

GROWING THE SOCIAL ENTERPRISE SECTOR IN AUSTRALIA

Social Traders Impact Report

FY18 - FY20



Social

Traders

We acknowledge the Traditional Custodians of Country throughout Australia and their connections to land, sea and community.

We pay our respect to their Elders past, present and emerging. We extend that respect to all Aboriginal and Torres Strait Islander peoples.

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THANK YOU
TO OUR SUPPORTERS
OVER FY18-FY20



SOCIAL TRADERS

GROWING AUSTRALIA'S SOCIAL ENTERPRISE SECTOR

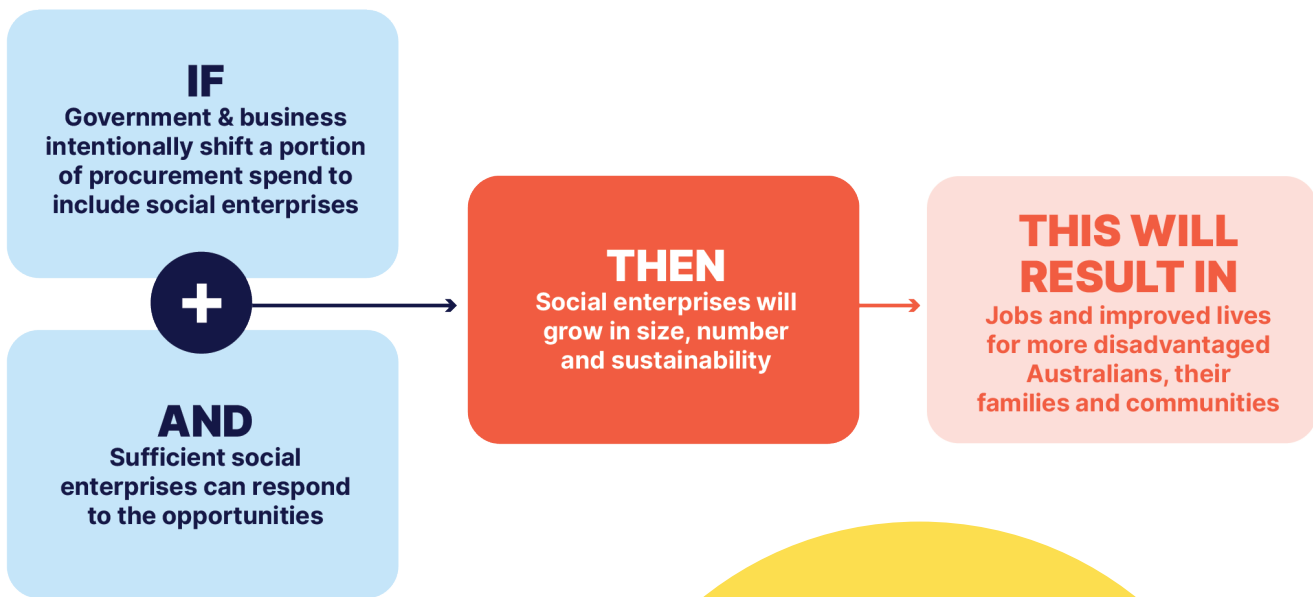
ABOUT SOCIAL TRADERS

Social Traders leads the way in creating a sustainable social enterprise sector in Australia.

Since 2008, Social Traders has been a pioneer in the growth of social enterprise across the country. Through programs and advocacy, Social Traders has equipped hundreds of enterprises with the know-how and networks to start and grow.

Social Traders has always adapted to meet the needs of the social enterprise sector. In 2017, 75% of social enterprises said that their biggest need was new customers¹ and that Australia's \$600 billion procurement market offered a significant opportunity for growth. In response Social Traders shifted its strategy to unlock the buying power of the government and private sectors to include social enterprise in their supply chains.

Today Social Traders leads Australia's social enterprise procurement marketplace – building the capacity of social enterprises by engaging business and government to buy their products and services.

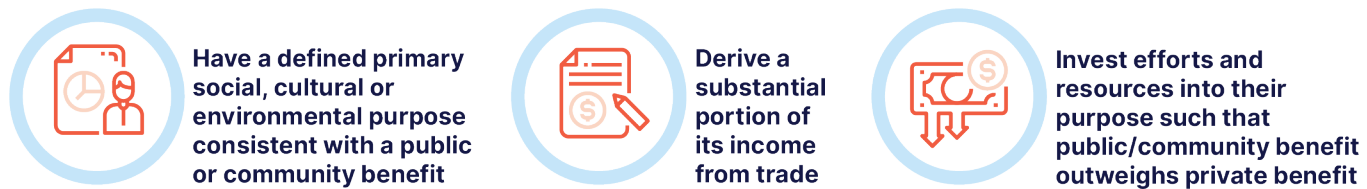


**1,430 JOBS
SUPPORTED
SO FAR**

WHAT ARE SOCIAL ENTERPRISES?

Social enterprises are businesses like any other, but they exist specifically to create social impact. That could be employment for marginalised Australians, tackling social problems, improving communities, or protecting the environment.

SOCIAL ENTERPRISES DO **THREE THINGS***:

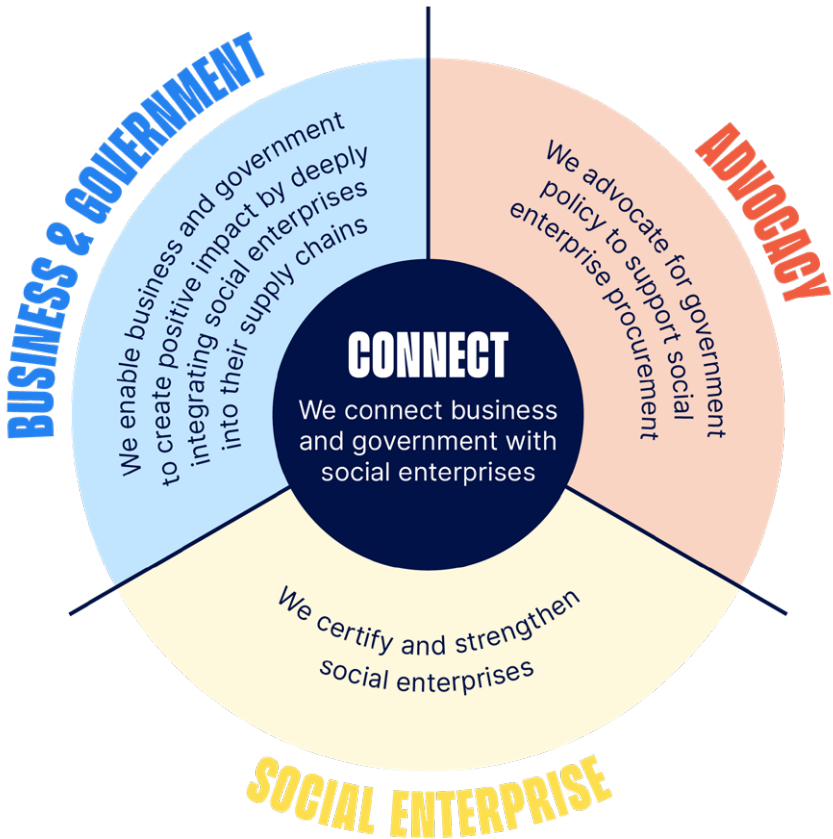


*The criteria are based on the definition of a social enterprise from the Finding Australia's Social Enterprise Sector research.

