

Economic Recovery Funding – Business Support

Businesses will be able to access a broad range of free business advice through this Program. Please refer to the list below for the full suite of advice options.

Where multiple programs are available in a category, businesses can only select one program in the applied for category, until further notice.

Business Basics	Specialist Advice
<u>Business Coaching and Mentoring</u>	<u>Innovation – New Product Development and Digital Services</u>
<u>Business Planning and Strategy</u>	<u>Professional Document Writing Services</u>
<u>Financial Advice</u>	<u>Automated Business Systems</u>
<u>Brand and Marketing</u>	<u>Freight, Logistics and Export Advice</u>
<u>Human Resources Support and E-Learning</u>	<u>Aboriginal Business Support</u>
<u>Workplace Health and Safety</u>	<u>Hospitality Business Advice (including Liquor Licencing Advice)</u>
<u>Social Media</u>	<u>Retail Advice</u>
<u>Website Design, Digital Solutions and E-Commerce Platform Development</u>	<u>Tourism Business Digital Marketing</u>
<u>Copy Writing and Content Development</u>	<u>Lean Manufacturing Workshop</u>
<u>Customer Service</u>	<u>Public Relations</u>

Business Coaching and Mentoring

Delivered by: [Business Station](#)

Business Station is a non-profit provider of enterprise development services to businesses across Western Australia, Queensland and the Northern Territory. We aim to build growth and capacity in small businesses by providing affordable and easily accessible training and business support. Through a number of programs, we run regular group workshops, interactive webinars and face-to-face consultations.

Program - Business Coaching and Mentoring

The business will receive 3 hours of business advisory and support services plus an additional 2 hours if required.

The first hour being the initial face-to-face consultation with a matched Business Station business advisory expert.

This consultation will include background review through Business Advisory Platform MAUS, which provides the business with a report, which contains Initial Business Diagnostics, Financial and KPI Reporting, Strategic Planning, Exit & Succession Planning, HR and Policies & Procedures. It will include business advice and support as it pertains to COVID-19 recovery, skill development, business development tools and an agreed business action plan to complete.

This will be followed with another one-hour follow-up mentoring/coaching (remote) with an aim to support the business through guidance, feedback, motivation and further skills development assistance.

The final hour's face-to-face appointment with the Business Adviser will review the action plan, ensure continuous improvement, assess the impact of the coaching and mentoring on the business and provide supported referrals to other business advisory, skill development workshops/training or business assistance.

The business will have access to the business advisor/coach/mentor for a period of 4 weeks.

Business Planning and Strategy

Delivered by: [Pascoe Partners Accounting](#)

Pascoe Partners Accountants are a leading accounting and business advisory firm, rich in history and with a dedicated and experienced team that provide the best service and results to our valued clients. While Service forms the underlying base for all that we do, we live our vision through five key values:

- Trust: We respect and protect the integrity of our clients by working ethically and honestly.
- Results: We strive to obtain the best results for our clients.
- Approachable: Our doors are open to clients. We work closely with our clients to become true business partners.
- Dedication: We take pride in our work, always delivering on our promise.
- Expertise: We apply our extensive knowledge to confidently assist our client partners in achieving results.

Program - Business Planning and Strategy

Strategic business planning give business owners clarity on the key drivers in their business, tools to measure and monitor performance, greater profitability and increased efficiency in the use of resources and assets.

Pascoe Partners will help business owners establish short-term and long-term goals for their business, set strategic plans to be able to achieve these and provide targets and Key Performance Indicators to assess success. We will provide the business owner with the right tools to drive and grow their business and give them the information needed to make the right strategic choices for future success.

How do we get started?

- We listen.
- Initial fact finding meetings to get to know your needs, motivations, desires, skills and mindset to agree overall objectives to create a bespoke plan for your business.
- Prepare a budget to set financial targets and KPIs to track your progress.
- Provide practical advice and brainstorming to help you find solutions to your challenges and map out strategies.
- We will hold each other accountable for this program's success whilst providing you with a positive and supportive environment.
- Our aim is to become your trusted advisor and ensure your great business goes from strength to strength.

Business Planning and Strategy is a highly confidential area for a business. Pascoe Partners Accountants operate under a professional code of ethics with fundamental principles of integrity, objectivity, professional competence and due care, confidentiality and professional behaviour. However, if a business owner requires additional assurance in the form of a confidentiality or nondisclosure agreement, we are happy to do this prior to the commencement of services.

