



How to set social procurement targets for your business

And make a difference

Acknowledgement

Mandura recognises, respects and acknowledges our First Nations Peoples and all Traditional Ancestral Bloodline Original Owners and their Descendants throughout Australia.

We pay our deepest respects to Elders past, present and those of our future, for they have held and still hold our individual Spiritual Traditional Belonging, Lore, Languages, Ceremonies and Protocols, Memories and Hopes while maintaining continuity with Bimbles (Jaithmathang word for Tribal Lands/Country).

What is social procurement?



Author: Taryn Saunders

Taryn is a proud Gunditjmara/Jawoyn woman passionate about Social Procurement and Corporate Responsibility. She is committed to empowering all Australians to work towards a diverse and inviting workplace for all cultures.

Taryn's vision is a compassionate and inclusive Australia where First Nations people can flourish in their communities, in their businesses, and their workplace.

What is social procurement?

Social procurement is the term used when a business procures goods or services of social value. These businesses are choosing to buy goods from other businesses that are committed to dedicating a percentage of annual profits towards achieving a social mission.

These businesses are known as social enterprises – and include many with First Nations ownership. So chances are when you choose to make a purchase from First Nations businesses, you are contributing back to the communities in which they operate and creating positive economic and social outcomes.

Procurement —————→

Acquiring goods and services

Social Procurement —————→

Acquiring goods and services while generating social outcomes.



Providing employment and training to people of need.



Supplying resources to communities who have a need, but do not have access.



Donating a dollar value towards a charitable purpose.



A social enterprise will invest back into the community by dedicating profits or resources to serve a social purpose.

Why is it beneficial to have a social procurement strategy?

Introducing a social procurement strategy into your business will redirect your buying power to create social change and give you the ability to track your positive impact in social value. Having a good social procurement strategy offers a range of benefits for your business, your people and the social outcomes you are supporting.

Implementing a social procurement strategy with a focus on First Nations can:

1. Generate a huge positive impact that doesn't require additional funding.
2. Stimulate greater opportunities for a stronger and more diverse economy.
3. Encourage local economic development and growth by creating jobs for First Nations People.
4. Help your business achieve Corporate Social Responsibility targets.
5. Close the employment gap between First Nations and non-First Nations Australians.

According to Supply Nation's Social Return on Investment (SROI) Report, for every dollar of revenue, Certified First Nations Suppliers generate \$4.41 of economic and social value.¹ That means every dollar goes four times further when spent with First Nations businesses.

Engaging with First Nations businesses creates a significant and measurable social impact. First Nations businesses are more likely to:



100x

more likely to hire other First Nations Peoples



56%+

frequently provide pro-bono advice and support



54%+

sponsor Cultural Education/Cultural events and local sports teams



provide community benefits

How to build a successful First Nations procurement strategy?

Don't be afraid to start small - even small purchases create significant impacts. By procuring from one or more First Nations businesses, First Nations communities benefit enormously from the support created from that engagement.

Tracking and demonstrating the benefits of your program through a procurement strategy is a valuable tool that will help emphasise the importance of supporting First Nations people, and for future decisions based on that positive impact.

1. Assess your current situation

Do a quick assessment of your current supply chain. You might be surprised to discover that you already engage with a First Nations business to fulfil some of your procurement requirements. Once you have identified the need for goods and/or services, make a conscious choice to contribute this to your social procurement spend.

Consider which businesses you already purchase from: are there any changes you can make to your existing spend to create more social value? Make small switches – for instance if you are hosting an event, consider using a First Nations owned catering company or a First Nations business for your next order of business cards. On your next office supply run, purchase products from Mandura. Mandura offers products sourced from a range of diverse suppliers including other social enterprises and nine First Nations brands, helping you meet a range of corporate social responsibility targets.



How to build a successful First Nations procurement strategy?

2. Create social value goals

Social value encompasses the wider economic, social and environmental effects of an organisation's actions. Once you have a better understanding of your current engagement with First Nations businesses, set social targets that will help build momentum and inform your action plan. For example:

- Set a target for increasing your direct or indirect spend with First Nations businesses. Over what time period will you achieve that goal? How will you measure it?
- Set targets for the social value you will create as a result of that spend. You can do this by:
 - Committing to procuring some goods and services from First Nations businesses.
 - Committing to engaging a percentage of your commercial relationships with First Nations businesses.
- Attend networking events for First Nations business owners to meet relevant contacts and foster new connections.
- Reach out to your Winc account manager for more information on how we can help you achieve your social procurement goals.

