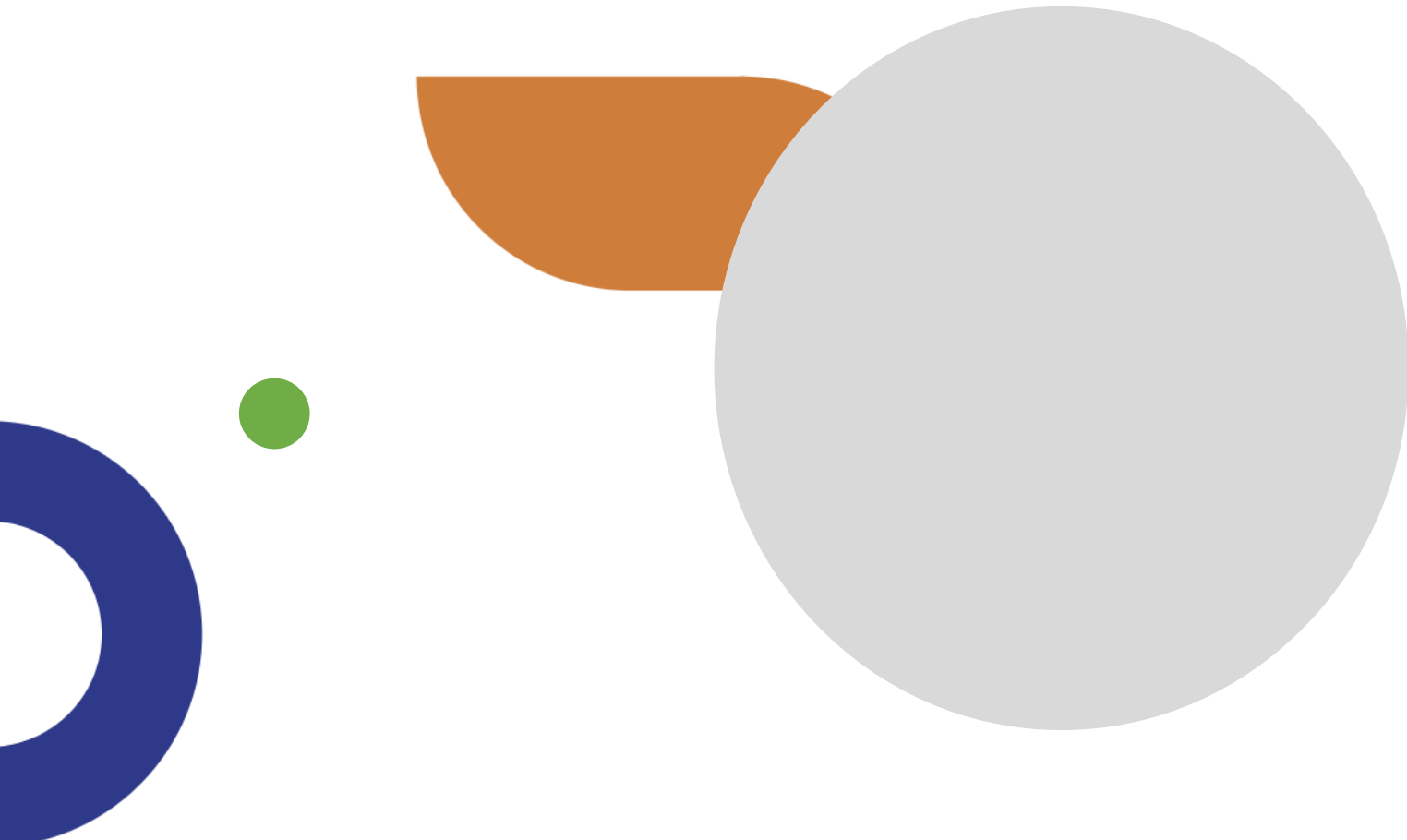


2023/24 REDS Grants Program Resource Kit



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We acknowledge the Kabi Kabi, Jinibara and Turrbal Peoples as the Traditional Custodians of the lands and waterways of the Moreton Bay region, and pay our respects to their Elders, past, present and emerging. We recognise that the Moreton Bay region has always been a place of cultural, spiritual, social and economic significance to First Nations people.

We are committed to working in partnership with Traditional Custodians and other First Nations communities to shape a shared future that celebrates First Nations history and culture as an irreplaceable foundation of our region's collective identity.

Disclaimer

Council and its officers accept no responsibility for any loss whatsoever arising howsoever from any person's act or omission in connection with any information, expressed or implied, contained within this document. Nothing in this document should be taken as legal advice.

Resource Kit

Introduction

The City of Moreton Bay operates an annual grants program to assist industry bodies, chambers of commerce and similar types of organisations to deliver projects that contribute towards the Moreton Bay Regional Economic Development Strategy (REDS) targets of a \$40 billion economy and 100,000 new jobs by 2041. The REDS [Grants Program](#) has been established since 2020-21.

Under the REDS grants program arrangements, applicants must demonstrate: how their proposed project concept meets the objectives of the grants program, how the need was assessed, how the business community will benefit, how outcomes will be measured, how the project will be delivered, and detail all associated costs.

Council recognises that the sourcing and compilation of the information required for grant applications can sometimes be difficult for volunteer members of chambers of commerce and industry groups to gather. In response to this, Council has developed this REDS Grants Resource Kit to reduce some of the impost on potential applicants who wish to apply for funding for projects that have been pre-confirmed as being aligned to the REDS Grants objectives.

Through this Resource Kit, potential grants applicants have access to high-level outlines of a range of product and services that Council has confirmed could further the strategic goals, pathways and priority industries of the REDS.

The products and services listed in this Resource Kit have been grouped according to the nature of the impact or objective that will be achieved, under the following headings:

- Growing customer numbers and loyalty
- Reducing risks and the cost of doing business
- Enhancing leadership and strategic skills
- Enhancing chamber and industry group effectiveness

The information contained under each of these headings is a summary only of relevant service types offered by included suppliers, as well as 'draft' content that would be applicable to specific questions in the REDS grant application form. Information can be copied from this Resource Kit into your application form. **It is recommended that if content is copied you adapt it and expand upon it to best reflect the specifics of your project. All suppliers included in this Resource Kit have submitted more comprehensive service outlines which can be drawn upon for the development of your grant application. The comprehensive service outlines can be accessed by emailing City of Moreton Bay and requesting a copy of the outline and costings - see the link the Supplier table at the end of the document.**

It should be noted that Council has not undertaken a procurement assessment of the suppliers included within the Resource Kit. Through the inclusion of the supplier within this document, Council is confirming that the product or service that the supplier has outlined aligns to the funding objectives.

Council, through the provision of a Resource Kit, does not guarantee any business and is not liable for any agreements or contracts entered between grant recipients and suppliers. Grant recipients will be responsible for selecting suitable suppliers based on their own evaluation and due diligence.

How to Use this Document

This Resource Kit is organised around the questions on the REDS Grants application form.

To use this Kit:

1. Identify the service or products that align with the priorities of your organisation.
2. Review the high-level service overviews and download the full-service outline for the supplier/s that you would like to engage.
3. Discuss your timing and project needs with the supplier and reach agreement.
4. Copy and paste the information on the specific supplier and their service/product from this Resource Kit into the aligning funding application question. Sections of text highlighted in grey should be replaced with relevant content such as <initiatives/project name>.
5. Copy and paste from the relevant section of this Resource Kit the content that addresses the application question: *How will the project align with the strategic goals, pathways and priority industries of the Moreton Bay Regional Economic Development Strategy?*
6. Attach the suppliers full-service outline to your grants funding application.

Regional Economic Development Grant Application Form
2023/24R1
Form Preview

Project Title *
Must be no more than 15 words.

Where the project will be delivered *
e.g. Street address, online or multiple locations

Start Date *
No earlier than 1 October 2022.

Finish Date *

If successful, an Outcome Report will be due four weeks after this date.

Provide a full description of the project including expected outcomes *
Outline the specific project activities and deliverables:
Outline who needs the project and why:
Outline how the need was identified:
Outline why the project is the best way to meet the needs:
Outline the specific benefits that the involved businesses will get from the project:
Outline how the outcomes will be tracked or measured and how satisfaction or benefit will be assessed:

Growing Customer Numbers and Loyalty

This section of the Resource Kit contains content that is relevant to funding applications for projects that will facilitate the growth of local businesses.

Alignment with REDS

Information contained in table below outlines how the services specified in this section align with the pillars of the Moreton Bay Regional Economic Development Strategy (REDS) and will advance the Moreton Bay regional economy.

Content below can be copied into your funding application, and updated with your organisation details, to address the question: ***“How will the project align with the strategic goals, pathways and priority industries of the Moreton Bay Regional Economic Development Strategy?”***

How will the project support the achievement of either a BIGGER, BOLDER or BRIGHTER economy goal?

As growing a new customer base and retaining existing customers is essential for building a strong and vibrant regional economy, the **Bigger Brighter Bolder goals** of the Regional Economic Development Strategy will be supported through delivery of <initiatives/project name>, which will help local businesses to <clearly know their value proposition and be able to effectively represent how they meet their customers' needs - *adapt as appropriate*>. As local businesses grow, new jobs will be created and new investment will be stimulated. A mere increase of \$25,000 per annum in turnover by 25 businesses would add half a million to the local economy year-on-year. This is a significant economic impact, and it demonstrates the importance of supporting local businesses to grow.

How will the project fit within one or more REDS pathways of Leadership and Identity, Industry Advancement, Trade and Investment, or Knowledge, Innovation and Entrepreneurship?

Local **leadership and identity** will be fostered when businesses are successful, as they are more likely to be seen as leaders in their industry and community. This also generates more opportunities for business leaders to collaborate with government and other businesses on initiatives to improve the region or industry. When businesses are successful, it gives business leaders more resources to contribute to their community and can free them up for more philanthropic ventures. A strong regional business identity is also built on a foundation of successful businesses. By growing their customer bases, more local businesses will help to raise the profile of the region.

Industry Advancements will also occur when businesses grow, through the resulting need to hire more people and invest in new resources. This helps to build the capacity of the local business community and creates new jobs. Businesses that have a strong customer base are also more likely to have relationships with other businesses in the region. This can lead to opportunities for collaboration and partnership. Businesses with a strong customer base are also more likely to support region-building projects because they have a vested interest in the success of the region.

Additionally, **Trade and Investment** is stimulated through customers marketing and promoting the region as a business and visitor destination. Businesses with a strong customer base are also more likely to be attractive to investors, given investors are attracted to businesses that have a proven track record of success.

Finally, Businesses that are growing and expanding are more likely to invest in innovation. This helps to support the local innovation ecosystem thereby driving up **Knowledge, Innovation and Entrepreneurship** in the region. Local business growth and successes that are visible to the younger community inspires them to start their own businesses, fostering a new generation of entrepreneurs.

Supplier Offers - Summary Description and Expected Outcomes

Information can be copied from this Resource Kit into your REDS Grant funding application form. It is recommended that if content is copied you adapt it and expand upon it to best reflect the specifics of your project.

All suppliers included in this Resource Kit have submitted more comprehensive service outlines, which can be accessed through this Kit and drawn upon for the development of your grant application.

Service Outline One (1): Winning Government Contracts

Project Title	Winning Government Contracts Presentations & Workshops
Supplier Name	Gov Ready Pty Ltd
Outline the specific project activities and deliverables*	
<p>This project involves the engagement of Gov Ready, who specialises in helping SMEs (small and medium-sized enterprises) to enhance their appeal to government entities and secure government contracts at all levels—local, state, and federal. <Organisation name> will engage Gov Ready to deliver tailored presentations and workshops to bridge the SME-government divide. The workshops content will delve deeply into key relevant topics.</p> <p>Under this project, <include the total number of businesses> local business will have access to the following presentations <delete any that will not be included>:</p> <ul style="list-style-type: none"> • Identifying and accessing government panels. • Government supply policy essentials. • Navigating Business as Usual (BaU) opportunities. • Effective engagement with government decision-makers. • Insights into tendering processes. • Tapping into Olympic game supply opportunities with government. • Common pitfalls to avoid. • Preparing businesses for climate-related challenges. • The significance of a capability statement. <p>Presentations vary in length from 30 minutes to 1.5 hours.</p>	
Outline who needs the project and why*	
<p>Most smaller businesses lack the time and resources to grasp government partnership requirements effectively. Gov Ready addresses this issue.</p> <p>Gov Ready services effectively assist the most pressing needs of SMEs:</p> <ul style="list-style-type: none"> • SMEs aiming to enter the established government market. • SMEs looking to expand their business locally, nationally, or internationally. • Businesses struggling with Government procurement complexities. • Local councils and government agencies helping businesses with government contracts. • Chambers of Commerce supporting member growth. • First Nations small businesses seeking guidance. 	

