

VISION

INNOVATION

GROWTH



Social Enterprise Workshops

Develop a business strategy to turn your passion for community into a viable sustainable business.

Wednesdays 30 Oct, 13 Nov and 27 Nov 2019

5:30pm – 8:00pm

La Trobe Shepparton Campus, 210 Fryers Street Shepparton

Greater Shepparton City Council and La Trobe University invite you to three practical sessions where we will explore and workshop the latest strategies and thinking in relation to Social Enterprise business models. Through these workshops, participants will gain insight into building effective enterprise skills that support Social Enterprises to achieve their intended social purpose.

Ideal for small business and non-profits who want to grow their social enterprise arm

For Best Value, we recommend that social enterprises attend all three interlinked sessions, however small businesses may choose to attend only session 1 and 2.

- Session 1:** Understanding The Business Model Canvas: Using the 9 Building Blocks to Effectively Grow Your Business
- Session 2:** Unbundling Business Models: Using Fundamental Patterns of Value Creation for your Business
- Session 3:** Developing Your Social Business Model Canvas: Moving From Vision and Mission to Impact and Value Capture / Value Sharing (most suitable for social enterprise growth)

Cost: \$25 all three sessions | \$20 session 1 & 2

All sessions include light refreshments, worksheets and a Certificate of Participation.

Workshops will be delivered by Professor Gillian Sullivan Mort and Dr Marthin Nanere from the La Trobe University's Business School, Department of Entrepreneurship, Innovation and Marketing.

Bookings via Eventbrite:
eventbrite.com.au



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