

NORTHERN ENTREPRENEUR GROWTH PROGRAM

GUIDELINES

January 2017

PROUDLY SUPPORTED BY:



THE NORTHERN ENTREPRENEUR GROWTH PROGRAM

GUIDELINES

The Northern Entrepreneur Growth Program (NEGP) is a pilot program under the Northern Economic Plan.

The objective of the NEGP is to accelerate the growth of entrepreneurs, businesses and jobs in the greater Gawler region.

The NEGP is being delivered through the Stretton Centre in partnership with the Gawler Business Development Group and Business SA.

The NEGP consists of the following six initiatives:

1. Northern Entrepreneur Scheme;
2. Northern Business Coaching;
3. Profit Improvement for Existing Businesses;
4. Business Fundamentals for Start Ups;
5. Business Fundamentals Plus; and
6. Home to Curated Office Environment initiative.

NORTHERN ENTREPRENEUR SCHEME

Based on the successful South Australian Young Entrepreneur Scheme model, the Northern Entrepreneur Scheme (NES) will assist eligible participants, aged 18 and above to explore a business idea and develop the skills and confidence to implement their business idea. Over a period of 12 months, participants will attend interactive workshops and access one on one mentoring for the program duration.

The key to this program is the support of experienced mentors and industry leaders. Participants will learn about: strategic management, finance, marketing, taxation, law, employee relations, leadership and media, while networking with other likeminded participants.

Eligibility Criteria

- Australian citizen and resident in the South Australian post codes of 5115, 5116 or 5118
- Aged 18 and above.

Selection Criteria

- Eligible applicants that want to explore a business idea and develop the skills and confidence to implement their business idea.

Delivered by

- Business SA

Topics

- Business Direction - Strategic Management
- Powerful Business Models
- Legal Considerations
- Finances
- Business Planning
- Marketing & Sales
- Digital Strategy & Communications
- Media & PR
- HR & Workforce Planning
- Leadership & Innovation.

Duration: Twelve months, consisting of a two hour training session and a one hour, one to one mentoring session per month.

Includes:

- Individual one on one mentoring
- Networking opportunities
- Induction prior to course commencement
- Graduation ceremony upon completion.

Course Objective: A business plan to support the establishment and growth of your business.

NORTHERN BUSINESS COACHING

Northern Business Coaching is designed to provide local businesses with strategies for growth. The sessions are interactive. Participants share and collectively solve issues affecting their business, whatever they may be: leadership, finance, marketing, sales management or business planning.

In addition to workshop presentations, each business coaching participant receives one on one mentoring support for an hour each month so that they can apply their learnings to their own business environment.

Eligibility Criteria

- Minimum annual turnover of \$150,000
- Established South Australian business in operation for at least two continuous years.
- A business that currently operates from the South Australian post codes of 5115, 5116 or 5118.

Merit Criteria

- South Australian businesses that are seeking to increase their productivity, profitability and capacity to grow.

Delivered by

- Business SA

Topics:

- Foundation for Growth

- Systemising Your Business
- Improving Your Financials
- Having the Right People
- Lifting Your Turnover
- Your Business Plan

Duration

- Six months, consisting of six, three hour workshops and six, one hour, one on one coaching sessions per month.

Includes:

- Small group coaching with industry expert
- Individual one on one coaching with a business coach
- Networking opportunities
- Guest speakers.

Course Objective: A business plan to support the growth of your business.

PROFIT IMPROVEMENT FOR EXISTING BUSINESSES

Profit Improvement for Existing Businesses helps businesses build on their current level of business knowledge and skills to support increased business growth, profitability and employment.

The program includes access to the program facilitator - Chartered Accountant, Philip Arnfield, unlimited access to business tools, access to progress measuring tools, one on one coaching/mentoring each month.

Live workshop video presentations of the workshop content will be made available through the presenters Course Management System (CMS). This will enable participants to review the original presentation or catch up on the training in the event they missed the main presentation.

The CMS will also provide participants with an opportunity to collaborate on activities related to the core element. For those wishing to explore an area in greater detail additional learning material will be available through the CMS.

Each participant will be able to meet with the presenter for one hour per month to reinforce the learning from the core element or module and to assist with the adaption and implementation of strategies.

In addition to the monthly mentor sessions each participant will have unlimited access to the presenter for telephone support and advice on aspects of business development and profit improvement.

Eligibility Criteria

- A business that currently operates from the South Australian post codes of 5115, 5116 or 5118.
- Open to all industry types other than Mining & Retail

- Business must have been operating for at least 3 years and have been profitable in at least one of those years, or be able to demonstrate current profitability.
- Business must have an ABN and be registered for GST
- Must employ at least one full time equivalent in addition to owners or be able to demonstrate plans in place to bring on employees at some stage during the program.

