



2025/2026 Business Elevate Program Offers

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Accounting/Bookkeeping

**Wong and Kong Accountants Taxation
Corporate Advisory**

**Wong and Kong Accountants Taxation
Corporate Advisory Pty Ltd**
Certified Practising Accountants and Tax Agent

www.wongandkongtaxaccountants.com.au

Offer 1: Strengthen Your Business with Expert Tax Advisory, Compliance Support, and Financial Guidance

Are you a Maribyrnong business owner looking to improve compliance, minimise risk, and unlock growth opportunities? At Wong and Kong Accountants Taxation Corporate Advisory, we specialise in helping local businesses stay compliant while maximising financial outcomes. Our 2025 offers are designed to deliver real value, peace of mind, and strategic direction.

Option 1: Comprehensive Tax Return Preparation

- Preparation and filing of Company, Partnership, Trust, and Sole Trader tax returns.
- Full reconciliation and review of financial records for accuracy and compliance.
- Strategic tax planning advice to reduce liabilities and improve cashflow.
- Guidance on business structuring for tax efficiency.

Option 2: Tax Audit & ATO Representation

- Specialist support for businesses facing ATO audits, reviews, or disputes.
- Skilled negotiation of payment plans to ease cashflow pressure.
- Preparation of supporting documentation and responses to ATO queries.
- Peace of mind knowing your business is represented by experienced CPAs and Registered Tax Agents.

Offer 3: BAS, Payroll & Bookkeeping Solutions (3-Month Package)

- Preparation and lodgement of BAS with GST and PAYG accuracy checks.
- Payroll processing and employee compliance support.
- Bookkeeping services to keep accounts up to date and ready for review.
- Monthly financial snapshots to keep business owners informed.

Option 4: Strategic Tax & Business Advisory

- Forward planning to forecast tax obligations and prevent end-of-year shocks.
- Advisory on superannuation, HECS, and cashflow management.
- Tailored strategies for business growth and long-term sustainability.
- Dedicated consultation to answer questions and provide ongoing support.

Offer 2: Seamless Company Incorporation and Expert Start-Up Business Guidance

Start your business journey on the right foot with our comprehensive incorporation and start-up advisory service. We remove the complexity of compliance so you can focus on growing your idea into a thriving business.

- Effortless Incorporation: We manage the entire company incorporation process, ensuring your entity is registered quickly and correctly.
- Complete Government Registrations: ABN, TFN, GST, PAYG — we take care of all registrations, so your business is set up to trade confidently from day one.

- **Compliance Health Check:** Our team reviews your obligations to make sure you are fully compliant with ATO and ASIC requirements, avoiding costly mistakes later.
- **Insurance and Risk Guidance:** We discuss essential protections such as WorkCover and business insurance to safeguard your venture.
- **Tax-Effective Strategies:** We provide tailored advice on remuneration and profit distribution, ensuring you start with the most efficient tax structure.
- **Payroll and Remuneration Support:** Learn how to pay yourself properly and structure your finances for long-term sustainability.
- **Launch your business with confidence** — we'll guide you from incorporation through to compliance, helping you lay a strong foundation for future success.

Offer 3: Complete Payroll, Bookkeeping, and BAS Filing Solutions (3-Month Package)

Take the stress out of business administration with our all-in-one package, designed to keep your accounts accurate, your payroll compliant, and your BAS lodged on time. For three months, we'll provide hands-on support so you can focus on running and growing your business.

- **Payroll Management:** Accurate and timely payroll processing for up to two employees, including PAYG and superannuation compliance.
- **Professional Bookkeeping:** Transaction recording, bank reconciliations, and preparation of monthly financial reports, giving you a clear picture of your business performance.
- **BAS Preparation & Lodgement:** Reliable BAS filing for three months, ensuring full compliance with GST and PAYG requirements and peace of mind with the ATO.
- **Free yourself from the burden of paperwork and compliance** — we'll handle the details so you can focus on your business success.

Offer 4: Strategic Business Tax Advisory, Planning, and Consultation

Make confident decisions for your business with our tailored tax advisory and planning services. As Certified Practising Accountants and Registered Tax Agents, we provide insights that help you stay compliant today while planning strategically for tomorrow.

- **Personalised Tax Advice:** One-on-one consultations with tailored strategies to minimise liabilities and improve cashflow.
- **Forward-Looking Planning:** Practical tax planning designed around your goals, giving you a clear roadmap for sustainable growth.
- **Business-Focused Consultation:** We'll analyse your financial position and provide actionable recommendations to help you run your business more effectively.
- **Ongoing Support:** Receive up to one hour of consultation per month across six months, ensuring you have consistent guidance throughout the year.
- **Our advisory service goes beyond compliance** — we partner with you to create lasting strategies that position your business for long-term success.

Business Coaching

Endurance Financial

www.endurancefinancial.com.au



Offer 1:

- Step Into Your CFO Role – mentoring sessions designed to help you take control of your numbers without jargon or overwhelm.
- Clarity over Confusion – understand your cash flow, pricing, and profitability in a way that directly supports you and your family goals.
- MONEY Goals™ Framework – mentoring that connects your finances to what matters most, so every decision is aligned with your bigger picture.
- Ongoing Accountability – three one-hour mentoring sessions with follow-up actions and templates, giving you structure and confidence to implement changes immediately.
- Bonus: Personal Financial Audit – a guided review of your personal and business finances, highlighting gaps, strengths, and opportunities to ensure your business is truly working for you.

Who it's for: Small business owners who feel overwhelmed by numbers but know they need clarity and control to grow sustainably.

Expected outcomes: You'll walk away with practical tools, a clear financial roadmap, and the confidence to make decisions that keep your business strong and your personal goals funded.

Offer 2: MONEY Goals™ Framework for Your Employees

- Support Your Staff, Strengthen Your Business – invest in your team by reducing financial stress and increasing productivity.
- 3 x 90-Minute Workshops – delivered onsite or online, these interactive sessions use the MONEY Goals™ Framework to give staff practical tools for managing money with confidence.
- Hands-On Exercises & Real-Life Examples – participants will work through guided activities to connect financial decisions with their personal values and goals.
- Focus on Wellbeing & Performance – when employees feel financially secure, they bring more focus, energy, and creativity to work.
- A Way to Give Back – show your team you value them by providing skills that reduce money stress not just at work, but in life.

Who it's for:

Small businesses who want to boost team morale, reduce money-related stress in the workplace, and foster a culture of care.

Expected outcomes:

Employees walk away with practical tools to manage money, leading to less stress, more engagement, and higher workplace productivity. Business owners benefit from happier, more focussed staff.

She's The Boss Group

www.shesthebossgroup.com



Offer 1:

I will work closely with you to help you with a strategy to grow your business and your profile. Then, I will help you work out what steps you need to take to get to where you want to be.

This package includes 4 x 60 min sessions online, or in person, and can cover all, or some of the points below:

- Female focused - I am passionate about helping women become more visible and connected.
- Build a growth strategy for your business and then create (and understand) the steps to implement it
- PR coaching to get you free exposure in the mainstream media (TV, radio, print and online). This includes unlimited access to my 6 video lessons, and then we will work on YOUR PR.
- Master LinkedIn and grow your audience. I have grown my own LinkedIn following to over 10K of senior leaders in my exact target market - and can help you do the same.
- Podcasting and how to use it strategically to grow your influence and networks.
- Podcasting doesn't have to take a lot of your time, but it can substantially help you build your networks and your influence.
- Introductions to relevant influential experts within my network. We all know the saying, 'it's not what you know, it's who you know' and I can introduce you to the people you want to know!

Business Consulting

Amaik Consultancy

www.amaik.com.au



Offer 1:

Amaik's Marketing Strategy package is designed for small businesses and organisations seeking clear direction on how to reach more customers and grow their brand. Through desktop research and competitor analysis, we offer a tailored roadmap that identifies your target audiences, market position, and the most effective channels to engage them. The package includes a 10–15 page strategy report covering SWOT analysis, marketing objectives and recommended tactics. A follow-up session is included to review recommendations and address any questions. This offer provides practical, affordable marketing direction without the cost of a full-scale consultancy project

What's included:

- 2 x 45 minute 1: 1 consultation to understand your business
- Desktop research on your industry, key competitors, and customer segments
- SWOT analysis & gap identification
- Strategic recommendations: positioning, including a data driven persona creation and channel mix,
- One presentation meeting (60 min) to walk through findings + one round of revisions
- Final marketing strategy report, including key recommendations

Offer 2: Operational Strategy

Amaik's Operational Consultancy package helps businesses enhance efficiency, eliminate bottlenecks, and refine internal processes. We begin with an in-depth consultation to understand your goals and challenges, followed by a desktop review of your current operations, including workflows, staffing, administration, and systems. The outcome is a 10–15 page Operations Improvement Report that highlights efficiency gaps, recommends tools, and provides practical steps to streamline your business. We prioritise cost-saving measures and productivity improvements that can be implemented quickly. A follow-up session is included to guide you through the recommendations and next steps. This package is an affordable way to unlock operational improvements and set your business up for sustainable growth.