Financial Advice

Delivered by: [Investwest](#)

The Investwest team are passionate about providing holistic advice to business owners as your individual goals and objectives are intrinsically linked to the health and success of your business.

Program - Financial Advice

Our service will provide you with a clear path forward and may incorporate strategies involving:

- Business structuring and planning
- Long-term tax planning & small business CGT concessions
- Superannuation strategies
- Debt Management
- Cashflow & budgeting strategies and advice.

Step 1 – Initial Consultation/Data Collection

You will be contacted by one of the Investwest advice team to arrange an initial meeting (face-to-face or via Zoom). This is where we discuss your current situation and develop your goals for the short, medium and long term from a business and personal perspective.

Step 2 – Strategy Formulation & plan

Once we have completed the fact-finding process, we analyse all the information and model the various strategies and options. We are then able to put together a strategic plan, which clearly shows the benefits of the recommendations and steps to implement the advice.

Step 3 – Strategic Plan Presentation

We then meet again and take you through the recommendations, answering any questions in plain English and explaining the benefits of implementing the advice.

Brand and Marketing

Delivered by: [Online Social Butterfly](#)

Online Social Butterfly is a boutique digital marketing agency. It was established in 2011 to support small businesses with their digital presence. The business has since expanded to offer a range of services that act as a one-stop shop. The primary focus is on digital but with an emphasis on marketing and business planning.

Programs

Strategic Marketing

Would you like to have some direction when it comes to marketing in your business? These sessions are designed to help the business create and implement a marketing plan. This will provide the business with clarity and direction with a plan that can be implemented over the following 12 months.

This program will be delivered online via a series of Zoom sessions. Each session will work on and identify actions to be taken as well as skills required.

Timeframe: 6 x 1-hour sessions delivered weekly or fortnightly as required

Expected Outcomes:

- Create a 12-month strategic marketing plan
- Identify actions to take
- Identify skills required
- Have a trusted sounding board for direction and advice

Logo and Branding

Does your business need a new logo or does your existing logo need refreshing? Working with our team, you will receive a complete branding package including logo, branding elements and style sheet. This package will allow you to look professional on both digital and real-world aspects such as shop signage.

This process will involve you completing a briefing document that will allow us to create a branding look that resonates with you and your business. We will prepare your logo and you will get the opportunity to provide feedback to ensure you are happy with the final design.

Timeframe: 4 weeks to completion of project

Expected Outcomes:

- Complete brand identity for the business
- Logo and branding

Human Resources Support and E-Learning

Delivered by: [Brainbox](#)

Our success is the success of our clients. We are about transforming the culture of the organisation to implement persistent change and reach above-market growth. At Brainbox, we believe that every law, regulation, policy and business decision must be people-centric to be truly successful.

Programs

E-Learning – Unlocking Your People Potential

Brainbuilder is a cost-effective professional e-Learning platform developed by Brainbox. Brainbuilder delivers knowledge right at the point when it is needed. Short, sharp and highly targeted learning experiences, individualised for each team member.

Micro-credentials are highly specific abbreviated qualifications that demonstrate skills, knowledge, and/or experience in a given area of competence. They are narrower and more targeted than conventional qualifications like diplomas or degrees. For example, you may undertake a micro-credential focusing specifically on how to empower others in the workplace, manage conflict, or increase sales capability within the organisation.

Human Resource Audit

This Brainbox audit will encompass all aspects of human resources and people management.

The review covers HR strategy, leave entitlements, recruitment processes, pay and conditions, employee engagement, performance management, training and development, remuneration, terminations, discrimination/bullying, and hr record keeping. As a result of the review, businesses will have an understanding of where their own practices fit against other similar sized businesses in terms of process maturity and will receive specific recommendations to assist them to adopt best (or better) HR practices.

Employment Practices Review

Jobkeeper, stand down directions, employees not showing up for work, and managing teams remotely - employing and managing staff in the current environment is fraught with risk and complexity.

Brainbox can quickly and effectively review your business to ensure that employment practices are both compliant and optimised. As part of the engagement, Brainbox will review policies and procedures, employment contracts, and compliance with awards and industrial instruments. The outcome of our activity will be that grant recipient businesses are assured that all employment practices are consistent with both legal obligations and optimised for best practice.

Support for Contentious Matters

Contentious HR issues are stressful, and can be both time consuming and expensive to handle.

