



# STARTING A BUSINESS:

## How to find support for your business

### **While there are many benefits to having your own business**

– such as freedom and flexibility – there are also many risks. That's why it's common for things to go wrong for both Indigenous and non-Indigenous businesspeople.

Thankfully, there's support available if and when you hit a hurdle in business.



### **Key things to remember**

- While not all business plans succeed, there are resources to help guide you through challenges and changes.
- You are not alone: Business mentors, support groups and professional services are available when help is needed.
- Setbacks are a natural part of the business journey and seeking help is a sign of strength and determination.

### **Common problems in the early years of business**

- 1. Cashflow problems** – When more money is leaving the business than the money coming in, it can cause significant stress. This can sometimes be a particular problem for businesses with higher ongoing costs – such as rent or wage costs – and less regular or reliable incoming money. For example, if you're in sales, you cannot dictate how much you will sell, but your regular costs will still be there each month.
- 2. Challenges finding customers or clients** – When you're new to the small business world, you have to start from scratch when it comes to finding new customers. It can be challenging to build your brand and make yourself known in the market, especially when you're competing with more established names.





3. **Work/life balance** – It's easy to focus solely on building the business and not leave enough time for other things in life, like family, friends and leisure.
4. **Isolation** – If you're used to working in a larger company, it can sometimes feel lonely working in a small business. That's why networking and mentoring groups are so important (see below).
5. **Difficulty recruiting staff** – Smaller businesses or start-ups tend to be unknown, so it can sometimes be challenging to bring in new employees.



# PLACES TO FIND SUPPORT



- **Mentorship**  
<https://www.business.qld.gov.au/running-business/growing-business/business-mentoring/mentoring-growth/about>
- **Free advice workshops for small businesses**  
<https://business.gov.au/expertise-and-advice/digital-solutions-australian-small-business-advisory-services>
- **Support for Queensland-based businesses**  
<https://www.dsdsatsip.qld.gov.au/our-work/aboriginal-torres-strait-islander-partnerships/business-economic-development/enterprise-development>
- **Reach Out: Support for tax and super**  
<https://www.ato.gov.au/general/aboriginal-and-torres-strait-islander-people/reach-out---indigenous-business-support-project-pilot/>
- **IBA business support**  
<https://iba.gov.au/business/business-support/>
- **Tax support**  
<https://www.ato.gov.au/General/Aboriginal-and-Torres-Strait-Islander-people/>
- **Business toolkit for Indigenous women**  
<https://www.dss.gov.au/our-responsibilities/women/programs-services/economic-security/business-toolkit-for-indigenous-women>

