

!gnite[®]
small business
start-ups
AN SSI INITIATIVE

COVID-19 IGNITE 4 STEPS TO RECOVERY



SSI 
settlementservices
international

WE'RE IN THIS TOGETHER!

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.

COVID-19 impact on small businesses nationally



41% have experienced a **50% or more decline in revenue** in the past 1-2 months



37% of small business owners say working out how long they can remain viable is a major concern

2/3 of small businesses that closed during COVID-19 **will not re-open** (estimated)



According to research by YouGov and Australian Business News

IGNITE 4 STEPS TO RECOVERY

1

Mini assessments

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

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

2

Ignite® Financial Wellbeing Clinics

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

- 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.
- Participants will be grouped by business type, language group or business problem area.
- Participants experiencing mental ill health and / or requiring social support will be referred to SSI's suite of ancillary services.

3

Pivot, recover and go online

Intensive 1:1 sessions with identified entrepreneurs who are continuing to operate a business.

- 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.
- 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 (filing etc)

4

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 them to establish their online presence and expand both their sales and marketing channels digitally.

Ignite® support delivered to date:



100 mini assessments had been completed with 100 outstanding.

The first financial wellbeing clinic was hosted by Dr Ernesto Sirolli*



in March 2020. Facilitators and entrepreneurs from Australia (NSW, Queensland) and Canada (Vancouver) participated. There are four more sessions to come.



There have been over 50 intensive 1:1 sessions conducted with 50 more to be arranged.



Ignite® has enabled over 200 small business to set up their social media channels and maintain an effective online community with their target audience.

*Dr Sirolli is a noted authority in the field of sustainable economic development, a TED speaker and the founder of the Sirolli Institute. Established in 1996, the Sirolli Institute is a social enterprise that teaches governments and community leaders how to capture the passion of their communities using the intelligence of local people.

Atefeh

Hekmat

Ati Art

Wentworthville, NSW

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

Shooting Star Tennis A&S Products

Ashcroft (Liverpool), NSW

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."

Haydn

Payne

Spectrumite

Mount Druitt, NSW



Haydn Payne is nearly halfway through his pilot program of mentoring a group of young adults living with autism. While the initial model was intended to be face-to-face workshops, with IgniteAbility®'s support, Haydn has adapted his method to fit in with COVID-19 social distancing restrictions.

"I have been able to transition my business online fairly easily, although the completely online environment has been jarring. Especially factoring in that I have an adolescent audience - when I've got them in one room, I'm not competing with their time or attention. I can tell them to put away their phones and other distractions. I also can't teach the social skills portion of the program through an online medium, which is a big underpinning part."

Haydn appreciates having check-ins with his IgniteAbility® facilitator, and looks forward to continuing to build his business with her support.

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