

28<sup>th</sup> September 2022

## Small businesses set to start up

Hundreds of small businesses in the region will be helped to start-up and prosper through a new Entrepreneurship Pathway program.

Offered by The Business Centre in partnership with Business Hunter, the program commits to helping launch 600 new businesses over the next five years through targeted support and capacity building including:

- BSB40302 Certificate IV Entrepreneurship and New Business
- Business model review and iteration
- Individual business mentoring for 12 months
- Fully funded to the tune of \$14,952

The program is geared to applicants who may have great technical skills but limited knowledge of business management, an idea to bring to life, a business in the early stages of starting up, a business looking to build on something they've started over the last 18 months, or businesses recovering from the pandemic.

The Business Centre's CEO, Steve Wait said Business Hunter was the perfect partner for this program due to its aligned goals to support the region in creating sustainable economies and resilient communities.

"Our team is on that mission, to support go-getters to start their own sustainable businesses while being part of a program founded on real education and support," Steve said.

"This program is nothing to sneeze at - it's a carefully designed year-long journey to build knowledge, confidence and develop business ideas that solve problems for customers," Steve said.

Business Hunter CEO, Bob Hawes said "the region has a strong reputation for supporting entrepreneurs and start-ups and this program will add another dimension by virtue of the structure of the program and the equivalent value it offers to participants in the program".

"The ambition across the region to grow into new sectors and industries will be enhanced by having this program available. Business Hunter is a strong advocate for growing business locally and the more great ideas that emerge here that can stay and grow here, the better off the region will be."

"We're keen to promote this program across the business network in the Hunter and are sure it will provoke responses from both existing businesses seeking to spur a new idea and newcomers who might otherwise hesitate to take the step to launch a business," Bob said.

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Business Hunter believes the comprehensive framework around the program will ensure it has broad appeal and in turn, help ensure the participants continue on and grow with the potential to generate local employment opportunities and supply chain benefits.

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