Social enterprises operate in all industry sectors of the economy, from facilities management, to catering and hospitality, to landscaping and horticulture, to business administration to design.

There are approximately 1,500 business-to-business social enterprises with a collective turnover of nearly \$3.9b, able to supply to governments and businesses, right around the country². The sector is growing rapidly.

SOCIAL TRADERS APPROACH



A WORLD-LEADING CERTIFICATION PROCESS

Our certification process is inclusive and supportive, offering social enterprises the flexibility they need. It caters for all legal types, impact models and all stages of social enterprise development including start-ups. It's constantly evolving to cater for the diverse range of social enterprise models.

We have a team that supports social enterprises through the application process. We work with social enterprises to articulate their social impact model, and the activities and costs associated with delivering their mission.

Ultimately what we want to do is put a spotlight on social enterprise and ensure that everyone trusts its extraordinary impact.

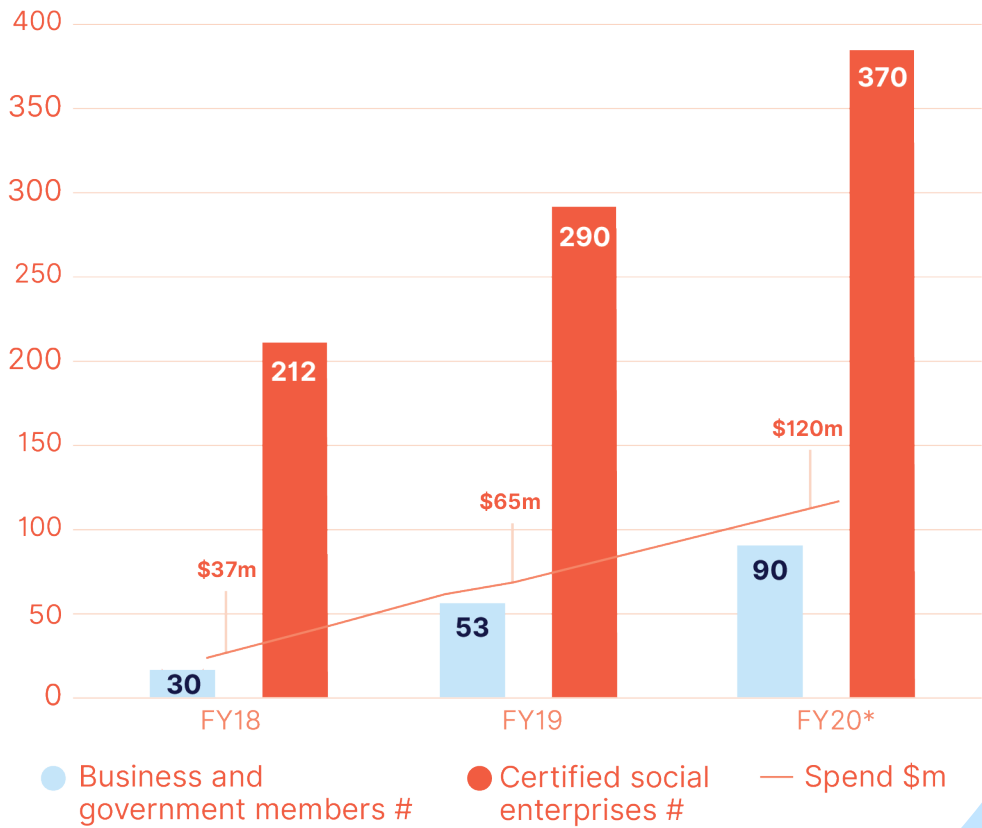
SOCIAL TRADERS IMPACT

THE STORY SO FAR. FY18 - FY20

DEMAND FOR SOCIAL ENTERPRISE PROCUREMENT IS CLOSE TO DOUBLING EACH YEAR.



CERTIFIED SOCIAL ENTERPRISES AND BUSINESS AND GOVERNMENT MEMBERS ANNUAL SPEND



*Social enterprises that have been certified for 12 months or more.

Social enterprise procurement growth continues.
At the end of FY21 we had certified over 450 social enterprises
and had 120 business and government members.

\$222m
SPENT WITH
CERTIFIED SOCIAL
ENTERPRISES
THAT LED TO:

1,430

JOBS SUPPORTED

Primarily for people with disabilities, long term unemployed & people with mental illness

379k

TRAINING HOURS DELIVERED

Primarily for people with disabilities, migrants & refugees & prisoners and ex-offenders

\$13.3m

COMMUNITY GOODS & SERVICES PROVIDED

Primarily services for the environment, people experiencing homelessness & long-term unemployed

\$2.5m

FUNDS DONATED TO CHARITY

Primarily for charities supporting marginalised youth, people with disabilities & marginalised women

5k

TONNES OF WASTE DIVERTED FROM LANDFILL



WHERE TO NEXT?

OUR VISION 2030



GROWING THE SOCIAL ENTERPRISE SECTOR IS EVEN MORE IMPORTANT POST COVID.

Embedding social enterprise into supply chains is a ready-made and proven solution to long-term unemployment that uses sustainable market activity. It's the most cost-effective way to avoid long-term unemployment for the most vulnerable Australians and speed up our economic recovery.

In mid 2020, despite the pandemic, 75% of social enterprises said they had the capacity to increase their social impact – but only with the right policy settings and support, such as government-mandated procurement targets and grants.

Social Traders has a bold 10-year vision to create more than \$5.5b in demand for social enterprise products and services which will support over 44,000 jobs for marginalised Australians*.

*Figures are cumulative 2021 to 2023.

Building on the **significant progress** over the last three years, **Vision 2030** will scale and embed social enterprise procurement **nationally**, driving major reforms in **public and private sector** procurement policy over the **next decade**.