Brainbox are experienced industrial advocates with a successful track record for enterprise bargaining, Fair Work Commission and Human Rights Commission mediation, and complex workers compensation matters.

Brainbox can assist with a review of any active contentious matters, seeking to either resolve the matter fully or to move the matter forward substantially. The outcome of our activity will be that emerging, current, or long-running contentious workplace matters are actively progressed towards closure for grant recipient businesses.

Workplace Health and Safety

Delivered by: [Brainbox](#)

Committed to quality and consistency, Brainbox follows a formalised and practical framework for delivering high-quality results to our clients. We care about empowering and enabling our clients to see things differently, and to apply productive change that delivers real and tangible value long after we've gone.

Program - Workplace Health & Safety Review

With the impending harmonisation of national workplace health and safety legislation, all employers must familiarise themselves with the new WHS framework and obligations.

Brainbox will conduct a full workplace Health and Safety audit using a best-practice audit plan (including COVID-19 specific considerations). This will also encompass workplace health and safety policies and procedures, ensuring an understanding of impending national harmonisation of workplace health and safety legislation, and developing linkages between your business risk matrix and current policies, procedures and practices.

Social Media

Delivered by: [Online Social Butterfly](#)

Programs

Social Media Management

Like most marketing channels, social media platforms require strategy, expertise and creativity if any real value is to be gained. Our social media management package will oversee the creation of your content and then manage the flow of that content out to your social channels.

An expert social media strategist will work with you to advise you on what kind of content to provide them with in order for them to customise and schedule 2-3 posts a week across up to 3 different platforms.

They will work with you to create a 3-month content calendar and help your business establish a consistent online presence to build trust while connecting with your ideal customers.

This will free up your time and allow you to focus on doing what you do best – running your business while we take care of your social media marketing presence.

Deliverables

- 2-3 social media posts per week
- Customised for the business
- Scheduled across 3 social media platforms

Expected Outcomes

- Tailored social media posts going out consistently
- Representing the business and brand

Social Media Coaching

If you are feeling stressed and overwhelmed when it comes to social media, let us help you grow your skills and knowledge so that you can confidently manage your social media accounts.

This program will be run via individual Zoom sessions and will be customised to meet the needs of your business and your team.

During each session, we can look at individual platforms, your profile or account setup, creating and scheduling content and any other areas you would like to upskill in.

Deliverables

- Weekly/fortnightly Zoom sessions
- Session notes + action plan

Expected Outcomes

- Review of all social media accounts
- Plan content strategy
- Creation of posts
- Understanding of scheduling tools

Website Design, Digital Solutions and E-Commerce Platform Development

Delivered by: [Online Social Butterfly](#)

Programs

New or Refresh Website

Do you need a website or does your existing website need an overhaul? Working with our team, we will build you a website in WordPress. This will comprise of 4-6 pages of content. We will provide you with an outline document to help you put your content together.

Our process will ensure that you end up with a website that you are both proud to show off and will ensure your potential customers understand your business.

Website Audit

Do you dread looking at your website and just have no idea what to do with it? Let us help you conduct a complete audit of your website.

Working with our team online, you will be taken through your website and given the session notes that provide you with a clear outline of areas on your website that need improving as well as new opportunities that might be missing.

This will give you a clear understanding of how to move forward with your website.

Online Course Set up and Implementation

Are you tired of having your online course at the bottom of your to-do list and just want to hurry up and get it out to the world? Then this service is for you! Our team can assist with systems including Simplero, Teachable, Thinkific and Kajabi as well as a range of email marketing software.

This set up service will ensure you walk away with all the basics in place to get your online course up and running. You will receive an overview of your online course plan outline, then have your entire online course built, connect your payment gateway and integrate your email marketing system.

All of this tech set-up being done for you will save hours and hours of your time and endless pain in having to learn it all - AND it would normally cost you THOUSANDS through a marketing person on it's own!

By the end of the service, you will be excited and exhilarated to finally have completed your online course setup, with your online course all ready to go live to paying students!

Google My Business Set-Up and Optimisation

The program is an opportunity to get your Local SEO presence sorted. Get your Google My Business account full optimised to maximise the chances of your business getting found online in the Google Maps pack when someone searches for a business like yours in the local area.

You will be required to fill out a small questionnaire online to ensure we have all relevant information for this project, and we would need access to your Google My Business account to complete the work.

- Communication throughout the project would primarily be via email.
- All content written would be signed off by the client.
- Summary of work completed would be provided to the client on completion of the work including a guide to adding Google Posts.

