

Enterprise Connect Creative Industries Innovation Centre

Client Information Guide

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Website: www.enterpriseconnect.gov.au

Enterprise Connect Hotline: 131 791

ABOUT THIS CLIENT INFORMATION GUIDE

The Enterprise Connect Creative Industries Innovation Centre (the Centre) Client Information Guide provides information on:

- the components of the Centre services
- eligibility
- how to apply, and
- the obligations of client firms.

Further information on the Creative Industries Innovation Centre (the Centre) is available on our website at www.enterpriseconnect.gov.au or by contacting the Enterprise Connect hotline on 131 791.

Disclaimer

Business Reviews are undertaken by Business Advisers employed either by the Commonwealth or a partner organisation. Using the information you have supplied, the purpose of the Business Review is to provide an assessment of your firm and identify areas of improvement which your firm may choose to address yourselves and/or with the assistance of Enterprise Connect Tailored Advisory Services.

As the Business Review relies upon information you have supplied and may include the views of other parties, neither the Commonwealth, partner organisations nor Business Advisers can warrant its accuracy, completeness, relevance for your purposes or that it is up-to-date. You should satisfy yourself that it is appropriate for your business needs before taking any action in reliance.

The Commonwealth, partner organisations and Business Advisers exclude all liability to the maximum extent permitted by law for any loss, damage, cost or expense suffered or incurred arising from the use of, or reliance upon, the Business Review or any actions taken by your firm in addressing issues or implementing recommendations identified as part of the Business Review, complementary services or otherwise provided separately by the Business Adviser.

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1. Introduction and Eligibility

1.1. Introduction

Enterprise Connect is a \$50 million a year Australian Government program that provides support to eligible Australian small and medium-sized businesses.

The Creative Industries Innovation Centre is a key element of Enterprise Connect. The services offered by the Centre include the following:

- ✚ **Business Review** - a top-to-bottom analysis of a firm, carried out on-site by skilled and experienced Business Advisers at no cost to the business
- ✚ **Tailored Advisory Service** – providing matching funding of up to \$20 000 to implement changes identified through the Business Review
- ✚ **Enterprise Learning and Mentoring** – informal peer-group learning sessions (Enterprise Learning) to assist clients to maintain and embed improvements set out in the Business Review; one-on-one mentoring (Enterprise Mentoring) delivered by skilled and experienced Mentors
- ✚ **Researchers in Business** – a matching funding initiative providing up to \$50 000 for small and medium sized firms to engage a researcher to help develop new ideas with commercial potential
- ✚ **Workshops, Industry, Intelligence and Networking (WIIN)** – events program aiming to improve awareness of relevant innovations, technologies, expertise and best practice amongst small and medium-sized firms
- ✚ **Technology and Knowledge Connect** – a no cost service connecting Enterprise Connect clients with the latest technology and technical knowledge
- ✚ **Complementary Services** – a range of business and sector level services to assist businesses with market knowledge, technical understanding or collaboration.

Further information on Business Reviews, the Tailored Advisory Service and Enterprise Learning and Mentoring can be found in Section 2 of this guide. More information on the Researchers in Business program, WIIN and Technology and Knowledge Connect can be found on the Enterprise Connect website: www.enterpriseconnect.gov.au.

Business Advisers will also provide ongoing support and advice to help firms implement the recommendations in the Business Review.

The Creative Industries Innovation Centre is located on the University of Technology Sydney (UTS) campus in Harris St. Ultimo, and is staffed by Departmental and UTS employees. Information on the roles and responsibilities of the Centre staff is provided in Section 3.

The Creative Industries Innovation Centre is a joint initiative of the Department of Innovation, Industry Science and Research and University of Technology, Sydney. UTS was selected as an industry partner because of their ability to help achieve the aims of the Centre through their extensive networks and their capacity to support the delivery of the Centre's services. UTS is responsible for delivering a range of complementary services to the creative industries sector, in addition to those available through the Enterprise Connect program. Further information on the partner organisation is provided in Section 3.

1.2. Eligibility

To be eligible for Creative Industries Innovation Centre services, firms must:

- possess an Australian Company Number (ACN)
- have revenue or expenditure of more than \$1 million and revenue or expenditure under \$100 million in the current financial year or one of the two preceding financial years
- be solvent
- have operated in Australia and filed Business Activity Statements showing ongoing trading in at least three full consecutive years
- operate within the creative industries sector
- not have received a Business Review previously
- comply with its obligations under the *Equal Opportunity for Women in the Workplace Act 1999 (EOWA)*. Companies on the current list of non-compliant organisations, available at www.eowa.gov.au, are not eligible to apply. Note: The EOWA currently applies to organisations with 100 or more employees.

Expenditure Eligibility

Definition

For the purposes of these guidelines, expenditure refers to what the firm spends on the operations of the firm (eg salaries, wages, leasing costs, plant and equipment purchases). There will be a small number of firms that may not meet the revenue threshold as they are developing intellectual property and, having raised capital, are expending it on bringing their intellectual property to market. These firms may not have sales revenues but may have a level of expenditure that meets the required limit.