What's included:

- 2 x 60 minute indepth one on one meeting with business owner to understand goals and challenges and map current operations and bottlenecks.
- Desktop Review: Analyse workflows, systems, staffing, and admin for efficiency opportunities which includes the analysis of current practices against industry standards
- Operations Improvement Report: 10–15 pages with findings, 5 key recommendations, and a prioritised action plan.
- Follow-up Session (60 min): Walkthrough of report, Q&A, and guidance on next steps.

Cecilia Macaulay

www.ceciliamacaulay.com.au



Declutter and Harmonize for a Clear, Inspiring Place to Work

Offer 1: Declutter and Culture Reset for the Workplace Package:
8 Hours Hands-on at your site.

This package is adaptable to your situation, but can include:

1. Initial Consultation

- Pre-Consultation Questionnaire: Complete a brief questionnaire to help us understand your hopes and frustrations.
- Goal Setting Session: A 30-minute phone consultation to decide the direction for improvements.
- On-Site Workstyle Analysis: (One hour) Cecilia collaborates with the manager or key decision-makers, optionally including staff, to analyse workstyles and tendencies, and the root causes of 'wasted' effort.

2. Hands-On Declutter Session (Three hours)

- Before Photos: Capture the current state to measure progress.
- Declutter Focus: We choose a small area to beautify, such as countertops, storage spaces, or paperwork.
- Cecilia will guide the declutterin decluttering process.
- System Setup: Implement flexible systems tailored to your workflow, designed to maintain beauty and order without struggle or unwilling effort
- Visual Management Implementation: Create visual cues that naturally prompt tasks and reduce the need for reminders.

- Behavioral Pattern Training: Learn fun new habits to prevent clutter from returning.
- Designing for Success: Eliminate common obstacles to make sure high-value tasks are completed seamlessly.

3. Action Plan & Follow-Up

- Customized 'homework': Identify the highest-value actions to focus on over the next month.
- Follow-Up Report: Receive action lists and analysis of what was causing conflict and waste.
- 30-Minute Review Call: Discuss the effectiveness of the new systems, address any obstacles, and receive guidance on overcoming resistance to change.

4. Final Hands-On Session (1 Month Later)

- 2-4 Hour Declutter Session: A final deep-dive into an area of your choice.
- Progress Review & Final Advice: Analyse what worked well, provide tailored advice, and reinforce successful strategies.
- 'After' Photos: Capture the transformation and celebrate your achievements. *Final Report: Receive a comprehensive report with ongoing recommendations

Offer 2: Cafe Streamline and Harmonize

- 8 Hours of optimizing physical layout and work process, so your staff and customers have a seamless low-friction experience.

Offer 3: ADHD Workplace harmonizing

- 8 hours of setting up systems with you and your team, so your physical environment supports you when your own mind flounders. The goal is for you to Easily find things, complete things, manage time and manage your own impulses with creativity, grace and satisfaction

Offer 4: Document Declutter, 8 hours

- Reduce a whole wall full of documents, cabinets and folders to something that can fit in your arms, with no loss of value.

Ground Level Unlimited

www.groundlevel.club

The 'Know It All' bundles help you build community, confidence and clarity. Each offer includes a year of Ground Level membership plus a tailored service or workshop:

Offer 1:

- Know Yourself: Get insights into your unique working style.
- Know Your Market: Gain a real-world view of your customers and market.
- Know Your Plan: Build clear focus and accountability for your business.

Your Ground Level Membership

Tired of the 'get a job' chorus when telling your small biz owner woes? We get it. Give yourself a secret power-up – a support system with a side of sanity, designed to help you regain clarity, get the feedback you need, and feel like you've got this.



We're a community of established small business owners who know that the best answers come from good conversations with peers who've been there before. We don't do awkward networking; it's real connections, fresh perspectives, and a solid support system to help you grow.

Think Tank Meetings: Join us in a relaxed, no-pressure setting to discuss a hot topic. Leave feeling lighter, more connected, and with a fresh take. Can't make it? Send a team member instead. We keep you in the loop with minutes, a member directory, and calendar.

Get Stuff Done Workshops: Quarterly sessions dedicated to work ON your business. Focus on strategy, marketing, operations and other crucial tasks and get stuff done.

Walkie Talkies: You do your best thinking while walking, start your week with a free-flowing chat along the Maribyrnong River.

Exclusive Resources: Access a curated library of peer-recommended software, books, and podcasts, or switch into the members-only WhatsApp group for advice and support.

Member Collabs & Social Events: Tap into the collective expertise of the group through member-led workshops and join our social events to relax and connect with your community.

Offer 2: Know Yourself

For people who want to better understand themselves and improve communication with customers, staff and suppliers.

- 12 months of Ground Level membership
- PLUS: The DISC Lite Workshop with accredited consultant Emily Re
- This workshop provides a safe environment to practice communicating and gain insights into what drives behaviour with other small business owners.
- Receive a 4-page personalised DISC profile.
- Learn how to tap into your unique strengths and motivations.
- Recognise and adapt to different personality styles with your customers
- Build stronger relationships with your partners, suppliers, and staff.
- Know Your Plan: Build clear focus and accountability for your business.

This is a member-collaboration with Life-Lab, and facilitated by Emily Re, Leadership and accredited DISC consultant. It was such a well received workshop in 2024, with comments such as "Dramatic and Amazing", "Scarily Realistic" and "Loved it" that we are bringing it back for 2026.

The small business owners saw great benefit by attending with other small business owners, as they were able to share and relate their own experiences in context of the DISC profile.

Date to be determined in consultation and subject to availability for the Business Elevate voucher recipient.

Offer 3: Know Your Market

For people who want to clarify their assumptions about their customers and market, and improve their marketing decisions.

Includes:

- 12 months of Ground Level membership
- PLUS: Market Research Starter Kit with commercialisation expert Athena Thompson
- Market Research Starter Kit

We set you up to better understand your business and market by helping you work out what your ideal customer is, and what you need to know to keep attracting them. We provide you with the starter kit, so that you can build on the research that includes:

- Define of your ideal customer / client profile
- Tailored interview questions and survey design.
- Four 30 minute interviews. Two of your existing customers, and two of your ideal customers (people you don't yet know but fit the ideal profile).
- A 5-question survey with 10 qualified responses guaranteed.
- Results and preliminary analysis of the interviews and survey results

This Market Research Starter Kit will set the framework for you to continue collating insights to make informed decisions.

The tailored kit will be delivered by Athena Thompson, Ground Level Cofounder and a Registered Technology Transfer Professional, with extensive experience working in co

The work will be delivered over a timeline suitable to meet the small business' needs and constraints; memorialisation, evaluating Intellectual Property and businesses.

- One workshop (Ideal Customer)
- Two review and knowledge transfer meetings
- One project handover and close out

Offer 4: Know Your Plan

For people who want accountability and structure to keep up consistent action with their plan and business priorities.

Includes:

12 months of Ground Level membership

PLUS: 'Get Stuff Done' Check-ups

Get Stuff Done (GSD) workshops are structured half day workshops to work on parts of your business that you've left to the wayside, to create an action plan to complete the work.

We run sessions each quarter to help members share knowledge, plan and prioritise. These sessions are facilitated by commercialisation expert Athena Thompson.

We have great feedback from members on these sessions;

"Very well structured & very productive" – Emily P

"Extremely well thought-out and executed" – Peter

"I just like the opportunity to come together and help each other on whatever we're working on." – Emily R

'Get Stuff Done' Check-ups

To help you abso-freaking-lutely follow through with your action plan, we check on you with two follow-ups. Booked at your convenience, as part of your plan they go for 30 minutes and are conducted with your facilitator.

- 30 minutes in person or online

- Two session per quarter, eight sessions in total
- Your action plan revisited and updated

Athena has managed million dollar multi-year collaborations with industry and the research sector, she knows how to get stuff done, she will help you develop strategies to keep your focus with during these Check-ups.

NewGen Consulting Australasia

www.newgenconsulting.au



Offer 1: Simplify, Systemise, and Scale — Business Platform Setup for Small Businesses

Zoho or Microsoft Starter Package (15-Hour Consultation)

Running a small business often means juggling spreadsheets, emails, paper notes, and disconnected systems — which leads to missed opportunities, wasted time, and unnecessary stress. This offer is designed to help you take control, get organised, and set your business up for growth using a professional digital platform.

We'll work with you to set up a tailored business system using either Zoho or Microsoft tools — depending on your needs and preferences. Whether you want to manage customers, track sales, automate marketing, streamline operations, or improve team productivity, we'll guide you every step of the way.

What's included (up to 15 hours of expert consultation):

- Setup and configuration of core business tools (CRM, marketing, finance, operations, or productivity)
- Platform selection guidance — Zoho or Microsoft — based on your business goals
- Personalised training for you and your team to get confident quickly
- Workflow design to simplify day-to-day tasks and reduce manual work
- Integration of key functions (e.g. email, calendar, customer data, invoicing)
- Ongoing support during the setup phase to ensure smooth adoption

Outcomes you can expect:

- A centralised system to manage your business more efficiently
- Time saved through automation and better workflows
- Improved customer communication and follow-up
- Better visibility into sales, cash flow, and business performance
- A scalable foundation to support future growth and digital transformation

This offer is ideal for small and micro businesses ready to move beyond manual processes and build a smarter, more connected business.

