

# **Business Advisors and Programs - Wingecarribee Local Government Area**

**as at November 2022**

## **Five free programs**

1. Entrepreneurship Facilitator Program
2. Business Connect
3. AusIndustry Entrepreneurs' Programme – Strengthening Business
4. Rewire Program
5. Self Employment Assistance Program

## **Additional business support**

- AusIndustry
- Service NSW for Business
- Regional Development Southern Inland

<b>Program title</b>	<b>Entrepreneurship Facilitator Program</b>
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<b>Name</b>	Naomi Smith
<b>Title</b>	Entrepreneurship Facilitator
<b>Org delivering</b>	Disability trust
<b>Area covered (LGA)</b>	Wingecarribee, Shoalhaven
<b>Funding source</b>	Federal
<b>Disaster related?</b>	No funded initiatives
<b>Program duration</b>	Three year contract – to June 2025

#### **Business eligibility**

- Assisting people in entry level
- 2 years or less in business or have a start up idea (don't need ABN or business plan)
- Employs four (4) people or less

#### **Services offered**

- Advisory – talking with them, assisting with needs in first instance. Really for business that is struggling
- If going well in business – might refer to someone else.
- Business planning
- Modus operandi – stakeholder engagement, networking
- One to one business advice
- Workshops – 4 x per year. Could be delivered face to face locally. Recorded
  - Financial literacy
  - Surviving and thriving in your business
  - Digital marketing and leveraging success
  - Time management to get things done

**Ancillary service**      Connecting with other services – referring to other business advisors

**Funding available**      No funded initiatives

#### **A particular interest or expertise you bring to the role**

- Small business owner – Highland Cabinetry
- Marketing
- Working with disability / NDIS

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W      <https://www.dese.gov.au/entrepreneurship-facilitators>

Program title	Business Connect
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<b>Name</b>	Daryl Tonks
<b>Title</b>	Business Advisor
<b>Org delivering</b>	Enterprise Plus
<b>Area covered (LGA)</b>	Wingecarribee, Goulburn-Mulwaree, Queanbeyan-Palerang
<b>Funding source</b>	NSW Govt
<b>Disaster related?</b>	No. But there is a focus on disaster support
<b>Program duration</b>	Four year contract – to June 2026

#### **Business eligibility**

- Business registered in NSW, prefer to have an ABN. If intenders but not yet registered – help them get it.
- Turnover – N/A

#### **Services offered**

- Business planning
- Strategic
- Marketing
- Huge portfolio of business tools to assist people
- Foot soldiers on behalf of SNSW
- Mandate to create jobs for NSW, businesses to be more sustainable. Collaboration is huge.

#### **Ancillary service**

- Connecting with other services eg ASBAS digital
- referring to other business advisors

**Funding available** No funded initiatives. (Service allows for 36 hours free over 3 years. Includes 1:1 advisory services, Webinars and workshops).

#### **A particular interest or expertise you bring to the role**

- Business and strategic planning
- Business process and system development
- Cashflow management
- Small business development and transformation
- Small business goal setting

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<b>Program title</b>	<b>AusIndustry Entrepreneurs' Programme – Strengthening Business</b>
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<b>Name</b>	John Lynch
<b>Title</b>	Business Facilitator – Strengthening Business
<b>Org delivering</b>	My Business (formerly Business Australia)
<b>Area covered (LGA)</b>	Wingecarribee, Shoalhaven, Queanbeyan-Palerang
<b>Funding source</b>	Federal. Under AusIndustry badge. (Peter Masterson directly employed by Fed govt, Andrew employed by My Business)
<b>Disaster related?</b>	Yes. A strong focus
<b>Program duration</b>	one year remaining – to June 2023 (May be extended)

**Business eligibility**

- Turnover - \$1-2M per year
- Larger businesses can be referred to other facilitator and programs – ref those outlined by Peter Masterson

**Services offered**

- Connectivity with any dept that exists. Eg digital communication department. Based in Sydney – connect up, help, review & advise.
- Business signing up to the program
- 12 month support service
- Delivery/help business in areas know well. Bring other people in
- Free – for however long it takes. First six months most critical time

**Ancillary service**

- Referral is the core activity

**Funding available** No funded initiatives

**A particular interest or expertise you bring to the role**

- 25 years in red meat/agriculture supply chain. Branding, sales, bus development, domestic & international markets, major supermarkets – Woollies, Coles, Costco, Aldi, Co-ops. Community support for primary producers - navigate supply chain.
- Rural connection in the community. Not necessarily manufacturing at scale but could be a smaller produce eg Honey Thief

