

BusinessConnect

Funded by the NSW Government

Start, run, adapt or grow your business

nsw.gov.au/businessconnect



Business Connect small business support

Business Connect is a dedicated and personalised NSW Government program. It provides advice, events and resources to help you start, run, adapt or grow your small business.

One-to-one business advisory sessions are complemented with a range of events and resources providing practical insights and business skills development.

Business Connect advisors are independent professionals. They have experience running their own business, qualifications in a business-related discipline, and advisory experience.

More than [44,000 NSW customers](#) have accessed support through Business Connect, with [97% of customers likely to recommend](#) the program to other businesses. Hear [inspiring stories from real businesses](#) who have been supported by Business Connect.

What Business Connect can offer you

Business Connect supports NSW businesses as they navigate the challenges in starting, running, adapting and growing their business. Personalised advice and practical information can be provided on a range of business topics to help you achieve business success.

If you want to start a business

If you have a new business idea, but aren't sure how to take it further, Business Connect can help:

- evaluate your idea and develop a business plan
- understand your target customers through market research
- consider your business structure
- connect you to other support to get you started and increase your chance of success.

If you already have a business

Business Connect can support your business with advice and practical tips on a range of topics including:

- business planning
- market to reach new customers
- grow your digital presence and social media
- access finance and manage cash flow
- sales and pricing strategies
- adopt digital tools
- innovation
- cyber security
- sell to government.

Businesses affected by a natural disaster including floods.

For businesses affected by a natural disaster or COVID-19, Business Connect can help to:

- work out priorities and next steps
- develop a business or recovery plan
- manage cashflow and access finance
- connect to other government support and professional services
- innovate and implement digital tools such as ecommerce
- market your business to reach new customers

Business Connect **support is fully funded by the NSW Government** for eligible small businesses.

To book your appointment or for more information call Jacqueline on 0490 297 703.

