

Over 45's Entrepreneurs Program 2010 Northern Beaches



Overview of Program

The NSW Government Industry and Investment, Warringah Council, Pittwater Council, Manly Council, Narrabeen Lakes Chamber of Commerce & Inspiring Women are working together to deliver the Over 45's Entrepreneurs Small Business Mentoring Program 2010.

This 12-week program provides an opportunity to acquire new skills and develop growth plans and strategies. This program is for business owners over 45 years of age to learn from each other and have a business mentor allocated to act as a sounding board and help face the many challenges that today's highly competitive and rapidly changing global marketplace presents. Each of the 5 sessions includes successful business owners who will share their own experiences.

Program Plan

Objective

To develop and strengthen the business management skills of small business owners, who start their business after working for employers for many years. These workshops will assist the business owners to recognise and capitalise on opportunities to increase turnover and profit performance and improve local employment opportunities. The program will provide opportunities for small business owners to network and develop strategic alliances.

Industry sector

The program is not targeted at any specific industry segment. Any small business engaged in promoting their product / service to the general marketplace will benefit from this program. If the business owner wishes to work on a specific outcome for their business this must be indicated at the beginning of the program.

Eligibility Criteria

Any small business owner over 45 years registered for GST and with an ABN that employs 1 staff member in addition to the owner. Your business must have been operating for less than 5 years.

You Only Pay 50%

NSW Government Industry and Investment will contribute 50% - the Participant only paying \$500 +GST. The Program is valued at \$1000 +GST

You receive 1:1 Mentoring

The mentoring component will comprise of 10 hours one-on-one mentoring with a successful business mentor that has at least five (5) years experience in running a successful business.

Interactive Workshops

- All sessions are conducted in boardroom format with a maximum of 25 participants.
- The program will be presented on MS Power-point and an experienced facilitator conducts each session. The program is designed to be interactive and involves participants being engaged in discussions and role-playing exercises.
- Each participant will be supplied with a workbook. The workbook allows for note taking and becomes a permanent reference manual.



"The Business Mentoring program is a fantastic opportunity to access a wealth of knowledge and experience, when many businesses need it most...at the beginning. Sometimes the easy bit is realising you have made a mistake, as a business owner you are usually the first to know! Having the assistance of someone with experience can avoid learning many of those lessons the hard way. I would recommend any new business owner to take the opportunity to participate in the program"
 Paul Boxall - The Printing Company

Program Schedule

Monday 13th September	Mentoree Information Evening <i>Venue: My Office Services Level 2, Bldg 8, 49 Frenchs Forest Rd Frenchs Forest</i>	6-8 pm
Monday 20th September	Meet your Mentor Info Night Venue: TBC	6-9 pm
Monday 27th September	Session 1: Transition from Technician to Business Owner This session incorporates skills in being a business owner as compared to working for an employee and designing the future of your business taking into consideration succession planning. <i>Venue: My Office Services Level 2, Bldg 8, 49 Frenchs Forest Rd Frenchs Forest</i>	6-9 pm
Monday 11th October	Session 2: Financial Health Check Legalities & Indicators Now you have a clear direction in mind for your business this workshop looks at the legal issues including leases and government regulations. You will learn about creating projected cash flow forecasts and simple reports to keep your business on track. <i>Venue: My Office Services Level 2, Bldg 8, 49 Frenchs Forest Rd Frenchs Forest</i>	6-9pm
Monday 25th October	Session 3: Sales – One size does not fit all Workshop Learn about different types of sales depending on product, service and handling complaints. You will find out about selling by phone, online, mail house and using a distributor. <i>Venue: My Office Services Level 2, Bldg 8, 49 Frenchs Forest Rd Frenchs Forest</i>	6-9 pm
Monday 1st November	Session 4: Marketing is Not Sales Workshop This session concentrates on the difference between marketing and sales with emphasis on showing you where to look to research information on your product/service to keep up with the latest trends. <i>Venue: My Office Services Level 2, Bldg 8, 49 Frenchs Forest Rd Frenchs Forest</i>	6-9pm
Monday 15th November	Session 5: The Social Media Revolution Workshop You will receive an overview on online marketing using social media with a look at telecommuting. <i>Venue: My Office Services Level 2, Bldg 8, 49 Frenchs Forest Rd Frenchs Forest</i>	6-9pm
Monday 29th November	Graduation & Mini Expo Venue: TBC	6-9pm

How to join the Program

Contact: Sue Heins Phone: 0423 379 934 email: sue@inspiringwomen.org.au
 Contact: Paul William-Smith Phone: 9942 2233 email: paul.william-smith.warringah.nsw.gov.au

On-line: <http://www.inspiringwomen.org.au/SmallBusinessMentoring.aspx>
 or visit www.inspiringwomen.org.au and click on Small Business Mentoring



Warringah
Council



PITWATER
COUNCIL



Industry &
Investment