Evidence required

A firm needs to provide evidence it meets expenditure thresholds by presenting one or more of the following:

- an annual tax return
- Business Activity Statements
- independently audited financial statements
- a statement from the firm's accountant (who is a member of one of the two professional associations) attesting to the expenditure, and/or
- an annual financial report made to ASIC under Section 292 of the *Corporations Act 2001*.¹

¹ This only applies to companies that ASIC define as 'large', ie a proprietary company is defined as large for a financial year if it satisfies at least two of the following statements:

- the consolidated revenue for the financial year of the company and any entities it controls is \$25 million or more
- the value of the consolidated gross assets at the end of the financial year of the company and any entities it controls is \$12.5 million or more
- the company and any entities it controls have 50 or more employees at the end of the financial year.

Large proprietary companies must prepare and lodge a financial report and a directors' report for each financial year. The accounts must be audited unless ASIC grants relief.

Final Decision on Eligibility

The Program Delegate is an employee of the Department of Innovation, Industry, Science and Research who has been empowered by the Minister or otherwise duly authorised person to administer the program. Funding decisions are made by the Program Delegate.

The Program Delegate may consider other firms and their eligibility on a case-by-case basis and has the final decision as to whether an application is approved, taking into account program funding matters.

Eligibility for Centre services is outlined in more detail in Section 2.

Groups of Firms

Centre services are also available to groups of firms.

For group applications, firms with a revenue or expenditure of at least \$500 000 in the current financial year or one of the two preceding financial years may be included. However, the minimum revenue or expenditure for the group as a whole must be at least \$2 million in the current financial year or one of the two preceding financial years.

Eligibility for each of the services is outlined in more detail in Section 2.

2. What services are offered?

2.1. Business Review Service

2.1.1. Overview

The first level of service offered through the Creative Industries Innovation Centre is a Business Review which is provided at no financial cost to the firm.

The Business Review is a comprehensive analysis of the firm, carried out on site by skilled and experienced Business Advisers. This will typically involve a total of two to three days of the firm's time. The precise timing of the engagement will be negotiated between the Business Adviser and the firm. A Business Adviser works with the client to identify and understand the firm's:

- relative strengths and weaknesses
- strategic business issues
- critical areas for business improvement
- potential pathways for growth.

The Business Adviser will undertake a holistic analysis of the firm. This will include an analysis of the market the firm operates in, plant and facilities, management practices and internal business processes. Where appropriate, Business Advisers may use tools to help identify and analyse issues within firms and/or to benchmark performance against other Australian or international firms.

The Business Review is a collaborative process, with the Business Adviser and key people in the firm working together to identify changes that may increase the firm's productivity and competitiveness. At the conclusion of the Business Review, firms will receive a Business Review Report outlining the findings and providing advice on potential paths forward.

The Tailored Advisory Service, the second level of the Centre's services, provides financial and other assistance to help firms implement changes recommended in the Business Review Report. For more information see Section 2.2.

2.1.2. Eligibility for Business Review

All applicant firms meeting the eligibility criteria set out in Section 1.2 and Section 2.1.2 will be offered a Business Review. Business Review recipients are not entitled to a second Business Review.

The recipient of a Business Review *may be offered* a Follow-up Service on the third anniversary of the delivery of their original Business Review. The Follow-up Service is available to firms that:

- satisfy the prevailing eligibility criteria existing at the time of assessment
- received a Business Review Report three years ago
- have been invited to apply by the Centre.

Who can access the Creative Industries Innovation Centre's services?

The Centre assists small and medium-sized Australian firms in the following sub-sectors: design, publishing, software development, writing, architecture, photography, visual arts, television, radio, advertising, film, performing arts, music, games and interactive content.

The Centre also provides on-line business support through the Creative Innovation website www.creativeinnovation.net.au.

Group applications

Business Review services can also be provided to groups of firms which have a common business interest. Common interests may include but are not limited to:

- firms with complementary business capabilities
- firms involved in the same supply chain
- firms working in collaborative projects.

Group applications are eligible if they involve separate firms that have some legitimate common business interest. Firms that only have common shareholders/directors or are related parties are not eligible for a group application as having common ownership and/or directors is not sufficient reason for a group approach.

For group applications, the eligibility criteria outlined in Section 1.2 apply. However, firms with a revenue or expenditure of at least \$500 000 in the current financial year or one of the two preceding financial years may be included as part of the group, on the condition that the minimum revenue or expenditure for the group as a whole is at least \$2 million in the current financial year or one of the two preceding financial years.

2.1.3. How to apply for a Business Review

A simple and short application form is located at www.enterpriseconnect.gov.au. The declaration on the form must be completed by an authorised representative of the applicant firm such as a Chief Executive Officer, Chief Financial Officer, Director, Chair of the Board, President or similar position holder.

Business Review application forms can be completed on-line at www.enterpriseconnect.gov.au and emailed to creativeindustries@innovation.gov.au. The Centre will endeavour to process the application within two working days.