Outline why the project is the best way to meet the needs*

Gov Ready are deeply committed to serving the unique needs of small business clients. Thomas Pollock, the Founder, personally conducts every presentation and workshop with unwavering dedication. His passion is empowering SMEs to scale and contribute to local communities by tapping into government revenue opportunities.

What sets Gov Ready apart is Thomas Pollock's unmatched expertise. No other entity possesses the depth of knowledge required to help smaller businesses navigate government contracts successfully. He understands the challenges they face when competing with larger corporations, and is uniquely positioned to guide them to success. The results achieved by past participants demonstrates that the Gov Ready approach is the best way to meet the need.

Outline the specific benefit/s that the involved businesses will get from the project*

Gov Ready will help SMEs to increase their revenue and scale by leveraging government contracts. Even a small government contract (\$30k to \$50k) can have enormous impacts for local businesses. Similar outcomes are expected to what previous Gov Ready clients have achieved, which include:

- 67% have realised their first government contract within 12 months.
- 91% secure a contract within the first 18 months.
- 98% of clients would recommend Gov Ready to other SMEs.

As City of Moreton Bay businesses begin winning more government contracts, and consistently, the local community will benefit from:

- Increased local employment.
- Economic growth across all sectors.
- Social impact as more SMEs have funds to help support local community groups and initiatives.

Service Outline Two (2): Tell Me What You Do

Project Title	Business Workshop: 'Tell Me What You Do'
Supplier Name	Any Given Tuesday
Outline the specific project activities and deliverables*	
<p>This project involves <organisation name> engaging Any Given Tuesday to deliver a 'Tell Me What You Do' workshop, designed to help business owners improve their communication skills and learn how to effectively sell themselves and their ideas.</p> <p>The 'Tell Me What You Do' Workshop is a one-day in-person event that enhances business presentation skills and refines presentations from 10 minutes to 1 minute. This program is vital for small to medium-sized businesses reliant on networking for leads and revenue. Participants will learn influence and persuasion principles, engaging audiences and attracting clients.</p> <p>The program process includes:</p> <ol style="list-style-type: none"> 1. An Expression of Interest run to identify 8 business owners / entrepreneurs with various experience levels to be the 8 Hot Seat Participants. 2. An additional 16 participants attending the event as Observers, totalling 24 in the room (see full-service outline for further details). 3. On the day, the 8 Hot Seat Participants bring the 7-10 minute business presentation they would normally present at a networking (or similar) event. 4. The day opening with a briefing and familiarisation of how the day will unfold. <p>Hot Seat Participants walk away with powerful presentations that have been proven to dramatically increase interest, lead and revenue generation through a done-with-you process– that is they show up and the group do the work together. At the close of the program, participants will have the capacity and understanding of how to deliver powerful, on point, presentations of 1 Minute, 3 (-5) minutes, and 10 minutes.</p> <p>7 Days post event, Any Given Tuesday will host a participant Q&A Session via Zoom. This session is 75 minutes and the session will be recorded and added to an online portal for full replay access by all participants.</p> <p>The Facilitator, Jacqueline Nagle is a Fifth Generation Entrepreneur with a fiercely strategic brain who holds the global designation of Certified Speaking Professional, a qualified Executive and Business Coach, Certified Master Practitioner in Neuro Linguistic Programming, and an Advanced Hypnotherapist. She has appeared in media more than 3,000 times and spoken on global stages.</p>	
Outline who needs the project and why*	
<p>The Target Audience will be Small and Medium Business Owners who are:</p> <ol style="list-style-type: none"> 1. In the start-up and scale-up phase. 2. Predominantly service-based businesses. 3. Dependant on sales and cash flow to stay in business (as opposed to working capital reserves). <p>As effective communication is a critical skill set that directly influences a business's ability to thrive and grow in today's competitive landscape, the program is suited to:</p> <ol style="list-style-type: none"> 1. Those who confidently present but know they could generate more interest, leads and revenue. 2. Those who are not so confident presenting and want to understand how to use these forums to generate more interest, leads and revenue. 3. Those who actively resist presenting yet are still showing up in these rooms and simply don't know how to do it well. 4. Those who present all the time who really need help – but are not willing to admit they do! 	

Outline why the project is the best way to meet the needs*

The power of this format is in its real time delivery and feedback; rather than hours immersed in sharing theory and frameworks with no requirement on participants to implement – ever – the learning is embedded through a highly interactive experience.

The competitive advantage held within the format is strengthened by the skills of the facilitator. Jacqueline holds experience across multiple industries, is skilled in business and organisational turnaround, and has an exceptional eye for where story and commercial returns collide.

The approach has also been proven to result in all who have been through this experience experiencing increased engagement, opportunity and revenue from the FIRST time they present after this workshop.

Outline the specific benefit/s that the involved businesses will get from the project*

Observable and measurable outcomes are expected to reflect previously achieved outcomes for previous participants, which include:

1. Clients generating 4, 5 and 6 figure revenue through their business building presentations of sales results by Tattersalls Franchise Sales Group (87 people across the country).
2. High success rates of all pitch participants at each of the Innovate Moreton Bay demonstration days in 2021, 2022, and 2023, evidenced by feedback from judges and in room observers directly to both the Facilitator and Innovate Moreton Bay.
3. Sales and consulting staff with no industry experience creating million, and multi-million dollar portfolios in less than a year. Predictably and repeatedly.

Service Outline Three (3): Business Story of Origin

Project Title	Business Workshop: 'Business Story of Origin'
Supplier Name	Any Given Tuesday
Outline the specific project activities and deliverables*	
<p>This project involves <organisation name> engaging Any Given Tuesday to deliver their 'Business Story of Origin' workshop, which will help business owners improve communication skills and learn how to effectively sell themselves and their ideas.</p> <p>The 'Business Story of Origin' Workshop will be delivered over two sessions:</p> <ul style="list-style-type: none"> • Session one: 5 hours facilitated in person - explores the story types and the theories, before hot seating and workshopping Business Story ideas for each and every participant. • Session two: 5 hours facilitated in person or via Zoom - each participant will present their new / first Business Story of Origin (BSO) with real time insights and feedback. <p>This workshop combines inspiration with marketing strategy to help business owners discover the stories of their business. Participants will learn 5 Key Story Types for connection, credibility, and lasting impressions:</p> <ol style="list-style-type: none"> 1. Creating magnetic touchpoints which communicate why this business exists. 2. Setting the cultural tone for now and into the future. 3. Speaking into the problem you solve. 4. Showcasing the solution you provide. 5. And establishing 'trustability'. <p>All Participants will walk away with powerful BSO's, using frameworks proven to dramatically increase interest and engagement through a done-with-you process.</p> <p>The Facilitator, Jacqueline Nagle is a Fifth Generation Entrepreneur with a fiercely strategic brain who holds the global designation of Certified Speaking Professional, a qualified Executive and Business Coach, Certified Master Practitioner in Neuro Linguistic Programming, and an Advanced Hypnotherapist. She has appeared in media more than 3,000 times and spoken on global stages.</p>	
Outline who needs the project and why*	
<p>The impact of effective pitches and presentations on business success cannot be overstated. A poorly delivered pitch can result in missed opportunities, lost revenue, and damaged relationships. Conversely, a well-prepared and compelling presentation can lead to increased revenue, improved market positioning, stronger partnerships, and a more engaged and motivated workforce. It is a critical skill set that directly influences a business's ability to thrive and grow in today's competitive landscape.</p> <p>The Target Audience for 'Business Story of Origin' Workshop will be Small and Medium Business Owners who rely on networks and connections to generate awareness and revenue. The workshops will help businesses establish a clear brand identity in the market. These can be further segmented to:</p> <ol style="list-style-type: none"> 1. Those in the start-up and scale-up phase. 2. Predominantly service-based businesses. 3. Those who need to create a way to be remembered in their market. 4. Those dependent on sales and cash flow to stay in business (as opposed to working capital reserves). 	

Outline why the project is the best way to meet the needs*

The power of the format of these workshops is in its real time delivery and feedback; rather than hours immersed in sharing theory and frameworks with no requirement on participants to implement – the learning is embedded through a highly interactive experience which delivers tangible outcomes.

The competitive advantage held within the format is strengthened by the skills of the facilitator. Jacqueline holds experience across multiple industries, is skilled in business and organisational turnaround, and has an exceptional eye for where story and commercial returns collide.

The format for this project has also been shown to be highly suited to:

1. Small and medium business owners who are self-directed, who are looking to improve their skills and knowledge.
2. Who have a dominant kinaesthetic learning style – the immersive, done-with-you format works well for them.

Outline the specific benefit/s that the involved businesses will get from the project*

Observable and measurable outcomes typically experienced:

- Noticeable lifts in confidence of the SMB owner.
- Significantly increased engagement.
- Firm positioning as an expert / authority.
- Stronger lead generation.
- Improved revenue.
- Stronger referrals.
- Frameworks to use across any product, service or business venture.

These outcomes have been demonstrated through the success and strength of all pitch participants at each of the Innovate Moreton Bay demonstration days in 2021, 2022, and 2023, and evidenced by feedback from judges and in room observers directly to both the Facilitator and Innovate Moreton Bay.

Service Outline Four (4): Podcasting Masterclasses & Workshops

Project Title	Podcasting Masterclasses & Workshops
Supplier Name	Podcast VA
Outline the specific project activities and deliverables*	
<p>This project involves the delivery of masterclasses and workshops aimed at helping businesses capitalise on the advantages of podcasting as a vehicle to grow their customer base, reputation, and sales by reaching a new audience, building relationships with customers, establishing thought leadership, and generating leads and sales.</p> <p>Under this project <organisation name> will engage Podcast VA to offer a range of masterclasses and workshops designed to highlight the advantages of podcasting and it's potential to grow and transform businesses.</p> <p>The project will include the delivery of < delete items in list below not being included in the project>:</p> <p>Masterclasses for up to 100 businesses (1 hour - 1.5 hours, online or in-person) on the topics of < delete items in list below not being included in the project>:</p> <ul style="list-style-type: none"> • Elevate Your Business Message with a Podcast Launch • Mastering the Art of Successful Podcast Creation • Audience Engagement and Show Growth Strategies • Podcast Marketing and Monetization Techniques <p>Workshop for 10 businesses (5 hours duration - offered online or in-person):</p> <p>The Ultimate Guide to Podcast Launch Success workshop will be an interactive workshop guiding participants through the step-by-step process of launching and managing a podcast effectively.</p>	
Outline who needs the project and why*	
<p>The business landscape is constantly evolving, and new competitors are emerging all the time. In order to stay ahead of the competition, businesses need to find new ways to connect with potential customers and build relationships with existing customers. Businesses that use new and different ways to reach a new audience, build relationships with customers, and establish thought leadership, will achieve increased brand awareness, credibility, and sales.</p> <p>This project will offer an important opportunity for businesses needing to reach their target audience and establish themselves as thought leaders in their industry by positioning themselves as trusted sources of information and advice. Most critically, this is an affordable and accessible option in the current context where businesses are facing increasing costs and have a heightened need for relatively inexpensive and low-risk ways to market their business.</p> <p>Educating industry bodies and businesses within the region about podcasting, encompassing both audio and video formats, could yield significant advantages.</p>	
Outline why the project is the best way to meet the needs*	
<p>Podcasting offers a low entry threshold and proves to be a cost-effective marketing strategy when compared with more traditional and costly marketing activities that may remain inaccessible to many businesses. With approximately 32,500 businesses operating in the area, it is also a relevant solution to a wider range of these businesses. In fact, many small business types benefit most from podcasts due to their ability to engage audiences. Consulting and coaching businesses showcase expertise, creative ventures share creative processes, local service-based businesses connect with the community, and niche e-commerce firms educate potential customers. Health and wellness services provide workouts and tips, professionals build trust through education, tech start-ups discuss industry trends, and travel businesses highlight destinations. Educational institutions offer previews, and product-focused companies inform.</p>	

Outline why the project is the best way to meet the needs* cont.