Want to see what this offer looks like in action? Visit our YouTube channel for a walkthrough and real-world examples of how we help.

[Watch here https://youtu.be/ZLf6a5g6BMQ?si=QWoU6wquEP0VpEX5](https://youtu.be/ZLf6a5g6BMQ?si=QWoU6wquEP0VpEX5)

Offer 2 (Optional): Seamless Business Software — Optimise, Integrate, and Prepare for AI-Driven Growth

15-Hour Consultation Package | You existing App Zoho or Microsoft Platform

Many small businesses already use digital tools, but they're often disconnected, underutilised, or simply not delivering results. You might be using email platforms, website forms, spreadsheets, or inventory systems that don't talk to each other. This creates confusion, double-handling and wasted time and holds your business back from scaling.

This offer is designed for businesses that want to fix what's not working, connect their systems, and prepare for the future of AI-powered business. Whether you're using Zoho, Microsoft, or a mix of tools, we'll help you optimise your setup or transition to a smarter, integrated platform.

What's included:

- Review of your current tools and workflows to identify inefficiencies and missed opportunities
- Integration of key platforms — CRM, website, email, inventory, finance, and productivity
- Automation of routine tasks like email responses, data syncing, and reporting
- Recommendations for replacing outdated tools with scalable, AI-ready alternatives
- Assessment of your business's AI-readiness — including tools that support smart automation, predictive insights, and customer intelligence
- Tailored setup aligned with your business goals and operational needs
- Hands-on support and training to ensure smooth implementation and confident usage

Outcomes you can expect:

- Time saved through automation and reduced manual work
- Real-time visibility across customer, financial, and operational data
- A streamlined, stress-free workflow that improves accuracy and decision-making
- A future-ready digital foundation that supports AI and business growth
- Confidence in running your business with connected, efficient systems

This offer is ideal for businesses that feel stuck with their current tools and want to evolve into a smarter, more scalable operation — ready to embrace the next wave of digital transformation.

Offer 3: Build Your Brand Online — Social Media Setup for Local Business Growth

15-Hour Consultation Package | Facebook, Instagram, LinkedIn + CRM Integration

If you're running a small business and wondering how to get noticed online, you're not alone. Many local businesses know they need to be on social media — but feel stuck when it comes to choosing platforms, creating content, or turning followers into paying customers.

This offer is designed to help you build a strong, professional presence on Facebook, Instagram, and LinkedIn, tailored to your brand and business goals. Whether you're starting from scratch or want to improve what you already have, we'll guide you step-by-step and make it simple.

What's included (up to 15 hours of expert consulting):

- Setup and optimisation of your business profiles across key platforms
- Branding guidance to ensure your visuals and messaging reflect your business identity
- A starter content calendar with post ideas, scheduling tips, and engagement tactics
- Integration with your CRM (Zoho or Microsoft) to track engagement and follow up with leads

- Advice on how to prepare your social media and CRM for AI-powered features like smart targeting, automated responses, and customer insights.

Outcomes you can expect:

- A clear and confident online identity that builds trust with your audience
- Increased visibility among local customers and potential partners
- Tools and tactics to grow your audience and drive meaningful engagement
- Confidence in what to post, when to post, and how to turn interest into action
- A digital foundation that supports future AI-driven marketing and customer service

This offer is ideal for businesses that want to stop guessing and start growing online — with expert help and a clear plan.

Offer 4: Business Growth Planning — Your Roadmap to 10X Success
15-Hour Strategic Consultation Package | Growth, Scale, and AI-Readiness

You've got the tools. You've built the foundation. But now you're asking: "What's next?" Many small business owners reach a point where they feel stuck — not because they lack effort, but because they need a clear strategy to scale without burning out.

This offer is designed for businesses that are ready to grow but need expert guidance to plan their next move. Whether you're aiming to expand your customer base, increase revenue, or evolve your business model, we'll help you build a roadmap for smart, sustainable growth.

What's included (up to 15 hours of expert consulting):

- One-on-one strategy sessions tailored to your business goals and industry context
- Deep dive into your current operations, customer experience, and growth potential
- Expert advice on scaling sustainably using digital tools and automation
- A practical, actionable 3-year growth roadmap aligned with your vision
- Exploration of how AI can support your business — from smarter customer insights to predictive decision-making and automation.

Outcomes you can expect:

- Clarity on what to change, where to invest, and how to grow smarter — not harder
- A future-proof strategy that balances ambition with sustainability
- Confidence in your next steps, backed by expert insight and proven tools
- A business model that's ready to evolve with technology and market trends
- A shift from reactive firefighting to proactive, purposeful leadership.

This offer is ideal for visionary business owners who want to scale with intention, embrace innovation, and build a business that's ready for the future — including the era of AI.

Want to see what this offer looks like in action? real-world examples of how we help

[Watch here https://youtu.be/1EzuHE8wWd8?si=3BSAM9o9Hg9n8p4W](https://youtu.be/1EzuHE8wWd8?si=3BSAM9o9Hg9n8p4W)

Stater

www.stater.com.au



Offer 1:

What's included:

Initial consultation

- We'll start by conducting an initial consultation, getting an understanding of your Safety Management System, finding ways to make things better and more efficient to suit your business needs.

Safety Management System Gap Analysis

- We will conduct a high-level gap analysis of your management system and provide a report highlighting gaps in legal compliance, and recommendations.

Workplace Inspection

- We will follow up the initial consultation with a workplace inspection. This will include a custom report capturing potential risks and provide an action plan to mitigate identified risks.

In Person Workshop:

- We will provide a training session covering a relevant topic of your choice. This session will include practical tips on how to effectively manage your legal compliance.

Topics available include:

- 1 - Duty of Care and Industrial Manslaughter
- 2 - Psychosocial Hazards
- 3 - Workplace Culture
- 4 - Safety Leadership
- 5 - Workers Compensation

3 months free access to our online safety reporting and information system – Nocode Safety.

Business Sustainability

Green Collect

www.greencollect.org



Offer 1: Day Workshop - Braybrook site plus warehouse tour
(4 hours) \$2000

Bring your staff on your circular journey with our practical workshops and training programs tailored to suit your business.

- Give your team an opportunity at a comprehensive look into practices & strategies relating to the circular economy, eco-footprint & social procurement.
- Great for team building, we offer a hands-on exploration of waste types and recovery processes for the whole team

- Workshop and open discussion. A great chance to identify solutions for the workplace and at home (Max 20 PAX)

Digital Marketing/SEO

AX Digital

www.axdigital.com.au



Offer 1: Google Ads Quick Win – Get leads fast

What We Offer:

- Google Ads account setup: Campaign build, keyword research, and ad copywriting.
- Conversion optimisation: Landing page suggestions and tracking setup.
- Campaign management: First month of ads monitored weekly, with bid adjustments.
- Performance report: Actionable insights for ongoing growth.

Benefits:

- Be seen instantly at the top of Google search results.
- Generate new enquiries and sales within weeks.
- Gain expert insights to maximise your ad spend.

Offer 2: SEO Growth Booster – Improve your rankings

What We Offer:

- SEO audit: Site speed, competitor analysis, and keyword performance review.
- On-page optimisation: Up to 5 key pages updated for stronger Google visibility.
- Content improvements: Strengthen messaging with keyword-focused edits.
- Google Business Profile optimisation: Ensure your local presence is fully optimised.
- 1 month of SEO reporting: Track keyword rankings and visibility.

Benefits:

- Attract more local traffic from Google searches.
- Rank higher for your priority keywords.
- Gain a clear SEO roadmap for long-term growth.

Offer 3: Digital Presence Kickstart – Launch your online foundation

What We Offer:

- 1-page WordPress website: Professionally designed, mobile-responsive and easy to manage.
- SEO setup: Optimised metadata, sitemap submission, and keyword integration.
- Training session: Learn how to update and maintain your site with confidence.
- 1 month of monitoring & reporting: Track how your site is performing from day one.

Benefits:

- Gain a polished, professional online presence quickly.
- Ensure your business is discoverable on Google.
- Build confidence in managing your own digital assets.

Bright Smart Media Services

www.brightsmart.com.au



Offer 1: Kickstart your SEO, Email marketing or Social Media Strategy in just one day.

Are you an established business owner and are ready to level up your online presence? Now's the time to get clear about:

- How to optimise your website to help people find your products and services on Google
- How to attract and connect with your ideal customer through email marketing
- How to build social proof and a community of raving fans through social media

What you'll get from your VIP Day:

- A 60 minute strategy deep dive (online) so I can understand your business goals, brand story, purpose, values, customer journey, and your current concerns
- We agree on a customised scope of work and a plan for the 5 hours we have together;
- We get to execution and together complete as much of the actions and outputs as we can within the day
- Extensive handover notes and a plan for next steps;
- A 60 minute handover session (online) so you have clarity about how to continue building on what's been implemented after your VIP Day; and
- Practical from a business owner who's built a niche media company and online content publication over the past decade, implementing tried-and-tested digital marketing tactics and strategies.

