

DSRD BUSINESS SUSTAINABILITY SUPPORT PROGRAM

2008/09

The Department of State and Regional Development's (DSRD) Business Sustainability Program offers strategic and practical support to established regional businesses experiencing distress due to a recent decline in turnover caused by the loss of major customers, markets or consumer confidence.

Assistance for Business Recovery or Sustainability Strategies

Assistance is available for small businesses that need to implement business improvement/sustainability strategies to help sustain operations. Assistance of up to \$5,000 is available for businesses to directly implement these strategies OR engage experts to provide necessary advice in the following areas:

- financial position assessment
- improved credit management
- financial restructuring
- risk management
- cost control
- voluntary mediation with creditors
- business diagnostic
- strategic action plan
- implementation activities, based on some form of business, marketing or similar plan
- identification of new business opportunities/market research
- product/service market diversification (new domestic or international markets)
- preparation of business/marketing strategy
- initial webpage construction and/or e-commerce upgrade as part of a clearly linked new market strategy
- advertising in targeted, market/industry-specific mediums
- business promotion in locations outside current regions and/or to specific international markets
- participation in domestic and international trade fairs/exhibitions, including trade show registration
- production of promotional material specific to the new market
- packaging specifically designed to target a new market
- design and production of new labels to target a new market
- industry specific compliance requirements
- waste and energy audits
- owner/staff training
- contribution towards equipment upgrade — essential to business operations or to be competitive
- otherPlease note that the Department's assistance does not cover compliance work undertaken by your accountant. In addition, where assistance is sought for financial assessment expertise, preference will be given to cases where the work will be undertaken by a professional other than the normal accountant/tax agent for the business, and who can provide referees from previous clients.

Eligibility Criteria

To be eligible for this assistance the applicant business must:

- be a business based in regional NSW,
- currently employ at least one fulltime equivalent person other than the owner(s),
- demonstrate that business revenue has only decreased recently, due to the loss of major customers, markets or consumer confidence,
- demonstrate that under normal conditions it is commercially viable and will remain so without ongoing government support, and
- demonstrate potential sales growth and have long term prospects of profitability.

All applications will be assessed on a case-by-case basis. The Department's assessment will take into account issues of competitive neutrality.

Applications

For further information and to obtain an application form please contact a Business Development Manager at the nearest office of DSRD:

Orange 6360 8400

Dubbo 6883 3100

Broken Hill 08 8087 8033