In the case where the program is experiencing high demand and there is a waiting period of more than three months to undertake a Business Review, a waiting list will be established. Firms will be contacted by a Centre representative to arrange for a Business Review at the earliest possible time.

Firms accepted for a Business Review must agree to a commencement date with the Business Adviser. If the firm and its Business Adviser have not agreed on a commencement date within two months of the firm's application being accepted, the firm may need to reapply.

The Business Review must be completed within six months of work commencing otherwise the firm's application will lapse. For assistance with the application process or a group application, please call the Enterprise Connect Hotline on 131 791.

2.1.4. Firm's obligations

Firms undertaking a Business Review are expected to have management commitment to the service. This may include (controlled) access to firm information, access to key personnel, and a willingness to undertake the Tailored Advisory Service if appropriate.

All Business Reviews involve some analysis of key financial information for the current and previous years as this often provides a powerful insight into firm performance.

As this is a compulsory element of the Business Review, a firm's Business Review will only be completed and the firm will only be eligible for further services after providing their core financial information.

The mandatory core financial information a firm will need to provide to their Business Adviser in the course of the Business Review include the Profit and Loss Statement and the Balance Sheet, revenue/sales, exports, profits before tax/EBIT, employee numbers and total salaries and wages.

This will enable Business Advisers to conduct a tailored and holistic review of the firm. Business Advisers will ask for the firm's financial information for the past three years and any forecasts available.

2.1.5. Reporting

Following the completion of the Business Review, clients may be asked to participate in an ongoing review of Enterprise Connect services to assess their impact and quality. This may include participating in periodic surveys. Participation greatly assists the program, but is not compulsory.

2.2. Tailored Advisory Service

2.2.1. Overview

Tailored Advisory Services enable a firm, or group of firms, to engage one or more specialist consultants to implement changes identified in the Business Review.

Tailored Advisory Services will reimburse firms for half of the cost of engaging a consultant, up to a maximum of \$20,000 (excluding GST). Grants can span several projects and more than one consultant within the \$20,000 maximum. Grants will be paid at the completion of all projects covered by a Tailored Advisory Service application. Matching funding from the client firm must be in cash, and cannot be sourced from another government program. In-kind contributions will not be accepted as part of the firm's contribution.

Tailored Advisory Services funds are provided to help firms implement recommendations in the Business Review Report. This may include one or more of the areas listed in the table below.

Strategic Business Activities <ul style="list-style-type: none"> Formulating and implementing business goals Supply chain integration and management Clustering Corporate governance issues (ie board structures) Developing formal business plans and review business model Developing key performance indicators Franchising 	Advertising and Marketing <ul style="list-style-type: none"> Strategic marketing Communication strategies, marketing plans, distribution channel management Market research Sales team performance and management Customer relationships and retention Creating a capability to respond to tenders
Human Resources (HR) Issues <ul style="list-style-type: none"> Succession planning Cultural changes / change management Access to specialist skills Leadership training, staff turnover and skilled staff retention Staff skills audits, developing an HR Strategy or CEO and/or senior management undertaking an HR training course and development Human resources planning 	Production/Operational <ul style="list-style-type: none"> Structure and factory lay-out Advice on investment in new equipment Value stream mapping (process flow) Inventory management Process improvements (Lean auditing, reducing down time, error reduction) Technology Lean manufacturing Water and energy efficiency Waste stream management Research and Development planning
Financial Management Issues <ul style="list-style-type: none"> Planning, directing, monitoring, organising and controlling monetary resources Accounting systems (financial reporting) Forecasting and cash-flow management Liquidity and debtor/creditor management 	Internal Systems <ul style="list-style-type: none"> Administrative processes, quality assurance and compliance Occupational Health & Safety Risk management Training staff in ISO standards recognition, developing documentation and processes to meet these standards Customer support systems including systems to record and action customer feedback
Exploring New Markets <ul style="list-style-type: none"> Identification of new markets, sector analysis and market development Industry research and market appraisal (identifying contacts, language barriers etc) Competition strategy (ie price or quality basis) 	Environmental <ul style="list-style-type: none"> Improving efficiency through awareness Carbon pollution reduction Environmental waste identification and reduction Environmental auditing

Product and Service Development	
<ul style="list-style-type: none"> • Strategic Intellectual Property (IP) plans including IP protection methodology and advice and general IP advice regarding differentiation of product design • Diversification and product innovation 	

2.2.2. Eligibility for Tailored Advisory Service

In addition to meeting the basic eligibility criteria set out in Section 1.2, applicants must have completed an Enterprise Connect Business Review in the preceding six months. This six month period can be extended to twelve months where a firm can demonstrate that it commenced work implementing the recommendations in the Business Review Report within six months of the date of the Report and the recommendations are still relevant.

Firms have a maximum of 14 months from the date the Deed of Grant is executed to complete all Tailored Advisory Service projects contained in the Deed of Grant.