You will then receive:

- Full optimisation of Google My Business to maximise the chances of the business appearing on the front page of Google for local searches.
- Initial keyword research to determine keywords to target for Local SEO
- Writing/updating the business description with relevant keywords for Local SEO
- Adding service and/or product information where possible (depends on the business category as to which option is available and only up to 20 products).
- Updating other relevant business information as required
- Adding photos to the listing where relevant.
- Writing 8 Google Posts with a view to the client continuing this process moving forward. Submission of the business to up to 20 local websites (although we cannot guarantee that these will all be successful, but most are).

With your Google My Business all set up, your business is more likely to appear in the Google Maps pack when someone searches locally for a business like yours.

Google Ads set-up

Using Google Ads, you can appear at the top of the Google search results page when someone searches for keywords that are highly relevant to your business. Get your Google Ads account professionally set-up to start generating business to your website using the right keywords.

This is a done for you service setting up Google Ads in either the clients current Google Ads account or a new account (your preference).

- Keyword research
- A professionally set-up search-based Google Ads campaign
- 1 search-based campaign with a maximum of 10 ad groups
- 1 display-based campaign (we normally recommend remarketing)
- Writing ads and ad extensions
- Conversion tracking set-up where possible including Google Analytics set-up if required.
- This set-up option does not include Google Shopping.

E-Commerce Planning and Creation

The e-commerce market is booming like never before due to the global impact of COVID-19. Now more than ever it is important to achieve a seamless and enjoyable shopping experience for your customer via your online store. But where do you start? What platform should you be using? How do you successfully migrate over to a new e-commerce platform?

Whether you're just starting out on your e-commerce set up journey or you need to upgrade your business' current online shopping experience, we can help.

Working collaboratively with our team, the business will be guided through the choice and set up of an e-commerce platform. Our team can work across the following e-commerce systems: WooCommerce (WordPress), Shopify, Wix and Weebly as well as content platforms such as Simplero or Kajabi.

We have extensive experience working with the world's leading e-commerce platforms and is here to get you set up for success!

Copy Writing and Content Development

Delivered by: [Profile Media](#)

Perth-based publicity company Profile Media generates media exposure for clients from a wide variety of industries. It's our belief that most businesses have something newsworthy to share – they just don't know how to uncover the stories that already exist within the business.

Owned and operated by journalists who understand the workings of media newsrooms inside out, Profile Media's focus is to deliver results without the PR-firm hype.

Our clients regularly appear in community newspapers, capital city TV news, radio programs and newspapers, as well as national media programs and digital news sites, and industry specific niche media outlets.

Programs

Web Site Copy Writing

Does your web site feel old, outdated and boring? You might have the best product or service on the market but unless you can easily and quickly communicate your message to your target audience, you will be losing sales. If your web copy needs a revamp or a complete rewrite, our team of journalists can create words that are engaging, interesting and grammatically correct.

Our words will help you connect with your potential customers instantly. With copy that is optimised for search engines, and presented in an interesting and unique manner, your web site could draw new leads and convert interest.

Profile Media will:

- Conduct a full review and copy edit of your website (8-10 hours)
- Conduct a review session on Zoom with you to finalise the copy (1-2 hours)

Blog Writing

Blogging is an inexpensive way for you to drive traffic to your web site, while also giving useful information to your customers. Blogs can Educate, Inform, Show the 'real you', Demonstrate your values or Create a strong connection with the audience.

Surveys show that companies that use blogging acquire customers directly through their blogging efforts. Most say blogging is critical to their business. But what do you blog about? The team of journalists at Profile Media can come up with great ideas and writing four blogs for you to load to your web site. You can then link to them through your social media, providing valuable content across other platforms.

We understand what makes interesting, unique and compelling reading for your audience.

Profile Media will:

- Undertake a creative session on zoom to come up with content ideas
- Create a 6-month blog content plan
- Write 4 blog posts for you

Customer Service

Delivered by: [Marketintel](#)

A business' customers, particularly loyal customers, are the linchpin to business growth and success. Building customer loyalty is essential for growth and creating resilience in weathering tough economic downturns. On average, it costs 8 times more to acquire a new customer than retain an existing customer. Furthermore, a 5% increase in customer retention can increase profit by 25% to 95%.

Ready to unlock unparalleled strategic customer insights to ignite your business' performance?