You'll need this VIP Day if this is you:

- I built my own website
- I've never collected email addresses
- I have no idea how email marketing is supposed to work or what I'm supposed to say in newsletters
- I'm posting on social media with no plan or strategy
- I feel confused about what I need to do first or next when it comes to digital marketing.

I'm here to help - so let's Get It Done (in a day)!

Offer 2: SEO Like a Pro

I get laser-focused on how your current website operates in the eyes of Google and your ideal customer so you have the best chance of getting seen online.

Package 1: SEO Site Audit

I analyse your desktop and mobile site (maximum 10 pages) and provide a detailed, easy to understand and actionable report covering: On-Page SEO, Off-Page SEO and Technical SEO. Specifically:

- Design and site architecture
- Usability
- Site speed
- On-page SEO – metadata, heading structure, ALT tags, broken links
- Your current focus keywords and related keywords
- Competitor analysis for potential keywords
- A checklist of priorities and recommendations for improving your website

Package 2: SEO copywriting

If you've built your website yourself you probably didn't do it with any SEO knowledge. I will:

- complete an On-Page SEO audit, including keyword research and competitor analysis
- rewrite and renovate your website (maximum 5 pages) with SEO optimised copy and metadata
- add clear calls to action and consider best practice UX for sales and conversions
- include 1 round of edits
- Install the final copy into your website with appropriate headings and subheadings for SEO optimised site structure

Offer 3: Email Marketing Jumpstart

Package 1: Email System Setup

If you are starting your email marketing from scratch I will:

- set up your paid account with my recommended email service provider (Mailerlite for services, Klaviyo for e-commerce):
- Set up one audience
- Draft, design and integrate a pop up sign up form
- Draft, design and integrate a static sign up form onto your website
- Choose a simple campaign template that suits your business and design email template for monthly newsletters
- Draft, design and integrate a 3-email welcome nurture sequence
- If relevant, draft, design and integrate a cart abandonment email flow
- Build out the automations in your email service provider

Package 2: Email System Audit

If you already have a paid subscription to an email service provider, I will:

- Review the setup of your email service provider account
- Review your audience and suggest segmentation if necessary
- Review up to 2 sign up forms and entry points
- Provide recommendations on how to improve up to 1 existing email template
- If relevant, draft, design and integrate a 3-email welcome nurture sequence
- If relevant, draft, design and integrate a 3-email abandon cart flow
- Build out the automations in your email service provider

Offer 4: Existing Facebook and Instagram Optimisation

Package 1: Social Media Strategy

This package is suitable for business owners who already have an active Facebook and Instagram account but no social media strategy. For this package I will:

- Optimise Facebook and Instagram pages in the About and Bio sections
- Review post performance and provide feedback
- Create 30 day sample content calendar
- Outline posting strategy schedule i.e. best time/day to post
- Hashtag research and providing 3 x custom hashtag sets with 30 hashtags each

Package 2: Social Media Content Creation

This package is suitable if you have an active Facebook and Instagram account but do not have a high-quality professional image library. For this package I will:

- organise for a photographer to complete a 30 minute branding mini-shoot with 20+ images (including headshots)
- creating a 30 day content calendar to plan and organise posts in advance
- draft social media captions for 30 static posts
- Curating relevant content from other sources that you can share with your followers
- draft Content Creation guidelines for your ongoing content creation

Graphic Design/Visual Merchandising

Creative Jim Multimedia

www.creativejim.com



Offer 1:

The "Starting Your Business From Scratch" Offer is ideal for new businesses just starting out or existing businesses that want to reset & rebrand.

What's included:

- Initial 1-2 hour meeting to hear your ideas & visions for your new business.
- Logo Design - From our initial chat I will provide 2-3 graphic & typeface options that we can craft into a logo that best suits your business. Final logo will be provided in EPS, PDF (for printing) & JPG/PNG (for web) versions.
- Graphic Design - Design & print-ready artwork for your business card, flyer, menu, poster or building signage to help promote your business. Does not include printing costs although I can source suitable printers for your needs.
- Photography - ½ day / 4 hours photography on location or in studio to suit your business. Can be products on neutral background, food or lifestyle & head shots. All images provided in high res & web res. Does not include studio hire if required, props, hair or make up costs.
- One page basic HTML responsive (for mobile devices) website that is an introduction to your business - Including basic SEO, logo, header, navigation menu, about your business section, the team, some images, contact details, Google map & outside links (if applicable). Does not include domain name registration or website hosting charges (although I can arrange these for you and charge you the cost) or specialised SEO.
- Social Media - Set up of Instagram account using your email address and first 3 posts.
- Does not include ongoing posting although that can be arranged for an extra charge.

Offer 2:

The "Build On Existing Foundations" offer is for businesses who already have the basics - logo, business card, flyers/posters, some images and possibly a basic website - and want to expand their business visually.

What's included:

- An initial 1-2 hour meeting to hear your ideas & visions for your expanding your business.
- You can choose any TWO of the following THREE options:
- Photography - Full day / 8 hours shoot on location or in studio. Can be products on neutral background, food or lifestyle & head shots. All images provided in high res & web res. Does not include studio hire if required, props, hair or make up costs.

OR

- Brochure/Catalogue Design - Design & print-ready artwork for an A5, A4 or even A3 brochure of up to 40 pages incl. cover & rear.
- Brochure will also be provided in PDF format for emailing & web use.
- Does not include printing costs although I can source suitable printers for your needs.

OR

- One page basic HTML responsive (for mobile devices) website that is an introduction to your business - Including basic SEO, logo, header, navigation menu, about your business section, the team, some images, contact details, Google map & outside links (if applicable).
- Does not include domain name registration or website hosting charges (although I can arrange these for you and charge you the cost) or specialised SEO.
- Social Media - Set up of Instagram account using your email address and first 3 posts.
- Does not include ongoing posting although that can be arranged for an extra charge.

Offer 3:

The "Online Specialisation" offer is for business who already have the basics & an existing visual presence in print & online - logo, business card, flyers/posters, images and a basic website - and want to expand their business with either a full-size information website or a Shopify website to sell their products.

What's included:

- An initial 1-2 hour meeting to hear your ideas & visions for specialising your business.
- You can choose any ONE of the following TWO options:
- Design & uploading of a multi-page website in responsive HTML of up to 15 pages
- Including basic SEO, logo, header, navigation menu, about your business section, image gallery, contact details, Google map & outside links (if applicable), basic online enquiry form, individual pages for various sections of your business such as Terms & Conditions, projects completed or organisational details.
- Does not include domain name registration or website hosting charges (although I can arrange these for you and charge you the cost) or specialised SEO.

OR

- Set up a Shopify website for your business to sell online -
- Includes up to 75 products.
- You provide all images, text, pricing & delivery information.
- Does not include any product images (although I can photograph them for a separate charge if required).
- Does not include domain name registration. monthly Shopify charges or specialised SEO.

Hello Idea

www.helloidea.com.au



Offer 1: BRAND BOOTCAMP, FACELIFT AND BIBLE

You have a logo or brandmark but:

- It's looking a bit tired and needs a refresh.
- You don't really know what to DO with the logo.
- You need more guidance and tools to help with branding.
- Your brand voice or personality is unclear or undefined.

We'll get your logo working harder, clarify your brand voice, and give you the branding tools to better communicate your business offering, and increase your opportunities for success.

This starts with a conversation about who you are and what you want - and we'll give initial recommendations informed by 20+ years experience as communication designers. Next is a brand audit where we do a deep dive and assessment of your comms and visuals. We'll then be able to define your brand personality, give your logo that facelift it's been needing, extend

your colour palette, define ideal typography, and put it all together in a Brand Guide so your brand voice is clearer and easier to work with. Refreshed logo files will be provided in all formats necessary for digital AND print applications.

Offer 2: LOGO FACELIFT AND BRAND EXTENSION TO SOCIALS

You have a logo or brandmark but:

- It's looking a bit tired and needs a refresh.
- You don't really know what to DO with the logo and need more tools.
- You want your social media comms to look and communicate better.

This starts with a conversation about who you are and what you want. We'll then give your logo the facelift it's been needing, and extend your visual branding by developing colours and typography, and simple social media layouts or treatments. Canva templates will be provided for socials, and we'll walk you through them on completion and provide any tips necessary to work with them. Refreshed logo files will be provided in all formats necessary for digital AND print applications.

Offer 3: BRANDED COMMUNICATION COLLATERAL

You have a logo and website but need more to help promote your business or service offering. We'd start with a conversation about who you are and what you want to achieve - and we'll give recommendations informed by 20+ years experience as communication designers. Then we'll design exactly what you need! Up to 10hrs of design time is available to you, which can be used across online or print collateral such as:

- Social media templates (2-10hrs)
- Digital presentation templates (2-10hrs)
- Business card design (1-3hrs)
- Flyer/brochure design (3-10hrs)
- Signage design (2-10hrs)

Digital templates will be done and provided in Canva. We'll walk you through the templates on completion and provide any tips necessary to work with them. Print designs will be done in professional design software and provided as print-ready PDFs. We can recommend printers – or liaise with yours – to get quotes and ensure artwork is setup correctly.