These businesses use podcasts to communicate directly, showcase expertise, build trust, and foster community, making it an effective marketing tool for their respective niches. The project offers an affordable and impactful marketing solutions for a diverse range of businesses.

The project's strength in meeting specific needs stems from Lyndal Harris' seven years of experience in supporting and training podcasters, she's led the launch of hundreds of podcasts, reaching audiences in the millions worldwide.

Lyndal's extensive knowledge of Australia's podcasting industry and her track record of hosting informative masterclasses, both online and in person, makes this project the ideal choice for businesses aiming to leverage podcasting as part of their online marketing.

Outline the specific benefit/s that the involved businesses will get from the project*

Upon completing the masterclasses and workshops, participating businesses will gain valuable insights and tools to enhance their marketing and online presence. They can also expect a range of specific benefits including:

- Enhanced understanding and practical knowledge.
- Ability to use podcasting as part of a marketing strategy.
- A raised online profile.
- Access to ongoing support and training available upon completion.

Service Outline Five (5): Customer Foundations Training

Project Title	Customer Foundations
Supplier Name	Customer Frame
Outline the specific project activities and deliverables*	
<p>This project involves <organisation name> engaging Customer Frame to deliver their signature program, 'Customer Foundations', which is a three-hour workshop designed to help business leaders to level up their knowledge and get ahead of the game by finding and addressing the initial gaps in their businesses.</p> <p>Through an engaging, educating and energising three hour in-person workshop, the program helps business owners to:</p> <ul style="list-style-type: none"> • Reframe their thinking around their customers and their business • Reveal their gaps through the Customer Strategy Framework™ • Get a plan for what they need to do to level up + • Take positive action to smash their goals. <p>As a result of the program, business leaders from across the region will have a common understanding of why investing in customer service + experience is simply 'good business'. Businesses will level up their knowledge and get ahead of the game by finding and addressing the initial gaps in their businesses.</p>	
Outline who needs the project and why*	
<p>The strategic in nature of the 'Customer Foundations' program is best suited to business owners, senior managers and decision makers. It is designed to help leaders become more intentional and impactful in their efforts and set them up for long-term success. There are other solutions for front-line staff available once the foundation program is completed.</p> <p>The program is also best suited to businesses wanting to prioritise customer focus because it's crucial for their success within their communities. Businesses seeking to drive customer attraction and retention will also benefit from the program.</p> <p>The program will be of greatest value to businesses looking to differentiate themselves from their competitors, build strong relationships with customers, enhance customer experiences, improve customer service, and innovate offerings.</p>	
Outline why the project is the best way to meet the needs*	
<p>The 'Customer Foundations' program most effectively assists businesses to elevate the quality of customer service because it includes establishing a solid foundation, requiring business owners to gain a deep understanding of their customer base, continuously monitor performance from the customer's perspective, and align their entire business around the customer-centric approach.</p> <p>The effectiveness of Customer Frame's programs, which have been delivered across Australia, are evidenced through past programs and achievements. Results of these include:</p> <ul style="list-style-type: none"> • Improving customer experience and customer service. • Identifying new product and partnership opportunities. • Increasing revenue and repeat visitation. • Improving existing offerings. • Enhancing industry capability. • Stronger cross-industry partnerships. 	

Outline the specific benefit/s that the involved businesses will get from the project*

The tried and tested approach of Customer Frame programs already delivered across Australia to great acclaim – from the Great Ocean Road to the Sunshine Coast, Palm Cove and everywhere in between, are expected to be replicated within the City of Moreton Bay.

Based upon past outcomes, the program is expected to result in:

- 100% of participants finding the program relevant or very relevant to their business needs.
- 100% of participants recommending the program to others - thereby growing the number of businesses engaged in customer-centred business practices.
- Participants having a real plan for making positive changes in their businesses.
- Participants reframing operations from a 'product-view' to an 'experience-view'.

The program will also build 'customer capability' as a business asset for consistent and effective customer service and employee engagement, and step into the shoes of their customer.

Service Outline Six (6): Retail Doctor Presentations/Workshop/Training

Project Title	Presentations/Workshop/Training
Supplier Name	Retail Doctor Group
Outline the specific project activities and deliverables*	
<p>This project involves <organisation name> engaging the Retail Doctor Group to deliver programs that are specifically designed to help retailers improve business efficiency and grow sales.</p> <p><Delete any elements below that will not be included in the project></p> <p>Under the project, <# include number> of Retail and Business Keynote presentations will be delivered to <# number> of businesses and retailers to help them focus on Retail and Consumer trends, Retail Understanding, Visual Merchandising, Retail Benchmarks and Financials.</p> <p>As a result of the presentation/s retailers will improve their current and future position, enhancing their skills to be more effective retailers.</p> <p>Under the project, <# include number> Retail and Business Workshops will be delivered to <# number> of businesses. This will provide participants with skills in key areas of Business Planning, Local Area Marketing including Social Media, Financial Understanding, Category Management, Customer Service (Selling Skills), Leading your team, Effective people, WH&S including bullying and discrimination, Customer Understanding.</p> <p>Under the project, <# include number> Online Retail Training Workshops will be delivered to <# number> businesses. This will be based upon tailored online training modules using RDG Retail Skills content or Retail Doctor Academy online platform of developed content.</p>	
Outline who needs the project and why*	
<p>In 2023, Australian retail sales are expected to reach \$420 billion, up from \$410 billion in 2022. Ecommerce sales are expected to account for 12.5% of these sales, up from 11.8% in 2022.</p> <p>In today's dynamic retail landscape, success hinges on adaptability and expertise. Retailers who invest in education covering consumer trends, retail fundamentals, visual merchandising, financial acumen, local marketing, and more are not only equipped to stay ahead of the curve but to also thrive. To be successful, retailers must understand their customers intimately, optimise operations, and create exceptional in-store experiences. Education in areas like category management, selling skills, team leadership, and workplace safety fosters a culture of excellence, leading to satisfied customers and motivated teams. In a world where consumer expectations and market dynamics evolve rapidly, education isn't just an option; it's the compass that guides retailers toward sustained growth and relevance in an ever-changing retail landscape.</p> <p>Under this project, Business owners, Managers and Team members for all sectors of business will be the target audience for the project.</p>	
Outline why the project is the best way to meet the needs*	
<p><Organisation name> engagement of Retail Doctor Group is considered to be the best pathway to address the identified need because the Retail Doctor Group has been operating for over 18 years, and the content has been developed by retailers for retailers. Their proprietary systems have been tried and tested through working with over 700 businesses to add over \$10bn in increased revenue.</p> <p>Additionally, their Fit for Business™ system covers the 9 key areas of knowledge and information that are required to run a successful retail business. Their Limbic Insights™ proprietary consumer understanding allows them to give retail specific consumer understanding from over 10 years of data collection.</p>	

Outline the specific benefit/s that the involved businesses will get from the project*

The Retail Doctor Group programs are designed to increase the knowledge and skills of business owners and managers. The training goes beyond increasing skills as the goal is to ensure these skills are implemented in the business through roadmaps, business plans and templates. Retailer benefits will include:

- **Enhanced Customer Understanding:** increased awareness of consumer trends and customer behaviour to help with tailoring product offerings, marketing strategies, and customer service.
- **Improved Retail Understanding:** knowledge of industry best practices, market trends, and retail benchmarks to make informed decisions, stay competitive, and adapt to evolving market conditions.
- **Enhanced Visual Merchandising:** increased knowledge on how to create appealing store layouts and displays.
- **Enhanced Financial Acumen:** understanding of financial planning and analysis to better make informed decisions regarding inventory management, pricing, and budgeting.
- **Enhanced Local Area Marketing and Social Media:** skills to effectively promote their business within the community. Leveraging digital channels can expand their reach and engage local customers.
- **Enhanced Category Management:** Category management training enables retailers to optimize product assortments, pricing strategies, and inventory turnover. This maximizes sales and minimizes waste.

The programs will include setting tasks specific to their own business, with goal timelines of short (up to 3 months), Medium (3-6 months) and long term (6 months +).

Service Outline Seven (7): Retail Doctor Coaching and Consumer Insights

Project Title	Coaching and Consumer Insights
Supplier Name	Retail Doctor Group
Outline the specific project activities and deliverables*	
<p>This project involves <organisation name> engaging the Retail Doctor Group to deliver their Retail Diagnostics Programs – Using RDG proprietary Fit for Business™ content and benchmarks to diagnose current business performance, identifying areas for improvement and opportunities for growth.</p> <p>The project deliverables will include: <Delete any elements below that will not be included in the project></p> <ul style="list-style-type: none"> • Coaching and Mentoring conducted <outline if it will be delivered face to face or virtually in a group or as a 1 on 1 service>. Through the program, <# number of> businesses and retailers will be assisted to develop and implement their own business plans and strategic growth maps. • Consumer Insights market research into consumer trends, current consumer needs and behaviours to provide data for strategic planning and business decision making. Conducted <online or face to face> and delivered in the form of a report and/or workshop. 	
Outline who needs the project and why*	
<p>In 2023, Australian retail sales are expected to reach \$420 billion, up from \$410 billion in 2022. Ecommerce sales are expected to account for 12.5% of these sales, up from 11.8% in 2022.</p> <p>As the retail industry is constantly evolving, retailers need to be adaptable and innovative in order to succeed and access to training and support is needed to help them provide excellent customer service, which can lead to increased customer satisfaction and loyalty.</p> <p>Retail businesses also require consumer insights to help them better understand their customers' needs and wants. This information helps them to make more informed decisions about product selection, pricing, marketing, and other aspects of the business. By investing in mentoring and market research, program participants will be better positioned to compete in the ever-changing retail landscape.</p>	
Outline why the project is the best way to meet the needs*	
<p>Coaching and mentoring can be invaluable for retail business owners and managers, who often have to juggle a wide range of responsibilities. The Retail Doctor Group program provides business owners and managers with the support and guidance they need to succeed.</p> <p>Assisting businesses to better understand customers is also essential, especially retail businesses. The Retail Doctor Group program provides retailers with consumer insights that can help them to make better decisions about everything from product selection to marketing strategy.</p> <p>Retail Doctor Group has been operating over 18 years, developed by retailers for retailers. Their proprietary systems have been tried and test through working with over 700 businesses to add over \$10bn in increased revenue.</p> <p>This experience is invaluable for retail businesses. The Retail Doctor Group understands the unique challenges that retail businesses face, and they have a proven track record of helping businesses to succeed.</p> <p>Their Fit for Business™ system covers the 9 key areas of knowledge and information that are required to run a successful retail business. Their Limbic Insights™ proprietary consumer understanding is underpinned by 10 years of data collection.</p> <p>Overall, the Retail Doctor Group program is a valuable resource for retail businesses of all sizes. The program can help retailers to address the challenges they face, make better decisions, and improve their bottom line.</p>	

Outline the specific benefit/s that the involved businesses will get from the project*

Retail Doctor Group Coaching and Mentoring programs and Consumer Insights can result in a number of specific benefits, including:

- **Increased sales:** The Retail Doctor Group services can help businesses to increase their sales by helping them to better understand their customers, develop more effective marketing strategies, and improve their overall business operations.
- **Improved profitability:** By increasing sales and reducing costs, the Retail Doctor Group services can help businesses to improve their profitability.
- **Enhanced customer satisfaction:** The Retail Doctor Group services can help businesses to improve their customer satisfaction by helping them to better understand their customers' needs and wants, and by providing them with the tools and resources they need to provide excellent customer service.
- **Increased employee morale and productivity:** The Retail Doctor Group services can help businesses to increase employee morale and productivity by providing employees with the training and support they need to succeed.
- **Improved competitiveness:** By helping businesses to improve their sales, profitability, customer satisfaction, employee morale, and productivity, the Retail Doctor Group services can help businesses to become more competitive in the marketplace.