Program - Customer Service – Insights 2 Ignite

Marketintel's *Insights 2 Ignite* program is a 6-month proprietary customer research program developed for small and medium sized businesses. The aim of the program is to provide businesses with strategic customer insights so they can grow and prosper. The program helps businesses like yours build customer loyalty, foster referrals and increase profitability.

Some of the key benefits of the *Insights 2 Ignite* program include:

- Builds customer loyalty and satisfaction
- Fosters customer referrals and recommendations
- Empowers knowledge of loyalty and growth drivers for strategic advantage
- Facilitates repeat business and increases customer lifetime value
- Reduces customer churn and enables problem recovery
- Accelerates business growth and resilience

Innovation – New Product Development and Digital Services

Delivered by: [Ignitzee](#)

Ignitzee helps businesses rapidly adapt to the digital world. We guide businesses to increase revenue with the right technology and ways of working for the low-touch economy. We translate the big picture into action - our team are experienced industry experts spanning strategy, innovation, financial services, marketing and technology.

We support businesses at all stages of their journey – whether it be to rapidly invent new products and services, launch to market, digitalise services or solve a specific customer experience challenge. Our approach means that business owners stay hands-on - we use a mix of workshops, workbooks and coaching so that businesses action change now.

Programs for Product Based Businesses:

New Opportunity Roadmap

For businesses that have too many ideas – or none – pick the best opportunity to monetise in the low-touch economy and make it happen.

We work with you to build a roadmap for how you will develop the idea with resources you have using agile approaches.

Product Launch Action Plan

For businesses who already have a clear idea and need a clear, detailed plan for how they'll make it happen.

We validate your “minimum lovable product” and show how to build revenue quickly with the people and funding that you already have.

Programs for Service Based Businesses - Digital Transformation:

Digital Transformation Roadmap

For businesses who want to use technology to retain and grow clients or save money.

We help you find the best no-code and low-code technology solution(s) for your business and show you how to implement them. Best suited for service-based businesses.

Digital Service Design Sprint

For businesses looking to solve their most pressing customer experience challenge using 'growth hacking' to make more money from your existing customers.

We guide you to identify solve a specific marketing, customer service or system challenge within a set timeframe with a mix of technology, data and marketing thinking. Best suited for service-based businesses.

Professional Document Writing Services

Delivered by: [Tick That Box](#)

Tick That Box offers a boutique mobile personal assistant service and is owned and run by Sarah Nickson. Sarah is a career professional with comprehensive administration and project expertise. She has over 30 years of experience in providing administration, project, management and customer support to government organisations, not for profits and commercial businesses.

Program - Professional Document Writing Services

Tick That Box can provide businesses with a range of professional writing services including policies and processes, job descriptions and adverts, presentations, training guides and reports.

This 15-hour package completed over two days includes a meet and greet with business owner or representative, completed discovery document, draft outline of requirements and completion of works.

Professional Writing Services can include the following:

- Reports
- Policies and Procedures
- Job Descriptions
- Job Adverts
- Business Plans
- Terms of Reference
- Results of Research
- Interviewing staff for business related subjects and reporting results via report or presentation.

Public Relations

Delivered by: [Profile Media](#)

Perth-based publicity company Profile Media generates media exposure for clients from a wide variety of industries. It's our belief that most businesses have something newsworthy to share – they just don't know how to uncover the stories that already exist within the business.

Programs

Press Release and Media Contacts

Do you have a great product or service but don't know how to get in front of your target audience without paying thousands of dollars for marketing?

Have you seen your competition in mainstream media and know that could have been you?

Rise above your competition, get instant credibility and be heard above the marketing noise by being featured in the media – on TV, digital news sites, radio, newspapers, magazines and blogs.

Profile Media's team of journalists can help fast-track your media success by writing a press release for you and providing a list of media contacts suitable to your business.

This package includes:

- A creative session on zoom to develop a story idea about you and your business for the media
- Writing a press release for you to send to the media
- Creation of a media contact database of journalists to send you press release to

DIY Free Publicity in the Media

The secret to increasing the profile of your business quickly is free media publicity.

Marketing experts say there is no better way to ramp up traffic to your website, demonstrate your credibility and cut through marketing clutter than being featured in the media.

Imagine your expertise being featured on TV, digital news sites, radio program, newspapers, and blogs.

Profile Media's team of journalists understand the media inside and out. We have put together a comprehensive workbook with all of our insider tips and knowledge to help you get great media exposure.

