



Boutique brand agency, Taylor & Grace, announce *Social Traders* as the winner of their 50for50 competition

The leading Australian organisation has won \$50,000 worth of expert branding advice and work

Boutique brand agency, **Taylor & Grace**, is thrilled to announce the winner of their **50for50** competition is leading Australian organisation **Social Traders**, who will receive \$50,000 worth of expert branding work to help them increase their value and impact. Social Traders connects social enterprises with social procurement opportunities and supports social enterprise to successfully deliver on the contracts they win.

“After a long and gruelling decision making process, we chose Social Traders as they have made a profound impact on establishing the important social enterprise and social procurement space in Australia and have plans to dramatically expand the eco-system over the next 10 years,” says Darren Taylor, Managing Director & Head of Strategy at Taylor & Grace.

“Social Traders is uniquely positioned to make important systemic change in Australia by promoting new business models that both generate economic activity and solve social and environmental problems. The US and UK are more advanced in their adoption of social enterprise, and we hope our work with Social Traders will – in some way - accelerate the growth and impact of the sector in Australia.”

In the past two years, the Social Traders marketplace has facilitated \$105 million worth of deals between social enterprises and private and Government buyers. This spend has supported more than 700 jobs for disadvantaged Australians and provided many other community benefits. The organisation has set itself a big goal of growing the Australian social procurement marketplace to \$1 billion per annum by 2030.

Social Traders is delighted to be the recipient of this prize and cannot wait to begin working with the Taylor & Grace team to help them rebrand and grow as an organisation.

“We were excited to be selected as winners of the 50 for 50 competition. A clear, consistent and engaging brand is important for our growth plans as well as raising the profile of the social enterprise sector. Social enterprises are a crucial part of our economy, and to see more of them growing, we need more businesses and governments to buy from them. A strong brand that captures and explains why social enterprise is so exciting is crucial. We’re looking forward to working with the talented Taylor & Grace team to take our brand to the next level,” says Tara Anderson, Head of Marketing at Social Traders.

Taylor & Grace is proud to be a foundation member of The Xfactor Collective, an Australian-first community with a mission to help social changemakers achieve their social mission.

“Social Traders has played such a long-standing pivotal role in the advancement of social enterprise in Australia, and we are thrilled to see them chosen as the winner of this generous brand makeover. Social enterprise and social procurement is the game-changer that will advance our society further, and it has never been a more important time in history to get behind the social enterprise leaders. We are very proud to see one of our Specialist Members working closely with Social Traders, which will certainly help supercharge this movement further,” says Julia Keady, CEO and Founder, The Xfactor Collective.

The 50for50 competition was open to all Australian organisations and invited them to respond in 50 words to the question *‘What value does your brand bring to the world?’*

Having rebranded themselves to better reflect who they are as a business, the team at Taylor & Grace understand the importance of brands embracing change to ensure they re-emerge as meaningful and valuable post COVID-19, and wanted to help another do the same.

To learn more about Taylor & Grace, visit www.taylorandgrace.com.au

About Taylor & Grace

Taylor & Grace is a boutique brand agency in Melbourne that offers a personal, immersive, and strategy-led approach to creating brands that move people. Taylor & Grace is proud to be a foundation member of [The Xfactor Collective](#), an Australian-first community with a mission to help social changemakers achieve their social mission. The Xfactor Collective is a growing network of values-led specialist consultants and businesses across every discipline.

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