

# BUSINESS ESSENTIALS WORKSHOPS

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Good planning and preparation when starting a business can improve the likelihood of success. Business Essentials workshops are for Aboriginal and Torres Strait Islander people who want to increase their knowledge of business fundamentals and take the next steps towards business ownership. The workshops are also suitable for existing business owners who want to brush up on some business basics. These 2-3 hour long workshops are free, delivered live online, and are offered as an integrated series but can also be taken individually.

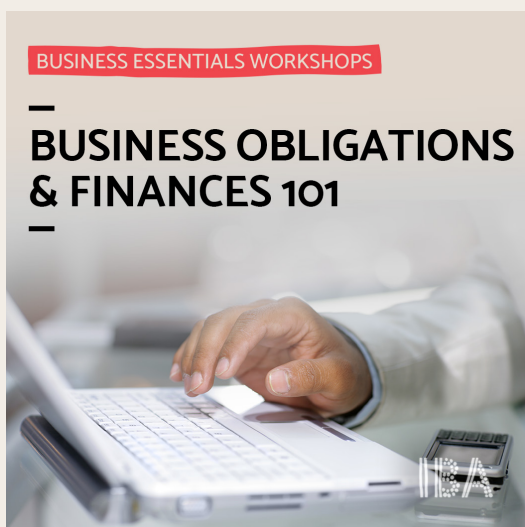


Do you have an idea for a business? Or are you just starting out and want to find out more? This info session is a great place to start!

Topics include:

- What is business, why go into business and are you ready?
- Business success, risks and challenges.
- Business preparation and planning.
- Developing and testing your business idea.
- Business Essentials workshops and how they fit into your plan.
- Business design action plan (supplied) and how to use it.
- IBA, your business and how we can help.

At the end of this introductory session, you should be able to decide whether to continue your business journey and work out your next steps.



Do you want to get a better understanding of the statutory and legal requirements that need to be considered when operating a business in Australia?

This workshop also introduces basic financial management concepts and tools used to run a business.

Topics include:

- Basic business structures.
- Registrations, certifications and licensing.
- Government requirements such as tax, superannuation and employer obligations.
- Business management obligations such as insurance, record keeping, business names and intellectual property.
- Financial literacy and key business terms.
- Basic financial management concepts, reports and tools.

To view available workshops and register head to:  
<https://iba.gov.au/business/business-skills-workshops>



At this workshop you will hear how applying the fundamental principles of marketing can help to increase awareness of your business and improve the potential for customers to buy from you.

Topics include:

- Market research.
- Identifying your target market.
- How to develop your customer value proposition.
- Choosing your marketing channels.
- Setting your marketing mix and developing a marketing strategy

— **Marketing is 'anything that exposes your products or services to potential customers'.** —



Learn about basic financial management and budgeting for business at this workshop. During this session you will learn about key financial concepts and develop budgets using a specially designed spreadsheet budgeting tool.

Topics include:

- Key financial terms.
- Financial reports for small business.
- Basic calculations for business.
- Types of budgets and how to calculate them.

— **A budget is telling your money where to go instead of wondering where it went.** —



In the final workshop of the series, participants bring together information gained from the other workshops and their own research. Using their business design action plan, participants will develop a one page business plan or model.

The business plan includes:

- Customer needs/problems and solutions.
- Customer target market segments and channels.
- Customer value proposition and your competitors.
- Revenue projections.
- Financial performance.
- Key metrics projections.

With your one page business plan and business design action plan completed, you should be able to clearly explain your business to others and identify what resources you will need to take the next steps in starting your business.

**Call 1800 107 107 or visit [iba.gov.au](http://iba.gov.au)**



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