

Social enterprises need your support to continue to do good #thegoodnessgap

Social distancing and event cancellations are devastating social enterprises across Australia with thousands of staff and contract workers losing income to prevent the spread of the C-19 virus.

Social enterprises may miss out on vital government support and fall into the gap between C-19 programs aimed at for-profit small business and the charity sector.

The social enterprise community understands the importance of reducing the spread of C-19, but the government must recognise the value of sustaining a thriving social enterprise community, **and we need your help.**

What you can do?

- The government needs to hear from you because social enterprises often fall in the gap between support for small business and charities.
- All social enterprise workers are urged to record a short message and let the government know about the impact of C-19 on your social enterprise.
 1. What does your social enterprise do? Who does it help?
 2. What have you lost due to C-19?
 3. Tell a story of hope: How have you adapted to the new normal? What opportunities have you discovered?
- We need the government to urgently announce an emergency support package to deal with the imminent loss of thousands of jobs, businesses closing and loss of income across the social enterprise sector.
- Upload your message on Instagram, Facebook and Twitter and hashtag **#thegoodnessgap** and **#beyondbusinessasusual**. *See key messages and social media examples below.*

What else you can do:

- Log your income and job losses due to C-19 at <https://thegoodnessgap.org/>
- We want to catalogue the impact C-19 has had on social enterprises across Australia and this will support a national effort to advocate for targeted assistance for social enterprises.
- Use social media to promote the ways other social enterprises are supporting the most vulnerable in our community during this time of social isolation and economic scarcity. #socialenterprise #beyondbusinessasusual
- Be kinder to everyone. Now is the time for generosity and optimism.
- Look after your health and safety, and those you work and live with.
 - Practice social distancing and self-isolate if you are unwell. If unsure, call the Coronavirus hotline on 1800 675 398 (24 hours) or see <https://www.health.gov.au/news/health-alerts/novel-coronavirus-2019-ncov-health-alert/coronavirus-covid-19-current-situation-and-case-numbers>
 - If you have an emergency, call Triple Zero (000).
 - Look after your mental health – See Beyond Blue's advice [<https://www.beyondblue.org.au/the-facts/looking-after-your-mental-health-during-the-coronavirus-outbreak>].
 - Get direct help at this stressful time – phone Lifeline on 13 11 14 or Beyond Blue on 1300 224 636.

Key messages you can include:

- It is important to stop the spread of C-19 by banning large events and reducing social contact.
- But this will take a heavy toll on the social enterprises that might miss out on the \$17 billion support for small business, and other supports being developed for charities.
- We might fall in the gap.
- Social enterprises are businesses that trade to tackle social problems, improve communities, people's life chances or the environment.
- Just like any other business, social enterprises make their money from selling goods or services in the open market but they reinvest their profits back into the social aims of the business or the local community.
- [The government's \\$17 billion dollars](#) to keep small businesses going will not reach all social enterprises because we are neither a standard business nor a charity and existing definitions might exclude us unintentionally.
- The additional [\\$1 billion dollars for regional assistance](#) currently targets tourism, agriculture and education. We need more funds released under these packages to address social and community cohesion initiatives run by social enterprises.
- We fall in the gap even though:
 - There are 20,000 social enterprises across Australia
 - We exist to find new solutions to social, environmental, cultural and economic problems.
- Jobs and income is being lost now and it will take months to recover.
- Join us showing your support for #thegoodnessgap

Social media text examples:

- Government is spending over \$17b for small business and charities to get through C19, but social enterprises are falling in the gap. #thegoodnessgap #beyondbusinessasusual
- We run businesses to help vulnerable people, tackle social problems and improve the environment but we don't get a share of the #ausgov \$17b C19 pack #thegoodnessgap #beyondbusinessasusual
- Thousands of social enterprise workers will lose their jobs with C19 and urgent support to the most vulnerable. #socialenterprise will fall through the gap in gov support for business and charities #thegoodnessgap
- Social enterprise works for social and environmental good, but don't get a share of #ausgov \$17b C19 stimulus #thegoodnessgap



Social enterprise networks across Australia are collaborating to give this sector a voice and influence the government response. We will soon circulate advice on how to navigate the government support that is being put in place.