Liza Rose - Creatrix

www.lizarose.com.au



Offer 1: 3-Month Social Media Graphics, Branding & Marketing Package.

"Enhance Your Brand with Expert Graphic Design & Social Media Marketing Strategies"

Transform your online presence with our comprehensive 3-month package, designed to elevate your brand through professional graphic design and tailored social media marketing strategies.

What's included:

- Custom-made graphics and visual content for all your social platforms
- Content calendar planning and scheduling
- Engagement and community management
- Monthly analytics and performance reports
- Strategy consultation and mapping

Benefits:

- Increased brand visibility and recognition
- Consistent and eye-catching content to attract your target audience
- Improved engagement and follower growth
- Data-driven insights to optimise your marketing efforts

Let us help you stand out and grow your online presence.

Offer 2: 3-Month Website Design & Development Package.

Create logos, colour schemes, and branding materials that establish and reinforce a brand's identity, helping businesses stand out in the marketplace.

Let's build a stunning, user-friendly website that showcases your brand and drives results with our comprehensive 3-month design and development service.

What's included:

- Custom website design or need a refresh? tailored to your brand identity
- Mobile-responsive and SEO-optimised layout
- Content creation and integration
- Regular progress updates and revisions within 3 month period
- Testing and quality assurance

Benefits:

- A professional, modern website that converts visitors into customers
- Enhanced user experience across all devices
- Increased online visibility and credibility
- Support and consultation throughout the project

Sun Shiny Design

www.sunshinydesign.com



Offer 1: Brand Essentials Package (10–12 hours)

Includes:

- Logo design (2–3 initial concepts + refinements)
- Colour palette development
- Basic typography guide
- Simple brand style sheet (PDF)

How it helps businesses grow:

This gives a business a strong, cohesive starting point. A professional logo and consistent visual identity help new businesses establish credibility and recognition in their market

Offer 2: Marketing Collateral Pack (10–14 hours)

Includes:

- Business card design
- Branded letterhead + email signature
- One double-sided flyer
- Branded PowerPoint / pitch deck template (5 slides)

How it helps businesses grow:

This package equips businesses with professional tools for outreach and presentations. It ensures that every touchpoint, whether a business card or a proposal, conveys professionalism and brand alignment, making a stronger impression on clients and stakeholders.

Offer 3: Custom Illustration & Iconography Pack (10–15 hours)

Includes:

- 3–5 bespoke illustrations or icons tailored to the business (e.g., for packaging, brochures, infographics, signage)
- Consistent visual style guide for re-use
- Print-ready files in multiple formats (AI, PDF, PNG, SVG)

How it helps businesses grow:

Custom illustrations create a unique brand signature that sets businesses apart from competitors using stock visuals. These assets can be applied across packaging, signage, and printed collateral, adding personality and memorability.

Offer 4: Brochure & Print Collateral Design (12–15 hours)

Includes:

- A4 tri-fold or multipage brochure design (up to 8 pages) or set of 4 banners or set of 4 posters
- Print preparation (bleeds, CMYK colour profiles, professional file handoff)
- Integration of existing brand assets (logo, colours, typography)
- Optional supporting flyer/postcard

How it helps businesses grow:

High-quality brochures and print collateral allow businesses to make a lasting impact in face-to-face marketing — at events, in stores, or mailed directly. This package ensures polished, professional printed materials that build trust and leave a strong impression

Legal

McManus & Co Lawyers

www.mcmanuslawyers.com.au

McManus & Co
LAWYERS

Offer 1: Essential Estate Planning for the Business Owner

- 1 x Standard Will
- 1 x Company/Trust/Partnership succession review

We're small business owners too, so we understand how challenging it can be making time for things that are important but don't seem urgent. This package is for those that struggle to find the time to get all important estate planning documents done. In this package, we will delve into the ownership and control of your personal assets and business assets and provide advice as to how you can effectively pass on the control and wealth you've worked so hard for.

We'll help you put in place plans for what happens upon your death. Not only will our work provide you with peace of mind, but it will protect your family from unneeded stress at a

difficult time, help preserve the value of your estate and pass on control in a smooth and efficient manner.

If you have needs that require additional attention, such as need to put in place extra documents to provide for your desired succession of your business/company/trust, being part of a blended family, wishing to leave certain people out of your will, including complex clauses in your documents, having more than one company or trust, being part of a SMSF and more, we can assist at additional fixed fees which we'll provide to you in advance.

Offer 2: Couples Estate Planning

- 2 x Standard Wills
- 1 x Pro Forma Letter of Wishes

If you are part of a couple and haven't found the time to get your wills sorted, this package is for you. As part of this offer, we'll go through your family situation, your assets and liabilities, your testamentary intentions and document your wishes so that you can sleep soundly knowing your affairs are sorted.

If you have needs that require additional attention, such as being part of a blended family, wishing to leave certain people out of your will, including complex clauses in your wills, being in control of companies or trusts, being part of a SMSF and more, we can assist at additional fixed fees which we'll provide to you in advance.

Offer 3: Premium Estate Planning for an individual

- 1 x Testamentary Trust Will + Explanatory Document;
- 1 x Pro Forma Letter of Wishes

If you take pains to run your business in a tax efficient manner and are concerned to maximise asset protection, you're likely interested in providing these same benefits to your loved ones after you're gone. In this package, we'll provide you with a testamentary trust will which delivers both asset protection and tax effective streaming options to your beneficiaries, maximising the inheritance you're working so hard to create.

If you have needs that require additional attention, such as being part of a blended family, wishing to leave certain people out of your will, including complex clauses in your will, being in control of companies or trusts, being part of a SMSF and more, we can assist at additional fixed fees which we'll provide to you in advance.

Marketing Consulting/Advertising

Dify Social

www.difysocial.com.au



Offer 1:

SOCIAL MEDIA AUDIT, PROPOSAL & CONSULT (214.75 = 50%)

Pre-commencement: The Dify Social desktop audit with a proposal and consultation up to one hour. Includes a copy of our tried and tested Dify Social® Media Marketing Model (Infographic) for us to talk through online using Whereby business video, to understand the current gaps and presenting opportunities for your business.

SOCIAL MEDIA SET-UP & REVISION (629.50) Workshop - Integrated set-up & revision of your social media across the six key channels (plus TikTok if requested). This establishes

your social media profiles across LinkedIn (professional profile & Company), Facebook, Instagram, X (formerly Twitter), 'Google Business' map & YouTube with links for your website. This includes a technical set up and revision (up to 3 hours) of your social sites including consistent 'about' copywriting and basic design of your social profiles and banners.

SOCIAL MEDIA STRATEGY (429.50) Workshop - Two hour in-person planning consultancy session - applying Dify Social's Social Media Marketing Guide [Infographic] model. Following the setup your Dify Social Media Marketer will work with you collaboratively to determine: the scheduling of your social media posts; your Facebook ads target audience/s; and to confirm marketing, management and Facebook advertising tactics.

SOCIAL MEDIA MANAGEMENT & REPORTING (\$726.25, up to 10 weeks XS or 15 weeks XXS) Monday to Friday social media marketing management including (every second day or twice a week) posts to your Facebook page and other social media accounts; LinkedIn, Instagram, X & Google map using a (paid professional) Publer scheduler, plus monitoring, engagement and strategic sharing with if appropriate. Write Facebook advertising copy & administer FB campaigns.

Inner West Community Media Incorporated

www.thewestsider.com.au



Offer 1: Exclusive Half-Page Advertising Package
Maximise your organisation's visibility across print, digital, and socials. This limited-time package is designed to give you sustained exposure and meaningful community connection.

Your package includes:

- Half-page print advertising (260mm x 175mm) for 4 months
- Flexible scheduling: run ads consecutively or bimonthly (ideally must be used by July 2026)
- 1 free editor shout-out on social media
- 4 dedicated social media posts across Facebook and Instagram
- 1 month webtile banner on thewestsider.com.au
- random play of 30second advert on Westsider Radio

(Artwork, copy and links must be supplied by advertiser. Optional copy, design and layout support available at additional cost.)

Package Value over \$2,660+ GST

Why choose this package?

- Extend your reach: Engage 23,000+ local print readers and 17k+ followers online
- Boost brand recognition: Consistent exposure across multiple channels builds trust and visibility
- Show your commitment: Position your organisation as a proud supporter of community voices
- High value: A bundled package offering premium placements at a fraction of standard rates

This is more than just advertising — it's an opportunity to grow your profile while directly investing in a platform that amplifies the stories and voices of Melbourne's west.

Other Business Services

Candy Ng Art

www.candyngart.com



Offer 1: Live Fashion Illustration at your event (Valued at \$2,000 – 4 hours service)

- Surprise your guests or customers with live hand-drawn fashion-style portraits on premium paper, each created in 5–10 minutes, approximately 8 guests per hour.
- Every guest takes home a personalised keepsake they will treasure.
- Perfect for gala dinners, product launches, retail activations, trade shows or end-of-year celebrations.
- Creates a fun, engaging moment that promotes your brand in a memorable way.
- Custom branded sketching paper included, featuring your business venue, logo, or products.