The core principle behind Tailored Advisory Service support is that it should build the internal capability of the firm – not just fix a problem or support activities which are a part of the ordinary operations of a business.

Tailored Advisory Service projects can only cover issues or recommendations identified in the Business Review Report. All projects must address areas of expertise that are new to the firm. If the firm cannot show that the expertise is new to the firm and/or that it will leave the firm with increased internal capabilities then the application may be rejected. The following activities which are part of the ordinary operations of the firm are not eligible for assistance:

- costs associated with applying for other government funding/assistance
- fees for services provided by related parties such as companies with common shareholdings or directorship with the customer, individuals, employees or immediate family related to the customer
- salaries for staff
- Australian, state and local government fees and charges
- in-house running expenses ie standard accounting fees, office expenses
- purchase of plant and equipment
- sales promotion and advertising
- the cost of conferences
- any work in registering domestic or international patents and fees or charges associated with registering intellectual property
- the costs of ISO certification
- general legal advice
- estate planning or legal advice associated with this
- the cost of membership to industry organisations
- recruitment activities
- the costs of export missions
- the costs of relocating machinery
- purchasing off-the-shelf software
- training or workshops in basic IT skills

- software costs associated with the administrative functions of the firm normally carried out in the normal course of business (eg finance, administration, sales, payroll, HR, stock control, project costing etc).

Groups of Firms

Groups of firms may apply for a Tailored Advisory Service grant. Applications for a group-based Tailored Advisory Service grant will be considered against the following criteria:

- group application participants should have participated in the Business Review service and
- the proposed scope of work for a group-based Tailored Advisory Service must flow from the opportunities identified in the Business Reviews undertaken for the firms in the group.

An application from a group of firms is eligible to receive up to \$20,000 (excluding GST) in matching funding for each firm in the group that meets the eligibility requirements for an individual Business Review.

Matching funding of up to \$10,000 (excluding GST) is available to firms with annual revenue or expenditure greater than \$500 000 in at least one of the two preceding financial years but less than the relevant minimum threshold for an individual Business Review.

Subsets (one or some) of the firms involved in a group application may progress from the Business Review stage to the Tailored Advisory Service. Firms that participate in the Business Review as a group do not need to participate in the Tailored Advisory Service as a group provided they still meet the relevant eligibility criteria.

2.2.3. How to apply for Tailored Advisory Service funding

Firms applying for a Tailored Advisory Service grant must have completed an Enterprise Connect Business Review.

Applicant firms should identify service providers that have appropriate expertise to implement the findings in a Business Review. Firms must seek proposals from more than one service provider. This will help determine a preferred approach and a competitive price. Proposals must be obtained prior to lodging an application. Business Advisers or Centre staff can assist firms to identify service providers in their area.

Applications must be received within six months of the date of the Business Review Report unless the firm can demonstrate that it commenced work implementing the recommendations in the Business Review Report within six months of the date of the Report. In this case applications must be received within twelve months of the date of the Report.

A Tailored Advisory Service application will be deemed incomplete and will not be assessed if it does not include:

- a separate project proposal/quote from the preferred service provider, which is acceptable to the firm, outlining:
 - the areas identified in the Business Review to be addressed
 - changes to be implemented
 - services to be provided, including a break-up of key activities to be undertaken
 - delivery time frames
 - costs, and payment schedule (including hourly or daily rates)
 - the estimated number of consulting hours or days for each of the key activities
 - the expected benefits of the project and how they will be measured
 - the key personnel who will undertake the project work.

and

- a second quote from another service provider (unless an exception to this has been recommended by the Centre Director and approved by the Program Delegate).

The firm must:

- declare any previous work it has commissioned from the proposed consultant
- show that the service provider is bringing new areas of expertise to the firm
- show that the work involved is not part of the ordinary operations of the firm.

The Tailored Advisory Service application form is available online at www.enterpriseconnect.gov.au. The completed application form must include two preferred service provider proposals and the Business Review Report (if the Business Review was not provided through the Creative Industries Innovation Centre) and should be emailed to enterpriseconnect@innovation.gov.au.

2.2.4. Assessment and Decision

Applicants can expect to receive a decision within two weeks of submission of a complete application.

The application may be rejected or additional information requested from the applicant if:

- only one service provider proposal is submitted
- the focus/approach in the proposal is not consistent with the issues identified in the Business Review
- there are concerns about the quality of the proposed consultant or project
- a conflict of interest exists
- the activities are ineligible
- the proposal does not represent value for money.

If the eligibility criteria are met, the firm will be offered a Tailored Advisory Service grant, provided that program funds are available.

Any questions regarding the status of an application can be directed to the Enterprise Connect Hotline on 131 791, a Business Adviser or emailed to enterpriseconnect@innovation.gov.au.

2.2.5. Deed of Grant

Successful applicants will be required to sign a Deed of Grant. The Deed of Grant is a legal contract between the grantee and the Commonwealth which sets out the responsibilities of both parties. A sample Deed of Grant can be downloaded at www.enterpriseconnect.gov.au.

