

# Small Business Advisory Service

## Overview

The Small Business Advisory Service program offers one-to-one assistance and advice to businesses in the greater Mid-North Region. The program is managed by the Mid North Regional Development Board and is supported by Federal Government through funding from AusIndustry.

The program is being delivered by Rural Directions Pty Ltd, a Clare based consultancy.

### What are the benefits to my business?

There are many benefits from participating in this program, including:

- One on one professional advice
- Outcomes are tailored to your business
- Local service delivery – no need to travel to Adelaide and beyond
- Create a structured plan for future improvement
- Motivation and direction

### What will I have at the end of the program?

A tailored document that relates to business planning, marketing, debt management and compliance with specific actions to assist your business in moving forward.

### Module Overview

Modules are designed to be flexible and will be tailored to individual needs.

For example your business plan may focus solely on succession through facilitation of a family business meeting and then development of an action plan from that session. Or your marketing session could be a facilitated Focus Group with your customers. Or your session could be a whole team Myers-Briggs team building, personality indicator session – *the options are endless*.

Businesses can choose to purchase more than one module.

| Module                   | Description  | Cost  |
|--------------------------|--|---|
| <b>Business Planning</b> | Develop a business plan; covering one or more of these topics: <ul style="list-style-type: none"> <li>• Operations</li> <li>• Succession</li> <li>• HR / people</li> <li>• Finances</li> <li>• Marketing</li> <li>• New opportunity development</li> </ul> Delivered in 2 sessions | <b>Business contribution 40%<br/>\$600 inc GST</b><br><br>AusIndustry Subsidy 60%<br>\$900 inc GST<br><br>Total cost \$1500 inc GST |
| <b>Marketing</b>         | Develop a marketing plan <ul style="list-style-type: none"> <li>• Explore the four P's of marketing for your product/s</li> <li>• Market research</li> <li>• Competitor analysis</li> <li>• Brand review and development</li> </ul> Delivered in 2 sessions                        | <b>Business contribution 40%<br/>\$600 inc GST</b><br><br>AusIndustry Subsidy 60%<br>\$900 inc GST<br><br>Total cost \$1500 inc GST |

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|----------------------------|--|---|
| <b>Debt Management</b>     | Participate in a review session and develop an action plan <ul style="list-style-type: none"> <li>• Financial analysis to review current position</li> <li>• Advice on current position</li> <li>• Explore options for improvement</li> <li>• Develop an action plan</li> </ul> Delivered in 1 session       | <b>Business contribution 40% \$200 inc GST</b><br><br>AusIndustry Subsidy 60% \$300 inc GST<br><br>Total cost \$500 inc GST |
| <b>Business Compliance</b> | Participate in a review session and develop an action plan: <ul style="list-style-type: none"> <li>• Review of current operations</li> <li>• Identify and plan a strategic approach for greatest improvement</li> <li>• Advice on strategy to increase business compliance</li> </ul> Delivered in 1 session | <b>Business contribution 40% \$200 inc GST</b><br><br>AusIndustry Subsidy 60% \$300 inc GST<br><br>Total cost \$500 inc GST |

## Delivery Team

This project is managed and supported by the Mid North Regional Development Board (MNRDB).

The project will be delivered by a team of consultants from Rural Directions Pty Ltd, a Clare-based consultancy. Rural Directions Pty Ltd has been involved in delivery of the Development Emerging Entrepreneurs project for the last two years. This project involved delivery of short courses and coaching small business in areas such as financial management, marketing, entrepreneurship, innovation, opportunity assessment, systems development, business planning, time management and people management.

Consultants delivering the SBAS program have a variety of backgrounds, skills and experiences. All have experience working with small businesses in a regional location. The team has experience in business planning, people management, financial analysis, marketing planning and succession planning. Skills they offer include facilitation, communication, working with family businesses and whole of business analysis.

## Who can be involved?

Sessions are designed to be delivered to individual businesses, you can choose to have your whole team involved if suitable or it could just be you.

## Where will sessions be undertaken?

Sessions can be delivered at your premises or at a Rural Directions Pty Ltd office in Clare or Freeling, at a time suitable for your business. Funding allows one on-premise consultation, with the balance at a Rural Directions Pty Ltd office.

## How do I register?

Complete the accompanying registration form and forward to Nat or Alan at the Mid North Regional Development Board, 2/17 Lennon St, Clare, SA, 5453, fax: 8842 1275

## Want to know more? Then contact:

Alan Schwarz, Business Development Officer  
 Mid North Regional Development Board  
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**REGISTRATIONS MUST BE RECEIVED BY OCTOBER 30, 2009.**

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