Offer 2: Live Engraving at your event (Valued at \$2,000 – 6 hours service)

- Add a wow-factor to your event with live engraving of your guests' names on products such as wine bottles, perfume, glassware, stainless steel coffee cups or water bottles. (Products not included)
- Each item takes approximately 2-3 mins, approximately 12-16 items per hour
- Each item is personalised in front of the guest, transforming it into a unique keepsake they'll treasure.
- Perfect for product launches, client gifting, retail activations, or VIP experiences.
- Makes your brand stand out by adding a meaningful, personal touch to your products.

Offer 3: Live Calligraphy Personalisation at your event (Valued at \$2,000 – 6 hours service)

- Elegant hand-lettering on cards, stationery, packaging, or luggage tags (products not included).
- Each item takes about 2–3 minutes depending on the wording. For first names or initials, up to 20 items can be personalised per hour.
- Guests can have their names or short messages written in beautiful calligraphy, live at your event.
- Perfect for corporate functions, networking events, product launches, or branded gifting.

Offer 4: Bespoke Mixed Personalisation Experience create at your event or in my studio (Valued at \$2,000)

- Combine multiple services, live illustration, calligraphy and engraving
- Custom gifting for your VIP customers through my in-studio service
- Your customer can enjoy a variety of personalised experiences tailored to your brand's theme
- Perfect for end-of-year gifting to your VIPs and referrals or any special events that you are planning!
- Let's chat and create something unique together

Citizen By Design

www.citizenbydesign.com



Offer 1: Citizen By AI: Brand + GPT Program

Work one-on-one with Citizen By Design to clarify your brand and build a custom AI-powered GPT that knows your voice, values, and goals — helping you make better decisions, stay consistent, and save time every day.

This 4-phase program includes:

- Phase 1 / Clarify Your Brand – Workshop to uncover your purpose, values, positioning, and brand story.
-
- Phase 2 / Build Your Brand GPT – We transform your brand assets into a private, custom AI assistant trained to know your voice and values.
-
- Phase 3 / Guided Launch Session – Learn how to use your GPT to check your messaging, generate ideas, and stay consistent across your marketing.
-
- Phase 4 / Brand Clarity & AI Insights Report – Receive a handover PDF summarising your purpose, values, positioning, and key learnings from the program, plus the training material used for your Custom GPT.

You'll finish the program with not just a stronger brand, but a working tool you can use every day for key brand and marketing tasks:

- Draft social media posts, emails, and bios — in your voice
- Sense-check messaging before sharing
- Refine your pitch for grants, events, or networking opportunities
- Save time, reduce doubt, and make better decisions — faster

Total Value: \$2,000

Please note – participants must have Chat GPT Plus Account

Footscray Records

www.footscrayrecords.com.au



Offer 1:

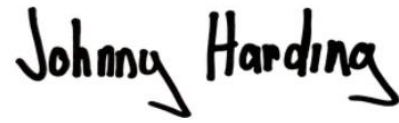
- Offering a highly curated vinyl record collection for your business. A cafe, restaurant, bar or other speciality retail store can really benefit from having a great record collection to play in the background of their business. The vinyl records will be worth equal amount to the grant, curation will be complimentary.

Offer 2:

- Set up a record player, amplifier and speakers in your store. Equipment will be paid for by the grant, set up will be complimentary

Johnny Harding

www.johnharding.me



Offer 1: Cultural Awareness & Competency Training for all staff and or Board- \$2000
(This is a special offer just for this Grants Program)

- Two-day Workshops on Indigenous history, culture, and protocols.
- Our Two-Day Workshops on Indigenous History, Culture, and Protocols are designed to give participants a deep, practical understanding of First Nations perspectives and how to engage respectfully and meaningfully in contemporary Australia.
- Day One provides a strong foundation in Indigenous history, covering pre-colonial life, connection to Country, the impacts of colonisation, and the ongoing journey of resilience and survival. Through storytelling, interactive discussion, and multimedia resources, participants gain insight into the richness of Indigenous cultures and the historical context that continues to shape communities today.
- Day Two focuses on cultural protocols and practical application in workplaces, community engagement, and public events. Participants learn about the importance of Welcome to Country and Acknowledgement of Country, appropriate communication styles, intellectual property rights, and how to build authentic partnerships with Indigenous communities.

This workshop is ideal for businesses, government agencies, educators, and community organisations seeking to foster inclusivity, avoid cultural missteps, and strengthen relationships with First Nations peoples. Delivered by experienced Indigenous facilitators, the sessions are interactive, respectful, and tailored to meet the needs of participants, ensuring they leave with not only knowledge but also confidence to apply it in their professional and personal lives.

Offer 2: Policy & Strategy Development \$2000
(This is a special offer just for this Grants Program)

- Reviewing and developing Reconciliation Action Plans (RAPs).
- Our service focuses on supporting businesses, government agencies, and community organisations to create, review, and strengthen RAPs that deliver real outcomes.
- We begin by reviewing existing RAPs to assess their effectiveness, ensuring they align with the organisation's goals, values, and capacity while meeting Reconciliation Australia's framework. This includes evaluating current commitments, progress, and reporting processes, identifying gaps, and providing practical recommendations for improvement.
- For organisations developing their first RAP, we guide you through every stage of the process – from building internal awareness and securing leadership commitment to co-designing actions in consultation with Indigenous stakeholders. We ensure that each action is measurable, culturally appropriate, and capable of driving lasting change.
- Our approach emphasises authentic engagement. We help establish respectful partnerships with Aboriginal and Torres Strait Islander communities, ensuring that the RAP is not just a document but a living strategy that fosters trust, collaboration, and shared success.
- By working with us, organisations gain more than compliance – they gain a roadmap for genuine contribution to reconciliation, enhanced reputation, and stronger relationships with Indigenous peoples. Whether you need a comprehensive review, a new RAP, or guidance on implementation, we provide the expertise and cultural insight to help you achieve meaningful impact.

Offer 3: Content & Representation Review - \$2000 (This is a special offer just for this Grants Program)

- Reviewing marketing campaigns, media, or storytelling for cultural sensitivity.
- Our Cultural Sensitivity Review Service ensures your marketing campaigns, media content, and storytelling reflect respect, accuracy, and inclusivity when representing Aboriginal and Torres Strait Islander peoples.
- We assess language, imagery, themes, and context to identify potential cultural risks and provide actionable recommendations to align with best practices and community expectations. This process helps organisations avoid misrepresentation, build trust with Indigenous audiences, and create content that resonates authentically. By engaging our expertise, you safeguard your brand's reputation while contributing to more ethical and meaningful representation in the public sphere.
- Advising on the use of Indigenous art, stories, and symbols.
We help organisations engage with Aboriginal and Torres Strait Islander cultural elements respectfully, legally, and ethically. Indigenous cultural expressions carry deep significance, often connected to specific communities, histories, and protocols. Misuse can cause cultural harm, damage relationships, and lead to legal consequences.
- We provide expert guidance on appropriate consultation processes, ensuring permissions are sought from the right Traditional Owners, artists, or custodians. Our service covers copyright and intellectual property rights, cultural attribution, and ethical commissioning of artwork. We also assist in developing policies for ongoing respectful use of Indigenous cultural materials.
- By working with us, you ensure your projects honour cultural ownership, strengthen relationships with Indigenous communities, and uphold integrity in representation. Whether incorporating designs into branding, sharing traditional stories, or commissioning public art, we help you navigate this responsibly and meaningfully.
- Script or creative content consulting for films, theatre, or corporate projects.
- We provide expert guidance on scripts and creative projects, ensuring authentic representation of Indigenous cultures, accurate storytelling, and respectful engagement with communities for film, theatre, and corporate productions.

Kindred Studios

www.kindredstudios.com.au

Offer 1:

Kindred Studios is home to a variety of meeting room and boardroom facilities, perfect for small and large groups.

Including:

- 5 x boardroom hire sessions (26 pax)
- OR 10 x meeting room hire sessions (8 pax), including use of projector and screen.

Our boardroom and meeting room facilities are the ideal spaces for your next client pitch, professional development day, or client meeting.

Offer 2:

If you're on the hunt for a versatile function space, Kindred's got the goods!

Including:

- 1 x - Corporate Function / Christmas Party including venue hire, room set up, staff & tech in our large 250 capacity Atirum Space.
- This includes assistance from event coordinator, from initial site visit/meeting, to event bump in and event management.



The Exercise Room

www.exerciseroom.com.au



Here at The Exercise Room we know how difficult it can be in beginning a fitness journey. There are many barriers that people face when entering a gym and we try our best in breaking these down. We do this by offering an inclusive environment where everyone can feel like they are welcomed. We also offer state-of-the-art equipment that is well maintained and expert level guidance to help anyone from beginners to advanced.