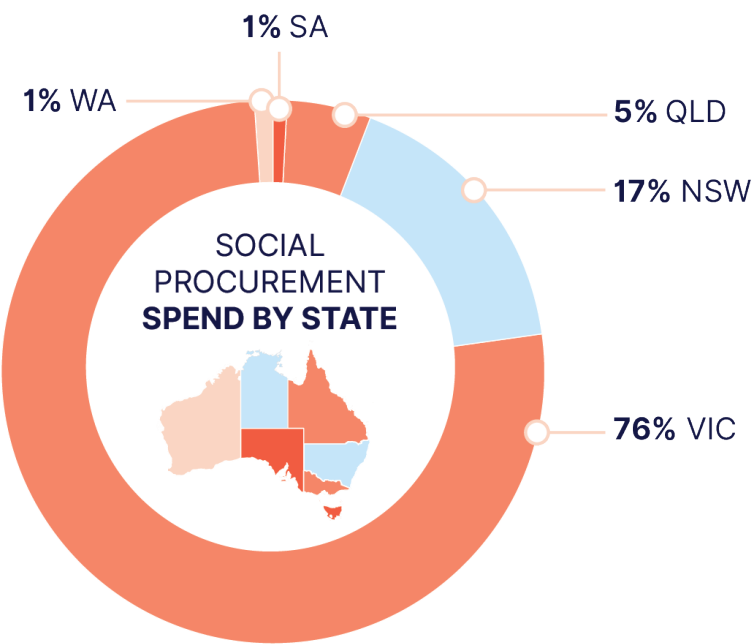
Our bold ambition is to create



**44,000
JOBS BY
2030**

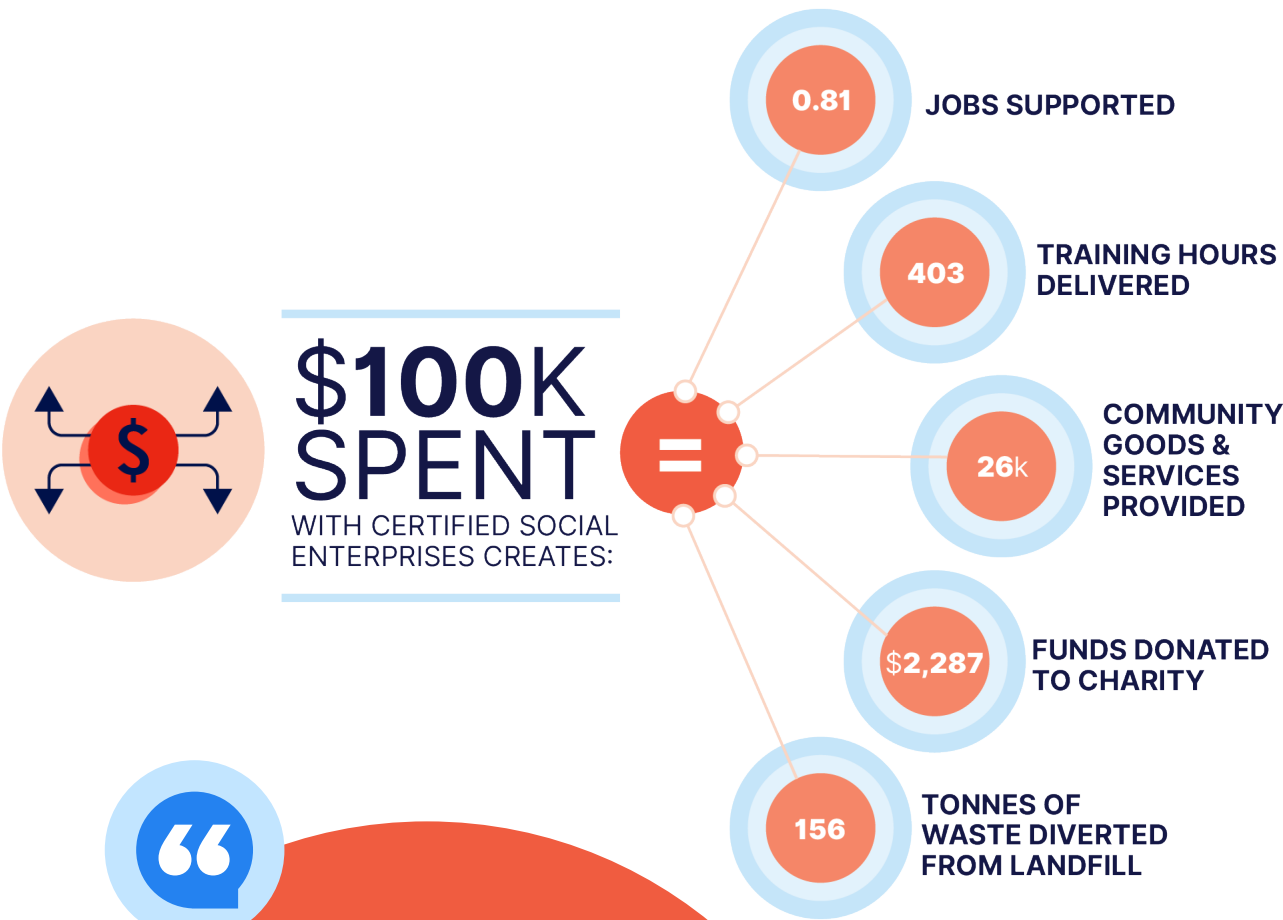
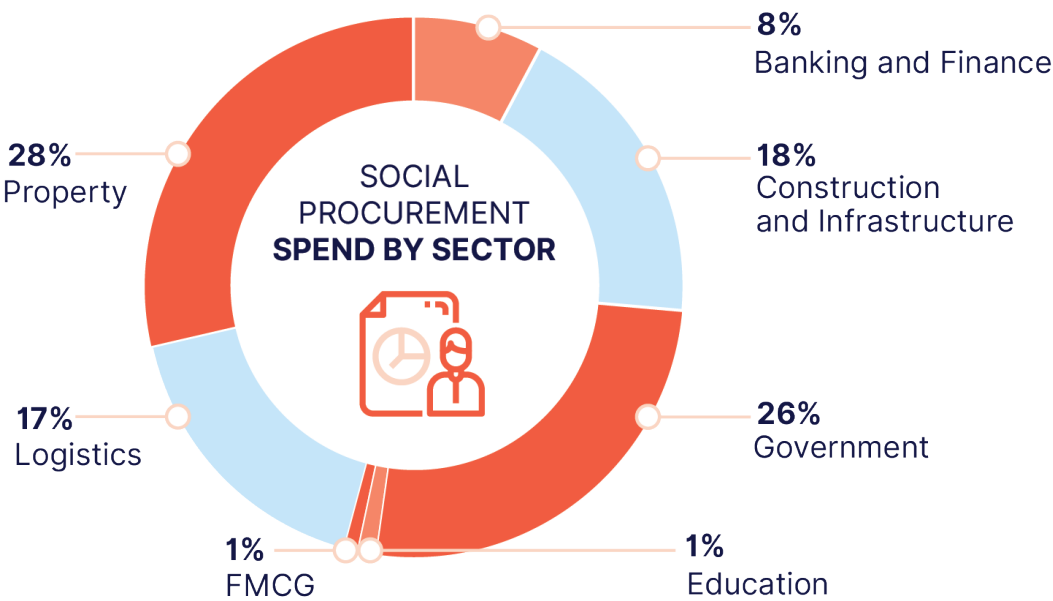
SOCIAL TRADERS IMPACT BREAKDOWN

FY18 to FY20



THE VICTORIAN SOCIAL PROCUREMENT FRAMEWORK HAS BEEN A KEY DRIVER OF SOCIAL PROCUREMENT.

