



Cardinia Shire Council

Cardinia Business Coaches

Business mentoring

expressions of interest

About



Background

Boasting a vibrant and resilient small/micro business community with more than 11,000 businesses, Cardinia Shire Council is invested in ensuring small-to-medium enterprises (SME's) are supported and prioritised.

Our strategically developed support program creates opportunities for businesses to access funding, advice, regulatory assistance, training and tools including our exciting Cardinia Business Coaches Program.

The Cardinia Business Coaches Program aims to provide business operators with free one-on-one personalised, independent and confidential advice from a panel of industry experts.

If joining a panel of industry experts to support Cardinia Shire businesses along their growth journey sounds like a rewarding venture for you, then register your interest today.

Council Plan initiatives

The Cardinia Business Coaches program aligns with the following Council Plan Initiatives, ensuring its mission resonates with the overarching goals of the community.

By strategically integrating with these initiatives, the program aims to maximize its impact and effectiveness in supporting the growth and success of businesses in Cardinia Shire.

- Develop and deliver initiatives within the Economic Development Strategy, including the visitor economy and tourism.
- Advocate for the growth of local education opportunities that improve skills and employment pathways
- Facilitate investment in our townships to support businesses and vibrant communities

Program objectives



Enhance business skills

Provide targeted mentoring to Cardinia Shire businesses, aiming to enhance their skills and knowledge across various aspects of business operations, including marketing, finance, and management.



Foster growth and innovation

Facilitate a culture of growth and innovation among Cardinia Shire businesses by offering guidance and support to develop innovative strategies, explore new market opportunities, and implement sustainable growth plans.



Build networks and collaborations

Foster networking opportunities and facilitate collaborations among Cardinia Shire businesses, mentors, and other stakeholders, enabling them to leverage each other's expertise, resources, and experiences for mutual benefit.



Drive economic development

Contribute to the economic development of Cardinia Shire by supporting businesses in achieving sustainable growth, creating job opportunities, and contributing to the overall prosperity and vibrancy of the local economy.

Purpose and function

The Cardinia Business Coaches Program aims to aid Cardinia Shire Council in advising and supporting small business owners within the region in various business-related aspects.

This will be achieved through:

- Conducting personalised one-on-one coaching sessions tailored to the specific needs of each business.
- Offering feedback to the Council on mentoring sessions held with participating businesses.
- Collaborating with the Council to identify opportunities to enhance the customer experience.
- Providing recommendations to the Council for improvements to optimise the effectiveness and impact of the mentoring program.



Program requirements



Submission of CV

Prospective Cardinia Business Coaches must provide a current Curriculum Vitae. Details on how to apply can be found on page 6 of this document.



Interview

Shortlisted prospective Cardinia Business Coaches will be invited to attend a 20-minute interview session.

Successful Coaches will need to undergo the following



Working with Children Check

Cardinia Business Coaches must possess a valid Working with Children Check and submit a copy of their card to Cardinia Shire Council.



Police Check

Cardinia Business Coaches are to undergo a police check (Voluntary Category), with Cardinia Shire Council offering subsidization.



Membership



Coaches will be paid a semi-voluntary (nominal fee) of \$35 per coaching session. Each session offered is one hour duration.

If the Cardinia Business Coach (CBC) is registered for GST, this will be paid in addition to the figure outlined above.

The CBC will be made up of selected professionals/experts in some, or all, of the fields listed below:

Professional services:

- Management professionals
- Design professionals
- Business and strategic planning professionals
- Marketing/Social Media professionals & Influencers
- Finance professionals
- Legal professionals
- HR professionals
- Import/Export professionals
- Tendering professionals

Hospitality and tourism

- Hospitality professionals
- Tourism professional

Industry and infrastructure:

- Real Estate Development and
- Property Management
- Construction and Engineering
- Manufacturing
- Information Technology (IT) Services
- Renewable Energy and Environmental Services
- Transportation and Logistics

Agriculture and agribusiness:

- Agriculture
- Agribusiness

Sales and distribution:

- Sales professionals
- E-commerce and Online Marketplace
- Nonprofit and Social Enterprises.

Terms of appointment and next steps

Terms of appointment

Cardinia Shire Council will approach and appoint Cardinia Business Coaches through an EOI process.

- The members' terms will begin in 2024 and will be for a period of 12 month and subject to ongoing reviews.
- Cardinia Shire Council retains the authority to appoint and remove Cardinia Business Coaches at any time.
- Cardina Business Coach membership involves a semi-voluntary arrangement, with members receiving a predetermined nominal fee.

How to apply

Expressions of Interest for the Cardinia Business Coaches program close 5pm Friday 31 May 2024.

Visit Council's website at www.cardinia.vic.gov.au/cardiniabusiness to complete the expression of interest form or scan the QR code below.

For more information please call **1300 787 624** or email business@cardinia.vic.gov.au



Cardinia Shire Council

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Web: www.cardinia.vic.gov.au

TTY users: 1300 677
(ask for 1300 787 624)

Speak and Listen users:
1300 555 727
(ask for 1300 787 624)



Translating and Interpreting
Service (TIS)

131 450 (ask for 1300 787 624)

