COVID-19 has negatively impacted Australian society and economy. These impacts can be addressed by social enterprises – organisations that can effectively couple social welfare and market logics. However, Australian social enterprises are facing economic and social challenges themselves and hence need to be strategic about how they respond to the socio-economic crisis of COVID-19.

On the 15th of October, RMIT hosted a Roundtable where Sue Boyce, Melanie Raymond and Julie McKay shared their insights on how their social enterprises – Ability Works, Youth Projects and Enable, respectively – strategically respond to COVID-19. Based on the presenters' reflections, stories and insights, a conclusion can be made that strategies of social enterprises in the post-COVID Australia should be:

- Based on the ideas of collaboration and connectedness – not competitiveness – with corporations, researchers, communities and other social enterprises;
- Unique, not duplicating what many other social enterprises already do;
- Medium-term oriented, flexible, adaptive and attentive to details;
- Empowered by the government through effective and supportive policies and national and regional strategies;
- Aiming at growth through social procurement and other similar frameworks;
- Meeting the needs that are not addressed, especially locational disadvantages first;
- Measurable, as you cannot monitor what cannot be measured;
- Not aiming to replace the government, as it should fulfil its responsibilities, while social enterprises can co-create positive social and economic impacts;
- Moving from the 'on hold' state to a new start!

This Roundtable is a beginning of the ongoing conversation between social enterprises and researchers and broader Australian audience, and we are looking forward to continuing this conversation at the Ethical Enterprise Conference 2020, proudly sponsored and co-organised by RMIT.