GOVERNMENT DIRECT AND INDIRECT SPEND IS DRIVING THE MARKET, HEAVILY INFLUENCED BY THE INFRASTRUCTURE AND CONSTRUCTION INDUSTRY.



I applied for job, after job, after job. Because of my correction requirements and my criminal history, they would close the door on me straight away. Times were getting desperate. By sheer fluke, Fruit 2 Work social enterprise had one position as a driver, and I got it. I felt like a human being again. My confidence grew. Today I'm a successful man. That job opportunity helped save and change my life. Something so small as purchasing from our company, it really does change lives."

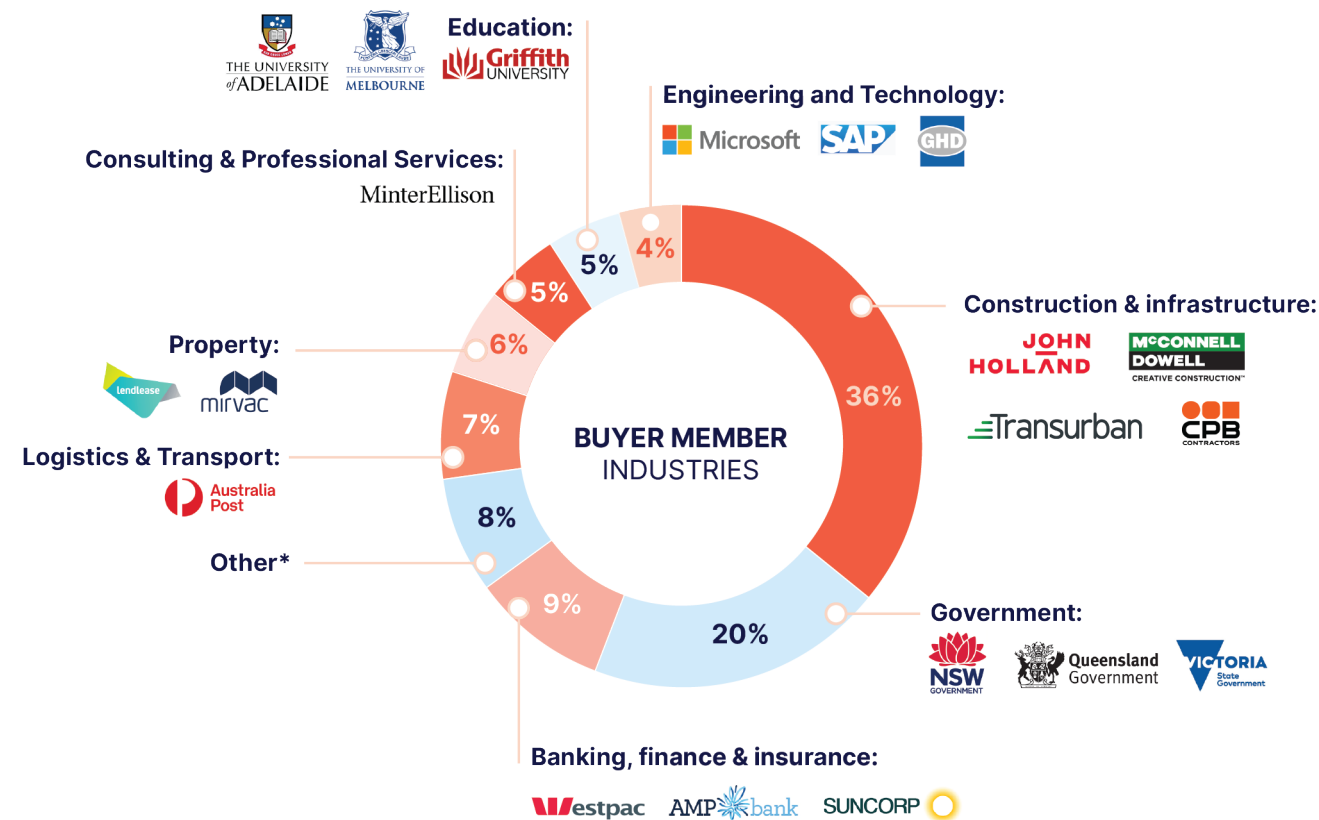
Simon Fenech,
Operations Manager at certified social enterprise, Fruit 2 Work.

90 BUSINESS AND GOVERNMENT MEMBERS

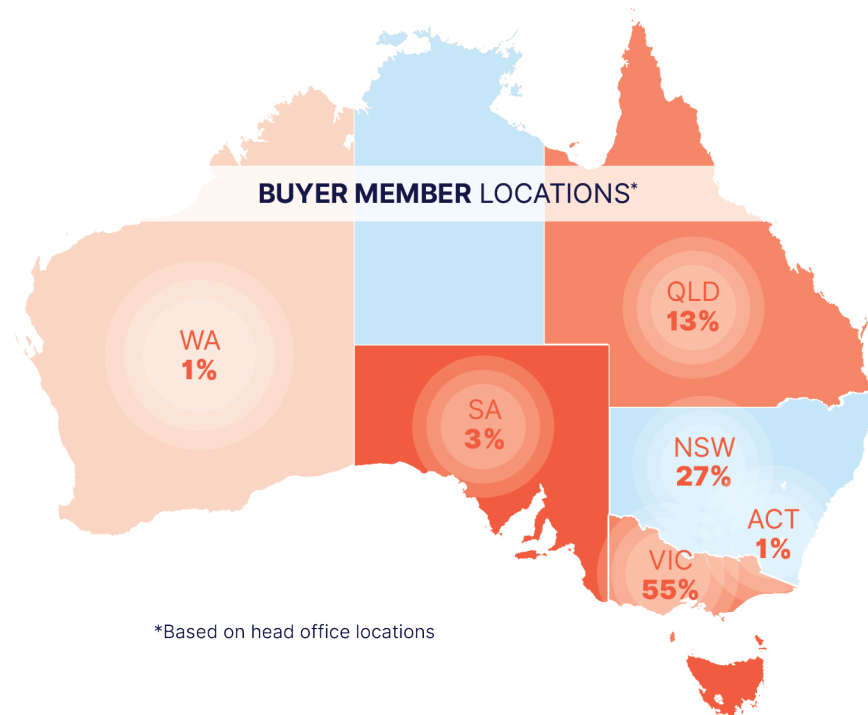
200% GROWTH FY18-FY20

Some of Australia's leading brands across all industries are becoming members of Social Traders and buying from social enterprises. These forward-thinking organisations recognise that buying from social enterprises adds impact to their supply chains.

We have a diverse range of buyer members covering multiple industry sectors.



