

The South Australian Social Enterprise

Workshop 2007

A series of professional development seminars for leaders in the not-for-profit sector who are interested in learning how to increase revenue from earned-income strategies & social business ventures.

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There is another way

Many not-for-profit organisations face the same challenge—‘How do you generate un-tied income to supplement or replace funds from grants or other funding sources?’ This is especially difficult when organisations have limited resources to deal with increasing demands and increasing competition for available resources. Yet, there are many organisations that are doing just that—they are finding new, innovative and entrepreneurial ways to enhance viability, sustainability, independence and impact. There is much we can learn from them.

A new opportunity

Last year, we took the unprecedented step of involving social entrepreneurs from the not-for-profit and community arts sectors in our regular SA Enterprise Workshop program. Such was the benefit that participants gained from their involvement we feel that it is time to dedicate a series of seminars exclusively to those budding ‘social entrepreneurs’ who want to make a significant impact on social services in our community.



“The idea of “social entrepreneurship” has struck a responsive cord. It is well suited to our times. It combines the passion of a social mission with business-like discipline, innovation, and determination...”

Who is the program for?

This program is intended for senior people of all levels of experience in nonprofit organisations and will accommodate the needs of those who are new to social enterprise as well as the ‘advanced learner’. The program is for CEOs, managers and Board members who want to take a leadership role in going beyond the limitations and constraints presented by current funding and service models.

What will you learn?

This is an action-learning program. In other words, you will be involved in an engaging, interactive format that will involve group activities and discussion. The emphasis will be on learning from the experiences, anecdotes and insights of successful practitioners. You will have access to practical information, tools, templates and sample plans drawn from local, national and international sources.

Modules

Session 1—Principles of Social Entrepreneurship

Learn the principles of social enterprise and what it takes to be a 'social entrepreneur' and obtain an in-depth understanding of Australian and overseas case studies.

- Topics: Community Wealth Concepts, Characteristics of Social Entrepreneurs, Benefits of Social Enterprise, Social Business Ventures.

Session 2—Income Generation Strategies

Develop a full understanding of major categories and forms of income generation available to not-for-profit organisations. Identify which income strategy holds the greatest potential for your organisation.

- Topics: Income Diversification Strategies, Cause-Related Marketing, E-Marketing' Community-Business Partnerships, Venture Philanthropy.

Session 3—Social Business Ventures

Learn how to identify viable business opportunities and how to plan a new social venture. Assess the risks and implications related to business ventures and develop a business planning framework.

- Topics: Opportunity Assessment, Business Planning, Commercial Viability, Organisational Culture, Funding Sources & Social Venture Capital.

Session 4—Financial Management & Social Impact

Consider the needs and opportunities for expanding the reach and impact of social services. Develop a clear understanding of impact and value, and identify opportunities for growth.

- Topics: Community Resource Mapping, Social Franchising, Mergers & Acquisitions, Change Management, Social Accounting & Evaluation.

What is the format?

This program has been designed to provide maximum flexibility and responsiveness to individual needs and interests. You can undertake one or more modules as 'stand-alone' topics or you can complete all 4 modules as a complete series (at reduced cost). Each Module is conducted as a 2-day workshop. Optional extension activities will be offered.

Additional Benefit

If you choose to undertake the complete 4-session program your organisation will be entitled to an additional 4 hours of on-site professional advice and support. At normal consulting rates this is valued at least \$500.

Course Accreditation

The South Australian Workshop is recognised by the University of Adelaide and participants will be eligible to apply for their participation to be articulated into the Master of Entrepreneurship or Graduate certificate in Entrepreneurship. All participants will receive a Certificate of Completion upon the satisfactory conclusion of the 4-session program.

Program Dates

Session 1—Principles of Social Entrepreneurship

- Thursday & Friday 6 & 7 July, 2007.

Session 2—Income Generation Strategies

- Thursday & Friday 2 & 3 August, 2007.

Session 3—Social Business Ventures

- Thursday 31 August & Friday 1 September, 2007.

Session 4—Growth & Social Impact

- Thursday & Friday 4 & 5 October, 2007.

Who is presenting the program?

Course Leaders: Fred Heidt & Jack Wade, Directors of EDI

Guest Presenters:

Nick Begakis Chairman, WCH Foundation
Max Dyason CEO Bedford Industries
Paul Flynn* CEO CanDo4Kids
Maurice Henderson CEO, QEH Research Foundation
Mark McGill CEO, McGuinness McDermott Foundation

Together with many other business & social entrepreneurs.

**Ernst & Young Social Entrepreneur of the Year*

Built on success

The South Australian Enterprise Workshop has a proud history of achievement since its inception in 1979. The SAEW has produced hundreds of aspiring entrepreneurs that have gone on to build businesses worth millions of dollars and employing thousands of people. We will also draw on contemporary social enterprise programs and resources from the UK and North America.

How much does it cost?

Individual Modules (1 session/2days):	\$345.00 per person
Complete Program (4 sessions/8days):	\$995.00*

**This represents a saving of \$385.00 and includes 4 hours of additional mentoring advice and support between sessions valued at \$500+.*

NB: A further 25% subsidy will be offered for additional participants from the same organisation (i.e. \$260 & \$745 for 1 or 4 sessions respectively).

To register or for further information contact:

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