

Alliance for Social Impact: *Building Resilient Social Enterprises in Queensland* report launch

Thursday, 4 September 2025

UQ Brisbane City, 308 Queen Street, Brisbane QLD 4000

Time	Session	Speaker(s)
12:00 – 12:30pm	Registration, light lunch and networking	
12:30 – 12:45pm	Opening remarks and keynote	Professor Brent Ritchie Sarah Haigh Associate Professor Jay Weerawardena
12:45 – 1:45pm	Report launch	Dr Josephine Previte Associate Professor Sharlene Leroy-Dyer
1:45 – 2:00pm	Audience Q&A	Associate Professor Jay Weerawardena
2:00pm	Closing remarks	Professor Peter Popkowski-Leszczyc

Speakers – Inauguration

Sarah Haigh, Executive Director, Office of Social Impact

Sarah is a dynamic and dedicated professional with expertise in economics, law and social policy. Over the past 11 years, she has been a key player in Queensland Treasury, leading on complex, whole-of-system reforms aimed at improving outcomes for marginalised Queenslanders through better human service provision. With a background as a yoga teacher, she brings a holistic approach to her work and a passion for community and resilience. Sarah excels at bringing diverse groups together, fostering collaboration and driving meaningful outcomes.



Brent Ritchie, Head of School, UQ Business School

Professor Ritchie joined UQ in June 2008, having previously worked at the University of Canberra and the University of Brighton (UK). Prior to his current role Brent was the Associate Dean (Research) for the Faculty of Business, Economics and Law. His research interests are related to risk, crisis and disaster management predominately in service industries. His other work aligns with sustainable tourism and community attitudes toward tourism.



Presentations from the social enterprise research project team

Associate Professor Jay Weerawardena

Social Enterprise Project – Team lead

Co-lead, Alliance for Social Impact Research Hub, UQ Business School

Associate Professor Jay Weerawardena is globally known for his high impactful research in social entrepreneurship-led social innovation and value creation in social purpose organizations (SPOs). He has delivered keynote and invited presentations and led special topic sessions in reputed international forums on social entrepreneurship, business model innovation and value creation in social purpose organizations. His core research expertise is in the role of dynamic capabilities in innovation-based competitive advantage. He has used these frameworks to examine strategic capabilities needed for managing tension arising from dual value logics, i.e. social value to communities and commercial value for sustained and inclusive growth in social enterprises. He is closing working with social sector leaders for advancing knowledge on these issues.



**Dr Josephine Previte, Senior Lecturer, UQ Business School
Social Enterprise Project – Team member**

Dr Previte is a social marketing and transformative consumer researcher specialising in innovative, alternative methodologies for addressing society's wicked problems. She brings expertise in participatory action research, Q methodology, and design thinking, using these approaches to generate fresh insights into complex social challenges. With a long-standing commitment to social change, Dr Previte collaborates with industry partners and government agencies to produce research with meaningful, real-world outcomes. Her work spans projects aimed at encouraging moderate alcohol consumption among young people, enhancing access to cancer screening services, and addressing barriers to tourism for people with disabilities.



**Associate Professor Sharlene Leroy-Dyer,
Social Enterprise Project – Team member (Indigenous study)
Indigenous Business Hub Director, UQ Business School**

Associate Professor Leroy-Dyer is a Saltwater woman, from the Garigal, Awabakal and Dharug Nations. She has extensive experience as an equity practitioner, having worked for over 40 years in industry and academia. She has been on several ministerial advisory boards, with her work cited in Ministerial papers and in Bills introduced into Parliament. She is a member of two of the Business School's research hubs and the Business Educators Hub, in addition to leading the Indigenous Business Hub. Her current research areas include Closing the Gap on Aboriginal and Torres Strait Islander disadvantage in Education, Employment and Economic Self Determination.



In addition, a selected few social enterprise CEOs will share their experiences in managing social enterprises.

Session summing up and conclusion

Peter Popkowski-Leszczyc, ASI Research Hub Co-Leader, UQ Business School

Professor Popkowski-Leszczyc is Professor of Marketing and Co-Lead of the Alliance of Social Impact Research Hub. His primary research interests include auctions, charity and sustainability, and retailing. He has published over 60 articles, including papers in top journals such as *Marketing Science*, *Management Science*, *Journal of Marketing*, *Journal of Consumer Research*, *Product and Operations Management* and other outlets. Peter was the founder of a local Internet auction site created for academic research purposes and charitable fundraising.

