



Social Enterprise Development Initiative

LINKWEST Community of Practice Session #2 Summary – 06/05/2025

In Session #2 we:

- Revised content on the basics of social enterprise covered in session #1
- Workshopped a **Social Enterprise Impact Canvas** for Staying in Place
- Talked about the power of storytelling
- By the end of the session we had developed an early draft of a completed Canvas for use by organisations investigating and starting up Staying in Place

Who came to the session?

[Milligan](#)

[Busseleton Hospice Care](#)

[Jurien Bay CRC](#)

[Bridgetown CRC](#)

Of these, Milligan is the only Centre not leading Staying in Place with their community.

Key discussion points in the session were:

- The importance of **business planning in the early stages** of setting up Staying in Place
- The significance of **seeing and establishing Staying in Place as part of the whole organisation**, not a stand alone enterprise
- The **value of using the canvas, or other tool to consider all aspects of what it takes** to make Staying in Place a success - not just for the community but for the local hub organisation too
- The need for **more facilitated learning between organisations** throughout their Staying in Place journey, enabling sharing from those more advanced in their set up, and between those in their early stages

Social Enterprise Impact Canvas

1. Product

*What problem are you trying to solve?
What is your solution or product?
Who is the customer?
How much does your product cost?*

6. Brand and story

*What is the core promise your brand makes to customers?
Have you finalised your brand name and visual identity?
What feedback have you received so far from customers, investors, or partners?*

10. Going to market

*Who are the easy customers?
How will you engage them?
How will you evaluate early feedback?*

2. Gap in the market

*What is the market?
Who are your competitors?
Who are your allies?
Could you partner with any of them?*

4. Protecting your business

*Have you got MOUs with potential partners or suppliers?
Can other companies enter your market easily?
Can your product be patented?*

7. Cashflow

*What are your start-up costs?
What is the expected revenue per month?
What are the operating costs per month?*

3. Validation

*Has the idea been tested on customers?
Have you piloted anything yet or developed case studies?
What has been adjusted or iterated since starting-up?*

5. Making and impact

*Use 3-4 words to clearly articulate your goal or mission
Is social impact including in your company constitution?
Are your supply chains ethical?
Which verification might endorse your product e.g. WASEC, People Planet First, Fairtrade?*

8. Your team

*Who is leading sales and business development?
Who brings domain or industry-specific expertise?
Who is managing technology and digital?
Who provides corporate, financial, or legal oversight?*

11. Managing risks

*What early success will show you're ready to grow faster?
How much will you spend before making money, and how long will that take?
If things don't go to plan, what's your backup and how will you handle it with investors?*

9. Investment

*Who are the current founders or equity holders?
Do you have any agreements in place with them?
Who will be on the team after investment?
How much funding are you looking for, and when do you expect to break even?*

VALIDATION

EXECUTION

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We explored the resources WA Social Enterprise Council offers to support and encourage social enterprise:

Social enterprise stories from WA:

<https://www.wasec.org.au/resources/>

and

Story telling resources from a recent WASEC blog:

<https://www.wasec.org.au/blog/>



We also encouraged community of practice members to celebrate the WA social enterprise sector at the first ever WASEC awards night!

We looked at some story telling formats too, simple ways of sharing who you are and why you do it: A good 60 second story template might go something like this (along with some checklist pointers!)

We are ____ (Name + Place/Noun)

In (Location)

We (verb – what do we do) – have you said what you spend most of your time doing?

Have you said who does it, or who do you do it with? Or how long you've been doing it (if that's relevant?)

We exist to (verb – social impact aspect) – Have you said what problem you fix?

We ensure (result – what have we done or achieved?). Have you quantified your impact?

We hope....Have you shared your dream for the future? / What do you want?

What feedback did we get following the session?

100% of attendees agreed or strongly agreed that:

- The presenter was knowledgeable
- The presentation was effective in developing knowledge
- The information was useful

The Canvas will be a usual tool for anyone new to Staying in Place. We have learnt lots along the way and it is good to pass that knowledge on.

In Community of Practice Session #3 we are going to:

1. Plan what content will be useful in future Community of Practice sessions
2. Take a closer look at the small grants and ways in which Centres might like to tell their social enterprise story

Thank you everyone for sharing your experiences and really making this a *Community of Practice*.

Any questions, just get in touch: office@linkwest.asn.au

Session #3:
Tuesday 10 June 1–2:30pm