*'Other' includes: energy, environmental, FMCG, healthcare



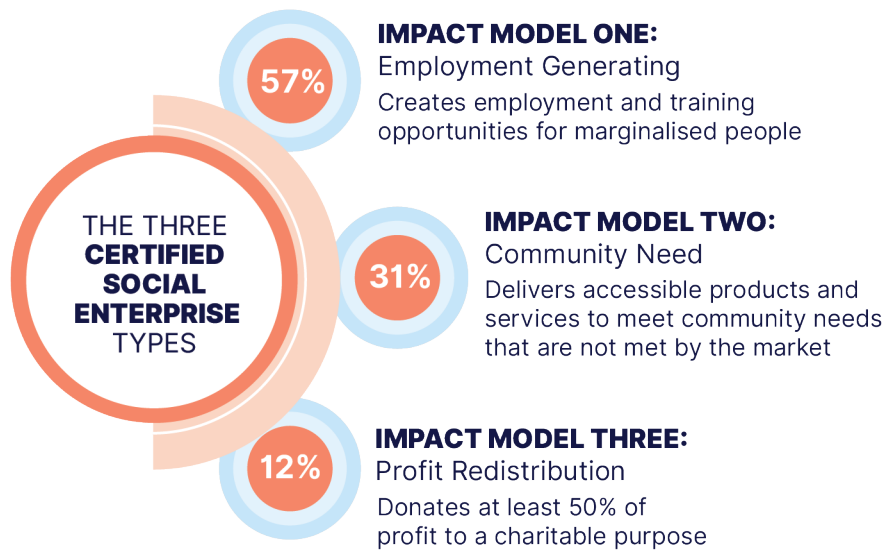
*Based on head office locations

In the last few years, we have seen profound shifts in the corporate world, as more organisations realise that businesses must exist for more than the singular pursuit of profit. Social enterprises exemplify this and show that commerce can be used as an incredibly powerful force for change.... It's something that makes significant business sense; your customers demand it, your employees expect it, and your investors are starting to measure it."

Adaïre Fox-Martin,
Executive Board Member, SAP

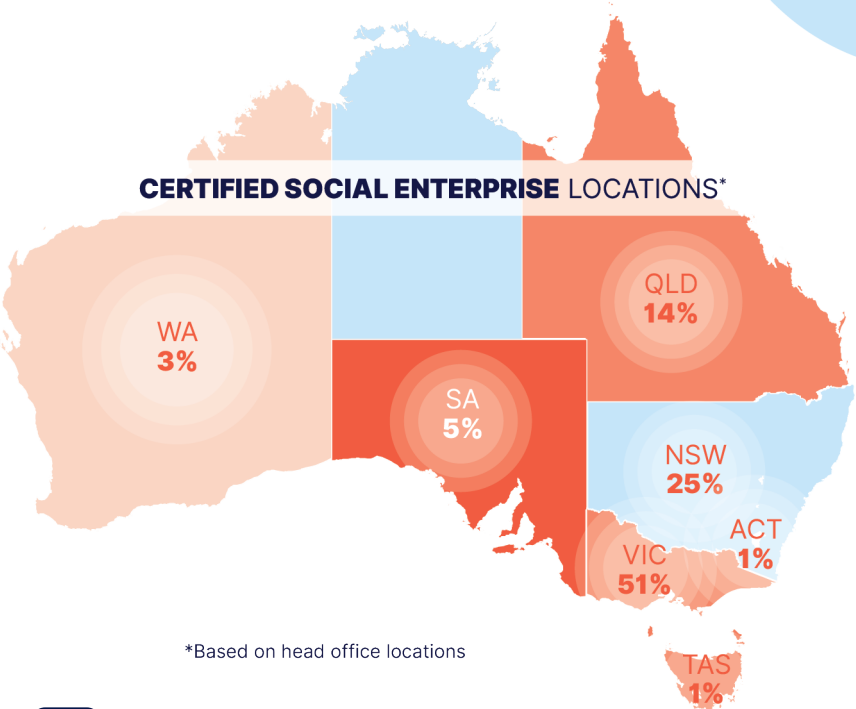
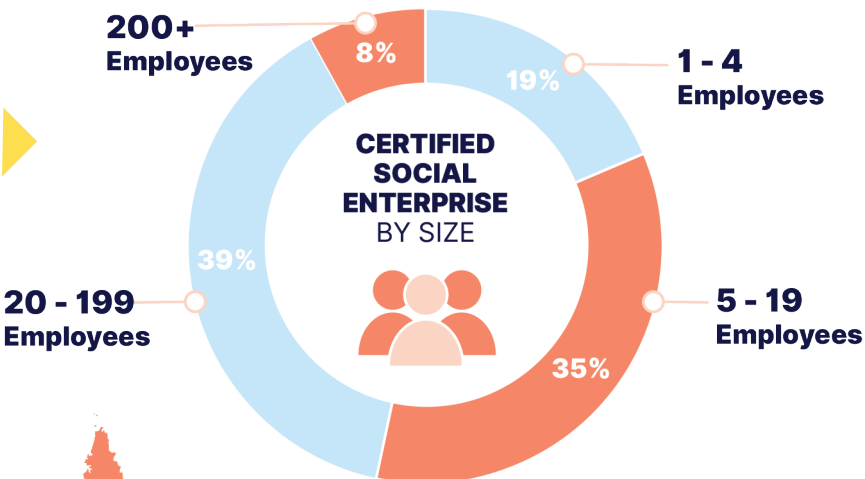
370 CERTIFIED SOCIAL ENTERPRISES

75% GROWTH FY18-FY20



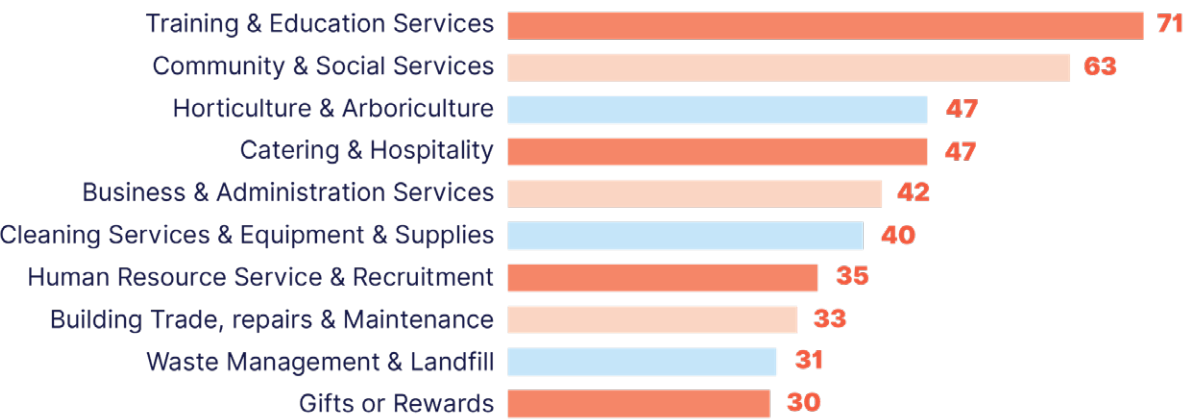
THERE ARE THREE SOCIAL ENTERPRISE IMPACT MODELS. **THESE DIFFERENT MODELS ARE THREE DIFFERENT WAYS THAT SOCIAL ENTERPRISES CREATE IMPACT.**

