

DE-02 BUSINESS DEVELOPMENT SUPPORT GRANTS SCHEME 2022/23 APPLICATION FORM



Please read the DE-02 Business Development Support Grant Scheme Policy & Guideline documents before completing this application. It is recommended that you contact the City Growth Team on 9186 8555 to discuss your initiative prior to its submission. Guidelines can be downloaded from the Council's website at <https://karratha.wa.gov.au/small-and-medium-business-support>.

SECTION 1 - APPLICANT DETAILS

Business Name: Indigenous Emerging Business Forum Aboriginal Corporation

Type of Organisation e.g. NFP, Charity, Commercial: Charity

Title of Initiative/Project: IEBF 2023 - Karatha

Contact Person for Project: John O'Driscoll

Position Held: CEO

Postal Address: 108 Barrack Street Perth WA 6000

Office Hours Telephone: 0862459808

Mobile: 0488999851

Email Address: ceo@iebf.org.au

Website Address: www.iebf.org.au

Australian Business Number:

54626726546

Total Project Budget:

\$151,462.54 ex gst

Amount requested (Up to 50% of total project budget not exceeding \$30,000): \$30,000

Economic Development Officer (if discussed prior to lodgement): Carla Stafford

SECTION 2 - ABOUT YOUR ORGANISATION

Please describe the business support operations of your business i.e. What services you provide to support business in the region?

Indigenous Emerging Business Forum, Aboriginal Corporation ICN 9523 is a Not for Profit focused on employment and business development opportunities for First Nations peoples. One of the key objectives is to encourage and assist business development and bridge the digital divide allowing for greater access to information and technology for community & economic development.

Our Vision is to grow economic and social wellbeing objectives by creating a forum with cutting-edge technology. The Forum will assist in business development, corporate networking, business advice and network introductions to encourage growth in Indigenous owned and operated businesses. The Forum is designed to help and support Indigenous businesses to grow networks and advance opportunities. IEBF currently manages the Aboriginal Business Directory of WA (DOF prescribed) and authenticated the Aboriginal business in WA. We offer free support and networking opportunities for WA Aboriginal businesses. We link industry to Aboriginal business. No aboriginal business pays for our services. Our ultimate goal is to create Employment for Aboriginal People and close the Gap by creating wealth for First nations people.

SECTION 3 - PROJECT/ACTIVITY/DETAILS

3.1 Please describe the business support activity/project that you are planning to undertake and outline your objectives.

We are planning to showcase Pilbara Aboriginal owned businesses to Prime and Tier one businesses who are looking to engage with Aboriginal businesses. By using our extensive networks and the Aboriginal Business Directory Of WA (ABDWA) we invite and encourage business introductions with Verified WA Aboriginal Business. IEBF breakdown cultural barriers and create a Culturally safe space for Aboriginal businesses and Non Aboriginal businesses to come

together and meet one another. This model worked extremely well for past 4 years in Perth and we have grown the event into the premier Aboriginal Business event in the country – attracting 1300 people last year and over 120 Emerging businesses. We passed 5 million circa of new business. In 2022 we hosted the first IEBF Pilbara which was hosted in REAP. We managed to bring the whole Aboriginal language groups and communities together by gaining Elder endorsement. We have strong support from Roy Hill, Rio Tinto, Woodside, FMG, Atlas Iron, ISS, Chevron, South32 and Naidoc to name a few. We had 240 people attend the inaugural event last year and only received positive comments for the event. This year we aim to showcase Aboriginal businesses from the Pilbara region by hosting a trade show to encourage more business in the region.

Indigenous Emerging Business Forum Aboriginal Corporation (IEBFAC) has had a successful year in 2022, continuing to promote the growth and development of Indigenous businesses across Australia. Our outreach programs and initiatives provided support to over 100 Indigenous start-ups and small businesses, promoting their success through training, mentoring, and connecting them with key stakeholders in the industry. Collaborations with corporate partners provided opportunities for Indigenous businesses to showcase their products and services at our major events and expos, ultimately increasing their visibility and profitability. Our organisation also played a crucial role in advocating for Indigenous entrepreneurs and addressing the unique challenges they face in the business sector. Through our partnerships with government agencies and industry organisations, we worked to increase access to funding and resources, as well as shape policies that promote the success of Indigenous businesses. IEBFAC has truly made a significant contribution to fostering economic prosperity for Indigenous communities and will continue to do so in the future. We look forward to continuing our work into 2023 and fostering ongoing collaborations that will promote sustainable growth and positive outcomes for Indigenous people across Australia.