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<b>Program title</b>	<b>Rewire Program</b>
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<b>Name</b>	Geoff Lisle
<b>Title</b>	Small Business Coach
<b>Org delivering</b>	Rural Financial Counselling Service
<b>Area covered (LGA)</b>	Wingecarribee, Hilltops, Goulburn Mulwaree Brittany covers – Shoalhaven, Eurobodalla
<b>Funding source</b>	Federal
<b>Disaster related?</b>	No. but businesses often need support due to disaster.
<b>Program duration</b>	End of 2022 (Hopefully to be extended – has been going 3 years)

#### **Business eligibility**

Anything that's not farming/ANZIC code is primary producer (this is covered by rural Finance Services which is continuing after 2022 Rural Financial Counsellor – Ref Richard Dowsett)

- Hardship or risk of possible hardship. Cashflow/costs/supply.
- Not start-ups
- Turnover – no limit
- FTE – up to 19 FTEs
- Business owner/business support team/mental health

#### **Services offered**

- Full package
- Business plans. Cashflow forecasts.
- Referrals from accountants & bookkeepers
- Get financials from a business
- Use a benchmarking system
- No limitation on hours. Face to face. Identify strengths & weaknesses, focus on those areas
- Profit levels. Productivity. Staffing. Third party issues eg tax advice – could pay bill with an accountant. Legal advice eg staffing contracts

#### **Ancillary service**

- Third parties. Eg Govt media program. Get 2 quotes.... Govt media program
- Need better knowledge of govt programs

#### **Funding available**

With business advisor facilitation, get 2 quotes eg tax advice, accountant, legal advice, staff contracts, digital /media / website

#### **A particular interest or expertise you bring to the role**

- Business banker – 40 years
- Succession plan (exit with dignity)
- ATO direct contact – payment plans

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Compiled by Jan Campbell, Wingecarribee Shire Council Economic Development Coordinator

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<b>Program title</b>	<b>Self Employment Assistance Program</b>
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<b>Name</b>	Virginia Wren
<b>Title</b>	Business Development Manager
<b>Org delivering</b>	Illawarra ITeC
<b>Area covered (LGA)</b>	Illawarra, Wingecarribee, Shoalhaven, Eurobodalla, and Bega Regions
<b>Funding source</b>	Federal Government DESE
<b>Disaster related?</b>	Yes, if business is not financially viable then we can help
<b>Program duration</b>	5 years contract July 2022 – June 2027

#### **Business eligibility**

- New business not yet selling on a commercial basis (or testing the market at the moment but in receipt of Centrelink pension or benefit) or business that is struggling financially with less than 4 employees

#### **Services offered**

- Business advice, support and assistance
- Accredited training in Cert III or Cert IV in Entrepreneurship & New Business – including 12-month business mentoring program, 9 month income support and 6 month rental support (if already receiving it).
- Alternatively, if business doesn't need accredited training, then we offer 5 different workshops totally 25 hours - Getting Started, Digital Support, Marketing and Branding to assist business to realise their potential for growth.
- Business Plan Development & Business Health Checks

#### **Ancillary service**

- Keen to work with other providers in the regions for the benefit of clients.

<b>Funding available</b>	Income Support equivalent to single rate of Newstart allowance \$300.00 for eligible business expenses
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#### **A particular interest or expertise you bring to the role**

- ITeC have provided Business Advisory Services and NEIS Program (which this program is very similar to) for a period of 27 years.
- I have been working for ITeC in the roles of Business Development Manager, Trainer / Assessor and Business Advisor for the past 19 years. Previously owned by own two businesses. Programs Manager for Federal Government and Executive Officer for previous RDA
- ITeC have 5 other experienced business advisors working throughout the regions

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Information provided by Peter Masterson - Regional Manager AusIndustry

- Australian Government Department of Industry Science & Resources. The department's outreach and engagement network
- There are 28 Regional Managers in Australia. Peter has been in the role for 11 years working from Helensburgh to Victorian border, including Wingecarribee Shire
- There are three main responsibilities
  - Engagement
  - Programs that follow a theme of supporting innovation such as the Research & Development Tax Incentive
  - Entrepreneurs Programme

### **1 Engagement**

- Regional Manager's ensure businesses are aware of programs & assist them to access them
- Provide a source of intelligence & advice to the Minister & the Department.
- Advise re new programs. It is recommended to subscribe to receive alerts for new funding programs. <https://business.gov.au/> eg Manufacturers getting energy costs down. Bespoke training for manufacturers. Original equipment Manufacture (OEM) training

### **2 Research & Development Tax Incentive Programme**

<https://business.gov.au/grants-and-programs/research-and-development-tax-incentive>

<https://www.industry.gov.au/policies-and-initiatives/research-and-development-tax-incentive>

The Australian Government's key mechanism to stimulate research and development investment in Australia. It offers a tax offset for companies conducting eligible research and development activities. AusIndustry and the Australian Tax Office jointly administer the tax incentive.