THE MAJORITY OF CERTIFIED SOCIAL ENTERPRISES ARE SMES



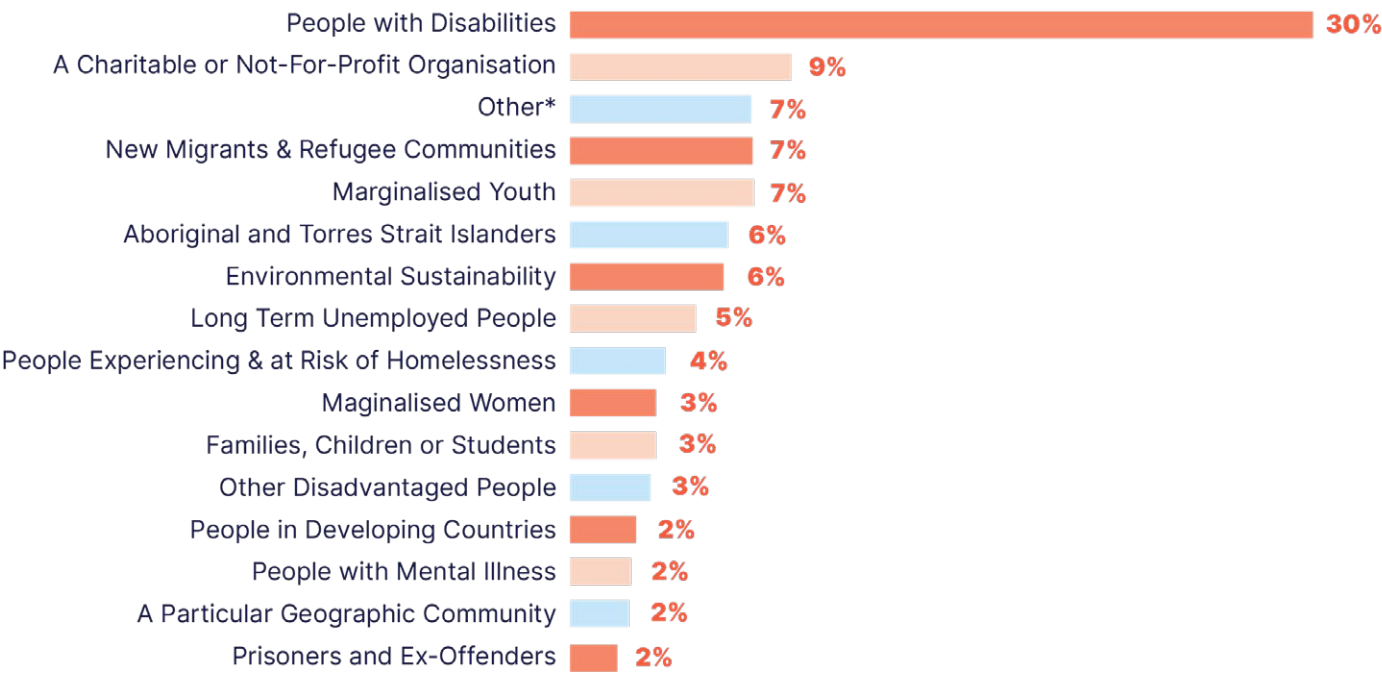
30% IN REGIONAL LOCATIONS
70% IN METROPOLITAN LOCATIONS

CATEGORIES COVERED BY CERTIFIED SOCIAL ENTERPRISES*



*Top 10 categories only, social enterprises work across multiple categories

SOCIAL ENTERPRISE PRIMARY BENEFICIARIES



*Other' includes: a particular industry, spiritual or religious community, animals, older people, people in a particular vocation or profession.

*Based on head office locations

ADVICE, SUPPORT AND TRAINING

FOR SOCIAL ENTERPRISE

We help social enterprises build the critical skills and strategies needed to sell to government and business customers.

ACHIEVING CERTIFICATION

Tailored guidance covering legal considerations, business models, governance structures, social impact activities and measures.

PlateltForward is a social enterprise that provides food, cooking lessons, advanced kitchen training, qualifications, confidence and employment. Through the certification process they were able to better articulate their impact model.



“Social Traders were super supportive of our aspirations and very encouraging. They used expertise and experience to make us understand and articulate our purpose and set us up with the best chance at success.”

- Shaun Christie-David,
Founder at PlateltForward

CONNECTIONS TO CUSTOMERS

Support to make successful connections with relevant business and government customers, including networking events with pre-prep on pitching and buyer insights.

Knoxbrooke run seven social enterprises that employ people with disabilities, including Yarra View Nursery. Through networking events and being put forward to Social Traders buyer members, they accessed several new contracts that contributed to significant growth. In the last five years they increased their turnover five-fold, grew from one to three nurseries and now generate 80% of their income from trade.



“We’ve been one of the biggest beneficiaries of Social Traders.”

- Kristian Dauncey,
Group CEO at Knoxbrooke

ONE-TO-ONE ADVISORY SERVICES

Customised growth strategy and business development advice from experts within the Social Traders team.

The Big Issue Women’s Workforce is a social enterprise that provides a range of business & administrative services, while employing women experiencing homelessness. Social Traders delivered consultancy support to develop a long-term growth strategy using social procurement to grow trade revenue.



“This project allowed us to work with industry experts to identify key growth opportunities through diversification and development of our social procurement offerings. Importantly, this strategy will allow us to offer more employment opportunities to women experiencing homelessness and disadvantage.”

- Stephanie Say,
National Communications and Partnerships Manager at The Big Issue.

REFERRAL TO OUR NETWORK OF SECTOR EXPERTS

Customised business development advice from our network of trusted partners, professional service providers and mentors.

Give Industries is a social enterprise electrical contractor that donates 100% of its profit to charities. Social Traders connected them with a peer social enterprise and an external advisor to create a scalable process of profit distribution under their donation model.



“Our advisor feels like the absolute right fit at the absolute right time. The referral process was smooth, and I’d be very happy to go back to Social Traders next time we realise a gap in our practice/knowledge.”

- Kat Dekker,
Director at Give Industries

TRAINING, WORKSHOPS AND SELF-SERVE GUIDED RESOURCES

e-learning courses, webinars, online intensives, face-to-face workshops and DIY online material.

The flagship training product is the ‘online intensive’, which uses a flipped classroom approach with an e-learning course, workbook and workshop. Topics include understanding procurement, business development, sales, marketing and demonstrating capability.



