



Activate

BUSINESS

Connect
Learn Create



Are you interested in starting a business, exploring a business idea, or do you have a hobby business that you want to take to the next level?

It's time to invest in YOU!

Activate Business is an exciting new initiative available to **10 people aged 25 years or older** in the **Mid North** that will assist you to create, connect and activate your own business. The program has been designed to maximise opportunities to commercialise your business idea by providing you with intensive one-on-one coaching to develop and pursue a personal plan of action; practical learning allowing you to seriously compete as you move into your own business; collaborative networks and peer mentoring opportunities with business and community leaders and; exposure within the community to kick start your new business.

What's involved?

LEARN

We know that everyone is different, and there is no one size fits all approach to starting a new business. **So, the first step is personalised, one-on-one support from an experienced business coach.** This will include an individual assessment, at least 4 x 1 hour weekly coaching sessions, and the development of an individual plan. Each session is created in direct response to your experiences, objectives and talents, and will:

- › Provide practical learning that will allow you to seriously compete as you move into new opportunities
- › Provide suitable networking opportunities through industry contacts where relevant and appropriate that builds confidence
- › Allow greater choice in what you want to learn based on individual skill gaps, talents, opportunities and future goals
- › Provide modern and proven approaches to generating new opportunities in an increasingly competitive and changing environment.

CONNECT

We want to help you expand your networks, and connect with your customers, local businesses and community leaders. **All participants in the program will have access to:**

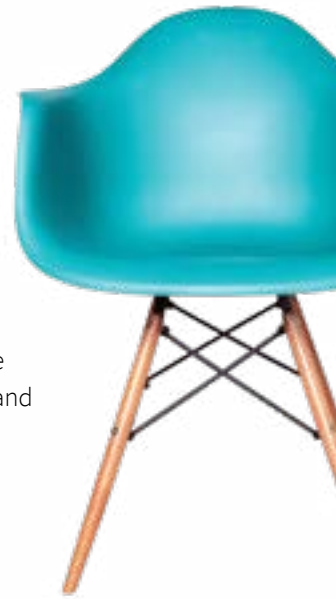
- › Connection to a local community or business leaders as a 'peer' mentor

You will also have the opportunity to work with other participants on the program to organise and host a local networking event to showcase your business concepts and network with other business and community leaders.

ACTIVATE

You will have the opportunity to **access a:**

- **Collaborative Space for New Business within the Mid North** (for two months of the project) - enabling you to gain exposure, trial your business, and collaborate with other new business operators. Participants that successfully pitch their business will have access to a collaborative space within the **Mid North** (rent free) for up to two months. The location and set-up of the space will depend on the individual and business needs of those participating.



Who can apply?

Individuals living in **Mid North** who are:

- > Unemployed and registered with a jobactive, ParentsNext or Transition to Work provider, or
- > Unemployed and not registered with an employment service provider

If you are working 15 hours a week or less in paid employment you may also be eligible to apply.

School students are not eligible to apply.

How much does it cost?

The great news is this program is **free** if you meet the eligibility and are successful in gaining a place on the program!

Timeframes

Feb 20: Applications close

March: Individual coaching and development of action plan

April: Networking Event

April - May: Activation of Collaborative Space for two months

May: Showcase and Graduation

For more information, or to ask a question please contact Michele Lally, Project Coordinator on 0417 801 369 or register online at www.yorkeandmidnorth.com.au/events/category/training.





Project Partners

This project is proudly supported by the following organisations who are committed to investing in people, ideas, creativity and locally grown start-ups:



How do I apply?

If you are interested in applying, please complete either:

An online registration form at

www.yorkeandmidnorth.com.au

or from your **Jobactive, ParentsNext or Transition**

to Work provider. Contact Regional Development

Australia Yorke and Mid North on 1300 742 414 if

further enquiries.

