

The logo for SASEC, consisting of the letters 'SASEC' in a white, sans-serif font. The background of the top half of the page is a blue gradient with a pattern of white dots of varying sizes, creating a halftone effect.

South Australian
Social Enterprise
Council

Strategic Plan 2022–2024

We are the sector-led peak body for social enterprises in South Australia.

> It is our mission to promote and support the development of the social enterprise sector in South Australia.

SASEC unites, clarifies and promotes the voices of social entrepreneurs in this state. Our collaborative approach in building our ecosystem and advocacy ensures member needs are met.



Objectives

We will:

- Actively encourage and promote social enterprise
- Provide a forum for interaction and communication between social enterprises
- Promote and conduct research in support of social enterprise
- Publish, speak and advocate in support of social enterprise
- Encourage and facilitate the development of specific mechanisms and activities for the advancement of social enterprise
- Enlist the support of and work with governments, the private sector and the not-for-profit and charitable sectors to facilitate the development of social enterprise
- Establish networks of and liaise with individuals, organisations and institutions interested in and supportive of the development of, social enterprise.

Principles

We are:

- an independent practitioner-led council
- representative of the SA membership
- non-political and non-partisan
- collaborators building a social enterprise sector, including pursuing mutually beneficial partnerships.
- clear in our understanding of social enterprises that need:
 - clearly defined missions which benefit people and/or the environment
 - generate at least 50% of their revenue through trade
 - aim to be transparent about their operations and impact.

Connecting We are supportive, action-oriented and provide value for our members

Advocating We are expert leaders on social enterprise who best represent the voice of members

Awareness We represent many social enterprises who offer a diverse range of products and services to a broad range of customers

Connecting social entrepreneurs

Build a connected social enterprise ecosystem and extend the capabilities of social enterprises to be sustainable.

- Recruit and grow an increasingly large member base to connect, learn and support each other with a program of events
- Showcase member enterprises to increase their profile and reach through our channels and external partnerships and opportunities
- Survey members annually and report findings to the wider community
- Regularly communicate with membership via online channels and forums closely tied into our communications plan
- Increase the knowledge and skills of all members through capacity skill building sessions.

Advocating for the sector

Be the voice of the SA sector and show expertise so that our voice is valued amongst different government, corporate and philanthropic stakeholder groups.

- Advocate for the social enterprise sector, including complementary policy development, investment, resources and market development

- Advocate for operational funding for SASEC
- Advocate for funding to develop the capacity of social entrepreneurs to government, philanthropic sector, and the private sector
- Ensure research that supports the growth of the sector is endorsed and collaborative with the higher education sector
- Promote opportunities to government and businesses for social procurement through showcasing diverse examples
- Advise on and provide better access to funding and grants opportunities at all stages of social enterprise development.

Awareness raising

Raise awareness and build understanding of social enterprise across the broader community.

- Educate and raise awareness in the broader community about social enterprises and their impact – through this we can educate and help increase their customer base
- Build up and promote the SASEC website directory of social enterprises
- Create a communications plan and implement through social media and other means
- Build the identity of SASEC in the broader community.

We have a vision for a society where all people are included and have access to meaningful work and opportunities to engage in a thriving community.



sasec.org.au