Offer 1:

- 5 x 12-month memberships for staff
 - 1 x complimentary personal training session per staff member per month
 - 1 x group training session for staff every 3 months
- Or

10 x 6-month memberships for staff

- 1 x complimentary personal training session per staff member per month
- 1 x group training session for staff every 3 months

By your business selecting to train at The Exercise Room this will create a greater comradery and promotes teamwork between staff members. The positive impact on both mental and physical health will also be a major benefit, as a healthier workforce will be more productive.

Yarraville Studio Hire

www.yarravillestudio.com.au



Offer 1: Unlock Your Creativity: The 25-Hour BEP Studio Hire Bundle

Your exclusive pass to 25 hours in our photography and film studio. Book as many sessions as you need (3-hour minimum) any day of the week, 7am-8pm. (Must be used by BEP deadline of April, 2026).

Studio Inclusions:

- 150m of NEW studio space with 3m ceilings
- Entire private ground-level studio with garage/barn door access
- Additional driveway space, great for capturing content outside
- 6x5.5m Cyclorama
- 2x Aperture 300 Constant Lights with stands and softboxes
- 2x Neewer 600 Pro RGB LED Panels
- 4x Paper Backdrops available in the studio
- 2x Heavy-duty mobile tables perfect for product photography
- Makeup portable station with 2x Hollywood mirrors
- Kitchenette with dishwasher, microwave, coffee machine, washing machine, dryer and bar fridge
- Large bathroom, toilet, shower, steamer and iron
- Lounge area, fast internet and bluetooth speaker

- Parking onsite in our driveway and free street parking
- Wheelchair friendly with accessible toilets

Photography

Joanne Manariti Photography

www.ioannemanaritiphotography.shootproof.com



Offer 1: Personal Or Business Branding

This is perfect for any service-based business (eg. sole trader, artist, entrepreneur, maker, creator) who is the face of their business and in need of a personalised suite of images to share with their world.

We will tell your business story and show what you do, whilst capturing and showcasing your vision, purpose and unique personality to your customers.

Imagery will be specific to you and your brand and will include a range of portraits, lifestyle and detail shots.

It will be perfect for showcasing you and your business online, on your website and socials. Captured in Studio or on location depending on what is most suitable to your business.

You will receive:

- 50 images
- Business to provide any props.
- Hair and Makeup (optional and not included, though recommended)

Offer 2: Product Photography

Do you have physical products that require professional photography to help your customers click “Add to Cart”?

This offer is perfect for any product-based business whether it be fashion, toys, baby products, packaging, skin-care, food products, to name a few, that require some good, solid, stand out, professionally-captured images of what your product accurately looks like.

Captured in studio under professional lighting, and then edited to show your product's perfection.

White or coloured backgrounds.

You will receive:

- 50 images, of which up to 10 images can be (simply) styled images as part of the offer.
- Business to provide props for styled images.

Offer 3: Business/Company Team Photography

Does your business have a physical location, shopfront, or an office space? Do you have a team of staff delivering and working in your business?

This offer is perfect for any bricks and mortar business. We can capture you and your team at work as your customers see you, and highlight all the wonderful ways you service and care for them.

Imagery will be specific to your business and can include a range of headshots, team photos, lifestyle and detail shots.

You will receive:

- 50 images
- Business to provide any props.

Keira Nicole Photography

www.keiranicolephotography.com/branding/



Offer 1: The Complete Brand Story Package at Ms. Westie Creative Studio – \$2,000

- 1-Hour Consultation & Planning Session – we'll map out your brand story, target audience, and marketing goals before shoot day.
- 4-Hour Shoot at Ms. Westie Studio (Footscray) – a natural-light creative space set up for professional photography and video. Here we capture polished portraits, styled product shots, and lifestyle imagery in a space designed to make your brand shine.
- Video Sales Tool – a professionally produced video that introduces your business, explains your services, and shows how you solve your clients' problems. Ideal for your website homepage or as a pinned social post.
- Social Media Video Clips – 6–8 short, engaging clips filmed during your session, ready to roll out across Instagram, Facebook, TikTok, or LinkedIn.
- 80-100 Professional Images – a complete gallery including portraits, brand details, and authentic storytelling shots that can be used across your website, social platforms, ads, and marketing campaigns.
- Pre-Shoot Planning Guide – practical steps to prepare yourself and your space for success.
- Content Usage Guide – clear advice on how to get the most out of your photos and videos.

Best for businesses wanting a clean, professional look in a studio environment, with content that feels polished, versatile, and ready to use anywhere.

Offer 2: The Complete Brand Story Package On Location in your business –\$2,000

- 1-Hour Consultation & Planning Session – we'll discuss your brand story, marketing objectives, and plan the flow of your shoot.
- 4-Hour Shoot in Your Own Space – I come to your business and capture authentic content in the environment your clients already know you for. Perfect for salons, clinics, cafés, retail stores, or service providers who want to showcase their space in action.
- Video Sales Tool – a professional video filmed in your business, telling your story authentically in the setting where the magic happens. Builds instant trust with potential clients.
- Social Media Video Clips – 6–8 short-form videos capturing real client interactions, team culture, and behind-the-scenes moments.
- 100 Professional Images – portraits, team shots, products, interiors, and lifestyle images that showcase your business in its natural environment.
- Pre-Shoot Planning Guide – tips to get your space camera-ready before the shoot.
- Content Usage Guide – a practical roadmap on how to leverage your new content across socials, websites, and marketing campaigns.

Best for businesses that want to highlight their space, team, and customer experience, creating content that feels real and relatable to their audience.

SDP Media

www.sdpmedia.com.au



Offer 1: Head Shots of your team

- Professional photographs of your team that you can use on your website and other promotional items
- Includes all set up, lighting, studio equipment and editing
- Includes photographs of up to 30 staff

Offer 2: Video Package

- 2 hours photography and 2 hours editing to create one promotional video
- Includes pre-production script writing

Offer 3: 360 Virtual Tour

- A virtual tour is a simulation of a premises composed of a series of 360-degree images
- The tour will include up to 99 scan points (approx. 300 square metres)

Offer 4: Event Photography

- 5-hour event photography
- Including an instant guest gallery where your guests can scan a QR code and instantly download their images

Yusuke Sato Photography

www.photo-by-yusuke.com.au



Offer 1:

Strong visual content is one of the most powerful tools to attract new customers, build brand recognition, and promote your business online and in print. This package has been designed specifically for Maribyrnong hospitality businesses to create a professional image library that showcases your food, venue, and team at their best.

- On-site photography at your restaurant or café to authentically capture your ambience, menu presentation, and the people behind your business.
- Pre-shoot consultation to align the shoot with your brand identity and promotional goals.
- Flexible scheduling to avoid disruption to service, with weekday and evening sessions available.
- Professional equipment and lighting are supplied to produce high-quality images suitable for all marketing channels.
- Basic image retouching included for a refined, professional finish.
- High- and low-resolution images provided (ready for websites, social media, menus, and print marketing).
- Fast turnaround – images delivered within 10 working days via secure digital download.

Package Options (choose one):

- One full-day photoshoot – ideal for creating a comprehensive library of images that can be used across multiple platforms and campaigns.

OR

- Two half-day photoshoots (up to 4 hours each) – perfect for capturing different times of day, seasonal menu updates, or staged content creation over two sessions.

Wendy Stiles Photography

www.wendystiles.com



Offer 1: Wendy Stiles Photography creates images for people who care about love, community, humanity and the planet.

It's my mission to help people and ethical, purpose-driven businesses reach their goals by providing authentic organic images that they will love. By helping you succeed, I succeed and we can make the world a better place together. I provide a range of photography from lifestyle, portrait and business branding to product photography, fashion and commercial photography to suit your business.

What you will receive with your \$2000 voucher:

- 3 to 4 hour photoshoot
- 50 images in both high and low resolution

This can be used towards a personal/business branding shoot, a shoot with a team of staff, or a lifestyle shoot for product or service industries. Shoots are done during business hours.

What you can expect:

You will have a tailored photoshoot providing images that give your business a personality. You will feel comfortable and prepared, so we can nail your brief and give you a wonderful overall experience. Afterwards your images will make you stand out with your message and help you better connect with your people.

Once you decide I'm the photographer for you I will send you a questionnaire which will go through the stories you want to tell through your images. Through that we will create a brief. Then we would have a chat, and go through the planning process.

Printing/Signage

Minuteman Press Footscray

www.minuteman.com/au/locations/vic/footscray



Offer 1:

Our business is a one-stop start-to-end design and print shop. We have a super friendly team of graphic designers that are energised and keen to assist any business, small or big, in growing, promoting, and marketing themselves. Our services range from assisting in refreshing and redesigning a business' branding, to printing and showcasing their amazing business image. Our team is extremely talented and work extremely hard to make your images and dreams for your businesses branding come true.

Our services and products include:

- Printing – we cover all printing requirements (e.g. business cards, brochures, flyers, books, catalogues and more!)

- Promotional Products – great way to promote your brand by giving custom branded products to your clients and team (e.g. pens, mugs, bags, mouse mats, and thousands of other products!)
- Apparel – Give your team a professional look (e.g. uniforms, jackets, t-shirts, business shirts, vests, hi-vis work wear, caps and more!)
- Signage – Refresh your signage and increase visibility to your customers (e.g. banners, posters, A-frames to name a few!)

