

MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

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ATTENTION: Chiefs of Staff, News Directors



State's enterprise sector encouraged to take part in first-ever study

Tasmania's social enterprise sector is being encouraged to participate in a new online survey, which is the first of its kind in Tasmania.

The Tasmanian Social Enterprise Study (TSES) aims to provide a state-wide profile of the sector; detailing what the enterprises are, and what support or assistance they may require.

"The social enterprise sector is quite often the backbone to many communities across the state," said Kylie Eastley, project Research Associate.

"The sector's innovation, motivation and entrepreneurial approach influence a community's cultural, social and economic wellbeing."

Social enterprises are being encouraged to fill out a survey, with the study being conducted by the University of Tasmania's Institute for Regional Development (IRD), in partnership with the Tasmanian Government.

"A lot of the industry's hard work has not really been formally recognised, or is largely unknown, and we want to know who they are and what they are doing in order to raise awareness of the sector's needs," Ms Eastley said.

A social enterprise is defined as a business or organisation which is driven to provide a public or community benefit by conducting regular trading activity.

Some of the proceeds from trade are reinvested back into the community.

Survey results will provide a comparison with national findings from the Finding Australia's Social Enterprise Sector (FASES) survey.

The survey is online at www.socialenterprisetasmania.blogspot.com or a hard copy is available on request.

Survey submissions close Friday, 4 March 2011. All survey participants go in a draw to win one of three prizes from a Tasmanian social enterprise.

Results of the project will be published later this year.

For more information on the study, contact Research Associate Kylie Eastley on 0439 262 344 or email socialenterprise@utas.edu.au; or Dr Robyn Eversole, Robyn.Eversole@utas.edu.au

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