This package includes:

- A comprehensive PR workbook (electronic) on how to get free publicity in the media which includes press release templates, examples and scripts of what to say when you speak to a journalist
- Two press release edits – you use the template to create a press release and we will then edit it and return to you within 48 business hours
- Creation of a media contact database of journalists we think could be interested in your story

Automated Business Systems

Delivered by: [Well Connected](#)

Well Connected Business Systems was born in 2007 by Chris Anderson once his restraint of trade was finished. At that point Chris had over 25 years' experience in the Office Equipment Business having started selling photocopiers in Edinburgh in 1978 and after running a very successful copier supply business had sold to his business partner in 2004.

Initially we used the manufacturers service division for on-site technical visits but it became clear that we needed our own IT back up and service division, subsequently in 2012 we purchased Stirling Business Machines to provide this.

In 2017 we became a full-service Authorised Konica Minolta Dealer and moved to bigger premises in Balcatta. This move prompted our move into clever software solutions to automate business processes and create "paperless" digital workflows.

We now have dedicated personnel on board to customise these solutions to the customers' needs and as represented by our "Business Gains" document we are able to automate repetitive office tasks which save time & money but also remove boring jobs from employees.

Well Connected Business Systems can turn your humble copier into a much more productive office employee and we invite customers who wish to make their office more efficient to engage with us.

Programs

- [Automated Scanning Systems](#)
- [Automated Invoice and Remittance Processing](#)
- [Digital Workflow Solutions](#)

The above programs will typically be delivered as follows:

- Step 1: Solutions consultant will meet with business to assess needs
- Step 2: Solutions consultant will facilitate a meeting with technical staff to get a better understanding of the infrastructure and the business needs
- Step 3: A scope of work is created to form the parameters of the proposed systems
- Step 4: Optional Proof of Concept created
- Step 5: System created, refined and demonstrated to business. Once approved, system is delivered with training and further assistance provided as required.

Freight, Logistics and Export Advice

Delivered by: [InXpress](#)

Bhavin Shah of InXpress is a freight consultant with experience in helping businesses throughout Australia in becoming more process and cost efficient in importing / exporting and transporting goods Australia wide. His passion comes from seeing businesses truly succeed in terms of growth and profitability. Bhavin has achieved awards in this industry including Rookie of the Year Award and the prestigious Top Gun Award.

Having won several Innovation awards and being nominated for West Australia's 40 Under 40 Business News Award, he uses his creativity, innovative spirit, and business acumen to help businesses achieve their objectives. He goes further in linking his broader professional and trusted network to businesses that have gaps, challenges or need improvements in their businesses.

Program - Freight solutions and advice

Freight solutions and advice for the following:

- International Imports / Export via Air Express, Air Cargo and Sea Freight
- Australia wide Air and Road transportation
- Free Trade Agreements
- Growing Australian E-Commerce Businesses Internationally
- 3PL

Aboriginal Business Support

Delivered by: [Noongar Chamber of Commerce and Industry](#)

The purpose, and nature of our Chamber, is to promote the capacity and capabilities of our people. To service the contracting opportunities, we see coming out of government and the business sector on a regular basis. To promote our shared vision for self-reliance and economic prosperity for Indigenous Australians and their communities.

Program - Boya Business Solutions Program

The Boya Business Solutions Program is a Business Health Check which will identify areas that a business needs more support in. It is a hands on, face to face approach that results in a bite sized action based solutions to help business reach their desired goals. The Boya Business Solutions Program has access to a network of Expert Advisers that are Industry specific.

The Noongar Chamber of Commerce and Industry (NCCI) is the only Aboriginal Chamber of Commerce and Industry, in Australia, that is underpinned by *cultural values and protocols*. The Boya Business Solutions *is also underpinned* by those same *cultural values*. This is our *unique point of difference*. By working within a cultural valued framework, we know, has been the key to the successful delivery of our Boya Business Solutions Program currently underway in the Perth Metropolitan area.

Hospitality Business Advice (including Liquor Licencing Advice)

Delivered by: [Canford Consultants](#)

Phil Cockman is the founder and owner of Canford Hospitality Consultants. His experience in hospitality, food and beverage and liquor licensing within Western Australia spans two decades. Prior to this, Phil worked in major accommodation properties in Switzerland, England and Scotland. He has also worked for more than a decade in South East Asia, including the Food and Beverage Manager position he held with the prestigious Singapore Cricket Club.

