COVID-19
IGNITE 4 STEPS TO RECOVERY
There has never been a tougher time to be in business. COVID-19 has forced many small businesses to close their doors, while many more are fighting to survive.

As COVID-19 moves from a health crisis to an economic crisis, Ignite® Small Business Start-Ups have identified the need to offer a COVID-19 focused support package that can provide our clients with feasible solutions and impactful results.

Ignite® 4 Steps to Recovery is a support package for all Ignite® Small Business Start-Ups and IgniteAbility® entrepreneurs.

This support package aims to help our entrepreneurs act quickly, take advantage of the turnaround, and brace themselves for the repercussions of COVID-19. In addition, we recognise the need for additional mental health support due to the increased pressure Ignite® entrepreneurs are experiencing.

In the short term, Ignite® aims to support entrepreneurs through the current crisis with better planning, new and revised business concepts, improved mental health support, and the digital transformation of their business distribution and marketing channels. In the long term, the Ignite® 4 Steps to Recovery package will assist entrepreneurs in establishing their digital presence and building their digital channels. We aim to provide all Ignite® entrepreneurs with an innovative operation model to achieve sustainability.

Ignite® 4 STEPS TO RECOVERY

Mini assessments
Ignite® will provide a mini assessment of all contactable past and current Ignite® and IgniteAbility® entrepreneurs.

a. Contact all clients
b. Offer those needing assistance access to our COVID-19 Financial Wellbeing Clinics (Step 2)

Ignite® Financial Wellbeing Clinics
Ignite® will host five COVID-19 Financial Wellbeing Clinics.

a. Deliver five two-hour small group sessions with an accountant and interpreter to walk through and explain current financial and other support offered by the state and federal governments. Available to a maximum of six participants per session.

b. Participants will be grouped by business type, language group or business problem area.

c. Participants experiencing mental ill health and / or requiring social support will be referred to SSI’s suite of ancillary services.

Pivot, recover and go online
Intensive 1:1 sessions with identified entrepreneurs who are continuing to operate a business.

a. Focussed assistance is provided to individual entrepreneurs through chartered accountants, financial managers, business analysts, marketing strategists and other relevant Ignite® resource team members to cover the specific needs of each business.

b. Intensive assistance is offered to entrepreneurs to:

   • Pivot to a new business idea
   • Requiring the complete suite of ignite® assistance
   • Pivot online to a new business model
   • Website development
   • Social media setup
   • Social media tactical assistance (with posting etc)
   • Recover from financial distress

   Complete tax returns, get up to date with financial reporting & compliance, put financial systems in place (Ring etc)

Digital highway
Create a digital marketplace for new and established businesses including an engagement strategy and content drives. Provide entrepreneurs with a social media playbook, that enables the them to establish their online presence and expand both their sales and marketing channels digitally.
Only two months after opening her Wentworthville art studio, Iranian born Atefeh Hekmat was forced to suspend her art classes when coronavirus restrictions hit. Six weeks later, she has reopened her doors, however students are slow to return.

“My students and students’ parents are afraid to come here. People are afraid to go outside at the moment. But I’m open now, and I’m working in my studio until coronavirus is gone.”

Atefeh is hopeful that her existing students will gradually return and that with the help of marketing support offered by Ignite®, her business will continue to grow when the time is right.

Ashod Paloulian’s two businesses could not be more different, however COVID-19 has affected them both in different ways. Ashod, a professional tennis player from Syria, runs a tennis coaching business and sells healthy food products with his wife at various Sydney markets. But social distancing restrictions saw markets close and councils shut down courts.

“I found a private court, but the rent is high. We’re only doing one to one lessons with the kids, but have only had two or three students because it’s expensive for parents to pay for private lessons.”

“There are less customers [for A&S Products] too, and sometimes we’re not making wages.”

Ashod is thankful for Ignite’s® support through the Ignite® 4 Step Recovery package.

“You feel like there’s someone supporting you if you need something. My facilitator is helping to look into building a website for A&S Products.”

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