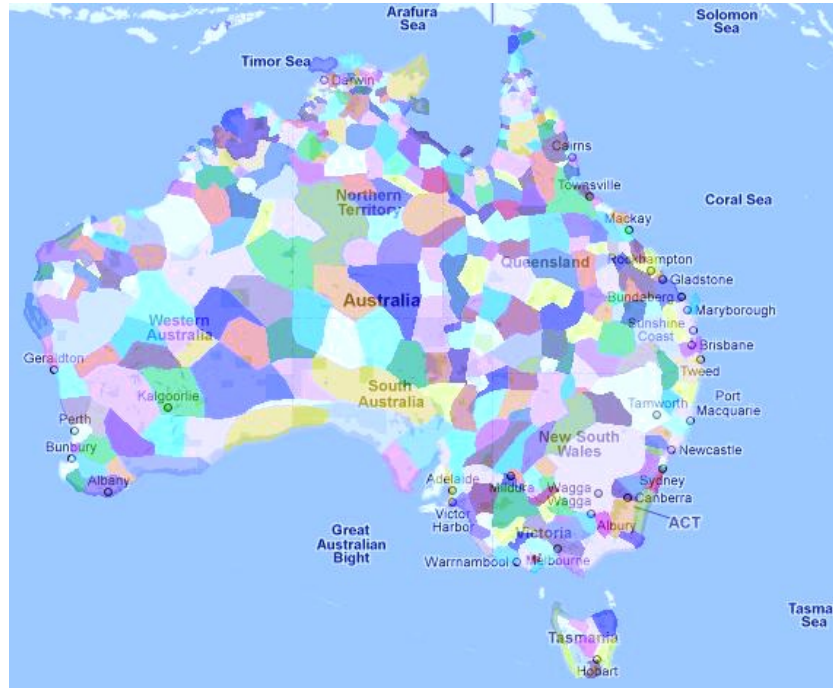


Acknowledgement Of Country



The square peg in the round hole: Navigating systems to develop innovative service delivery approaches



Connection And Wellbeing Australia
Bella Broadway (she/her)



What is social enterprise?



Using the power of the marketplace to solve the most pressing societal problems, social enterprises are commercially viable businesses existing to **benefit the public and the community**, rather than shareholders and owners.



A social enterprise has a defined social purpose



That social purpose is at the heart of everything that social enterprise does



Why social enterprise?



Government:

Somewhat stable funding, Power and influence

Community perception, Lack of flexibility, time and change



Corporate:

Financial security, Structure and process

Motivation, Compromise outcomes for profit



Not for Profit / Charity:

Reputation, Mission focussed

Unstable funding, Process poor.

Relies on volunteering



Sustainability:

Maximising resources using mixed funding approaches

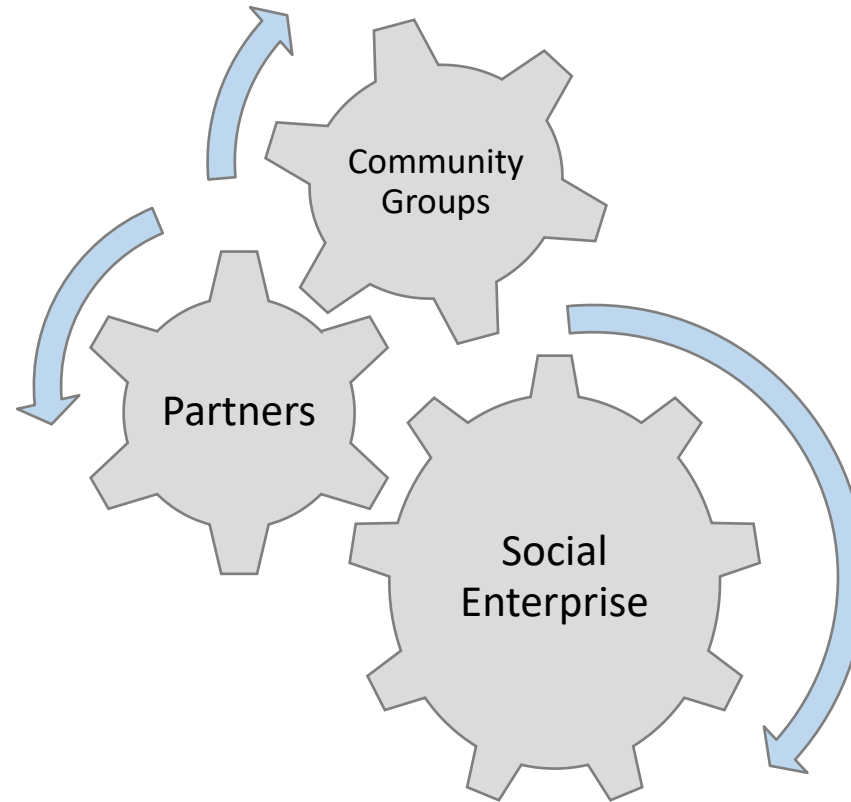


Visibility: Bringing whole of community into suicide and mental health spaces



Nothing about us without us:

Social Enterprise as Champions of Peer Spaces



Quality Counts:

Social Enterprise as a vehicle to drive
best practice approaches to service delivery



Case Study:

Outcomes for suicide prevention project



Phase 1:

In the week following the workshops:

- 19 participants (68%) used safeTALK to ask someone if they were thinking about suicide
- 19 participants had 72 conversations about suicide with peers

In the 4 weeks after the workshops:

- Participants indicated that they had collectively had 146 individual conversations
- 65 ASIST interventions with people who were thinking about suicide



Case Study:

Social Enterprise Approach Outcomes



New members and new volunteers



Engaging with new sections of the community (age, disability etc)



Increased awareness about their groups in media, corporate, health....



Its all about Relationships!



Case Study:

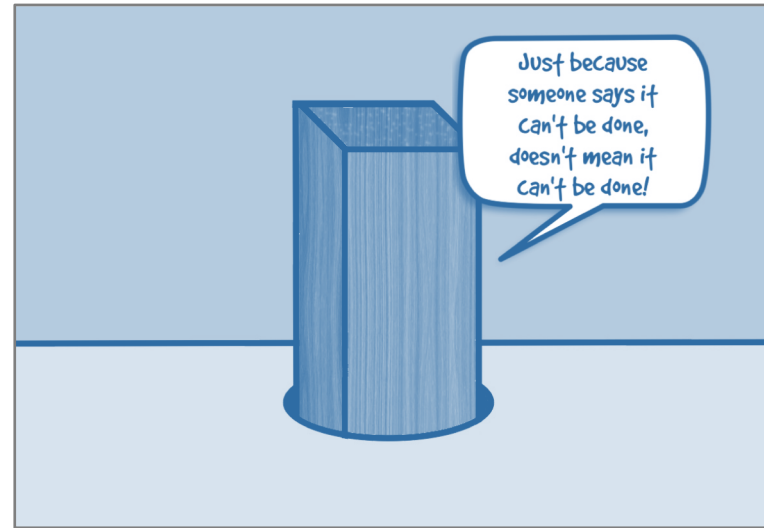
Social Enterprise Approach – Capacity Building Outcomes

The capacity building outcomes generated by the project delivery were projected to deliver over **\$41,200** of value (value, venue and service donations) to the community group



Challenges of being the square peg in the round hole:

Navigating traditional spaces using innovative approaches to suicide prevention and mental health





Thank you for the work that you do to
help create mentally healthy, safe and
inclusive spaces

www.connectionandwellbeing.com.au