2.2.6. Undertaking the Tailored Advisory Service

Tailored Advisory Service project activities must not be commenced prior to being approved by the Commonwealth, as the Commonwealth is unable to retrospectively approve grant funding. Firms that start their project/s without receiving an executed Deed of Grant from the Commonwealth do so entirely at their own risk. Firms cannot claim grant payment without having an executed Deed of Grant in place and their project/s completed.

Once the firm has received a copy of the executed Deed of Grant, the firm must agree on a commencement date with its Tailored Advisory Service provider/s. The commencement date will occur when the first meeting between the firm and the consultant takes place.

The project must commence within two months of receiving the executed Deed of Grant. If the firm and consultant have not agreed on a commencement date within two months of the firm's application being approved, the firm may need to reapply.

Firms have a maximum of 14 months from the date the Deed of Grant is executed to complete all Tailored Advisory Service projects contained in the Deed of Grant.

2.2.7. Reporting

Clients are asked to report on their satisfaction with the outcomes of their Tailored Advisory Service project/s and their service provider after the completion of each project as set out in the Deed of Grant.

This feedback from our clients will assist in the management and evaluation of Enterprise Connect services and is highly valued. The information collected in the reports will be treated as commercial-in-confidence. Report templates will be provided 12 and 24 months after the completion of each project and can also be downloaded at www.enterpriseconnect.gov.au

2.3. Critical Dates

Applicants should be aware of the following critical dates in the application process.

- Firms accepted for a Business Review must agree to a commencement date with a Business Adviser within two months of the firm's application being approved. If this does not occur, the approval will lapse and the firm may need to reapply.
- The Business Review must be completed within six months of work commencing.
- Tailored Advisory Service applicants must have completed an Enterprise Connect Business Review in the preceding six months before applying. This may be extended to twelve months where, within six months, work commenced implementing the recommendations of the Business Review.
- Tailored Advisory Service project activities must not be commenced prior to being approved by the Commonwealth, as the Commonwealth is unable to retrospectively approve grant funding.
- Firms must agree on a commencement date with their service provider/s within two months of the execution date of the Tailored Advisory Service Deed of Grant.
- Firms have a maximum of 14 months from the date the Deed of Grant is executed to complete all Tailored Advisory Service projects contained in the Deed of Grant.

2.4. Enterprise Learning and Mentoring

2.4.1. Overview of Enterprise Learning and Mentoring

Enterprise Learning and Mentoring is a value-add service which follows on from the Business Review. The objectives of Enterprise Learning and Mentoring are to:

- help embed a culture of change within the business
- guide businesses through implementing the internal recommendations in their Business Review
- support management through the continuous improvement process.

Note: Enterprise Learning and Mentoring is currently a pilot initiative and may not be widely offered within the program.

2.4.2. Enterprise Learning

Enterprise Learning workshops involve informal peer-group learning sessions delivered by skilled and experienced Facilitators. The workshops assist firms to take the next steps to implement the recommendations in their Business Review. Firms will learn from the experience of an exemplar business and from subject experts.

The exemplar firm is one that has successfully implemented Business Review recommendations and is willing to share this knowledge and the benefits of the change process with other firms.

Enterprise Learning workshops will involve approximately six to ten firms who have completed a Business Review. The workshops will generally run for half a day and will focus on a particular improvement issue.

Areas of improvement may include:

- Strategic business activities
- Leadership and organisational culture
- Product and service development
- Production/operational improvement
- Advertising and marketing
- Environmental management
- Exploring new markets
- Financial management
- Human resource management
- Internal systems improvement

An example of an Enterprise Learning workshop may include the following:

Timing	Session	Person Responsible
~ 2 hours	Welcome and introduction to session and Host Firm	Facilitator
	Attendee introductions	Facilitator
	Presentation – Host Firm’s story with emphasis on the improvements related to the specific topic for the session (eg human resources, Lean)	CEO/equivalent Host Firm
	Site tour	CEO/equivalent Host Firm
	Q&A – Meal/refreshment break	Facilitator and CEO
~ 2 hours	Introduction to Subject Specialist	Facilitator
	Presentation of practical tools and techniques that attendees can use to implement within their own workplaces	Subject Specialist
	Q&A, evaluation, wrap up	Facilitator

2.4.3. Eligibility for Enterprise Learning

To be eligible for Enterprise Learning, businesses must have:

- completed an Enterprise Connect Business Review
- Enterprise Learning identified as a ‘For Action by the Firm’ recommendation in their Business Review
- applied for the program within twelve months of completing an Enterprise Connect Business Review
- Be invited to attend by an Enterprise Connect Centre.

Enterprise Learning workshops are run on a demand basis and are provided at no cost to the business.

2.4.4. How to access Enterprise Learning

Enterprise Learning workshops are by invitation only and specific to Enterprise Connect clients. There is no formal application process for Enterprise Learning. Enterprise Learning workshops are scheduled by Enterprise Connect Centres. The steps to access Enterprise Learning are as follows:

1. A Firm interested in Enterprise Learning should discuss this option with its Business Adviser.
2. The Business Adviser identifies Enterprise Learning as an internal recommendation in the Business Review.
3. The Centre invites the firm to participate in a workshop that relates to priority recommendations in its Business Review.