The list is endless! Our main goal is to support your business grow through print.

Signarama Footscray

www.signarama.com.au/store/footscray



Offer 1: Start up package

- Reception sign 1200 x 800 clear cut acrylic
- Trading hours & store logo for door
- Small fascia panel

All packages are flexible and each customer will be quoted individually to ensure they receive the full \$2,200 + GST value.

Offer 2: Interior Signage

- iINTERIOR PACKAGE
- Reception Sign
- Wall Graphics or frosting

All packages are flexible and each customer will be quoted individually to ensure they receive the full \$2,200 + GST value.

Offer 3: Exterior Signage

- 3 sqm Fascia sign (excluding permit & under 3 metres high)
- 4 sqm Window graphics
- Logo & business decals on front door

All packages are flexible and each customer will be quoted individually to ensure they receive the full \$2,200 + GST value.

Offer 4: Vehicle Package

- 1/4 Car Wrap with one way vision

All packages are flexible and each customer will be quoted individually to ensure they receive the full \$2,200 + GST value.

Videography

Artificial Studios

www.artificialstudios.com.au



We're your friendly neighbourhood studio for all things Video, Photography, and Animation! You'll find us tucked away in the vibrant, creative hub of Kindred Studios.

Since 2015, we've been proud to call Maribyrnong City Council home. For us, it's not just about creating great content, it's also about community. That's why we've been part of the Business Elevate Program since day one in 2021, connecting with fantastic local businesses across the creative, hospitality, education, technology, health, and beauty sectors.

We'd love to help tell your story in a way that captures not just what you do, but who you are so your audience connects with you on a real, personal level.

Offer 1:

Special Offer for Business Elevate Participants

- 3-hour video shoot
- 2-minute hero video
- 30-second social media cutdown
- Closed captions
- Royalty-free music
- B-roll footage
- Interviews / vox pops
- Up to three rounds of feedback

Optional Add-ons: Take your video to the next level!

- Drone footage
- 2D animation
- Motion graphics
- Hair and make-up
- Voiceovers
- Photoshoots

Julia Forte Film + Photography

www.juliaforte.com.au



Offer 1: Your Brand Story Essentials.

Perfect for small businesses needing to elevate their brand and build trust fast.

What's included:

- 1-hour strategy session to define their story & ideal client
- 60-second brand video (professionally filmed, edited, with music & titles)
- 10 professionally shot, edited brand photos

- Studio OR on-location shoot (within Maribyrnong city council)
- Unlimited Usage rights for website, socials, and promo

Offer 2: Launch-Ready Visuals

For businesses launching a new product, service, or campaign.

What's included:

- 30-minute planning session (incl. shot list + moodboard)
- 2x vertical videos (15–30 sec) for social or ads
- 1x 60-second brand overview video
- 15 styled images (people, product or place)
- Choice of: lifestyle studio backdrop or on-location

Offer 3: Show Me Everywhere

Ideal for service-based businesses wanting multi-platform content.

What's included:

- 1x 60–75 sec narrative brand story video
- 3x 15-sec social video snippets (for Reels, TikTok, or LinkedIn)
- 12 elevated brand photos (behind-the-scenes, product, team, etc.)
- Short-form content strategy guide (PDF)
- Studio or location shoot up to 2 hours

Offer 4: Launch your product or service.

Pixel3 Video Productions

www.pixel3.com.au

**Offer 1: Ready to harness the power of video for your business?**

Whether you're just getting started or looking to level up your video strategy, this offer is designed for businesses that want to make smarter, more impactful use of video. If you're unsure where to begin or want to ensure your video content is working harder across your brand, this is the perfect opportunity to get expert guidance and real results.

What you'll get with your Business Elevate Program Voucher:

- A planning session: We'll schedule a phone or Zoom meeting with you (and your team, if applicable) to clarify your requirements, which we'll then use to create a detailed brief for your video.
- A video shoot: Our videographer will come to your premises to shoot you and your business for up to 3 hours
- One Promotional Video: We will produce 1 x 45-second Promotional Video showcasing you and your business which can be used across multiple platforms eg website, social media channels and email. (Please note this will include a music bed but no voiceover).

Here's a sample: <https://pixel3.com.au/portfolio/social-media-video-content-flip-out/>

Web Design/Mobile App Development

LLOC

www.lloc.com.au



Offer 1: Professional Website Package

Get a clean, mobile-friendly website that makes your business look established and easy to find. We'll set you up with hosting, domain, and a professional design that's simple for customers to navigate.

- An engaging landing page designed to capture attention quickly and give visitors a clear overview of your business.
- Tell your story in a way that builds trust, outlining your background, values, and what makes your business unique.
- Up to three dedicated pages showcasing your key offerings, explained clearly so customers know exactly how you can help them.
- A straightforward contact form with embedded map details, making it easy for clients to get in touch or find your location.

What's included:

- 12 months hosting and domain name registration (if required)
- Hosting is \$300/yr after 1st year
- Website build with Content Management System
- Professional templates & colour schemes
- Stock photography included that is copyright free
- Calls-to-action boxes, contact form(s), and optional blog setup
- Guidance on layout and content suggestions/editing

Excluded:

- Content writing/creation or rewrite – minor edits will be suggested
- eCommerce site setup
- SEO optimisation or digital marketing services

Offer 2: Brand Identity & Graphic Design

Launch a professional, consistent brand identity designed to make your business stand out. Work directly with an experienced designer to ensure your visuals feel polished, versatile, and ready for growth.

Whats included:

1 hour initial consultation to talk about your business and brand and what you are trying to achieve.

- Logo or product design
- 3 x logo concepts
- 3 x revisions on chosen logo concept
- Branding guide (fonts for print & web, black & white logo, colour logo, website logo, alternative layouts horizontal/vertical)
- Business card design/layout
- Facebook & LinkedIn profile/cover images with logo
- Email signature block

Alternatively: up to 15 hours of custom product/graphic design (book covers, flyers, brochures, magazines/newsletters, packaging/containers, etc).

Offer 3: Social Media Starter Pack

Boost your online presence with ready-to-use posts tailored to your brand. Save time and post consistently with engaging designs and content created for your business.

What's included:

- 20 business-related campaign ideas to choose from
- 12 selected concepts fully developed into posts
- 12 professional design layouts
- 12 captions/post texts written to match designs
- 12 images to accompany posts
- Final delivery: 12 social media posts (image + text), ready for you to upload

Offer 4: IT Support Package

Flexible IT help to keep your business running smoothly, when you need it.

Use your hours over 12 months for troubleshooting, advice, and remote support across Mac And Windows.

What's included:

- 20 hours of IT support (valued at \$3,200+)
- Use across 12 months, billed in 15-minute increments (2-hour minimum onsite)
- Support for both Mac & Windows computers
- Remote helpdesk and troubleshooting
- Networking and email problem resolution
- Advice on IT solutions and best purchase options

Not included:

- Hardware or software purchases
- Hardware repairs (but we can advise/arrange trusted repair options)

Stitch Strategy

www.stitchstrategy.com.au



Offer 1: Squarespace Website from Scratch (5 pages)

Need a website quickly without the fluff. Design it right from the get-go and build on your website presence from there. One that looks the part and shows on personality and with the right process in place we can build you a functional web presence quickly and easily!

Tap into my web design expertise and digital marketing brain and I'll bring the website of your dreams to life that your clients will love.

- Invest in custom design that attracts your dream clients without breaking the bank
- Refer customers and clients to your website with 100% pride and confidence
- Skip the trial and error of website DIY or long project timelines
- Enjoy a fun, collaborative process with a responsive web design professional
- Instantly grow your credibility and position yourself as the expert you are
- Fill your calendar with dream clients who are captivated from the get-go

What you'll get:

- A 5-page Squarespace website (Typically Home/Landing Page, About Page, Services, Blog or Portfolio, Contact Page)
- SEO-optimised pages with your keywords, headers, titles and meta descriptions, alt text
- Image Optimisation
- A website that's well laid out for your customers to navigate.
- Clickable links, mailing list subscription and a contact form
- Option to add on additional features like scheduling or a shop later on.

Ideally, you will have these things ready to go:

- Branding colours and fonts
- Custom images for your business to use on your website
- An idea of the copy (words) that you'd like to use on your website.

If you don't have these don't panic we'll find a solution that works for your business.

Offer 2: A Day with Jaye - Sort out your digital universe

This session is for small business owners who want to optimise their digital marketing assets and get better results with their clients and customers. Your VIP day is all about doing and execution, it will be action packed from the get-go and we will work through your digital universe (your website, social assets and mailing lists), optimising them making them work harder for you as we go.

Here's how your VIP day will go. We've got 5 delicious hours together to make an impact on your business and your digital universe. I'm keeping these sessions open but just know that we can work on anything in your digital universe during this time.

- Pre-questionnaire so that I can get to know you and your business
- Kick-off session where we map out what we plan to achieve for the day
- I'll get to work in your digital spaces, making some magic happen.
- We'll have periodic check in's via video call through the day
- Show and tell session, where I take you through what's been done.
- Final wrap-up call and hand back over.