Service Outline Eight (8): Focusing on what matters most workshops (NEW)

Project Title	Focusing on what matters most workshops
Supplier Name	Customer Frame
Outline the specific project activities and deliverables*	
<p>This project involves <organisation name> engaging Customer Frame to deliver the following 2-hour workshop/s to up to 40 local businesses on <list the timing/s and location/s>: <delete the workshops not being included in the grant application></p> <ul style="list-style-type: none"> • Harness the Power of Word-of-Mouth workshop, that will help businesses owners examine: <ul style="list-style-type: none"> • the Power of Customers – the ultimate reason they’re in business • the Power of Customer Connection – the psychology of raving fans • identify their biggest advocates – techniques to pinpoint their promoters • ignite the Referral Explosion – motivating their raving fans to do more • deliver Wow-Worthy Service – meeting and exceeding customer expectations <p>This workshop will help leaders become more intentional and impactful in their marketing and customer advocacy efforts.</p> • From the Outside-In workshop, that will help business owners and leaders: <ul style="list-style-type: none"> • delve into their business to understand what’s working and not working from a customer’s perspective • build ‘customer capability’ as a business asset for consistent and effective customer service and employee engagement • step into the shoes of their customer and see their business through their customers’ eyes • examine their business, benchmarking where they are today and creating an action plan of what they need to do. <p>This workshop will help leaders become more intentional and impactful in their efforts and set them up for long-term success.</p> • Cut Through the Chaos workshop, that will help business owners: <ul style="list-style-type: none"> • re-frame their thinking around customers, business and the challenges they face • reveal their gaps to create awareness, provide focus and create a sense of calm • get a pragmatic plan for what they need to do to overcome their challenges • take positive action to create impact and help them achieve their goals. <p>This workshop will help leaders become more intentional and impactful in their efforts and set them up for long-term success.</p> <p>As a result of the project, business leaders from across the region will also have a deeper understanding of:</p> <ul style="list-style-type: none"> • Why the customer and customer service is so important • The changing expectations of the customer • Key trends and how they impact them and their business • What’s happening around them and how they can work together. 	

Outline who needs the project and why*

The program will be of greatest value to businesses looking to differentiate themselves from their competitors, build strong relationships with customers, enhance customer experiences, improve customer service, and innovate offerings.

The strategic nature of the 'Focusing on what matters most' workshop/s is best suited to business owners, senior managers and decision makers. It is designed to help leaders become more intentional and impactful in their efforts and set them up for long-term success.

Within the City of Moreton Bay, more than 97% of businesses are small businesses, all of whom are the backbone of the thriving local communities and they're suffering right now with cashflow pressures, rising costs, staff retention, and finding new customers. For this reason, being customer-focused is vital in the modern business landscape, especially in Australia where competition can be fierce.

Businesses that are customer-centric grow their revenue by selling more to existing customers and attracting new ones. The resulting increased customer satisfaction also leads to happier customers who will then talk about and recommend City of Moreton Bay businesses.

Customer experience is also a key marketing concept that has gained significant attention in both research and practice. Business leaders recognise that customer experience is fundamental for business success and there is a growing number of studies on what constitutes customer experience. The workshop/s delivered through this project are underpinned by evidenced-based practices.

Outline why the project is the best way to meet the needs*

The workshop/s delivered through this project are designed with time-constrained business owners and leaders in mind, condensing vital core content into to short 2-hour workshops that are underpinned by evidenced-based practices.

The action learning format of the workshop/s will also give business leaders a new perspective of their operations – from the customer's view. By stepping away from the numbers to the real issues impacting customers, they will share ideas and create plans to will help their businesses to more effectively engage customers, create loyalty and build a stronger connection over the long-term.

At the heart of the project will be the innovative Customer Frame™ that covers the nine key customer competencies observed in world-leading businesses and organisations, derived from practical implementation and research in over 30 countries. Their simple-yet-powerful framework and transformation methods have helped businesses across the globe to find new growth, engage their teams and smash their goals.

The fact that Customer Frame will bring a fresh perspective, steeped with 30+ years of experience in tourism, local government and visitor servicing, will also be valued by our target market for this program.

Outline the specific benefit/s that the involved businesses will get from the project*

The tried and tested approach of the Customer Frame programs already delivered across Australia to great acclaim – from Great Ocean Road to Sunshine Coast to Palm Cove and everywhere in between, are expected to be replicated within the City of Moreton Bay.

Based upon past outcomes, the program is expected to result in:

- 100% of participants finding the program relevant or very relevant to their business needs
- 100% of participants recommending the program to others - thereby growing the number of businesses engaged in customer-centred business practices
- Participants having a real plan for making positive changes in their businesses.
- Successfully reframing
- Participants reframing operations from a 'product-view' to an 'experience-view'.

The program will also build 'customer capability' as a business asset for consistent and effective customer service and employee engagement, and step into the shoes of their customer.

Reducing Risks & Cost of Doing Business

This section of the Resource Kit contains content that is relevant to funding applications for projects that will assist local businesses to reduce the costs and risk associated with doing business.

Alignment with REDS

Information contained in table below outlines how the services specified in this section align with the pillars of the Moreton Bay Regional Economic Development Strategy (REDS) and will advance the Moreton Bay regional economy.

Table One (1)

Content relevant to application question: *How will the project align with the strategic goals, pathways and priority industries of the Moreton Bay Regional Economic Development Strategy?*

How will the project support the achievement of either a BIGGER, BOLDER or BRIGHTER economy goal?

Mitigating business risks and improving cost efficiencies are essential for building a strong and vibrant regional economy. The **Bigger Brighter Bolder goals** of the Regional Economic Development Strategy will be supported through delivery of <initiatives/project name>, as a result of an increase in the value-add of local businesses through workers become more productive and skilled. As value-add grows in the region, businesses will be able to support higher wages and employ more workers. As the average business turnover in the region exceeds \$1 million dollars, based upon 31,000 businesses and a regional turnover of \$33 billion, a 10% efficiency gain in just 25 businesses will increase the value-add in the region by more than \$2.5 million. This is a significant economic impact, and it demonstrates the importance of supporting local businesses to reduce costs.

How will the project fit within one or more REDS pathways of Leadership and Identity, Industry Advancement, Trade and Investment, or Knowledge, Innovation and Entrepreneurship?:

Innovation and Knowledge creation will result from efficiency improvements and/or mitigation of risks freeing up more funds for allocation towards research and development, leading to innovation and the creation of new products or services. Reducing business risks also provides a more conducive environment for experimentation and learning, encouraging knowledge acquisition and sharing.

Industry Advancement will be furthered through more productive businesses, that produce more goods or services with the same or fewer resources. This, in turn, can result in business expansion, job creation, and overall economic growth for the region. This can also lead to competitive pricing, which, in turn, drives market growth and industry advancement. Additionally, when businesses have reduced costs and risks, they are more inclined to engage in collaboration that fosters innovation and industry leadership. Removing risks and lowering overheads also raise industry standards and excellence.

Trade and Investment will be fostered through an enhancement of the region's reputation for cost-effective and low-risk business environments. Business improvements that enhance the trust of businesses and investors will be more attractive for direct investment and more competitive in a global trading environment.

Supplier Offers - Summary Description and Expected Outcomes

Information can be copied from this Resource Kit into your REDS Grant funding application form. It is recommended that if content is copied you adapt it and expand upon it to best reflect the specifics of your project.

All suppliers included in this Resource Kit have submitted more comprehensive service outlines, which can be accessed through this Kit and drawn upon for the development of your grant application.

Service Outline Nine (9): Sustainability Project

Project Title	Sustainability Project
Supplier Name	Green Street
Outline the specific project activities and deliverables*	
<p>The project will involve engagement of Green Street services to support a group of local businesses to grow their profitability through adopting sustainable business approaches that future-proof their businesses and the local economy in an increasingly climate conscious world.</p> <p>This project will include the delivery of an online platform at www.greenstreet.net.au and in-person support to local businesses to assist them to:</p> <ul style="list-style-type: none"> • Assess carbon footprint with a Green Street Score survey. • Identify operational and strategic priorities via the Sustainability Roadmap survey. • Develop sustainable business strategies using Green Street planning guideline. • Collaborate with other businesses for local economic resilience. • Foster circular trade, skill-building, and cost savings. • Strengthen local communities through sustainability efforts. <p>Through Green Street, the project will deliver services through a blend of online and in-person activities, to a group of 15-20 businesses based on their needs and capacity.</p> <p>Only businesses in the region will be part of the project.</p>	
Outline who needs the project and why*	
<p>It has become very clear in recent times that the extent to which businesses adopt climate conscious approaches to the conduct of their business is of vital importance. This affects businesses due to supply chain compliance requirements, government procurement requirements, customer demand and customer expectation.</p> <p>This need is reflected at an international level through the UN Sustainable Development goals and nationally by broad scale research and reports. REDS objectives and the Councils Sustainability Strategy highlight this need locally and regionally. These are all identified by businesses that Green Street has worked with in Moreton Bay, especially in Samford.</p> <p>Under the project, the needs of SMEs will be the target market in terms of level of need, and it is expected that larger businesses that may form part of the business geographic area will be engaged in the project.</p>	

Outline why the project is the best way to meet the needs*

Green Street Resources is widely recognised for its innovative approach to sustainability, making this project the ideal choice for meeting the needs of the local business community. The advantages of using Green Street to assist local businesses to adopt sustainable business approaches include:

- **Unique Value Proposition:** Their Strategic Business Canvas sets them apart by inspiring and enabling businesses and communities to embrace sustainability through practical online tools and resources.

Outline why the project is the best way to meet the needs* cont.

- **Resilience:** Their emphasis on practical and attainable sustainability actions boost local economies.
- **Supply Chain Benefits:** Their leading enterprises reap additional business benefits while supporting their supply chain.
- **Exclusive Online Resources:** Their core online tools are exclusive and give businesses a competitive edge, acknowledged by industry experts.

The project's unique value, resilience focus, supply chain synergy, and exclusive resources make Green Street Resources the top choice for sustainable solutions.

Outline the specific benefit/s that the involved businesses will get from the project*

In Australia implementing sustainable business practices is considered by many business leaders to be the next significant challenge faced by Australian organisations in the years ahead, with 76% identifying sustainability as critical for success in their industry. While being green is perceived by some to be more costly, 55% of businesses are confident that implementing these initiatives will increase their profitability. Additionally, 48% of Australian consumers said they would actively avoid shopping at a business that did not source its products sustainably.

Businesses participating in the project will benefit based on their specific focus areas, which include:

- Help and guidance on how to be more sustainable, through online information, workshops, webinars and networking.
- Becoming more eco-efficient and saving costs (some businesses have saved over 30% on energy and reduced waste by 80%).
- Being promoted and recognised for having a go at being sustainable, through signage, media coverage and network promotions.
- Improving competitiveness by reaching new markets and customers wanting sustainable products or services.
- Complying with increasingly rigorous sustainability requirements from business customers or others in supply chains.
- Generating customer loyalty as a business doing the right thing contributing to the resilience of the local community and supporting the local and regional economy for the benefit of all.

The Sustainability Perception and Reporting Tool (SPART) that Green Street uses, provides a report that measures the perceptions by business stakeholders/customers/supply chain of the extent to which businesses have achieved agreed objectives, and the extent to which these objectives are seen to be important by stakeholders, including Council.