Merit Criteria

- South Australian businesses that are seeking to increase their productivity, profitability and capacity to grow.

Delivered by

- The Gawler Business Development Group

Topics:

- Profit Improvement - First steps
- Accountability Drives Result
- Pricing for Profit
- Measure What Matters
- Building Customer Service Systems
- How to Win New Customers
- How to Find Good People

Duration

- Six months, with six workshop presentations of two hours' duration.

Objective: Program participants increase their productivity, profitability and capacity to grow.

BUSINESS FUNDAMENTALS FOR START UPS

Business Fundamentals for Start Ups provides new startup ventures with information and assistance that is required to operate a successful enterprise.

Business Fundamentals for Start Ups workshops are facilitated by Business advisors/coaches, TAA Certificate IV Qualified Business Trainers experienced in all facets of Business and Micro Business Operations.

Eligibility Criteria

- Resident or commencing a business in the South Australian post codes of 5115, 5116 or 5118.

Delivered by

- The Gawler Business Development Group

Topics:

- Being aware of what is involved in setting up and running a business (Business names and structures, ABN and GST registration, ATO requirements, Legislative and local Council requirements, taxation)
- Business planning (products/services, marketing, financial planning, business analysis tools)
- Basic Business Management Skills (employing staff, rostering, wages, awards, training)

Duration: Delivered in five workshop modules, over six months.

Objective: Program participants develop a business plan and have the basic knowledge required to start a new business.

BUSINESS FUNDAMENTALS PLUS

The Business Fundamentals Plus workshops complements the Business Fundamentals for Start Ups program in addition to providing essential business information for growth focused, home based and early stage businesses.

Eligibility Criteria

- Businesses operating in the post codes of 5115, 5116 or 5118.

Delivered by

- The Gawler Business Development Group

Topics:

- Digital Literacy for Businesses: how to grow your business in the digital world, fast broadband and your business, what technology you should invest in, social media, digital marketing and digital sales.
- Employing and Un-employing Staff: the fundamental obligations that employers need to know under the Fair Work Act, using the expertise of Job Services Organisations to source and interview potential employees and work conditions/award entitlements.
- Family Business Fundamentals: information about essentials for running a family business
- Commercial Leasing: the 5 key things a business should know prior to signing a lease, understanding the opportunities and responsibilities of leasing,

Duration: Delivered over a six month period, but not concurrently with Business Fundamentals for Start Ups workshops.

Objective: Program participants continue to build their business knowledge and are able to increase their capacity to grow, in a sustainable and profitable manner.

HOME TO CURATED OFFICE ENVIRONMENT

The Home to Curated Office Environment initiative provides home based business with the opportunity to operate their business from the Stretton Centre's curated co-working office floor. Successful applicants, in addition to receiving one to one business mentoring, will benefit from working alongside and learning from other small businesses.

Eligibility Criteria

- Home based business operating in the South Australian post codes of 5115, 5116 or 5118.

Merit Criteria

- Growth orientated

Delivered by

- The Stretton Centre in partnership with Business SA and the Gawler Business Development Group.

Duration: 12 Months

Objective: Program participants increase their productivity, profitability and capacity to grow.

Includes:

- Use of the Stretton Centre as your bricks and mortar business address
- WIFI
- Printing
- Meeting rooms
- Tea and coffee facilities
- Car parking

PROGRAM PARTICIPATION

- Applicants must satisfy the relevant eligibility criteria of the six initiatives under the NEGP.
- Applicants that best match the merit criteria of the NEGP initiatives will be selected to participate in the respective initiatives, as there are a limited number of places available.

PROGRAM FEE

There is no fee to participate in the NEGP.

REPORTING

Participants in initiatives under the NEGP will be required to provide a report to the Stretton Centre, twelve months after completing their participation in the program. The report will include feedback about how the NEGP has benefited their business and potential employment outcomes. A report template will be provided to program participants.

HOW TO APPLY

Applicants will be required to submit an [online application](#).

QUERIES

General queries relating to the NEGP may be directed to:

Karina Jamieson, Business Support Coordinator

Stretton Centre

T: 8256 0589

connect@strettoncentre.com.au

Specific enquires relating to:

- The Northern Entrepreneur Scheme and Northern Business Coaching may be directed to:
Scott Dutschke, Senior Learning Solutions Coordinator
Business SA
T: 8300 0114
M: 0402 357 893
scottd@business-sa.com
- The Profit Improvement for Existing Businesses, Business Fundamentals for Start Ups and Business Fundamentals Plus may be directed to:
Caren Brougham, Business Liaison and Marketing Coordinator
Gawler Business Development Group Inc.
M: 0488 440 588
caren@gawler.org.au
- The Home to Curated Office Environment initiative and general business support may be directed to Karina Jamieson (contact details above).