3.2 Please provide a clear plan for delivery of your project including key dates/timelines. If you have a project timeline, calendar or GANTT Chart to attach please do so.

Secure Venue & Date	ASAP	Completed
Secure Guest Speakers	June 23	Completed
Secure Entertainment	May 23	Completed
Secure Caterer	July 23	Partial Completed
Secure AV/Lighting	July 23	Completed
Secure Trade booths	July 23	Partially Completed
Organize logistics	Ongoing	
Secure Key Sponsors	Ongoing	Partially Completed
Secure Accommodation	July 23	In progress
Finalize Run sheet	August 23	Partially Completed
Produce theme	August 23	Partially Completed
Advertise ticket sales	September 23	
Donate tickets	August 23	
Donate Trade booths	August 23	
Rehearsal Run through	September 23	

3.3 Please demonstrate the need and demand for the activity/project

Last year at Reap we sold out this event in one week at capacity of 220 people. We had a waitlist of more than 200 extra attendees wanting to attend. Below is some feedback from the event

From: Brigitte McDowell <bridgettem@cheedithaenergy.com.au>
Sent: Thursday, 8 December 2022 11:27 AM
To: Joe Bassford <joe.bassford@royhill.com.au>
Subject: RE: IEBF - Pilbara

Hi Joe Thanks again to IEBF and Roy Hill for bringing the forum to Karratha! It is great for us to have an opportunity to engage with businesses beyond West Pilbara. I really enjoyed hearing the journeys that each of the speakers had been on

Hi Joe

Thanks again to IEBF and Roy Hill for bringing the forum to Karratha!
It is great for us to have an opportunity to engage with businesses beyond West Pilbara.

I really enjoyed hearing the journeys that each of the speakers had been on through their career. I think shared experience is important and 'hope' is powerful.

My experience in community is that the women are pivotal to their success but tend to take a backseat – would love to see even more female representation next year.

As we move into the 5th industrial revolution and the energy transition, I think there is massive opportunity to change how western business engages with Aboriginal businesses and re-establish what value we put on Country, culture, and ancient knowledge. It would be great to hear how it is being done well and how we can shift the wadjela mindset.

That's my pie in the sky thinking for you!

From: Tamara Bin Amat <tamara@impactdigi.com.au>
Sent: Thursday, 8 December 2022 11:04 AM
To: Joe Bassford <joe.bassford@royhill.com.au>
Subject: Re: IEBF - Pilbara

It was great! I think everything was great, really engaging and a good set up. The networking was good. I had a call this morning from Main Roads who I met there and will be putting together a quote for them! The only feedback I can offer is

Hi Joe,

Thank you for the invite, It was great!

I think everything was great, really engaging and a good set up.

The networking was good. I had a call this morning from Main Roads who I met there and will be putting together a quote for them!

The only feedback I can offer is to suggest more local engagement in the organising and presentation of the event.

Thanks for such a deadly day!

Kind regards,

Tamara Bin Amat

08 6102 5552 / 0455 835 424

PO Box 763, Karratha, Western Australia 6714

impactdigi.com.au [impactmediakarratha.com.au]

From: Geraldine Reilly <geraldine@grgconsulting.com.au>

Sent: Wednesday, December 7, 2022 9:51 am

To: Joe Bassford <joe.bassford@royhill.com.au>; John O'Driscoll <ceo@iebf.org.au>

Subject: Re: IEBF Panel Discussion

Hi Joe and John,

I wanted to thank-you for supporting Margie Stewart to deliver her Swagging On Country presentation, and for your assistance with our Elders.

It's appreciated, and congratulations to you and IEBF on achieving the first EIBF in the Pilbara.

