



SUBMISSIONS NOW OPEN

PROUDLY PARTNERED BY:

DARE TO DREAM
Business Coaching & Mentoring

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NEW VENTURE
INSTITUTE

WiBRD

2020

Business Booster

AND

Entrepreneurial

SCHOLARSHIPS

Women in Business & Regional Development, in partnership with Dare to Dream Business Coaching and Mentoring, Southern Cross Austereo and Flinders University are offering scholarships for up to two women who demonstrate entrepreneurial potential and/or run an established businesses and are seeking support to help boost their businesses into its next phase.

The WIBRD scholarships are valued at over \$2500 each to the recipients who fit the defined criteria. The Scholarships will take place for a year from July 2020 to June 2021 and will be directly aligned with the Women in Business & Regional Development strategic direction whereby the recipients of the scholarships will be supported and guided in their business pursuits by the WIBRD network.

The scholarships which support the establishment and fostering of female entrepreneurs and businesswomen also provide a framework for women in our community to enhance business contacts, develop friendships and strategic alliances to continually strive for business and personal growth.

APPLICATIONS & CRITERIA

Applications are received online via our website: <https://www.wibrd.org.au/scholarships/> Whereby applicants are required to answer questions regarding their business. Included with the business submission must also be a current profile photo, business logo and business plan (if applicable).

KEY DATES

Submission opening date 6 May 2020

Submission closing date 30 June 2020

ELIGIBILITY

The scholarships are open to women over the age of 18 years who own a business and/or actively pursuing a business or entrepreneurial goal. Applicants must be an Australian registered business owner (this includes partnerships, franchises and companies), and have an ABN. They must reside and operate their business in the region of South East SA and Western Victoria. Past recipients of the WIBRD Scholarships are not eligible to enter again.

JUDGING

Judging will take place in July 2020. The Judging Panel will have the final decision and no correspondence will be entered in to.

ANNOUNCEMENT OF RECIPIENTS

The winners of the scholarships will be announced by the 15 July 2020.

The announcement of the 2020 Scholarship was planned for the 2020 Gala Event however due to the restrictions resulting from COVID-19, the recipients will be announced online via the WIBRD website, social media, emails, local radio and print. The partners of the Scholarships will be invited to present the scholarships to the recipients at the next possible event in 2020.



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Business Booster Scholarship

WiBRD is committed to connecting, supporting and building the capacity of our business community. We understand the various stages that business go through throughout their life cycle, some of which can be challenging, some exciting and others disappointing. As such the WiBRD Business Booster Scholarship has been developed to support a business owner to further develop the capabilities of their business.

Whether you have been in business for 12 months or 30 years, reviewing your business practices, strategy and purpose is a vital part of remaining sustainable.

This Business Booster scholarship will be assessed on the businesses need for assistance at its current stage in the business life cycle. This will be determined by assessing the businesses:

- Length of time in business
- Trajectory, Plan and Vision
- Financial Strength
- Priorities and Challenges

Business Booster Scholarship Inclusions:

- 1 x Full year Individual WiBRD Membership valued at \$99
- Coaching & Mentoring package from Dare to Dream Coaching & Mentoring valued at \$1500.
Inclusions:
 - 3 x 2 hour coaching sessions with Duncan Redman of Dare to Dream Business Coaching and Mentoring. The coaching sessions must be initiated by the 1st of October 2020 with the total of the sessions completed by February 1st 2021.
- 1 x Southern Cross Austereo Marketing package to the value of \$1450. Inclusions;
 - Social Media audit with Southern Cross Austereo Digital Marketing Specialist via VC at Hit 96.1 and 963 Triple M office
 - Follow up mentoring session with Digital Marketing Specialist via VC at Hit 96.1 and 963 Triple M office
 - 1 hour marketing brainstorm session with local Southern Cross Austereo team to review business marketing message
 - SCA radio marketing campaign to the value of \$1,000
 - *This prize must be redeemed prior to 30th June 2021
- \$750 contribution to a Training Program to further encourage and support the recipient's business pursuits, donated by Flinders University. The training to the value of \$750 is to be identified as an eligible training program by both the recipient and sponsor of funding Flinders University. Payment is to be made to the relevant training provider or reimbursement to the recipients prior to February the 1st 2021.
- 1 x complimentary pass to a WiBRD ticketed event(s) of your choice (excluding IWA). Once booked, tickets will not be transferrable to another event or person.