- An entitlement scheme (rather than grant), claimed back through tax system
- For companies spending more than \$20K spent in eligible research
- Self assessed and not easy so advisor assistance is a good idea

### **3 Entrepreneurs Programme**

<https://business.gov.au/grants-and-programs/entrepreneurs-programme>

### 3.1 Strengthening Business

<https://business.gov.au/grants-and-programs/strengthening-business>

Local Advisor is Andrew Negline (see separate info)

### 3.2 Growing your business

<https://business.gov.au/grants-and-programs/entrepreneurs-programme#grow-my-business>

- Must be a company that has traded for at least 3 years
- Turnover - >\$1.5M or less than \$10M
- Operating in one of govt five identified growth sectors. (\*major ones)
  - Advanced manufacturing \*
  - Food and agribusiness\*
  - Medical technologies and pharmaceuticals
  - Mining equipment, technology and services
  - Oil, gas and energy resources
- Business Australia delivers this program in NSW and ACT
- You'll be paired with an independent facilitator. Your facilitator will assess your business then recommend operational and growth opportunities, and give advice on applying for the Growth Grant. Wholistic view of the business - structure, systems, markets. Addresses pain points business is feeling at the time. Quick Wins. Identify some longer term aims that could assist in growth of the business.
- You can apply at any time
- There are three Growth Services
  - Growth Roadmap
  - High Growth Accelerator
  - SMART Projects and Supply Chains
- Each program has 2 key stages
  - Facilitation stage – connects you with a facilitator
  - Grant stage – to fund growth opportunities
- \$20K dollar for dollar – must be related to an item that's come up in working on the business. 12-15 hours engagement advisor/business. Eligibility every five years.  
Good program, good response from businesses. Benefit – fresh set of eyes. Can access the program with the advisor. Don't have to pay money. Eg dollar for dollar, lean manufacturing principles. Family business.....



### 3.3 Innovation Connections

<https://business.gov.au/grants-and-programs/innovation-connections>

Local Advisor is Bruce Thomson - Innovation Connections Facilitator, Entrepreneurs' Programme  
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- Same eligibility requirements as 'Growing your Business'.
- Helps business with technical challenge beyond current capacity to deal with
- Assists businesses to engage with university research sector

Up to \$130K matched funding. Three components

- \$30K – employing a recent graduate (masters or higher) – popular with SMEs
- \$50K – university researcher working in the university on a technical challenge
- \$50K – university researcher working the business

Need good understanding of what university's particular research strengths. Where are researchers good with working with business

### 3.4 Accelerating Commercialisation

<https://business.gov.au/grants-and-programs/accelerating-commercialisation>

No local advisor as someone is appointed based on ensuring a right fit with the business and is highly connected with that industry. Eg specialty in ICT, engineering, telecoms, life sciences, pharmaceuticals. Peter Masterson is the first point of contact.

- Open to anyone. Individual, sole trader, company
- If successful in getting a grant, govt will ask you to form a company
- Help to commercialise new intellectual property – innovative, unique
- Dollar for dollar grants up to \$1M.
- Heavy advisory component from a commercialisation facilitator – from start up industries / experienced.
- Quite general, large amounts of money, lots of interest – hard nut to crack, difficult to get funding out of.
- Grants of \$300-\$400K prove to be the sweet spot for matching

WATCH FOR CHANGES AND OPPORTUNITIES IN THE OCTOBER 2022 BUDGET

Compiled by Jan Campbell, Wingecarribee Shire Council Economic Development Coordinator  
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## Service NSW for Business

SNSW for business provides a front door for small businesses and is beginning to engage with medium sized businesses

- Direct service provision
- Guidance through three levels of government – business compliance & legal requirements.  
Financial & advisory support
- Personalised support - <https://www.service.nsw.gov.au/campaign/covid-19-help-businesses/personalised-support>
  - Business Connect is now under SNSW \_ see reference above
  - Business Concierge

<https://www.service.nsw.gov.au/business>

## Regional Development Australia Southern Inland (RDA SI)

Given volume of government services applied to business advice, RDA SI is developing strength in events and communications and can work with advisors and program managers to distribute correct messaging through a large database which is segmented by industry/location.

One of 52 RDA boards across Australia, RDASI is the conduit to jobs, investment and innovation in Southern Inland NSW Includes LGAs

- Hilltops
- Goulburn Mulwaree
- Queanbeyan-Palerang
- Snowy Monaro
- Upper Lachlan
- Wingecarribee
- Yass Valley

<https://www.rdasi.org.au/>

<https://www.rdasi.org.au/bussi> - This region-centric portal provides support to time-poor businesses in the region to connect with others and access business support and information