All the best

Geraldine

From: Denise Dann <denise.dann@mgmalliance.com.au>

Sent: Friday, 9 December 2022 10:03 AM

To: Joe Bassford <joe.bassford@royhill.com.au>

Subject: RE: IEBF - Pilbara

Joe Morning and how are you ? recovered from your busy trip I hope. Joe I found that it was a fantastic first event, I would like to extend my appreciation by even assisting with the next event if you have any suggestions on how this can happen

Joe

Morning and how are you ? recovered from your busy trip I hope. Joe I found that it was a fantastic first event, I would like to extend my appreciation by even assisting with the next event if you have any suggestions on how this can happen that would be greatly appreciated. I have registered with IEBF as would also like to work closely with them regarding the positive work that they do.

It was a great showcase of some of the fantastic Business' that we have in the area. Next year where I feel I can help is by ensuring that we have more of our local indigenous business' at the table as there was a lot of Contractors at the event which was good but would be even better to see more of our business' there. Next year we can also arrange for a fashion show and show case some of the amazing work that our local young people have done for example :

https://ihraaswim.com/?fbclid=IwAR2yigLE-KvvFhN3_pNjEVR2EKPaKdXZz3b2WuVph3HLdm26uvs_MUq_kA8 [ihraaswim.com]
(Nat Dann) – she has done amazingly well, attended fashion week in New York,

Bobbi Lockyer for her Photography and Fashion she is also local girl

https://www.kaninda.com.au/?fbclid=IwAR1oaNXZhvnmGcY6qE2wejAxJEkm4LvH1BINMnhUYUPjOrJFa2C2uKa_R8
[kaninda.com.au] – Another local young lady Lilla Gagliano

We can also have our stalls up next year as well as If need be we can use the top level floor of the REAP for people to showcase their business' as after watching the film clip of the event that was held in Perth I can see the potential of this forum, as the relationships that are formed from here and connections that are made are once in a lifetime opportunities.

I appreciate Roy Hill for being a part of this and congratulate you and your team on the fantastic work that you are doing for the community as without people like yourselves we would not be getting the opportunities that we are.

Talk soon and we shall stay in touch. 😊

Denise Dann | Director
E: Denise.Dann@mgmalliance.com.au
M: 0477169520
A: Level 3, Suite 1 Quarter, Karratha WA 6714
W: www.mgmalliance.com.au [mgmalliance.com.au]

3.4 How does this align to the City of Karratha's strategies (please be specific)?

IEBF Directly breaks down barriers for Aboriginal businesses and Non-Aboriginal Business. We encourage the growth and creations of Aboriginal businesses by removing the financial burden for Aboriginal business to Attend and exhibit. By bringing the forum to Karratha and directly engaging procurement professionals with Indigenous expenditure targets we are ensuring these funds are spent locally in Karratha. This also encourages business to stay On Country "which in turn will drive employment growth and break the poverty cycle that many First Nations people experience. By being the holder of the Forum this secures the revenue, contracts and business/employment that will follow on from the event and ensure that its stays in Karratha vs going to another Pilbara region. IEBF will also give the COK the accolades of hosting Australia Largest Indigenous Business Event for the second time in a row. COK can capitalize on this and advertise the event and as hosting the premier Indigenous event in the country.

3.5 What is the potential economic impact of this activity / project and how will the success be measured? (Provide any economic impact data to support your case)

This year Deloittes have been asked to measure the event and the outcomes post, pre and during the event. Last year in Perth we spent 25 million dollars of new business. We are hoping to pass new business in Karratha circa of 5 million worth of local contracts. IEBF will supply full Deloittes report after the event which will be include din our annual report.

3.6 Please demonstrate how this activity / project represents good value for money for the City of Karratha?

COK are receiving IEBF 2023 for a fraction of the price. We have brought the whole event to Karratha and brought industry and Aboriginal people together. This was only possible due to our 4 years of previous conferences and hard work. We have been accommodating Pilbara businesses at our Perth annual event for the past 3 years. This has built the anticipation and appetite for the event. The total cost to get to this stage over the past 4 years is circa 3.5 million in expenditure for the IEBF corporation. COK are partnering/supporting with the event for \$30,000 which is not even 10% of what we have spent to get the following and formats of our event. In comparison to be come a named sponsor for the Pilbara it is \$60,000. COK will receive this for the \$30,000 investment and will receive the investment back by job creation, supporting industry and encouraging business on country.

