

WiBRD 2021 Business Booster & Entrepreneurial Scholarships

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Women in Business & Regional Development, in partnership with Dare to Dream Business Coaching and Mentoring, Sally Klose Strategic Solutions, Southern Cross Austereo and Flinders University are offering scholarships for up to three women who demonstrate entrepreneurial potential and/or run an established businesses and are seeking support to help boost their businesses into its next phase, along with a new category for women who work in a business in a leadership role.

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 2021 to June 2022 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/celebrate-women/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).

OPENING DATE FOR SUBMISSIONS:

5th March 2021

CLOSING DATE FOR SUBMISSIONS

23rd April 2021

TRAINING on HOW TO WRITE AND APPLICATION

25th March 2021, 5.30pm at Di Monty Training

We recommend you attend this.

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.

APPLICATION PROCESS FOR SCHOLARSHIPS

1. Self-nomination OR nominated by an employer (for Women Who Lead in a Business) OR someone from the community
2. Written Application, including referees and a cover sheet
3. Encouraged to attend a Training session on "How to write an application"

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4. Successful applicants will make a commitment to WiBRD to present at a spotlight session or host one of the lunches etc – This is a way for us to capture experiences and learnings & should happen within 12-24 months of winning the scholarship

JUDGING

Judging will take place in early May 2021.

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 12 May 2021, at the Empowering Women Breakfast and 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.

1. Business Booster Scholarship

This scholarship is designed for any business that needs a 'boost' with their next stage of growth and planning. It requires that the applicants

- Know 'where' their business is at. That reflective and review practices are part of the business practice
- That there is clarity around purpose
- That there is strong evidence of the capacity to plan and to set priorities
- Know their numbers. That there is evidence of financial literacy, particularly cash flow projections

Scholarship Inclusions:

- 1 x Full year Individual WiBRD Membership valued at \$99
- 1 x Southern Cross Austereo Marketing package to the value of \$1350. Inclusions:
 - Digital Health Check, with the recipient receiving a one page document outlining their social media performance, best practices and direction for elevated strategy and improved execution, plus a website Search Engine Optimisation report with Southern Cross Austereo Digital Marketing Specialist via VC at SAFM 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
- Coaching & Mentoring package from Dare to Dream Coaching & Mentoring valued at \$1350. Inclusions:
 - 3 x 2 hour coaching sessions with Duncan Redman of Dare to Dream Business Coaching and Mentoring
- 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.
- \$750 contribution to a Training Program to further encourage and support the recipients 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.

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2. Entrepreneur Scholarship

This scholarship is designed for anyone who has an entrepreneurial idea and wants to see it come to fruition, or for someone who has started an entrepreneurial endeavour and wants to develop it further. The applicants will need to demonstrate an understanding of

- What an entrepreneur is
 - Are in tune with their passion
 - Find problems and 'imagine' solutions
 - Question how to do it better
 - Get excited about possibilities/opportunities
 - Take calculated risks
 - Reinvent/change/thrive on competition
 - Above all they EXECUTE, they DO
- Know their strengths and entrepreneurial qualities
- Can demonstrate these qualities through concrete examples

Scholarship Inclusions:

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Inclusions:
 - 3 x 2 hour coaching sessions with Duncan Redman of Dare to Dream Business Coaching and Mentoring
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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.

3. Women who Lead in Business

This scholarship recognises women who work in a business in a leadership role. It affirms the role and value of leadership staff members to the success of a business. It will serve to further develop leadership capacities. The applicants will be nominated by their employer and will demonstrate:

- An understanding of their leadership style with a focus on strengths and areas for development
- The role that their leadership plays in the business as a whole
- The capacity to identify leadership challenges and wins

Scholarship Inclusions:

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- Mentoring package from Sally Klose Strategic Solutions valued at \$1350
- \$750 contribution to a Training Program to further encourage and support the recipients business pursuits, donated by Flinders University. The training to the value of \$750 is to be

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WiBRD Scholarship Partners

About 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, is able to provide the guidance that will yield tangible outcomes to micro businesses on the road to success.

About Sally Klose Strategic Solutions.

Sally Klose has a passion for developing people, communities, businesses and organisations. Following a winding path, she has developed a versatile skill set and lived experience, giving her the ability to understand many perspectives, provide practical and outcome-based solutions which have created positive differences. Sally experience is backed by a Bachelor of Business, Bachelor of Management, Company Directors Course Diploma and the IAP2 Certificate in Engagement. Her career commenced with fashion retailer Country Road, gaining the best business and people management and sales and customer service training and skills ever (still to this day). Locating to the small community of Lucindale, in the Limestone Coast, South Australia, she and husband Chris established a business focusing on prime lamb production. Sally has been privileged to work with many communities across the Limestone Coast developing their communities and local economies.

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 963 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

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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.

Any queries relating to the submissions are to be emailed through to the WiBRD Executive Officer, Kylie Boston at executive@wibrd.org.au or by calling 0407 231 547