

# The Path to SOCIAL ENTERPRISE

A haunting picture of a young Cambodian girl spurred Dr Lynelle Kerr into action, and her moving words inspired the judges and the audience at the Global Entrepreneurs Summit 2006 to present her with this year's XL Results Foundation's award for social enterprise, reports Floyd Cowan.



**T**he awarding of the First Global Social Enterprise of the Year Award topped an informative and entertaining day, as a line-up of high profile speakers told of their failures and successes at the second annual Results Foundation Global Entrepreneurs Summit 2006. Held in Singapore on October 6th, XL Results Foundation awarded a total of \$35,000 to three socially accredited enterprises that are volunteering their time, effort and resources to help their chosen charity.

"I saw a picture in a magazine," Dr Lynelle Kerr, founder of Innate told the audience, "of a 10-year-old Cambodian girl who had been involved in the sex trade and she was terrified about being returned to it. That picture so haunted me that I knew I would have to do something about it or it would bother me for the rest of my life."

What Dr Kerr, who is trained as a chiropractor, decided to do was set up a foundation to help children who have been victimised in this way. "I was so surprised to win," she said after the results were announced. "And I had no idea money was involved. So many people have come forward to offer assistance. It has been marvellous. I would like to get a team together and see how we can best utilise the resources we have. I would like to run it on a franchise model so that it can be replicated in other areas as well," she explained.