SECTION 4 – ACKNOWLEDGEMENT OF FUNDING

If your application is successful, please outline all methods you would use to acknowledge the support you have received from the City. Please also outline how will you collaborate with the City for joint promotion and marketing material?

IEBF is sponsored by Seven west Media. We have a lot of followers on social media and also have the ABDWA. We will communicate this across the country, on our website, on our sponsors website and through our marketing channels. We would like to advertise this asap and also make the announcement at IEBF Perth with is set for 1600 plus people. Seven wests reach is also in the millions, we can add this in our advertising campaign

SECTION 5 – BUDGET DETAILS

List all the expenditure and income details relating specifically to your activity/project including any supporting quotes and support of other funding partners. If this information exists in another format please attach a comprehensive budget document.

Please note: The City of Karratha will not provide funding to cover business operating costs (e.g. staff wages, rent,

Expenditure		Income	
Items	Total	Items	Total
See attached budget			
Total Expenditure		Total Income	

Total amount requested from the City for this initiative (keep in mind relevant categories and funding caps in the Guidelines and Council's support of up to 50%): \$ 30,000

SECTION 6 – OTHER INFORMATION

We welcome further information or attachments that may assist us in the processing of your application.

IEBF 2022 Perth Video <https://www.youtube.com/watch?v=nVeYPIrM9xk>

IEBF Karatha 2022 Photos https://iebforgau-my.sharepoint.com/:f:/g/personal/ceo_iebf_org_au/EoXyOIZJhQxJm0_YQhTsxmsBWtS6QiBIryp8oSzTi_nP-w?e=dyF05i

SECTION 7 – DECLARATION

I hereby certify that I am the authorised person of:

Business Name: Indigenous Emerging Business Forum Aboriginal Corporation

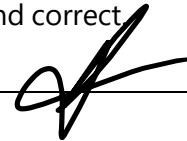
And that:

- I have read and understood the Policy & Guidelines;
- The business has all the required insurances, permits and licences to operate;
- We would be able to proceed with the project if we were not successful in the funding application

The information contained herein, is to the best of my knowledge, true and correct

Applicant Name: John O'Driscoll

Signature:



Date: 23/04 / 2023

SECTION 8 – FINAL CHECKLIST

Before submitting the application please ensure that the following has been completed. Please note that this checklist is included that you provide all the required information for assessment of your application. Incomplete applications will not be accepted.

- Provided your ABN and if you are registered for GST
- Clearly defined the purpose of the grant
- Shown other fundraising sources
- Quotes included for all expenditure items
- Provided other documents that support the application
- Application has been signed by an authorized signatory

Applications can be submitted to:

City Growth Team
City of Karratha
PO Box 219
KARRATHA WA 6714

OR

Hand delivered to
City Growth Team
City of Karratha Administration Office
Welcome Road
Karratha WA 6714

OR

Via email
enquiries@karratha.wa.gov.au

IEBF KARRATHA 2023

Income

Sponsorship (private)	\$80,000
Tables Sales	\$5,000
Donations	\$2,500
COK Grant	\$30,000
Services Income	
Investment Returns	
Total Income	\$117,500

Expenses

Red Earth	\$ 11,492.00
BSL AV	\$ 28,997.54
MC	\$ 4,500.00
Speakers	\$ 3,500.00
Welcome to Country	\$ 1,000.00
Printing/Banners	\$ 2,500.00
Flights accom	\$ 10,000.00
Entertain spend	\$ 5,000.00
Food & Bev	\$ 15,299.00
Entertain spend	\$ 4,000.00
Sundowner	\$ 3,524.00
IE Management fee & Production	\$ 20,000.00
Event Bright 10% Fee	\$ 2,650.00
Booths	\$ 29,000.00
Photography & Video	\$ 10,000.00
Total Costs	\$ 151,462.54

Net Profit/(Loss)	-33,963
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