Service Outline Ten (10): Cyber Security Workshop

Project Title	Cyber Security Workshop
Supplier Name	CyberGuru
Outline the specific project activities and deliverables*	
<p>This project will involve <organisation name> engaging CyberGuru to deliver a Cyber Security strategy workshop, which helps businesses to think strategically in terms of what they need to protect and discusses basic strategies to help businesses minimise the biggest risks.</p> <p>Topics covered in the workshop will include:</p> <ul style="list-style-type: none"> • Current state of cyber security. • Aligning cyber security to your business strategy. • Determining your priorities. • Legal obligations. • Tenders and working with government and big business. • Recommendations, quick wins (with a focus on maximising return on investment and avoiding some of the common mistakes made by small and medium businesses). • Cyber security guidelines for using artificial intelligence (AI). <p>The workshops will be 3 hours long and delivered <online / in person> to <number of attendees> local businesses.</p> <p>CyberGuru is a provider of reliable and effective IT solutions that empower Australian businesses while ensuring minimal disruptions along the way.</p>	
Outline who needs the project and why*	
<p>Cyber security is a critical contemporary issue for local businesses with more than 99.99% of hacked Microsoft accounts not having multifactor authentication turned on. The need is further demonstrated by the fact that only 35% of Australian organisations have multifactor authentication turned on all accounts. As a consequence, nearly two thirds of Australian businesses could be at risk of having their Microsoft accounts hacked. This risk is dramatically reduced through simply enforcing multifactor authentication on all accounts. This can potentially be done either by a technologically savvy business owner or their IT provider at minimal cost. The Cyber Security program addresses this issue.</p> <p>The target audience for this project is small businesses and not-for-profits as CyberGuru are experts in small and medium businesses, and not-for-profits. Having been in business for 26 years they have seen the most common mistakes businesses make and understand which types of strategies will deliver the greatest return on investment. This workshop has been specifically designed to help these organisations learn from the mistakes of others, so that they don't have to make the same mistakes themselves.</p>	
Outline why the project is the best way to meet the needs*	
<p>Cyber security is essential in today's digital landscape to protect sensitive data, maintain regulatory compliance, and safeguard the reputation and financial well-being of businesses. Cyber security training is a crucial investment to reduce vulnerabilities, mitigate human error, and ensure employees are well-prepared to address evolving cyber threats.</p> <p>The project takes a strategic approach to address this common issue in small and medium-sized businesses. It is the best solution as it addresses:</p> <ul style="list-style-type: none"> • Risk Awareness: by helping businesses understand their risk levels, crucial as many underestimate cyber security threats. • Cultural Shift: by fostering a cyber security mindset and culture. 	

Outline why the project is the best way to meet the needs* cont.

- Practical Strategies: by providing cost-effective, quick-to-implement strategies.
- Accessibility: by utilising strategies that don't require extensive tech expertise.

In summary, the project's strategic workshop provides a clear, accessible path for businesses to enhance cyber security, combatting the common issue of risk underestimation.

Outline the specific benefit/s that the involved businesses will get from the project*

This project will equip businesses with essential cyber security knowledge, asset protection, best practices, AI risk awareness, and resource access. Upon completion, businesses will gain these specific benefits:

- Comprehensive Cyber Insight: Participants will understand the current cyber security landscape.
- Asset Identification: They'll identify critical assets requiring protection.
- Best Practices: They'll learn cyber security essentials: strong passwords, multi-factor authentication, software updates, and data backups.
- AI Risk Awareness: Basic AI cybersecurity risks understanding.
- Resource Access: Knowledge of where to find information and report cyber incidents.

Service Outline Eleven (11): People Management Training

Project Title	Employment Law and People Management
Supplier Name	Akyra Strategy & Development
Outline the specific project activities and deliverables*	
<p>The project involves the delivery of 3 hour workshops to up to 20 local businesses <and/or> information sessions of 1 hour duration that target key areas for business enhancement, such as:</p> <ul style="list-style-type: none"> • Compliance with employment law and industrial relations and how it applies to business operations. • Strategies that include improving employee engagement. • Attracting and retaining talent. • Recognition and reward. • Learning and development. • Employee wellbeing. • Pillars of people management (motivation, communication, teamwork, knowledge and development). <p>Content from the sessions will be delivered <virtually or in person> and recorded and uploaded on the <grant applicants name> website.</p> <p>The workshop content will be delivered by Akyra Strategy & Development Pty Ltd (Akyra), who were founded in 2011 and headquartered in North Lakes. Akyra specialises in offering human resource and people management support to family-owned businesses and the not-for-profit sector. Akyra initiates support with an obligation-free conversation tailored to specific businesses.</p>	
Outline who needs the project and why*	
<p>Businesses that fail to comply with employment law and contemporary people management practices face various negative consequences, including legal, financial, and operational challenges. This can significantly impact a small business's financial stability and reputation. Inadequate people management practices also lead to high employee turnover rates, which are costly in terms of recruitment, training, and lost productivity. Given the current labour force challenges being faced by employers, pathways that enhance local business knowledge and practices is more critical than ever.</p> <p>Businesses who employ less than 100 people usually do not have a dedicated human resource / people management capability because their workforce is not large enough and nor is there necessarily the budget for this. For this reason, these businesses are the primary target for this project.</p>	
Outline why the project is the best way to meet the needs*	
<p>The workshops and information session content that will be delivered by Akyra, in collaboration with <grant applicant's name> will provide members with valuable knowledge for their businesses. This includes understanding the risks and compliance with employment law and industrial relations legislation, improving workforce management skills, and creating an attractive work environment. These enhancements lead to increased productivity, cost savings, and greater profit potential.</p> <p>The methods of delivery outlined in this project, of 1 to 3 hours duration available via online and in-person options, are the best training solution for small business owners because they are time-efficient, convenient, affordable, and offer a wide variety of topics to choose from.</p> <p>The tailoring of compliance and best practices content to the participants specific operations will best position businesses for success, contributing to the region's reputation for innovation and business support.</p>	

Outline why the project is the best way to meet the needs* cont.

Akyra, the provider is led by a seasoned HR professional with 30 years of experience in:

- Simplifying the complexity of employment law and industrial relations legislation.
- Identifying best-practice.
- Tailoring a solution that is best fit for that organisation's business operations.

Outline the specific benefit/s that the involved businesses will get from the project*

A business that is compliant with legislation and understands how to apply best practice (that is the best-fit for their operations) will be better placed to increase business success and contribute to the regional reputation as one that is innovative and supports the businesses within its geographic area.

The project will deliver specific benefits to participating businesses and empower them to thrive and achieve their organisational goals effectively, these include:

- Improved employee efficiency and time management.
- Clarifying the vision, mission and values relevant to the business operations.
- Improved workplace environment.
- Improved customer service and product / service quality.
- Improved teamwork among my employees.
- An understanding of the obligations required by employment law and industrial relations.
- Improved employee retention.
- Improved recruitment, selection and appointment processes.
- An understanding of the difference between performance improvement and disciplinary action and how to apply relevant policies and procedures.

Service Outline Twelve (12): The 6 Fastest Ways to Boost Your Cash Flow Program

Project Title	The 6 Fastest Ways to Boost Your Cash Flow
Supplier Name	Find Your Cash
Outline the specific project activities and deliverables*	
<p>The project will involve the delivery of "The 6 Fastest Ways to Boost Your Cash Flow (Without Spending a Cent)," workshop to a group of local business, who will utilise a free mobile tool accessible on smartphones, with a primary focus on educating participants on a series of simple strategies to increase revenues, profits and subsequent cash flows of small businesses. Participating small businesses will receive easily graspable financial strategies. During the workshop participants will actively input their own business data into the tool. By the completion of the workshop, participating businesses will have a clear estimate of the additional cash that can be generated in their bank accounts by applying the demonstrated strategies, resulting in increased revenues.</p>	
Outline who needs the project and why*	
<p>The target audience for the workshops will be 3-fold as follows.</p> <ol style="list-style-type: none"> 1. Small business start-ups to improve their survival rates. 2. Small businesses with cash flow challenges, to reduce failure rates. 3. Small businesses wanting to expand but growth is limited by cash availability. <p>The presenter, Brad Flynn, has been working with small business owners since 2010 as a business mentor and trainer. He was also a committee member, secretary, and president of the Redcliffe Peninsula Chamber of Commerce from 2015 to 2022. For this reason, he has a high-level understanding and experience in helping to solve the many challenges faced by small business owners in local areas.</p>	
Outline why the project is the best way to meet the needs*	
<p>One of the greatest challenges for small business in Queensland in 2023 has been the rising cost of producing goods and services, due to rising wages, higher material costs, and supply chain disruptions. This issue has been validated through numerous Business Chamber Queensland Pulse Surveys. To counter this challenge, the local business community needs tactics and resources that will assist them to mitigate the cash flow implications of these rising costs.</p> <p>Since 2019 the "The 6 Fastest Ways to Boost Your Cash Flow (Without Spending a Cent)," online tool has been used, in a slightly different format by business mentors coaches and consultants in all the major English-speaking economies around the world.</p> <p>It has generated 100's of in-depth reports, highlighting the areas where business owners are able to realise quick growth in cash flow, that covers not only the costs of investment in the business coach/consultant/mentor, but also improves the profitability of the business.</p> <p>To date, this version of the tool has uncovered more than \$140m in extra cash.</p>	
Outline the specific benefit/s that the involved businesses will get from the project*	
<p>Through this project participating businesses will uncover additional cash, which once realised, will assist in the growth of the participants business.</p> <p>This growth in cash available to the business can then be utilised to employ more staff, which in turn will free up the business owner to improve the performance and/or expansion of the business.</p>	

Outline the specific benefit/s that the involved businesses will get from the project* cont.

Apart from the measurable boost in the local GRP, there will also be the increased number of jobs created and thus a reduction in the local unemployment rate.

Similarly, businesses who have a stronger profitability often also tend to give more back to the not-for-profit organisations within their community, thus further improving the overall position on many layers for the community.

Based on the results to date for this system, on average an attendee will find at least \$50,000 in extra cash, based on their own business numbers and the relevant strategies, which is an exceptional ROI for any workshop.

Enhancing Leadership Skills and Workforce

This section of the Resource Kit contains content that is relevant to funding applications for projects that will facilitate the enhancement of leadership and strategic planning capabilities of local business owners.

Alignment with REDS

Information contained in table below outlines how the services specified in this section align with the pillars of the Moreton Bay Regional Economic Development Strategy (REDS) and will advance the Moreton Bay regional economy.

Table One (1)

Content relevant to application question: *How will the project align with the strategic goals, pathways and priority industries of the Moreton Bay Regional Economic Development Strategy?*

How will the project support the achievement of either a BIGGER, BOLDER or BRIGHTER economy goal?

Improving business owners' leadership and strategic planning capabilities is essential for building a strong and vibrant regional economy. The **Bigger Brighter Bolder goals** of the Regional Economic Development Strategy will be supported through delivery of <initiatives/project name>, which will help local businesses to achieve improved performance, increased profitability, and sustainable growth. In practical terms, in the Moreton Bay local economy a 10% improvement in business performance in the agricultural industry would translate to a 18.5% increase in economic activity and in the manufacturing industry a 16% increase in economic activity.

How will the project fit within one or more REDS pathways of Leadership and Identity, Industry Advancement, Trade and Investment, or Knowledge, Innovation and Entrepreneurship?:

<initiatives/project name> will support **Industry Advancement** as a result of stronger business leadership and strategic planning capabilities leading to more proactive identification of potential threats and opportunities. This project will also lead to more resilient businesses by creating a strong foundation of culture, values, and systems. Additionally, businesses with strong leadership and strategic planning capabilities are more likely to be innovative and adopt new technologies and practices, making these businesses more competitive in the global marketplace.

Knowledge and innovation will be fostered as the business leaders that participate in <initiatives/project name> gain a deeper appreciation of the keys to success in a changing world and learn how to create a culture of innovation, and how to adapt to change and build resilience. Business owners who participate in this program may also experience specific changes in their behaviours and become more open to feedback, more collaborative, more visionary and more adaptable. All traits which underpin innovation.

Leadership and identity will be progressed through businesses with strong leadership and strategic planning capabilities being more likely to succeed and grow, which can enhance the region's reputation as a place to do business. Strong local business leaders are also more likely to have higher profiles and contribute to strengthening the region's identity.

Supplier Offers - Summary Description and Expected Outcomes

Information can be copied from this Resource Kit into your REDS Grant funding application form. It is recommended that if content is copied you adapt it and expand upon it to best reflect the specifics of your project.

All suppliers included in this Resource Kit have submitted more comprehensive service outlines, which can be accessed through this Kit and drawn upon for the development of your grant application.