“This course is absolutely invaluable for all social enterprises - whether you’re starting out or undertaking a review, this will help you refine and target your limited resources where they need to be to maximise positive outcomes!”

- Certified social enterprise



SUPPORT AND TRAINING

FOR BUSINESS AND GOVERNMENT MEMBERS

We help business and government build the skills and strategies to deeply embed social enterprises into supply chains and business operations. We support organisations across the social procurement journey from introduction and early engagement, leadership and target setting, to embedding social procurement into policy/process and ongoing reporting.



CONNECTING WITH CERTIFIED SOCIAL ENTERPRISES

Location and category specific networking events in-person and online, directory of social enterprises, tailored category planning sessions and curated lists of suppliers for specific projects or tenders.



DEVELOPING SOCIAL PROCUREMENT CAPABILITY AND STRATEGY

Workshops to develop social procurement strategy and action, community-of-practice learning sessions with other social procurement leaders, online and in-house training on the why and how of social procurement.



CUSTOMISED ADVICE

Bespoke advice on social procurement strategies, tender approaches and partnering with social enterprises to create greater impact.



REPORTING AND IMPACT MEASUREMENT

Data to identify baseline social enterprise spend, impact reports that translate your spend with social enterprises into key metrics including hours of employment and training and resources and funds contributed to community benefit.



Social Traders has been an important partner from the beginning. They played a critical role. We could not be prouder of the achievements of the Ability Works team. We hope it will inspire even more people to participate in this kind of work."

Deepen Somaiya,
Sustainable Procurement
Manager at Transurban



When we engage with Social Traders, we can put our hand on our heart and know that we're working with an authentic certified enterprise. And we know that by engaging a social enterprise we're having an impact on many people's lives behind the scenes."

Sharon Gray,
Group Manager, Indigenous and Social
Inclusion at CBP Contractors



Social Traders has been instrumental in supporting our business to procure from social enterprises on major infrastructure projects. The support provided has enabled us to identify and engage social enterprises during the tender, transition and mobilisation phases. Social Traders has also helped our teams understand how to improve our social procurement approach and increase the critical outcomes generated by working with social enterprises."

Kamini Choudhry,
Executive General Manager
– Roads at Broadspectrum



Being a member gives us the opportunity to link up with social enterprises that we might not otherwise know about, and to network with other businesses in the construction industry that are likeminded about changing buying habits to create better social outcomes."

Kate Hogan,
Social Procurement Manager
at Ecodynamics



SOCIAL PROCUREMENT IN ACTION

ABILITY WORKS AUSTRALIA & TRANSURBAN – VICTORIA



“

At the start my concern was that I'm not able to do this work, but very quickly I realised I am capable. This is achievable for me. I feel very respected here, very valued.”

James Baker,
Employee, Ability Works

Ability Works is a social enterprise that creates jobs for people with a disability in metal fabrication, digital technology, packaging and assembly, logistics and fundraising.

Transurban not only buys from Ability Works, but has introduced them to their clients and helped them pivot into new product and service lines for the infrastructure and construction market. The shared value program they established has been adopted by other business, including other Social Traders buyer members.

“Social Traders has been an important partner from the beginning. They played a critical role. We could not be prouder of the achievements of the Ability Works team. We hope it will inspire even more people to participate in this kind of work.”

– **Deepen Somaiya, Sustainable Procurement Manager, Transurban.**

HOTEL HOUSEKEEPING & LENDLEASE – QUEENSLAND



“

This opportunity has given me the confidence and reassurance to know that nothing is too big to handle. I am able to do my job while looking after my family. I am very happy with how this opportunity has worked out.”

Sonan,
Bhutanese migrant & Supervisor
at Hotel Housekeeping

Hotel Housekeeping is a social enterprise that delivers housekeeping services to hotels across Australia, while providing employment opportunities for refugees and migrants. “It was through the Social Traders network that we were fortunate enough to get an opportunity with Lendlease. Their advice was even more important when we changed direction – it was literally a fundamental difference between success and failure” – **Shannon Price, General Manager, Hotel Housekeeping.**

“The service (Hotel Housekeeping) provide is exceptional and they are always flexible and adaptable. They treat out residents with respect and kindness and are always positive and smiling” – **Derek Guy, Assistant Village Manager at Buderim Gardens Retirement Village, Lendlease.**

“A big measure of our social impact is improvements to wellbeing as well as providing meaningful training and support” – **Shannon Price, General Manager, Hotel Housekeeping.**

CLEAN FORCE & CBP – NSW



“

My life has changed dramatically since I worked at Clean Force.”

Craig Tolley,
Employee, Clean Force

Clean Force is a commercial cleaning social enterprise that employs and supports people from disadvantaged backgrounds.

“We're a disability enterprise, but we're not asking for a handout – what we're asking for is an opportunity” – **Tony Dauod, Operations Manager, Clean Force**

Clean Force was engaged by CBP on the Paramatta Light Rail Project. CBP has introduced a range of processes and mechanisms across its business to promote and encourage the use of social enterprise suppliers. This includes a 2% social procurement target and an early payment program.

“When we engage with Social Traders, we can put our hand on our heart and know that we're working with an authentic certified enterprise. And we know that by engaging a social enterprise we're having an impact on many people's lives behind the scenes.” – **Sharon Gray, Group Manager, Indigenous and Social Inclusion, CBP Contractors**

CARCLEW CREATIVE CONSULTANTS AND UNIVERSITY OF ADELAIDE – ADELAIDE



“

Many young people give up on their hopes of meaningful employment because, although they are talented, they don't have the skills or confidence to become fully established. Social enterprise procurement enables social enterprises to create opportunities that otherwise might not exist.”

Paul Mayers,
Social enterprise Manager,
Carclew Creative Consultants

Carclew Creative Consultants is a social enterprise that supports young people from diverse backgrounds into successful careers within creative industries.

Thanks to contracts with business and government, Carclew has halved unemployment and doubled paid employment for young participants in the past 12 months. The University of Adelaide is one of the customers that has engaged Creative Consultants services. It's thanks to procurement contracts that Carclew almost doubled its capacity in the past year, despite the pandemic.

“It's encouraging to have Social Traders here in South Australia. We know from first-hand experience the opportunities their marketplace can facilitate and so this is a real opportunity for business and Government to invest in the future of South Australian young people and communities.” – **Paul Mayers, Social enterprise Manager, Carclew Creative Consultants**

GOVERNMENT SUPPORT AND ENDORSEMENT

IS A CRUCIAL ENABLER OF SOCIAL ENTERPRISE PROCUREMENT

A key part of Social Traders work is advocating and working with government. Australia's largest states are leading the way in the social procurement marketplace.

IN A SIGNIFICANT STEP-CHANGE, AUSTRALIA'S THREE LARGEST STATES REPRESENTING 76% OF THE POPULATION ARE NOW MEMBERS OF SOCIAL TRADERS AND BUYING FROM SOCIAL ENTERPRISES.



