



**Australian Government**  
**Indigenous Business Australia**

## Into Business Workshops

IBA's **Into Business** workshops help people fully investigate their business ideas in their own time at their own pace.

At the workshops you will work through your idea with a business specialist who will show you how and where to research the business and product/service so you can determine whether it is commercially viable and learn what is needed to manage the finances and operations of business. Your active participation in the workshops and follow up work is essential to getting the most out of the program and will increase your chance of success on your journey to becoming your own boss.

Following successful completion of the workshop series you may be eligible for one-on-one assistance from a business consultant (funded by IBA) who will help you take the next step towards building an income generating business.

Applicants with well developed business ideas/plans may be eligible to go straight to a business consultant to develop their business plan, but in most cases, applicants will benefit from attending the workshops first.

### What will you learn?

The three one-day **Into Business** workshops are held several weeks apart to give you time to do further research on your business. They cover the following broad topics:

**Workshop A** – Your business idea, goals and expectations. During this workshop you will learn about the various skills needed to run a business and to help you further develop your idea. You will join in discussions about business goals and expectations, how to research the business and the product/service, the risks involved and the planning process. You will be given homework which you must complete in order to be invited to attend workshop B

**Workshop B** – Marketing and managing your business. You will learn more about how to develop your product/service and your market/client base, competition, marketing, pricing, distribution, suppliers and resources. If you have actively participated and think your business idea is worth investigating further you will be given homework which you must complete in order to be invited to workshop C

**Workshop C** – Financial planning and management. In this final session you will be guided through the financial side of operating a business including commercial viability, financial projections, business planning and where to find further assistance.

### Who are the workshops for?

If you are Aboriginal or Torres Strait Islander and you have a serious business idea that you would like to explore then these workshops are for you.

### Where are the workshops?

The workshops are held in locations around Australia, including some remote areas, contact your closest IBA office for details.

### What is the cost?

The workshops are free to attend. Morning tea, lunch and afternoon tea are also provided. The only cost to you is transport to and from the venue and your time and active participation in the workshops. If needed, IBA may be able to assist you with some costs to attend future B and C workshops – please contact your local IBA Office to discuss.

If you are interested in participating in this program, please contact the Adelaide Office on: **(08) 8307 8905** to discuss your business idea with one of our staff.



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\*Calls to 1800 numbers from your home phone are free.  
Calls from public and mobile phones may be timed and charged at a higher rate.