2.4.5. Enterprise Mentoring

Enterprise Mentoring involves one-on-one mentoring by an independent and skilled Mentor. The Mentor will guide the business to implement the internal recommendations in its Business Review.

Once a month for six months, the Mentor will meet with the firm at its location for 1.5 hours to discuss and act on key impediments to implementation. A Mentor will:

- set the agenda for what the client wants to achieve in consultation with the client and in alignment with internal Enterprise Connect recommendations;
- provide guidance and assist the firm to implement the key internal recommendations from its Business Review.

Within the Mentor/firm relationship, the firm will commit to a simple action plan and advice against defined outcomes. Importantly, the Enterprise Mentoring program is designed to suit the varying requirements of businesses.

Some Mentors may be asked to mentor the Managing Director/CEO, whereas others may be asked to mentor a small team of senior-level managers (influential decision makers). The emphasis is on acting on the Business Review to enable change and continuous improvement.

2.4.6. Eligibility for Enterprise Mentoring

To be eligible for Enterprise Mentoring, businesses must have:

- completed an Enterprise Connect Business Review
- Enterprise Mentoring identified as a 'For Action by the Firm' recommendation in their Business Review
- undertaken an Enterprise Learning workshop or lodged an application for/been approved for a Tailored Advisory Service grant
- applied for the program within twelve months of completing an Enterprise Connect Business Review
- sufficient Tailored Advisory Service grant funding remaining to cover the cost of a Mentor.

Eligible businesses will have costs covered within the maximum Tailored Advisory Service grant funding eligibility of \$20 000. Costs are dependent upon the choice of mentor. There is no matching funding requirement for Enterprise Mentoring costs.

Businesses undertaking Enterprise Mentoring will need to have management commitment to the service. This includes giving the mentor access to the Business Review and access to key personnel. This is a compulsory element of the Mentoring program.

Notes:

1. Businesses cannot spend more than 40 per cent (\$8 000) of their Tailored Advisory Service grant on Enterprise Mentoring unless prior written approval has been granted by the Enterprise Connect Program Delegate (Program Delegate).
2. Where organisations fail to demonstrate a commitment for change, the Program Delegate has the discretion to refuse applications or cease delivery of Enterprise Mentoring. This decision will be made in consultation with the Business Adviser.

2.4.7. How to access Enterprise Mentoring

To access Enterprise Mentoring the next steps for the firm is to:

1. have Enterprise Mentoring identified as a 'For Action by the Firm' recommendation in the Business Review or an email from your Business Adviser supporting your application
2. request the Mentor profile list from their Business Adviser
3. meet with approximately two to three short-listed Mentors (and Business Adviser if available). Selection is based on identifying the firm's continuous improvement needs and the Mentor's expertise
4. apply for a Tailored Advisory Service grant or engage in an Enterprise Learning workshop
5. download the application form from www.enterpriseconnect.gov.au, complete and email it to elm@innovation.gov.au with a request to engage in Enterprise Mentoring.

The application form will be used to determine eligibility for the Enterprise Mentoring program.

2.4.8. Enterprise Mentoring – Disaster Assist

Enterprise Mentoring - Disaster Assist is specifically tailored to businesses that have been impacted by a natural disaster and have completed an Enterprise Connect Business Review. The focus of the mentor will be to support the rebuilding and recovery of your business.

To be eligible for Enterprise Mentoring – Disaster Assist, businesses must have:

- completed an Enterprise Connect Business Review
- their place of business located within an identified Disaster Assist Local Government Area (refer to <http://www.disasterassist.gov.au> for eligible local government areas)

To assist businesses in their disaster recovery efforts, eligible Enterprise Connect firms will have mentoring costs fully subsidised, i.e. there will be no deduction from the firm's Tailored Advisory Services grant allocation.

2.4.9. How to access Enterprise Mentoring – Disaster Assist

To access Enterprise Mentoring - Disaster Assist, the next steps are to:

1. have Enterprise Mentoring identified as a 'For Action by the Firm' recommendation in the Business Review or an email from your Business Adviser supporting your application
2. request the Mentor profile list from their Business Adviser
3. meet with approximately two to three short-listed Mentors (and Business Adviser if available). Selection is based on identifying the firm's continuous improvement needs and the Mentor's expertise
4. download the application form from www.enterpriseconnect.gov.au, complete and email it to elm@innovation.gov.au with a request to engage in Enterprise Mentoring.

The application form will be used to determine eligibility for the Enterprise Mentoring – Disaster Assist program.

2.4.10. Role of the Mentor

A Mentor's primary objective is to guide the firm through the implementation of the recommendations in the Business Review Report.