Service Outline Thirteen (13): Business Strategy Coaching Services

Project Title	Business Strategy & Coaching
Supplier Name	Hale Consulting Group
Outline the specific project activities and deliverables*	
<p>This project involves the delivery of Business Strategy Facilitation, Annual Business Coaching, and Six-Month Business Coaching for small groups of local businesses <delete any services not being included>, as follows:</p> <ul style="list-style-type: none"> • Business Strategy Facilitation - a comprehensive planning process spanning 4 days, spread over 8 weeks. • Annual Business Coaching - comprising 12 half-day sessions, delivered over 12 months, and complemented by on-call phone support. • Six-Month Business Coaching - 6-month program featuring 6 half-day sessions, supported by on-call phone assistance throughout the duration. <p>This program will be delivered by John Hale, a business strategist, speaker, and author known as "The Strategy Guy" for his expertise in helping businesses to develop and implement effective business strategies. He has over 25 years of experience working with businesses of all sizes, from small businesses to large corporations and is a sought-after speaker and trainer and author of books on business strategy.</p> <p>This project will help local small businesses develop and implement effective business strategies, which in turn will lead to increased growth, profitability, and success.</p>	
Outline who needs the project and why*	
<p>While the programs included in this project are particularly beneficial for businesses in the Success, Take-off, and Maturity stages, it is an ideal fit for addressing the unique needs and challenges of the following business types:</p> <ul style="list-style-type: none"> • Small businesses: that often lack the resources and expertise to develop and implement effective business strategies. These programs will provide them with the support they need to create and execute a plan that will help them achieve their goals. • New businesses: that need to develop a strong foundation in order to be successful. These programs will help them to identify their target market, develop their value proposition, and create a business strategy that will help them to succeed. • Businesses that are growing: that need to develop a strategy to manage their growth and maintain their profitability. These programs will help them to develop a plan for growth, identify and mitigate risks, and make sound business decisions. • Businesses that are struggling: that need to identify and address the root causes of their problems. These programs can help them to assess their business, identify areas for improvement, and develop a plan to turn things around. <p>With the rising cost of doing business and business survival rate in Queensland at 64.3% for established businesses and at 41.5% for new sole proprietors, in 2022-23, businesses facing these challenges are in need of targeting skilled advice and supports.</p>	

Outline why the project is the best way to meet the needs*

The expertise of the presenter and scope of the program is deemed to be the most appropriate way for the <organisation name> to support local businesses facing these challenges. This is due to the fact that the programs recognise and accommodate the six growth stages in business and the distinct needs of each stage as follows:

- Existence Stage: Initial phase focused on acquiring customers and delivering products/services. Services introduce processes, sales skills, and technologies to expand the customer base.
- Survival Stage: Goal is to cover costs and break even. Services help identify customer segments and improve supplier negotiations.
- Success Stage: Aiming for growth or sale, strategic planning and leadership development are crucial. Services enhance strategic planning, leadership, and technology adoption.
- Take-off Stage: Rapid growth is the objective. Effective delegation and system implementation are key. Services provide insights into production, supply chain, and customer value.
- Maturity Stage: Focus is on increasing control while maintaining an entrepreneurial spirit. Services are strategic, with negotiation skills and work-life balance coaching.
- Reinvention Stage: Triggered by threats, this stage involves resource conservation and entrepreneurship. Services include scenario planning and high-level strategic thinking.

John Hale has a proven track record for helping businesses to develop a clear and concise business strategy that is tailored to their specific needs, helping them to focus their efforts and make better decisions about how to allocate their resources. By developing a clear business strategy and having access to expert coaching and support, businesses will increase their chances of success.

Outline the specific benefit/s that the involved businesses will get from the project*

As a result of the program, participating businesses are likely to achieve some or all of the following: increased revenue; increased profits; reduced costs; improved customer satisfaction; increased employee engagement; improved decision-making; increased innovation; and improved resilience.

Service Outline Fourteen (14): Leadership & Professional Development Workshops & Mentoring

Project Title	Leadership & Professional Development Workshops & Mentoring
Supplier Name	Danni Vee Consulting
Outline the specific project activities and deliverables*	
<p>This project involves <organisation name> engaging Danni Vee Consulting to deliver a range of Leadership & Professional Development programs to the small business community that will foster a culture of continuous improvement and contribute to the overall growth and success of the business community it serves.</p> <p>The content will include <delete any that do not apply></p> <p>Leadership Workshops: a series of leadership workshops designed to empower individuals with the skills and knowledge necessary to excel in leadership roles. These workshops cover a wide range of topics, including effective communication, decision-making, conflict resolution, and strategic planning and goal setting.</p> <p>Mental Wellbeing Workshops: focusing on stress management, resilience building, and promoting a healthy work-life balance.</p> <p>The programs will be delivered through 2-hour workshop and basic post-workshop materials for groups of <select the relevant sized cohort 1-15 participants; 16-30 participants; 31+ participants> conducted by Danni Vee Consulting.</p>	
Outline who needs the project and why*	
<p>Business owners in Queensland, Australia are facing an increasing rate of mental health challenges. A recent study by Beyond Blue found that 56% of small business owners in Queensland have experienced mental health problems in the past year. This is significantly higher than the national average of 45%. The study also found that small business owners in Queensland are more likely to experience anxiety and depression than the general population.</p> <p>As business leaders who are able to manage their own stress and emotions effectively are better able to create a positive and supportive work environment for their employees, this project is needed to support the growth of the local economy. It will provide the knowledge and skills needed for business owners to lead effectively, enhance operational efficiency, and prioritise the mental and emotional health of participants. These workshops will contribute to personal growth, career advancement, and the overall success of businesses, start-ups, non-profits, and communities.</p> <p>The target audience for the Leadership & Professional Development Program include:</p> <ul style="list-style-type: none"> • Local Business Owners and Entrepreneurs - to enhance their leadership skills, operational efficiency, and strategic decision-making to drive business growth and success. • Corporate Leaders and Executives- require advanced leadership training to effectively lead their teams, optimise processes, and drive organisational success. • Employees and Middle Management - to seek professional development opportunities to enhance their skills, productivity, and career prospects within their respective organisations. • Start-up Founders and Innovators - provide guidance and knowledge to scale their startups, refine business models, and navigate the challenges of entrepreneurship. • Community and Non-profit Leaders - require leadership and operational skills to efficiently manage their organisations and drive community impact. 	
Outline why the project is the best way to meet the needs*	
<p>This project will best deliver the desired outcomes as it includes a versatile approach for businesses and professionals which will maximise the likely take-up.</p> <p>The customisable curriculum allows for targeted content that will most empower employees and foster professional growth and expertise.</p>	

Outline why the project is the best way to meet the needs* cont.

The flexible delivery options cater to the specific needs of the target audience, ensuring maximum impact.

The relevance of this project to the local business community was identified through engagement with local business associations, chambers of commerce, and entrepreneur networks, who all identified leadership development as a need. Surveys and feedback from local businesses conducted by the supplier have also highlighted a desire for employee training and development to improve job satisfaction and performance.

Outline the specific benefit/s that the involved businesses will get from the project*

Local businesses are expected to benefit from this project through skills development aimed at:

- **Increasing Revenue:** better decision-making and strategic planning can contribute to increased revenue through more effective business strategies.
- **Improving Operational Efficiency:** productivity enhancement and time management can help businesses streamline their operations and improve overall efficiency, reducing wastage of resources and enhancing productivity.
- **Expanding Market Reach:** expanded market reach by fostering innovation and allowing businesses to enter new markets confidently and strategically.
- **Strengthening Customer Relationships:** a better understanding of client needs and effective communication leading to improved customer satisfaction and loyalty.
- **Employee Wellbeing and Engagement:** a healthier and happier workforce, enhancing employee engagement and reducing turnover of staff. Engaged employees who are more likely to invest their efforts in the success of the organisation.

Service Outline Fifteen (15): Clone your Superstar Workshop (NEW)

Project Title	Workshop, Mentoring and Coaching
Supplier Name	Action Advisory
Outline the specific project activities and deliverables*	
<p>This project involves the <organisation name> engaging Action Advisory to deliver the Clone Your Superstar workshop which helps businesses document and delegate work to free up their top performers to deliver more value.</p> <p>The project will include a full-day workshop with up to 2 additional optional levels of support available to attendees. The project that will be delivered under the grant will include: <delete any services not being included in the project></p> <p>Tier 1: Clone Your Superstar Workshop Full-day workshop for chamber members and their superstar employees. Max participants: 30 business community members. Workshop topics include:</p> <ul style="list-style-type: none"> • Workflow of the business (Business on a Page, Process Model including tasks, roles, documents, and systems) • Workload of roles (Calendar audit, task triage, systemise delegation) <p>Tier 2: Process and Productivity Optimisation Mentoring</p> <ul style="list-style-type: none"> • 2 hours of process and productivity optimisation mentoring for up to 7 participating businesses, who will receive a process improvement roadmap, refining the Business on a Page and assessing improvement opportunities. <p>Tier 3: Executive Coaching</p> <ul style="list-style-type: none"> • 2 hours of executive coaching to help with management mindset and adopting new ways of working with your broader team. 3 available spaces. This session will aim at assisting business managers and leaders plan on how to work with their team in managing change as they work through the improvement opportunities. <p>Tier 2 and 3 will be delivered as individual sessions for workshop participants who want to take the implementation to the next level. These sessions will encourage adoption of process improvement principles, supporting businesses and people through change. These sessions would be conducted with individual businesses on their own premises or online via Microsoft Teams.</p>	
Outline who needs the project and why*	
<p>This project is ideal for businesses of 15+ staff that have grown to the point where it starts to be difficult to answer the question of 'Who does what' and 'How do they do it'. This leads to significant waste in the business, often over-hiring because having a baseline of the workflow and workload is ambiguous. Uncontrolled expenses can kill businesses and leave profits for shareholders dwindling.</p> <p>Small- and micro-businesses can also benefit, as the recent growth in wages and salaries (7.7% in 21-22, ABS) also restricts these businesses in terms of growth. Systemisation means that the people that are hired are utilised in a higher capacity, driving both operational efficiency and a reduction in costs. (https://www.abs.gov.au/statistics/industry/industry-overview/australian-industry/latest-release#industry-analysis)</p> <p>Secondly, management of change can be difficult as with more people, there are more challenges in clashing of personalities, egos, and resistance to change. Action Advisory services align by ensuring that the impact of change is well understood prior to undertaking the change. (<i>The determinants of organizational change management success: Literature review and case study</i> - https://journals.sagepub.com/doi/full/10.1177/18479790211016273)</p> <p>Finally, having a systemised business can reduce risk of high stress and burnout of business owners, and ensure businesses are sustainable enough through times of crisis where changes to operations are necessary. small-business-owners-and-mental-health-report.pdf (industry.gov.au)</p>	

Outline why the project is the best way to meet the needs*

Systemisation, documentation, and delegation of business processes enable people to do more with less, enhancing throughput of sales made (thus being able to sell more; increasing revenue), reduce cost and cycle time of product or service delivery, and improves quality of product along with the experience of the customer.

In this case, workshop, mentoring, and coaching is geared towards enabling businesses to equip their staff with the tools and resources to be successful by effectively documenting and delegating work to maximise the value of salaries and potentially creating jobs (local businesses, local jobs).

Outline the specific benefit/s that the involved businesses will get from the project*

In 2023, Action Advisory used their methodologies to maximise the time of business owners and managers, increasing revenue and operational efficiency of our customers to over \$1.3M. In Q1 2024, we also have discovered additional improvement opportunities worth \$1.1M.

Following the methodologies of understanding workflow and workload of the business and employees, businesses can expect to see at least 30 minutes per day freed up of their time within the first 4 weeks (~\$4850 benefits in productivity per person per year based on average salary of \$80 000), and 60 minutes per day saved within 3 months, and 2 hours per day within 12 months.

