



## Social Enterprise Development Initiative

### LINKWEST Community of Practice Session #3 Summary – 10/06/2025

#### In Session #3 we:

- Revised content on the basics of social enterprise covered in session #1 and #2
- Busted a few myths on what social enterprise is and means
- Explored where Linkwest member Centres sit on a spectrum of charity to for profit
- Discussed the overall Social Enterprise Development Initiative and introduced the storytelling grant process and outputs

#### Who came to the session?

[Milligan](#)

[Busselton Hospice Care](#)

[Tambellup CRC](#)

[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 any enterprise activity
- We all have a story to tell and share about our enterprise journeys and learning
- Stories that we share can inspire and encourage others
- Grants from Linkwest can be used to support creation of case studies and impact stories of enterprise and social enterprise aspiration and impact
- Grants will open in August and are available up to the value of \$2000
- Linkwest is looking for creative resources – videos, written case studies, vlog casts, photo boards

We walked through each characteristic and talked about how well it fit for Neighbourhood and Community Resource Centres.

We agreed that Centres reinvest their profits but found 50% or above as an aspiration, not a current state for Centres.

*Everyone starts somewhere though!*

## 5 characteristics of a social enterprise

1

#### Social enterprises are 'mission-driven'

Social enterprises are fundamentally driven by a social or environmental mission, rather than making as much profit as possible. Their primary goal is to address a social problem or create positive impact in their communities.

2

#### Social enterprises generate income through business activities

Unlike traditional non-profits, social enterprises generate the majority of their income through the sale of goods or services. They operate as businesses, but with a social purpose at their core.

3

#### Social enterprises reinvest their profits

A significant portion of a social enterprise's profits (50% or above) are reinvested back into the organisation to further its mission and achieve its social goals.

4

#### Social enterprises have a clear social or environmental purpose

Social enterprises have a clearly defined social or environmental purpose, which is often outlined in their governing documents. This purpose guides their activities and decision-making.

5

#### Social enterprises are accountable

Social enterprises are committed to the highest ethical standards, they ensure fair wages, respect supply chains, and prioritise positive change. They are also accountable to multiple stakeholders for their positive impact

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We looked at some social enterprise stories captured and shared by WA Social Enterprise Council

*“We’ve had a realisation, that let’s actually look at what other pathways we can offer here”*

Frank Mitchell



Kardan Construction - [https://www.youtube.com/watch?v=uPLPy6K\\_o0A](https://www.youtube.com/watch?v=uPLPy6K_o0A)

### ***We shared some more storytelling formats and tips and tricks for telling an engaging story:***

1. First, **start simple – and short**. Try to describe your business in 10 words or less, summarising your vital information and core concept. Being able to accurately yet succinctly describe your business is critical in the modern business environment. Developing your statement is not easy, but it's essential. Rick Spence, a business writer focused on the entrepreneurial market, provides an effective formula for developing your statement:

*“ I do (this, or these things) so that (this market) can do (this).”*

Now check: **does your description inspire a potential customer to want to learn more about what you have to offer.**

2. Secondly, move into developing your 60 second story. This is what you might put in your LinkedIn bio, at the top of your website homepage, at the start of a public relations story pitch, or simply in conversation when someone asks ‘what do you do?’. Check out social media creator and viral video hitmaker @jennyhoyos’ TED Talk, The Secret to Telling a Great Story – in Less Than 60 Seconds, in which she breaks down her framework for telling stories into 60 seconds or less, for inspiration

<https://www.youtube.com/watch?v=ZmNpeXTj2c4>

**In Community of Practice Session #4 are meeting in person at Linkwest Conference!**

**Breakout session: From Service to Social Enterprise: Pathways for Community-Led Innovation**

*Danae Christensen – Impact Seed*

*Olivia Chapman – Western Australian Social Enterprise Council*

Discover how to use the social enterprise model to turn local challenges into profit-making, impact-driven businesses

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

Any questions, just get in touch:  
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**Session #4:  
Thursday 21 August in Linkwest  
Conference Program**