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Entrepreneurial Scholarship

An entrepreneur is someone with the capacity and willingness to develop a product and/or service, organise and manage a business venture and the courage to take the risk to turn the concept into reality. They bring to the market a viable product and/or service that people want or need.

The scholarship will look to ignite the potential in the recipient by offering access to a network that support like-minded women who get together in a supportive environment to provide relationships to enhance business, develop friendships and strategic alliances. WIBRD continue to strive to be an identifiable and respected source of community and regional perspectives, sought by policy makers and drivers.

This scholarship will be assessed on the individual's ability to prove their entrepreneurial potential. This will be determined by assessing the applicants:

- Capacity and willingness to develop a product and/or service
- Ability to organise and manage a business venture
- Courage to take the risk to turn the concept into reality
- Ability to bring to the market a viable product and/or service that people want or need

Entrepreneurial Scholarship Inclusions:

- 1 x Full year Individual WIBRD Membership valued at \$99
- Coaching & Mentoring package from Dare to Dream Coaching & Mentoring valued at \$1500. Inclusions:
 - 3 x 2 hour coaching sessions with Duncan Redman of Dare to Dream Business Coaching and Mentoring
 - The coaching sessions must be initiated by the 1st of October 2020 with the total of the sessions completed by February 1st 2021.
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- 1 x complimentary pass to a WiBRD ticketed event(s) of your choice (excluding IWA). Once booked, tickets will not be transferrable to another event or person.

Any queries relating to the submissions are to be emailed through to the WIBRD Executive Officer, Lydia Mules at executive@wibrd.org.au or by calling 0400293676



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WiBRD Scholarship Partners

Duncan Redman & Dare to Dream Business Coaching & Mentoring

Duncan is a Chartered Accountant, has qualifications in Human Resource Development, and has worked with leading accountancy firms in Adelaide, Hong Kong, London & Sydney. He has worked in senior management roles across a range of dynamic and complex organisations in both the commercial and not-for-profit sectors and served with distinction on the Boards of a number of not-for-profit organisations. Since becoming a Business Coach & Mentor, Duncan has mentored a wide range of businesses to successfully implement sustainable change to achieve the desired outcomes of their owners. Duncan possesses the concepts, knowledge and insights to understand the challenges faced by micro businesses and as a result, can provide the guidance that will yield tangible outcomes to micro businesses on the road to success.

Flinders University New Venture Institute

Flinders University through its New Venture Institute (NVI) is Women in Business and Regional Development Major Partner for 2020 and 2021. The NVI's focus will be to help develop SA's regional innovation ecosystem and support current and future women entrepreneurs in the region, concentrating on breaking down the barriers between industry and education.

The collaboration between WiBRD & Flinders builds on Flinders NVI's strategic alliance with Mount Gambier High School, one of the State's five Entrepreneurial Specialist Schools, and the one located furthest from Adelaide. As part of the co-location arrangement, the University now has the equivalent of a satellite site at Mount Gambier High School, known as eNVision Limestone Coast. The Regional Manager of eNVision Limestone Coast, [Callena Rawlings](#) is based out of the Mount Gambier High School.

Southern Cross Austereo

Hit 96.1 and 96.3 Triple M Limestone Coast are owned by Southern Cross Austereo, one of the largest media organisations in Australia. Southern Cross Austereo is Australia's pre-eminent and most diverse entertainment company, with audio and visual brands and content reaching 95% of Australians. Southern Cross Austereo has the largest regional commercial Radio footprint in Australia with stations in all states separated into two targeted brands. The Triple M network is an iconic radio entertainment brand bringing the best music, sport, comedy and entertainment to audiences around Australia. The Hit Network focuses on hit music, old-school favourites and RNB Fridays with hit shows at Breakfast and Drive.

The SCA dedicated sales team produces creative solutions for clients, helping brands connect with their target audience in a unique and powerful way. SCA regularly communicate with their audiences to understand who they are, what they're thinking, how they're feeling, and most importantly, why? These insights enable them to help each client reach and engage consumers. SCA Research and Insights conduct more than 100 studies each year. Southern Cross Austereo's digital marketing team build and manage products in: digital audio like streaming and podcasts; digital video, digital publishing and social media.