The Mentor will share experiences and knowledge, provide an unbiased perspective and act as a sounding board for the client firm. The Mentor will introduce the client to principles and resources that can be used to assist in implementing the key recommendations and the development of key business skills. The Mentor will assist in a non-directive manner, acting as a facilitator rather than as teacher or trainer. The Mentor will:

- in consultation with the client firm, set the agenda for where the client wants to be in six months
- instil confidence in the firm to build on achievements and strive for greater things
- seek to encourage and embed a culture of change and continuous improvement within the firm
- encourage self-reliance.

At the firm's request, the mentor will sign a confidentiality agreement with the firm that covers issues of conflict of interest.

The Mentor will not:

- actively participate in solving client problems
- direct, or instruct, the client in *specific* actions to be taken
- undertake tasks that would normally be considered part of a Tailored Advisory Service consultant's role.

In instances where the firm is seeking advice on potential Tailored Advisory Service consultants, the Mentor *must* refer this query on to the relevant Business Adviser. The Business Adviser can provide the firm with contact details of potential Tailored Advisory Service consultants.

Mentors can also be Tailored Advisory Service consultants. However, they (including their organisations) cannot provide Tailored Advisory Service to clients they have serviced through the Enterprise Mentoring program unless prior written approval has been received from the Enterprise Learning and Mentoring Program Manager (approval is only likely to be granted in exceptional circumstances eg remote locations).

On the completion of the mentoring service, a firm is able to engage the same mentor and/or organisation for further consultancy work providing that the expense wholly resides with the firm.

A firm can utilise a mentor (from the Enterprise Learning and Mentoring panel) with whom it has had a previous business relationship provided that in the process of lodging an application for Enterprise Mentoring, this relationship is declared in writing to the Enterprise Learning and Mentoring Program Manager (email: elm@innovation.gov.au).

2.4.11. Approval of Enterprise Mentoring Applications

Authority to recommend an applicant for Enterprise Mentoring resides with the Enterprise Learning and Mentoring Program Manager. Authority to award final approval of an application for Enterprise Mentoring is delegated to an officer (the Program Delegate) in the Department by the Minister for Innovation, Industry, Science and Research. The Program Delegate will have the final decision in determining the eligibility, scope, terms and conditions of the Enterprise Mentoring program.

Importantly, the provision of Enterprise Mentoring funding is subject to available program funds and Commonwealth policy. The Program Delegate will not approve an application for Enterprise Mentoring if the application cannot be accommodated following an assessment of:

- the Enterprise Mentoring funding sought under an application
- commitments of program funds in the current financial year
- commitments in future years
- program funds currently available.

In addition, the Program Delegate may make policies of general application, and other guidelines and decisions in relation to the administration of Enterprise Connect, which may affect the awarding of Enterprise Mentoring funding. A decision on the success of an application will ordinarily be provided within two weeks of:

- (i) the date of receipt of a completed application or
- (ii) the date of receipt of any additional information requested by the Department, whichever is the later.

A successful applicant for Enterprise Mentoring must agree to a commencement date with the Mentor within 14 days of notification of the application being approved by the Program Delegate.

Any questions regarding the status of an application can be directed to the Enterprise Connect Hotline on 131 791 or emailed to: enterpriseconnect@innovation.gov.au. Unsuccessful applicants may contact the Department (using contact details in Section 5) to discuss the reasons why they were not eligible for Enterprise Mentoring funding.

2.4.12. Enterprise Mentoring Reporting

Mentors will be required to submit to Enterprise Connect a report on each firm they mentor. The report will record progress against the predefined objectives that have been agreed between the Mentor and firm. A copy of this report will be made available to the firm.

Note: in circumstances where the firm is failing to derive any value or, for various operational reasons, is unable to act on the mentoring, the Program Delegate has the discretion to terminate the mentoring relationship. This decision will be taken in consultation with both the Mentor and the firm.

3. Delivery of Creative Industries Innovation Centre Services

3.1. Creative Industries Innovation Centre Office

The Creative Industries Innovation Centre Office will often be the first point of contact for firms seeking advice on the Centre's services.

The Centre staff members provide firms with advice and access to Creative Industries Innovation Centre services and perform a number of duties including:

- ensuring all enquiries on services and applications for Centre services have a response within one working day
- matching firms with appropriate Business Advisers
- working with partner organisations to advertise and hold events for firms.

Please feel free to contact the Centre with any enquiries or issues. Creative Industries Innovation Centre contacts are available in Appendix 1.

3.2. Business Advisers

3.2.1. Role of Business Advisers

Business Advisers play a central role in the delivery of the program. Their functions include:

- identifying eligible firms that would potentially benefit from the Business Review service
- providing Business Reviews to client firms
- working with the client to interpret the findings of the Business Review, including the final report
- assisting firms to locate and engage providers of Tailored Advisory Services on behalf of the client firms
- helping firms with advice as they embark on implementation, including through the Tailored Advisory Service
- providing client engagement services after completion of the Business Review
- promoting Enterprise Connect services to potential firms.

The contact list of Business Advisers is available at www.enterpriseconnect.gov.au.

