

BUSINESS SKILLS WORKSHOPS

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IBA assists Aboriginal and Torres Strait Islander people at all stages of business, whether they are preparing for business ownership, in the early stages of business development, or wanting to grow their existing business.

To operate a small business successfully, you need to have the necessary management skills, industry expertise, technical skills, finance, and a long-term vision to grow and succeed.

IBA offers a range of tailored products to assist customers in meeting the challenges faced at each stage of the business life cycle.

Our range of free business skills development workshops include:

- business info sessions
- *Into Business™* online course
- start up workshops
- growth workshops
- procurement workshops
- digital marketing workshops
- law workshops
- tax workshops.

Small business owners stand a greater chance of being successful if they have a passion to succeed, a willingness to learn, management skills and experience in their industry.

Business info sessions

Held across the country, the business info sessions are recommended for Indigenous Australians who want to talk about running their own business. If you have an idea for starting a business or are just thinking about it, these three-hour sessions may be the perfect place to start.

The discussion topics include:

- What is business?
- Why go into business?
- Do I have what it takes?
- How can IBA assist?

Into Business™ online course

This self-paced online course is to assist Indigenous entrepreneurs to progress their ideas for business at a time and place that suits them. All the materials are provided via IBA's online platform and can be easily accessed from anywhere with internet access.

During the online course, you will:

- assess your skills, capabilities and suitability for business ownership
- research the strength of your business proposal
- learn about general business principles and the preparation required to start a business or new venture
- develop a simple business plan to help determine the viability of your business idea.

Start up workshops

Planning is very important when setting up your business and can improve the likelihood of success. This one-day workshop is for Indigenous Australians who have well researched business proposals and are ready to start their own business.

During the workshop, business specialists assist you to investigate and apply key marketing concepts, finance and general management principles to strengthen your business proposals.

You will leave the workshop with a clearer, more refined business model that will assist in pitching your business to lenders, partners or investors as well as understanding the next steps towards launching your businesses.

Growth workshops

A business growth strategy involves more than simply envisioning its long-term success. Without a good plan in place businesses can lose out to competitors or go out of business due to unmanaged growth. These workshops are for Indigenous business owners who want to successfully grow their business.

During the workshop, you will:

- hear about the importance of managing business growth and how it can be funded
- have the opportunity to develop and apply growth strategies to your businesses
- acquire a better understanding of the challenges and pitfalls commonly associated with growing your business.

Procurement workshops

Business opportunities are rapidly increasing for Indigenous Australians. As part of its Indigenous Procurement Policy, the Australian Government has committed to awarding three per cent of new domestic contracts to Indigenous suppliers by 2019–20.

While winning contracts is a well-tested way to grow a business, tendering and responding to requests for quotes is very competitive and the process itself can be daunting for the unprepared. If you would like to know how to best position and pitch your business in response to these procurement opportunities, this workshop is for you!

Digital marketing workshops

Getting your message out to customers in a cluttered market place can be challenging. Finding new ways of telling your story and getting a return takes constant vigilance. IBA runs workshops for Indigenous business owners looking to develop or improve their marketing by effectively leveraging digital technologies.

At the end of the workshop, you will have the basis of a digital marketing plan that you can further develop in your own time.



Accelerate with IBA

IBA has partnered with The Difference Incubator to deliver Accelerator Programs tailored to Indigenous entrepreneurs. It runs in various formats from a full time 8-week program, to three 3-day workshops, to online learning.

The program combines formal training, practical skills, highly respected advisors, connected mentors and introductions to networks that will transform your business into the most effective version it can be.

More information can be found at **acceleratewithiba.com**



Tax matters workshops

If you are in business, you need to be aware of your tax obligations, changes to legislation, what you can claim as deductions, and importantly how to streamline your internal procedures to make life easier for you and your business.

In this workshop, you will:

- learn about the different types of tax and the common pitfalls faced by business owners
- hear how you can develop 'checks and balances' in monitoring the work of your tax accountant
- work through the best ways to prepare and lodge basic tax forms in meeting your obligations
- review your procedures and develop strategies to minimise the disruption to your business that tax compliance can sometimes create
- identify the tools that will help you navigate the tax system
- hear about the support that is available in keeping your business tax savvy.

Law workshops

IBA have teamed up with Terri Janke and Company, the largest and longest running 100% Indigenous owned law firm in Australia, to deliver two types of workshops, Law Way and Joint Ventures and the Law.

Law Way is a business development workshop specifically designed for Indigenous entrepreneurs wanting to hear from an expert on how to navigate the legal aspects of running a business in Australia.

Joint Ventures and the Law workshop is for Indigenous entrepreneurs, organisations and prescribed body corporates who are considering a joint venture and want to better understand the opportunities and pitfalls of entering into a business arrangement with potential joint venture partners.

Contact us

Our helpful staff are available on **1800 107 107** or visit **iba.gov.au** for more information.

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Australian Government
Indigenous Business Australia

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