Your business could also consider introducing a Reconciliation Action Plan (RAP). A RAP is a roadmap that supports an organisation's commitment to their reconciliation movement.

Workplaces can introduce a RAP as any part of their reconciliation journey. For more information visit: <https://www.reconciliation.org.au/reconciliation-action-plans/>



How to build a successful First Nations procurement strategy?

3. Introduce Tier 1 and Tier 2 Procurement Targets

Support First Nations businesses by introducing Tier 1 and Tier 2 procurement targets. These targets will increase diversity spend within your procurement processes to support the First Nations business sector as a whole.

Tier 1 spend is a direct transaction between the customer and the First Nations supplier. 100% of Tier 1 spend counts towards First Nations procurement targets. Madura is a Tier 1 First Nations business.



Tier 2 spend supports a First Nations business by procuring goods through a supplier offering a certified Indigenous range.



Tier 1 and Tier 2 spend are reported separately. Madura branded products are also sold through Winc.

How to build a successful First Nations procurement strategy?

4. Generate Internal Awareness

Create internal awareness about your business' decision to introduce a social procurement strategy that supports First Nations communities. This will provide your employees with the opportunity to get involved and contribute. These relationships will help drive genuine progress to reach your goals and enrich the journey for both your team and your business.

5. Create opportunities

In an increasingly competitive market, First Nations business owners are looking for ways to increase the chance to win opportunities. Support them by adding clauses to your contracts, creating realistic opportunities within your tender documents for First Nations entities and advertising to the right channels. Working with a workplace supplies company such as Mandura can make the job of delivering against national First Nations social procurement goals much easier to achieve.

6. Connect

Seek out organisations and peak bodies to help with your procurement journey and networking opportunities. Supply Nation has introduced a verification process to promote First Nations businesses. These businesses are not only certified as First Nations owned but are audited annually to ensure continual compliance: <https://supplynation.org.au/about-us/>

There are also state-based peak bodies that support First Nations businesses by building skills and facilitating opportunities. These include:

- New South Wales Indigenous Chamber of Commerce (NSWICC)
- South East Queensland Indigenous Chamber of Commerce (SEQICC)
- The Tasmanian Indigenous Chamber of Commerce (TICC)
- Pilbara Aboriginal Contractors Association (PACA)
- Northern Territory Indigenous Business Network (NTIBN)
- Noongar Chamber of Commerce and Industry (NCCI)
- Kinaway, based in Victoria

7. Share your success stories

Finally, share your social procurement journey with your employees, customers and key stakeholders. By sharing about how your organisation is achieving its social value goals, you spread positive information on the importance of supporting First Nations businesses and communities.

About Mandura

Mandura is Australia's newest Tier 1 First Nations workplace supplies company. Mandura translates as 'trading place' in the Jaithmathang Bimble language. Bimble is a Jaithmathang word for Tribal Lands/Country.

When you work with Mandura, you stretch your procurement dollar even further and know exactly where your money is going. With a 'First Nations First' employment strategy, every dollar spent with Mandura works even harder, to create a strong ripple effect in First Nations Bimbles.

Mandura, a joint venture with Winc, has been established in partnership with Jaithmathang Senior Elder Roderick McLeod (Chairman) and Scott Allen (CEO). Scott Allen is a descendent from the Awabakal Worimi Nations, and a non-executive board member of the NSW Indigenous Chamber of Commerce.

Our Service

Mandura offers around 40,000 everyday products from our easy, simple and intuitive website to meet all your workplace needs. Our offering includes office products, kitchen supplies, technology essentials, furniture, education supplies as well as health and safety and cleaning and hygiene essentials.

Mandura Products

In addition, we offer a range of Mandura products and products sourced from a range of diverse suppliers including other social enterprises and nine First Nations brands. To help deliver even stronger benefits to Australia's First Nations Peoples, we plan to extend the Mandura range over time.

Pauline E. McLeod Foundation

In early 2021, Roderick established the not-for-profit, Pauline E. McLeod Foundation in honour of his late sister. Mandura has a commitment to donate 20% of all profits to the Pauline E. McLeod Foundation. Dedicated to creating opportunities for the next generations, the Foundation's focus areas include First Nations Cultural Education, mental health and entrepreneurship as well as positive employment opportunities for First Nations Peoples.

References:

'Supply Nation, 2020, "The Sleeping Giant: A Social Return on Investment Report on Supply Nation Certified Suppliers",