His time in WA has seen Canford consult to varied hospitality clients all over the metropolitan and regional areas, from the Margaret River Wine Region, to the heart of Perth's CBD, all the way up to the rich North West shelf, Kalgoorlie and beyond. Canford's scope and ability to work with any client big or small, local or regional provides the company with a unique perspective and advantage when it comes to consultation on any and all projects brought to their door.

Phil's experience that he brings to the company means that no operation/idea within the field is out of reach for Canford. He is always looking to provide assistance, guidance and consultation to any and all hospitality/ liquor businesses trying to begin/further their journey.

Program - Hospitality Business and Liquor Licencing Advice

This is a unique opportunity to seek expert advice on many aspects of your hospitality business and benefit from an independent and impartial review, which will include the following:

- a review of your business' product/services and processes
- potential new avenues/models of business
- how to prepare your business for recovery

Retail Business Advice

Delivered by: [Business Growth](#)

Business Growth provides coaching / mentorship and advisory services to business owners at all levels. With over 15 years experience of running a successful multi location retail business our director Kevin Miller can help you with enhancing your overall business performance whilst increasing your sales and reputation.

Through systems and modern forward thinking sales strategy, you and your business will succeed. Kevin is young and energetic and would love to help you find your energy and drive to take your business forward whilst having fun at the same time.

Program - Retail Business Advice

Our program will involve an initial catch up to get to know you personally and learn about you, the business owner. We would then work through what your objectives are for the business, the timeframe to achieve the results and an action plan to make it happen. Kevin will work alongside you through each stage and become "hands on" and actively involved in the business and its operations. On completion of the program, you will have modern ideas, real tools and systems that you can put to use immediately in the business to increase your sales and overall business performance.

Services:

- Sales processes to increase conversion
- Sales strategy and sales coaching
- Social media marketing and email marketing
- Time management and procedures
- Systemising your business
- Referral and client review process
- Profit margin and cost reduction
- Provide overview of entire business process
- Coaching and mentorship
- On call business help

Tourism Business Digital Marketing

Delivered by: [Coffey & Tea](#)

Coffey & Tea takes a holistic approach to creating new opportunities for your business, combining research, vast experience, broad industry knowledge and innovation to guide you to the next level.

We offer unique brand and marketing strategies to guide your social media channels in the right direction and provide support, advice and –best of all –results to our clients. We tailor our approach to the specific needs and aspirations of the businesses and brands we work with.

Programs:

Social Media Audit

Social media is a powerful marketing tool. It can build brand awareness and recognition, supercharge sales and lead generation, skyrocket your web traffic, and facilitate meaningful conversations with your customers.

As experts in tourism & hospitality social media management, Coffey & Tea offer unique brand and marketing strategies to guide your social media channels in the right direction.

We will analyse your digital presence and audit your Facebook & Instagram accounts to ensure that they are set up correctly and optimised for maximum reach.

We require full administrator access to Facebook & Instagram accounts to complete the audit.

In addition to a comprehensive report with content analysis and tips for best practice, we will also provide a series of templates businesses can action in their own time to further their efforts.

Expected timeframe for audit completion: 2 weeks

Content and Digital Strategy

A digital marketing strategy needs comprehensive insights to guide the most effective branding, communication and targeting decisions.

Just delivering content to social media outlets is no longer enough, there needs to be thought and purpose behind the content created and shared on social media profiles.

To provide a comprehensive content strategy for Facebook & Instagram in line with brand direction.

We will provide guidance on how to create engaging and impactful digital campaigns for Facebook and Instagram and include best practice and information on latest trends.

In addition to a comprehensive strategy document, we will also provide a series of templates that businesses can use in their own time to help further their efforts.

Expected timeframe for strategy completion: 3 weeks

Lean Manufacturing Workshop

Delivered by: [Momentum Improvement Partners](#)

Momentum Improvement Partners is a specialist business improvement consultancy who focus on the transfer of capability to ensure creating improvement capable companies.

With a team of experts whose personal experience spans manufacturing, resources and service industries they will support your team in understanding and solving their current issues whilst developing the skills to be able to tackle any future issues which may arise.

Program – Value Stream Mapping

Business Support and Coaching Sessions will be delivered by way of a 3 hour Value Stream Mapping Workshop, which will include:

- Lean introduction
- Process modelling
- Waste identification analysis
- Efficiency and quality improvement advice to achieve: waste elimination, cost reduction and profitability increase.