Service Outline Sixteen (16): Culture, Leadership & Team (NEW)

Project Title	Workshop and Mentoring
Supplier Name	Jenn Wallace Consulting
Outline the specific project activities and deliverables*	
<p>This project involves the <organisation name> engaging Jenn Wallace Consulting to deliver an <in-person / online>workshop to <number of participating businesses > in <timing of project>, that will strengthen business culture, develop stronger leadership skills and connect their teams and employees.</p> <p>The 2-hour workshop under this project, will be tailored to the following theme/s: < delete items in list below not being included in the project>:</p> <ul style="list-style-type: none"> • The impact of <u>Culture</u> in your business and how to identify, assess and make the change needed for more impact on the business in all facets • Elevate your <u>Leadership</u> knowledge and skills by identifying your unique style and how to implement techniques to strengthen communication with all stakeholders • Creating <u>Team Connection</u> – understanding your people and how to motivate them to develop high performing teams <p>In addition, workshop attendees will have the option to access Leadership Mentoring to strengthen communication skills, problem solving, and self-awareness. Utilising a bespoke approach, the outcomes and objectives would be based around the individual or group goals for success.</p>	
Outline who needs the project and why*	
<p>Cultural and leadership training plays a crucial role in preventing staff turnover and a strong company culture fosters a sense of pride, loyalty, and belonging.</p> <p>The current environment of rising wage costs and labour shortages has heightened the need for businesses to cultivate a positive workplace culture and demonstrate effective leadership. Research shows that companies with strong cultures experience lower turnover rates and higher productivity. There is also a causal link between worker happiness and productivity levels. Given improving productivity is crucial for local economic growth and prosperity, any local business that improves productivity will contribute more towards the Regional Economic Development Strategy goals than those who do not.</p> <p>Local small business owners will benefit from the workshop content as it will assist them to grow their business, and increase and retain their workforce.</p> <p>Targets for this workshop are:</p> <ul style="list-style-type: none"> • Local start-up businesses who will be assisted to identify where they can improve their leadership skills and communication with all stakeholders they encounter in their start-up phase • Entities with high reliance on volunteers who will be assisted to enhance their relationships and strengthen their communication skills • Large corporations and government entities that would benefit from the behavioural assessments for leadership and teams <p>< delete items in list below not being included in the project>Cultural workshops will bring knowledge and understanding to members and industry groups of what makes a successful business and group. Aiming to be a preferred employer for a potential new workforce, business culture is a vital key. Being able to promote “great culture” is a valuable way for business to improve their market standing, promote their status to customers and in turn brings better workforce engagement.</p> <p>Leadership workshops and mentoring will enhance communication skills providing the opportunity to strengthen current relationships and build new ones.</p> <p>Team Connection workshops flow on from Cultural and Leadership workshops bringing all three key elements of business together.</p>	

Outline why the project is the best way to meet the needs*

Concise and targeted learning and development programs work best for small business owners that don't have time to invest in their own self-development or leadership skills. Through networking across the City of Moreton Bay business community, one of the key barriers to self-development has been identified as time constraints.

Specialised training is an effective and efficient way to build leadership and cultural awareness capacity as participants will receive targeted content related to leadership principles, cross-cultural communication, and diversity awareness and understanding can be tested through interactive engagement. Customisation ensures that a local business owner who invests time in undertaking the program will receive a relevant solution.

Jenn Wallace and her program has been selected for delivery of this content as she has 20 years of experience in a variety of industries, helping small- to medium- businesses:

- understand their teams and get the best out of them
- improve team culture and connection
- reduce staff turnover
- connect with their team and keep them engaged
- improve performance and productivity of their team.

Outline the specific benefit/s that the involved businesses will get from the project*

Giving local business the opportunity to access a Global assessment tool that is proven to support and assist participants to grow and develop skills needed to improve relationships.

The following outcomes would be expected:

- increase in one's self-awareness and understanding of individual behaviours that impact business, culture, leadership and teams
- whilst culture cannot be measured in numbers, nor can effective leadership, the ability to see revenue grow after a period of time where skills have been implemented would demonstrate success.
- emotional intelligence cannot be measured by percentages, but improved business performance can be witnessed upon completion of an eDISC assessment and debriefing
- the success of the training, coaching and mentoring will be measured based upon how we these are connected to the outcomes desired.

Typically, a business will see an improvement in a 6-month timeframe if participation is committed and adhered to. Follow up and further engagement is important to keep participants accountable.

Enhancing Chamber & Industry Group Effectiveness

This section of the Resource Kit contains content that is relevant to funding applications for projects that will facilitate the enhancement a chamber and industry group's effectiveness in growing their membership base or delivering value to their members.

Alignment with REDS

Information contained in table below outlines how the services specified in this section align with the pillars of the Moreton Bay Regional Economic Development Strategy (REDS) and will advance the Moreton Bay regional economy.

Content relevant to application question: *How will the project align with the strategic goals, pathways and priority industries of the Moreton Bay Regional Economic Development Strategy?*

How will the project support the achievement of either a **BIGGER, BOLDER** or **BRIGHTER** economy goal?

<initiatives/project name> will improve the overall effectiveness and efficiency of <chamber/industry group name>. This in turn will lead to increased opportunities for local business growth and development. The **Bigger Brighter Bolder** goals of the Regional Economic Development Strategy will be supported through the <initiatives/project name>, as this will lead to:

- Increased awareness of resources and opportunities: such as government grants, training programs, and networking events.
- Improved collaboration and networking: helping businesses to build relationships with each other and to share ideas and resources.
- Enhanced advocacy for the business community: by having more business connections and being able to gather input from more businesses.
- Increased engagement and participation: resulting from a stronger chamber and a more vibrant business community.

How will the project fit within one or more REDS pathways of **Leadership and Identity, Industry Advancement, Trade and Investment, or Knowledge, Innovation and Entrepreneurship?**

<initiatives/project name> will progress regional **Leadership and Identity** through the <chamber/industry group name> becoming a stronger more effective group at promoting the region as a great place to live, work, and do business.

The <chamber/industry group name> contribution to **Industry Advancement** will be increased through a larger and more engaged membership base, allowing for better representation of the interests of our members. This will strengthen our impact in advocating for government policies that support the local business community, and in providing networking and training opportunities for members, and promoting different industry members to the public.

Through <initiatives/project name> the <chamber/industry group name> will also be better positioned to help to promote **Trade and Investment** in the region, from helping to distribute key messaging to assisting council with trade missions, hosting international delegations, and providing information and assistance to businesses that want to export or import goods and services.

This project will also position <chamber/industry group name> to better help foster **Knowledge, Innovation, and Entrepreneurship** in the region through our role in connecting businesses with mentors and investors, and through our understanding of the needs of the local business community in terms of services, programs and business development resources.

Supplier Offers - Summary Description and Expected Outcomes

Information can be copied from this Resource Kit into your REDS Grant funding application form. It is recommended that if content is copied you adapt it and expand upon it to best reflect the specifics of your project.

All suppliers included in this Resource Kit have submitted more comprehensive service outlines, which can be accessed through this Kit and drawn upon for the development of your grant application.

Service Outline Seventeen (17): Wave CRM Software

Project Title	Wave CRM Software
Supplier Name	Wave CRM (Safe)
Outline the specific project activities and deliverables*	
<p>The project will enable <organisation name> to implement the Wave specialised CRM platform as its primary membership management and engagement tool. Wave is tailored specifically for membership-based organisations. This CRM platform has been designed with chambers of commerce needs in mind and is considered an ultimate CRM solution for them.</p> <p>The key features of what <organisation name> will have as a result of implementing Wave CRM include:</p> <ul style="list-style-type: none"> • Flexible member onboarding. • Streamlined member renewals with payment options. • Subscriber management within the CRM. • Detailed member and subscriber analytics. • Email marketing capabilities. • Ticketed event creation and management. • Member and community directories <p>Through this project <organisation name> will also have a central dashboard for quick access to key metrics, financial data, and membership insights.</p>	
Outline who needs the project and why*	
<p>Chambers of commerce and similar membership-based organisations often grapple with complex data management relating to memberships, events, and communications. These groups also face difficulties onboarding, retaining members, and understanding their operations.</p> <p>Without a central system to store and manage member data, such as contact information, purchase history, and communication history, <organisation name> is faced with barriers to effectively understanding and improving member services, increasing sales, and growing the membership base.</p> <p>The continuation of <organisation name> as a sustainable and effective organisation relies upon achieving and maintaining high member numbers to ensure we are able to offer more programs and services to our members and advocate more effectively for our members' interests.</p>	
Outline why the project is the best way to meet the needs*	
<p>The Wave product is the best solution to support member engagement as the founders Sandy Lokas and Nathan Schokker have 15+ years of chamber experience and understand the frustrations of inaccurate data and complex systems. Their experiences underscore the design of this tailored CRM solution for chambers.</p>	

Outline why the project is the best way to meet the needs* cont.

This purpose designed Customer Relationship Management system is a cost-effective way to address the problem of managing customer interactions and relationships as it does this by providing a central place to store and manage customer data, such as contact information, purchase history, and communication history. This data can then be used to improve customer service, increase sales, and grow the business.

<There is a requirement to include a statement as to how the system will be funded in future years - as the funding program will only be a source for the first round of set up and implementation costs, which covers 3 years>

Outline the specific benefit/s that the involved businesses will get from the project*

By <organisation name> adopting the Wave CRM system we will enhance the effectiveness and efficiency of our organisations through:

- Improved Member Sign-up and Renewal: An easier new member sign-up process and quicker renewal procedure has been shown to increase member sign-ups by nearly 10% year on year, while retention rates improve by over 20% year on year after transitioning to Wave. Similar improvements for <applicant organisation> are expected within their first 12 months of use.
- Enhanced Engagement: Member and subscriber engagement will improve through intuitive technology that facilitates note-taking, communication tracking, and centralization of electronic direct mail (EDM) alongside event ticketing and CRM. This leads to increased EDM open rates, stronger ticket sales, and overall improved member engagement and communications. Employing a suitable engagement strategy further enhances these improvements, with instances of EDM open rates increasing by over a third and event ticket sales jumping by over 25%.
- Improved Financial Performance: by simplifying and streamlining our CRM by utilising a central platform for event ticketing and EDMs and all other mass engagement activities our operating costs will be reduced. The human resources required for these activities will also be reduced. This will lead to an increase in profitability and significant cost reductions for < applicant organisation>.
- Improved engagement: by membership organisations with their members plays a pivotal role in fuelling the growth of the broader business community. This enhanced engagement will yield a range of benefits that will collectively contribute to a thriving business ecosystem.

Service Outline Eighteen (18): Social Media/Events Marketing Training

Project Title	Social Media/Events Marketing Training & Services
Supplier Name	Social Ocean
Outline the specific project activities and deliverables*	
<p>This project involves the engagement of Social Ocean to support <organisation name> to improve our social media marketing and events marketing practices and outcomes.</p> <p>This will include the <organisation name> receiving <delete any services not being included></p> <ul style="list-style-type: none"> • An initial consultancy: A one-hour meeting to understand our organisation's goals and needs. • Creative marketing and strategy meetings: a two-hour meeting to develop a tailored plan to achieve our goals. • Done-for-you social media marketing and events marketing: <list the # number of hours for # number of events and include event names>. • Event management, administration, and graphic design services: <list the # number of hours for # number of events and include event names>. • DIY training workshops: <# number> 90-minute workshops that are customised to our organisation's needs. • Collation and provision of training materials. <p>The focus of the services and training will be the imparting of knowledge and honing the skills of our volunteers and providing them with the tools necessary to effectively engage with and expand our membership and local business outreach, boost our event attendance, and elevate our organisation's overall profile.</p>	
Outline who needs the project and why*	
<p>Membership organisations face significant challenges in attracting and retaining members and realising the full potential of event attendance. In the current business climate some of the greatest challenges <organisation name> must address and prevent are:</p> <ul style="list-style-type: none"> • Declining membership numbers year on year. • Lack of attendance at membership events, social or formal. • Lack of funding. • Limited volunteers, or no volunteers to fulfil committee roles. • Limited diversity of business industries within the membership base. • Lacking business community awareness of the group/groups activities in general. • Other business networking group activities competing. <p>Chambers can leverage using services like social media and event marketing, to achieve objectives like upskilling the business community, facilitating networking, promoting local economic development, and expanding local export opportunities.</p>	
Outline why the project is the best way to meet the needs*	
<p>Membership organisations that fail to connect with their target market and struggle to attract volunteers, members, or event attendees have limited sustainability, effectiveness, and long-term success. A key contributor to such an outcome is a failure to effectively connect with their target market.</p> <p>To mitigate these implications, membership organisations must focus on improving outreach and marketing strategies, enhancing the value provided to members, and create meaningful opportunities for engagement and involvement. Additionally, staying attuned to the evolving needs and preferences of the target market is crucial for long-term relevance and success.</p>	

Outline why the project is the best way to meet the needs* cont.

