



Workforce Australia

Employment Services

Delivered by Asuria

**“It’s the confidence
Asuria gives you to
go and start your own
business and the
mentoring you receive
for 12 months.”**

Gary and Jackie, program participants

- ✓ Develop a business plan
- ✓ Receive personalised mentoring
- ✓ Participate in specialised training
- ✓ Receive business health checks
- ✓ Take part in group workshops

Self-Employment Assistance

We help you start your own business or grow one you already have

ASÜRİA
ASSURED PEOPLE SERVICES

“The classes were truly engaging and cover everything from legal requirements to marketing strategy to e-commerce.”

Arabella, program participant



Workforce Australia - Self-Employment Assistance program is designed to help current or aspiring small business owners to realise the dream of starting and running a business.

Help to start or grow your business

The program provides you with a range of support to start a new business or grow one you already have.

Under the program, our mentors help you create or improve a business plan. They will organise small business training to add to your existing knowledge and skills. And most importantly, they will provide you with personalised one-on-one mentoring support for the first 12 months of your business.

All of the mentoring, training, and support are at no cost to you under the program.

- Develop your business plan
- Get 12 months of personalised mentoring
- Participate in small business workshops
- Receive income allowance for up to 39 weeks and rental assistance for up to 26 weeks (for eligible participants)

Why choose us?

We believe in you

Our business mentors will assess your business idea and we can help you turn your business idea into a profitable and sustainable reality.

We hear you and support you

Asuria provides you with business training, access to experienced business mentors who provide assistance and advice for the first 12 months.

We will help your business

We will prepare you and help you set realistic expectations to run a successful business.

Are you eligible for this program?

Job seekers exploring self-employment

If you are a jobseeker aged 15 years or over and wishing to turn a business idea into your dream job you may be eligible for this program.

Existing small business owners

If you have an existing small business (less than four employees not including the business owner) that is not currently operating commercially or is at risk of not operating commercially within the next 12 months you may be eligible for this program.



One-on-one
mentoring



Community
& networking



New tips
& ideas



Turn your passion into your very own day job

We helped 100 people launch their businesses last year through the Self-Employment Assistance program

Why mentoring matters in business

Business mentors will increase the success of your business.

They are a great support for any person starting a new business venture or growing an existing small business.

When you team up with an Asuria Business Mentor, they can offer advice, support and guidance, which can help you improve your problem-solving skills.



Ramesh Singaram
Asuria Business Mentor

We'll help you get your business off the ground and running

Here are six key benefits of launching your business with help from Asuria

1 Gives you confidence

Mentors often have the experience and knowledge you don't. You can share ideas and problems with your mentor, and they can act as a sounding board to help you make decisions with more confidence.

2 Provides a different perspective

There are often different ways to achieve an outcome or goal in any business. Business Mentors can help you look at problems and situations from different perspectives.

3 Improves your knowledge

Mentors are there to support both your business success and to develop your business skills and knowledge. They can prepare you with methods and strategies that you can use throughout your career as a business owner.

4 Ownership and accountability

Mentors can help you stay accountable for your business and the tasks you need to do. They can help you set goals and expectations of what is required. Then through communication and check-ins, they can keep you on track.

5 Keeps you locally connected

If you are just starting out in business, you may not have many contacts yourself. Business Mentors can put you in touch with contacts who can help you make your business more successful.

6 Professional business support

Sometimes as a business owner, you just need someone to talk to, share your frustrations and feelings. Mentors will be open to supporting you in these situations and often have their own experiences to recount.

"I am very thankful to have participated in a program where your dreams are not only encouraged, they are shown to be reachable."

Tori, program participant





Choosing a business name

Choosing the right name will help create the image you want for your business. It'll also help to distinguish it from your competitors.

Tips to a good business name is one that is:

- ✓ Easy to remember, short and sweet
- ✓ Easy to pronounce and spell
- ✓ Descriptive and explains what you do
- ✓ Different and stands out from competitors

When choosing your business name, you will need to also consider:

- ✓ What image you want for your business
- ✓ Is there already a business or competitor with the same or similar name
- ✓ If the name could be misunderstood or offend
- ✓ If you can register your business name

How you can turn an idea into a solid business

Last year, we helped propel business dreams into reality, from cafes to retail shops, to landscaping businesses.

There is no limit to the types of business ideas you can have to become your own boss and benefit from the Self-Employment Assistance program.

Whether you have an exciting business idea or currently operate a small business, we will assess your ideas and goals to make sure it meets the business eligibility of the program.

Most importantly, there is plenty of flexibility and local support so that you can achieve your business goals.

We will empower you to turn your passion and expertise into a viable business.

Get your business off the ground and running today.

Phone: 1800 773 338

Email: contactus@asuria.com.au

www.asuria.com.au/self-employment

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