VICTORIAN GOVERNMENT: IMPLEMENTING THE GAME-CHANGING SOCIAL PROCUREMENT FRAMEWORK

In 2018, the Victorian Government introduced a Social Procurement Framework to leverage its everyday procurement spend to deliver social and sustainable outcomes that would benefit the Victorian community. The framework has been rolled out across 275 government agencies and is a key driver of social procurement adoption amongst businesses.

The Victorian Government was the first state government to join Social Traders membership in 2018, and to put a Social Enterprise Strategy in place.

[Business committing to social procurement] shows what can happen when people think in a new way – it's about transforming lives. It's never been more important to have a vibrant social enterprise network ... the work of Social Traders is fundamentally important."

The Hon Jane Garrett,
Victorian Parliamentary
Secretary for Jobs

“

There's an opportunity to use procurement for achieving social outcomes. The agreement with Social Traders acknowledges the worth and benefit of social enterprises to the ecosystem of government."

The Hon Damian Francis Tudehope,
Minister for Finance and Small Business,
NSW Government

QUEENSLAND GOVERNMENT: PILOTING A PROGRAM TO SUPERCHARGE SOCIAL PROCUREMENT

The Queensland Government is a member of Social Traders, and has a Social Enterprise Strategy in place. As well as accessing Social Traders database through membership, the Queensland Government is undertaking a pilot project where five government departments are working with Social Traders to grow their social procurement capability.

Alongside government support at state level, all Queensland Local Governments now have access to certified social enterprises through an agreement between Social Traders and Local Buy.

“

We can learn a lot from social enterprises when it comes to sustainable job creation and working with those traditionally disadvantaged in the labour market to build the confidence and skills needed to gain and maintain meaningful employment."

The Honourable Shannon Fentiman MP,
Minister for Employment and Small
Business, Minister for Training and Skills
Development Queensland Government

NSW GOVERNMENT: BUILDING SOCIAL ENTERPRISE INTO PROCUREMENT GUIDELINES

The NSW Government joined Social Traders membership in 2020. To grow social procurement activity, it also amended its procurement guidelines to incorporate social enterprises as a type of supplier that they are encouraging buyers to engage with.



SOCIAL TRADERS

GROWING AUSTRALIA'S SOCIAL ENTERPRISE SECTOR

“

Our government is deeply committed to developing the state's social economy and I'm proud to be part of a government leading the way with Australia's first Social Enterprise Strategy and our Social Procurement Framework. We recognise that social enterprises are innovators and entrepreneurs, and that innovation is going to be so important for our future economy. We're committed to supporting the work you do in creating a strong social enterprise sector ... and ensuring social procurement can deliver social, economic and environmental benefits to our communities for many years to come.”

The Hon. Jaala Pulford, Minister for Employment, Minister for Innovation, Medical Research and the Digital Economy, and Minister for Small Business, Victorian Government

SOCIAL TRADERS SPENT 13.4% OF ITS PROCUREMENT BUDGET WITH SOCIAL ENTERPRISES



TARGET

10% spend
with social enterprises



ACHIEVED

13.4% spend
with social enterprises
in FY20

IMPACT VERIFICATION METHODOLOGY

We use the following methodology to determine the impact of social enterprise procurement.

STEP ONE

CALCULATE VALUE (\$) OF TRADE

Throughout the year, spend data is collected from Social Traders business and government members which is matched to Social Traders certified Social enterprises. Approximately 60% of Social Traders business and government members submit their spend data to Social Traders. The remainder is calculated using industry averages and Social Traders knowledge of procurement trade.

STEP TWO

CALCULATE THE SOCIAL IMPACT GENERATED FROM TRADE

During the certification process, social enterprises submit documentation to Social Traders to demonstrate the social impact they have generated. This data is classified into the five Social Traders impact indicators:

- Hours of work for disadvantaged people
- Hours of training for disadvantaged people
- Free or reduced cost goods or services provided for charitable purposes
- Tons of waste diverted from landfill
- Profits generated for charitable purposes

The data is summarised into an amount of social impact per \$100k spend for each of the impact indicators. Combined with the total value of marketplace trade, this highlights the total impact generated by the Social Traders marketplace.

STEP THREE

CALCULATE ATTRIBUTION RATE (%) OF SOCIAL TRADERS BUSINESS AND GOVERNMENT MEMBERS

Once the total social impact of the Social Traders marketplace has been calculated, the data points are entered into the Social Traders impact model. This assists in tracking and predicting the sector and marketplace growth. Developed in 2018, the impact model forms the evidence base for Social Traders 2030 vision.

THANK YOU

TO OUR SUPPORTERS OVER FY18-FY20

FINANCIAL SUPPORTERS

GOVERNMENT



CHARITABLE FOUNDATIONS



SPONSORS



PRO AND LOW BONO SUPPORTERS



The team at Social Traders would like to thank each of our generous supporters, sponsors and collaborators. It's thanks to you that we've achieved the outcomes in this report that are helping create a thriving social enterprise sector.

YOU TRULY MAKE THE DIFFERENCE FOR US, AND WE ARE EXTREMELY GRATEFUL!

Social

Traders

FOR BUSINESSES READY TO CREATE SOCIAL IMPACT THROUGH PROCUREMENT - JOIN SOCIAL TRADERS!

www.socialtraders.com.au/business-government

FOR SOCIAL ENTERPRISES READY TO BE SHOWCASED TO BUSINESS & GOVERNMENT – APPLY FOR SOCIAL TRADERS CERTIFICATION!

www.socialtraders.com.au/social-enterprise

**Social
Traders**

Find us online at www.socialtraders.com.au
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All data is valid as at June 2021

¹Finding Australia's Social Enterprise Sector (2016)

²Estimated based on turnover data collected from certified social enterprises between FY18-FY20 and a FY20 estimate of the size of B2B social enterprise market.

³Impact data is for the period July 2018 – June 2020.

Certified social enterprise data and buyer member data is taken as at April 2021.

- Social Enterprise information is collected at time of certification. Financial and other documents are reviewed by Social Traders certification team
- Social enterprise impact data is collected at the time of certification
 - Data collected includes employment hours (converted to FTE jobs), training hours, value of community services and funds distributed, waste diverted from landfill, wages paid to beneficiaries, direct costs of supporting beneficiary employees/trainees
 - Enterprises can select up to 3 impact indicators aligned to their mission
 - Jobs are calculated as annualised full-time-equivalents – for beneficiary employees
 - Jobs included are direct jobs (ie wages paid by SE)
- Insights are based on spend data collected from 60% of eligible buyer members (eligible = member for >1 year)
 - Conservative estimate of deals and impacts
 - FY18 and FY19 data has been verified by PwC, FY20 data has been verified by Social Traders
 - Where spend has not been submitted, an estimate has been modelled based on average of the buyer member industry.
- Certification numbers include re-certifications in progress