



## ENTREPRENEURS' PROGRAMME - STRENGTHENING BUSINESS

### BUSHFIRE RECOVERY & RESILIENCE

## Factsheet

*Rebuild your business and get back on track  
with support from a business expert.*

The Entrepreneurs' Programme helps transform Australian businesses. It provides a national network of over 150 independent business specialists that work with businesses to help them grow, help them innovate, help them commercialise new products and services, and help them become stronger and more resilient over the long term.

Under the Entrepreneurs' Programme, [Strengthening Business](#) supports businesses in fire-affected communities to rebuild, transform and adapt following the bushfire crisis.

A Strengthening Business facilitator will know your local region and work with you and your business to provide advice and guidance, and develop a roadmap to navigate the immediate, medium and long-term challenges and opportunities. Facilitators will also provide advice on relevant funding, and other, assistance for businesses.

### The Entrepreneurs' Programme difference

Our program excels at helping businesses grow beyond recovery; to adapt to a new sales environment; find new supply chains and to create a roadmap that captures where you want your business to be today and tomorrow.

Our dedicated team of facilitators will work with you and your community on strategies for business continuity, client growth, business resilience, or digital uplift. We can help you pivot your operations, reach your customers more meaningfully, diversify your product line, or master new systems that help you improve your operations and your business networks.

Not only do our facilitators bring a wealth of private-sector experience in business, but as part of a comprehensive national business network, our facilitators can draw on the experience, specialist knowledge and services of many business experts. They are well connected to other Commonwealth agencies as well as state and local business organisations, and have a deep knowledge of the business operating system at the federal, state and regional level.

Collectively, this means that, in addition to working with you to get your business up and running after the bushfires, our facilitators can help you reshape your business to be stronger, more resilient, and better prepared for the future.

### How our business facilitators can help you

Our business facilitators are independent specialists based in your region. They will work directly with you and your local community, at no cost, to help rebuild and strengthen your business, from systems and operations to marketing and sales.

Our facilitators will tailor their advice to your individual business or cluster of businesses in a community, and guide your recovery with advice, information, resources, strategies, national networks and specialists unique to your business needs - now and into the future.

### Eligible businesses

Businesses from any sector or with any annual turnover can apply for Strengthening Business, as long as they:

- are a bushfire-affected business located in one of the [local government areas](#) in NSW, South Australia, and Victoria, as identified by the [National Bushfire Recovery Agency](#), although businesses in other local Government areas may be considered; and
- have a current Australian business number (ABN), and were engaged in carrying on a business at the time of the bushfire in the defined disaster area.

### How to apply

The application is available at [business.gov.au](#).

### More information

For more information, visit [business.gov.au/EP](#), email [EPStrengtheningBusiness@industry.gov.au](mailto:EPStrengtheningBusiness@industry.gov.au) or call 13 28 46.

*The Entrepreneurs' Programme's [Strengthening Business](#) service was announced on 11 March 2020 as part of the [Small Business Rebuild Package](#) – an initiative focussed on supporting local government areas that have been most impacted by the 2019-20 Black Summer bushfires.*