

Serial Change Maker: Social Innovators and Entrepreneurs Creating Platforms to Enable Communities of and for Change

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This paper documents the activities of four young, Australian, social entrepreneurs who have each utilized social media and other technology tools to create multiple platforms to enable communities of change makers. It will discuss their reasons for engaging in Social Innovation and Social Entrepreneurship and the opportunities they have identified and addressed. Detail will be given of the various platforms they have developed and the business models they have designed and innovated to administer them. The technologies used or developed to implement their ideas will be described and critiqued to provide insights into their effectiveness. The impacts their initiatives have had will be discussed along with the methods used to measure them.

A case study format will be used to detail the work of:

Avis Mullhall founder of *Travel Mule* a service platform linking travellers with causes at their destinations, *Think Act Change* a community for inspiring and linking change makers, and *Loo* toilet paper a subscription toilet paper provider channelling profits into disease prevention in Africa.

Ehon Chan founder of *News Unlimited* a Brisbane based youth information service, *Epic Thanks* a fundraising platform for libraries and schools in developing countries, *To Mama With Love* a platform for fundraising to support inspirational women worldwide and *Soften the Fck Up* an initiative to assist with education around men's mental health issues.

Tom Dawkins founder of *VibeWire*, a youth politics and media engagement platform, and *Start Some Good*, a crowd funding platform for social innovators.

David Hood founder of *Doing Something Good* a cross disciplinary collective connecting change makers people and organisations doing something good from across Australia and around the world to share knowledge, information and resources through innovative events and online social networks and *Collaboratory Melbourne* and *Gathering Melbourne* events for networking change makers and collaborators.