3.2.2. Client Engagement Service

Firms that undertake internal improvement activities arising from the Business Review or through a Tailored Advisory Service grant are eligible to call on their Business Adviser for additional advice for twelve months after the Business Review is completed. This service is optional for firms and will be agreed to by both the Business Adviser and the firm.

For clients who desire this level of service, Business Advisers will:

- provide client firms with advice for up to two days per year and includes maintaining regular telephone and email contact. This includes contacting firms around six months after the original Business Review and visiting the firm around 12 months after the Business Review to assist with implementing the recommendations
- assist firms to continue improving and ensure that all possible linkages between the firm and suppliers of innovation services (eg CSIRO, universities, Austrade, state governments) are fully explored

- assist firms to focus on the Business Review implementation plan providing motivation and guidance where required
- identify and assist clients who may benefit from other services within Enterprise Connect (eg Researchers in Business, collaborative activities)
- identify and assist clients to access other government and non-government sources of advice, support and assistance
- ensure the recommendations in the Business Review remain valid
- provide clients with this service at no financial cost.

3.3. Complementary Business Services

The University of Technology, Sydney (UTS) hosts the Creative Industries Innovation Centre and provides a suite of complementary business services that suit creative practitioners and different sized and types of creative businesses.

The UTS objectives are to:

1. **Aspire:** Provide public access to the Centre's business resources and networks
2. **Apply:** Provide targeted services to creative companies with demonstrated talent and viability
3. **Accelerate:** Provide one-on-one tailored assistance to selected firms.

These objectives are delivered through:

- The monthly 'Biztro' service - This is a 1 hour business consultation with a Centre Business Adviser targeting micro-businesses and sole traders nationally. To book a session please visit: <http://www.creativeinnovation.net.au/business/ciic-biztro.html>
- Events & workshops
- Referrals to professional services
- Innovation projects
- A targeted creative business portal www.creativeinnovation.net.au

4. Confidentiality

The Department will use the information provided by firms to enable provision of Enterprise Connect services to clients, and for the administration and further development of Enterprise Connect.

Information provided by a client may be disclosed within Enterprise Connect between the Department and its Business Advisers, Enterprise Connect partner organisations and CSIRO Engagement Managers for the purposes of providing Enterprise Connect services. It may also be disclosed as permitted or required by law, or in response to questions posed by the Minister, Parliament or its committees.

A firm may request the Business Adviser to provide a statement of confidentiality to each firm they work with. The Business Review Report will not be provided to anyone outside Enterprise Connect, its partner organisations or CSIRO Engagement Managers, without the client's written consent, unless permitted or required by law.

The Enterprise Connect partner organisations and CSIRO Engagement Managers are bound by strict confidentiality agreements which prevent them from disclosing client information without prior written approval of the Commonwealth and the consent of clients.

There will be regular public announcements of successful Tailored Advisory Service and Enterprise Learning and Mentoring applicants. The public announcement will include broad details of an application, for example, the identity of the successful applicant, the value of the assistance and/or grant and a brief description of the purpose of the assistance and/or grant. Firms concerned about confidentiality should discuss their concern with their nearest Enterprise Connect Centre.

The use and disclosure by the Australian Government of information provided by the client for Enterprise Connect is regulated by the relevant provisions and penalties of the *Public Service Act 1999*, the *Public Service Regulations*, the *Privacy Act 1988*, the *Crimes Act 1914* and the general law.

Restrictions on the disclosure of information gathered by Enterprise Connect and its Business Advisers, or provided by the client during the course of a Business Review do not apply to any information:

- (a) which is now in or later comes into the public domain or which is obtainable with no more than reasonable diligence from sources other than the parties
- (b) which is required or authorised by law to be disclosed to any person who is authorised by law to receive the information
- (c) required to be submitted to a court, arbitrator, mediator or administrative tribunal in the course of proceedings before them to which the disclosing party is a party
- (d) which is shared by the Department within its organisation, where relevant to the legitimate interests of the Commonwealth
- (e) which is disclosed to or by the responsible Minister in response to a request by a House or Committee of the Parliament of the Commonwealth of Australia, or the Australian National Audit Office (ANAO) or
- (f) which is required to be published in accordance with Commonwealth government and procurement requirements.

5. Feedback on Creative Industries Innovation Centre Services

Firms are encouraged to provide feedback on services provided by the Centre. This will assist the Department of Innovation, Industry, Science and Research to better target the services offered to firms.

If you want to provide feedback or have a complaint contact:

- the Centre in the first instance (see Appendix 1) or
- the General Manager if you are not satisfied with the complaint resolution procedure:

General Manager
Enterprise Connect Branch
Department of Innovation Industry Science and Research
GPO Box 9839
CANBERRA ACT 2601

APPENDIX 1 - Creative Industries Innovation Centre contacts

Centre Director: Lisa Colley
Phone: (02) 8217 5001
Email: creativeindustriescentre@innovation.gov.au
Web: www.enterpriseconnect.gov.au
Web: www.creativeinnovation.net.au
Hotline: 131 791