The elements of the project relating to event marketing are essential to boost attendance and engagement in our programs. By conducting group working parties to fine-tune event plans, we will improve our communication strategies, digital marketing capacity, and volunteer engagement. This is a proven way to increased participation, revenue, and member satisfaction.

This project is also an extremely cost-effective way to support an economically challenged organisation and deliver enduring benefits.

Outline the specific benefit/s that the involved businesses will get from the project*

Through the development and implementation of targeted social media campaigns <organisation name> will achieve enhanced visibility, engage the business community more, and promote events and networking opportunities effectively. These campaigns will not only increase engagement but also attract new members, expanding the membership database and generating additional revenue. Most importantly, the consultancy and training on social media marketing efficiency and reach will deliver tangible results for the chamber in the short-term that will be able to continue to be implemented long-term.

In practical terms the project will:

- Reduce the impost on volunteers.
- Result in an improvement in the quality and quantity of engagement content pushed out by <organisation name>, and in turn help to reverse decreasing numbers and poor attendance at events.
- Better position <organisation name> to generate more revenue, attract more volunteers, and expand the range of business industries represented.

As a result of the outcomes listed above, <organisation name> will be in a stronger position to foster economic growth, support improved business performance, and create employment opportunities.

Service Outline Nineteen (19): Motivational Talks and Daytime Workshops

Project Title	Motivational Talks and Daytime Workshops
Supplier Name	Hale Consulting Group
Outline the specific project activities and deliverables*	
<p>This project involves the delivery of < motivational talks and/or workshops and/or coaching sessions> for staff and committee members of the <organisation name> on numerous topics including strategy, leadership development, selling and negotiation.</p> <p>Participants in this project will receive <delete any content not being included>:</p> <ul style="list-style-type: none"> • Motivational Talks (30 minutes each) on Business Strategy, Leadership Development, or Digital Strategy (delete topics not included). • Workshops designed to cover essential business skills of strategy, leadership development, professional selling, and business negotiation. (delete topics not included). <p>John Hale (known as The Strategy Guy) will deliver the educational content, which will be tailored to provide valuable insights into core strategic concepts and frameworks relevant to membership bodies. These insights will help increase revenue and operational efficiency by fostering alignment between experience, policies, skills, and actions.</p>	
Outline who needs the project and why*	
<p>This project is needed by <organisation name>, as a membership organisation seeking to attract and retain members, as success in this regard is central to ensuring our long-term survival and success.</p> <p>As a business association, the more effective we become the more relevant we will be to current and potential members alike. Our effectiveness in influencing government policy and engaging stakeholders in key matters for the local business community is also directly influenced by our strategic and leadership skills.</p> <p>This project is needed by <organisation name> as it will assist us to:</p> <ul style="list-style-type: none"> • Clearly articulate the value <organisation name> offers to members. • Align the offerings of <organisation name> to the needs and interests of our target audience. 	
Outline why the project is the best way to meet the needs*	
<p>The approach of this project, being the utilisation of a high skilled trainer through multiple smaller sessions and engagements, is an ideal fit for our organisation as it reflects the fact that volunteer-based organisations often have limited resources, and their volunteers have busy schedules.</p> <p>Small and ongoing training options can be more flexible and accommodating to the needs of volunteers and help to keep them engaged and motivated.</p> <p>The use of the identified supplier will ensure that through this project the efforts of <organisation name> will be focused on:</p> <ul style="list-style-type: none"> • Identifying our target market and understand their needs and interests. • Developing a value proposition that is clear, concise, and compelling. • Creating a strategy for attracting new members and retaining existing members. • Allocate resources effectively in order to agreed goals. 	

Outline the specific benefit/s that the involved businesses will get from the project*

The expected outcomes of this project will be valuable insights into core strategic concepts and frameworks. These insights will help increase membership numbers and satisfaction, and increase revenue and operational efficiency by fostering alignment between experience, policies, skills, and actions. In practical terms this will result in:

- <Organisation name> being better placed to develop programs and services that are more relevant and valuable to the local business community.
- Potential members being more able to see the value of joining <organisation name>.
- <Organisation name> being more efficient and targeted in marketing, outreach, and engagement activities
- <Organisation name> building a strong reputation as a valuable resource for businesses and the community.

Service Outline Twenty (20): eDisc (NEW)

Project Title	Assessments and Group Briefing
Supplier Name	Jenn Wallace Consulting
Outline the specific project activities and deliverables*	
<p>This project involves the <organisation name> engaging Jenn Wallace Consulting to undertake eDISC assessments and briefings for the Committee so that they all understand each other and how best to communicate and lead the members effectively. The <organisation name> will also have enhanced skills to retain members. Along with providing this for committee members, the <organisation name> will also make this available to the members to enhance their own self-development, both personally and professionally.</p> <p>The project will include the delivery of < delete items in list below not being included in the project > for < > committee members and < > local business people:</p> <p>Extended DISC (eDISC) Behavioural Assessments - as an Accredited eDISC Consultant, we have the ability to provide questionnaires along with results in a report format. This can be provided for members and committee members. No preparation required as questionnaires are delivered via an online platform. Booking in time for individuals with reporting emailed with a briefing provided.</p> <p>eDISC Group Debrief - Teaching the understanding of the conscious and sub-conscious mind and how our natural behaviour versus our behaviour at work influences our success and motivators. Ability to understand our Leadership styles through assessment and how to communicate with others. Providing an understanding of how to SELL to each DISC style to improve success in marketing and sales. This would be in a workshop style of delivery in-person or online.</p>	
Outline who needs the project and why*	
<p>The effectiveness and size of local business groups is critical to an area with ambitious economic growth targets. It has been reported that businesses that belong to chambers of commerce have a 49% higher likelihood of increased sales compared to non-member businesses. Part of the reason for this is the 'credibility' businesses can gain through chamber membership. This however, relies on the chamber also being seen as effective and reputable.</p> <p>eDISC assessments empower membership groups by enhancing self-awareness, communication, and teamwork - qualities that attract committed committee members and aids them in building effective relationships with their membership base.</p> <p>The services outlined in the project will meet the needs of Committee Members who are volunteers and have not had the opportunity to undertake leadership skills development in the past. This need has been identified by firsthand, lived experience, and an understanding of how Chambers operate and community groups run as non-for profit organisations.</p>	
Outline why the project is the best way to meet the needs*	
<p>eDISC Behavioural assessments offer several advantages for building volunteer capacity, especially when compared to other profiling tools. eDISC assessments are a fast and cost-effective solution when enhancing personal awareness and interpersonal adaptability is critical. eDISC's customisation, practicality, team compatibility, and efficiency make it an excellent choice for enhancing volunteer capacity.</p> <p>eDISC is also an ideal solution for volunteer groups, as:</p> <ul style="list-style-type: none"> • no preparation is required as questionnaires are delivered via an online platform • it includes planning with the Group or Chamber for participant's emails to be sent with links • individuals receive personalised briefings. 	

eDISC – Group Training is an ideal solution for volunteer groups, as:

- it includes planning with Group or Chamber for participants
- delivery can be in person or by virtual of groups choice
- reporting and workbooks are provided for a 3-month preparation timeline.

Unlike some generic personality assessments, eDISC focuses on observable behaviours. Volunteers will be able to immediately use the insights to enhance their interactions, teamwork, and leadership skills, which will boost the overall effectiveness and productivity of the chamber and how it delivers value to the business community.

Outline the specific benefit/s that the involved businesses will get from the project*

The project outcomes will be tailored around the Chamber's requirements and expected outcomes keeping in mind the current membership and relevant nuances that business face in the current climate. The immediate following outcomes are expected:

- Increase in committee member's self-awareness and understanding of individual behaviours that impact business, culture, leadership and teams
- Better-connected business community: the <organisation name> will seek to evaluate enhanced exchange of ideas, resources, and contacts.
- More unified advocacy and representation: the <organisation name> will seek to evaluate how well we act as the voice of the business community, advocating for pro-business policies and regulations.
- More effective showcasing and therefore take-up by the business community of the <organisation name> business events and services.

Measuring & Reporting on Outcomes

Recipients of REDS Grant funding are required to report on outcomes. This section of the Resource Kit provides an outline of a range of metrics that would satisfy the outcome reporting requirements of the program.

Wherever possible, a range of metrics should be reported on to demonstrate the breadth of benefits that have been achieved. These may include one or more metrics from the list below:

- **Event Attendance:** Report on the number of participants in chamber events and programs.
- **Program Participation:** Report on how many members engage in various chamber programs.
- **Event Feedback:** Report on feedback from event attendees on their satisfaction.
- **Member Satisfaction:** Report on member satisfaction with chamber services and programs.
- **Membership Growth:** Report the number of new members acquired.
- **Member Demographics:** Report data on member industries, sizes, and locations to understand the chamber's constituency.
- **Retention Rate:** Report on changes in the percentage of members who renew their membership each year.
- **Revenue Generated:** Report on changes in the revenue generated by chamber members or through chamber programs.
- **Website Traffic:** Report on website traffic, including page views, unique visitors, and bounce rate.
- **Social Media Engagement:** Report on engagement metrics on social media platforms, such as likes, shares, and comments. Tools: Social media analytics tools.
- **Email Campaign Metrics:** Report on email open rates, click-through rates, and conversion rates for chamber emails. Tools: Email marketing software.
- **Business Progress:** Report on post program metrics gathered from participating businesses on business growth; and/or changes in profit margins; and/or new customers numbers; and/or changes in client retention; and/or conversion rates in sales, marketing, or other key processes; and/or changes in employee productivity or efficiency; and/or reductions in operational costs.
- **Testimonials and Case Studies:** Report on success stories and testimonials from participating businesses - conduct participant interviews or gather written testimonials.

A grant recipient may choose to gather and report on different evidence types than those listed above. Regardless of the methods used to demonstrate performance, transparency and accountability are a core feature of supporting businesses, fostering economic growth, and strengthening the local community.

Suppliers

Business Name	Contact Name	Phone Number	Email Address	Request for Service Outline and Costings
Action Advisory	Michael Fox	0432 274 359	Michael.fox@actionadvisory.com.au	Service Outline
Akyra Strategy & Development	Margaret Goody	0418 794 479	margaret.goody@akyra.com.au	Service Outline
Any Given Tuesday	Jacqueline Nagle	0401 024 490	jacqueline@anygiventuesday.com.au	Service Outline
Customer Frame	Sueanne Carr	0412 814 224	sueanne@customerframe.com	Service Outline
CyberGuru Pty Ltd	Jessie Jeffery	(07) 3185 0552	jessie@cyberguru.com.au	Service Outline
Danni Vee Consulting	Danni Vee	0413 330 665	danni@dannivee.com	Service Outline
Find Your Cash	Brad Flynn	0412 552 830	brad@businessmentored.com	Service Outline
Gov Ready Pty Ltd	Thomas Pollock	0401 828 887	thomas@govready.com.au	Service Outline
Green Street Australia (Nielsen and Company Consulting)	Howard Nielsen	0407 190 162	howard@greenstreet.net.au	Service Outline
Hale Consulting Group	John Hale	040 7301 200	john@halecg.com	Service Outline
Jenn Wallace Consulting	Jenn Wallace	0413 012 704	jenn@jennwallaceconsulting.au	Service Outline
Podcast VA	Lyndal Harris	0400 867 883	lyndal@podcastva.com	Service Outline
Retail Doctor Group	Anastasia Lloyd-Wallis	0450 586 695	anastasia@retaildoctor.com.au	Service Outline
Safe Company (Wave CRM)	Nathan Schokker	0432 504 801	nathan@safecompany.com.au	Service Outline
Social Ocean	Kirsty Fields	0413 089 778	info@socialocean.com.au	Service Outline



For more information on our new Corporate Plan and Pillars scan the QR code or visit