

Media Release

The Hon Vicki Ward MP
Minister for Prevention of Family Violence
Minister for Employment



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SHOP LOCAL AT QUEEN VICTORIA MARKET'S PURPOSE PRECINCT

Australia's first dedicated social enterprise precinct has opened at the iconic Queen Victoria Market (QVM) – giving Victorians a fresh opportunity to shop local ahead of the festive season.

Minister for Employment Vicki Ward has today officially opened the Purpose Precinct – a new shopping destination featuring 100 local social enterprises selling homewares, clothing, food and gifts.

Developed by leading Victorian social enterprises Good Cycles and STREAT and supported by the Social Enterprise Network of Victoria – the precinct recently moved from its temporary home to a bigger space at QVM.

Backed by the Allan Labor Government, the new socially-conscious shopping destination will bring more visitors to the market and create 75 local jobs – including for Victorians that have faced challenges finding a job.

As the festive season approaches Purpose Precinct will give shoppers an option to buy gifts from socially-conscious and purpose-led businesses like Clothing the Gaps, Mildura Chocolate Company, Green Collect and Free to Feed.

Social enterprises are businesses that channel at least 50 per cent of their profits into achieving their mission - whether that's tackling social problems, improving communities, providing people with access to employment and training, or helping the environment.

Operating in the F Shed Laneway, the Purpose Precinct has a strong focus on sustainability with many products made from recycled or repurposed goods and materials.

The Precinct is funded through the Labor Government's nation-leading *Social Enterprise Strategy 2021-25* and the *Melbourne City Revitalisation Fund*.

There are currently more than 3,500 social enterprises trading across metropolitan Melbourne and regional Victoria, which employ an estimated 60,000 people and contribute \$5.2 billion annually to the Victorian economy.

Quotes attributable to Minister for Employment Vicki Ward

"The Purpose Precinct is a vibrant new shopping destination at the Queen Victoria Market that the Allan Labor Government is excited to support. We're getting on with offering Victoria's social enterprises opportunities to grow and succeed."

"Victoria has the largest social enterprise sector in the nation. We value the employment and economic opportunities these businesses create – and importantly the causes they support."

Quotes attributable to Minister for Small Business Natalie Suleyman

"Social enterprises harness the power of business for good and make a real difference for Victorians."

"The Purpose Precinct will be a fantastic showcase of small businesses that are giving back to the community."

Quote attributable to STREAT CEO Rebecca Scott

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“The impact of this grant will help every one of the social enterprises that are a part of the Purpose Precinct to grow the incredible impact they deliver for people and the planet and create even more meaningful employment opportunities for some of our most vulnerable people.”