



Australian Government
Indigenous Business Australia

17 March 2011

MEDIA RELEASE

Getting Indigenous Australians *Into Business*

Indigenous Business Australia (IBA) is running free [Into Business workshops](#) around the country to assist Indigenous Australians who are interested in going into business.

Indigenous entrepreneurs who have business ideas they would like to turn into reality can attend the specially designed series of three one-day *Into Business* workshops.

IBA Chair Dr Dawn Casey said, "Many Indigenous Australians have created successful businesses out of things they are passionate about, but commercially viable businesses need more than passion to make them a success.

"Before taking the exciting, but often risky, leap into business ownership, entrepreneurs need to fully investigate their ideas and learn what it takes to run a business.

"The better developed your research, vocational and management skills are, the greater your likelihood of success," Dr Casey said.

At the workshops participants work with a business specialist to learn how to thoroughly research their idea to determine whether it is a commercially viable, and what is required to manage a business on a day-to-day basis.

The three workshops (A, B and C) are highly interactive with participants expected to join in discussions and complete follow up work between the workshops.

Following successful completion of the workshop series participants may be eligible for one-on-one assistance from a business consultant (funded by IBA) who will help them take the next step towards building an income generating business.

The workshops are part of IBA's national Business Development and Assistance Program, which aims to assist Indigenous Australians to establish, acquire and grow small to medium businesses.

For further information visit www.iba.gov.au/itb and for workshop dates in your area please Freecall 1800 107 107.

Media contact: Daniel Hughes on 02 6121 2731 or email Daniel.hughes@iba.gov.au



5th Floor Bonner House West, Neptune St, Woden ACT 2606 | PO Box 38 Woden ACT 2606
Phone (02) 6121 2700 | Fax (02) 6121 2730 | www.iba.gov.au | ABN: 25 192 932 833