



Maribyrnong  
CITY COUNCIL

2024/2025

Business Elevate Program Offers

## Contents

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<b>Accounting/Bookkeeping .....</b>	<b>1</b>
AveSol Accounting Services .....	1
Wong and Kong Accountants Taxation Corporate Advisory .....	2
<b>Business Coaching.....</b>	<b>4</b>
Amaik Consultancy .....	4
Money Wellness .....	4
She's The Boss Group .....	5
<b>Business Consulting .....</b>	<b>6</b>
Brendan Grimes Ergonomics & Safety.....	6
Cecilia Macaulay .....	6
NewGen Consulting Australasia.....	7
QTC Training and Education.....	8
Stater .....	9
<b>Business Sustainability.....</b>	<b>10</b>
Harford Consulting .....	10
<b>Copywriting/Public Relations.....</b>	<b>11</b>
Blue Budgie Communications .....	11
<b>Digital Marketing/SEO.....</b>	<b>12</b>
AX Digital .....	12
Bright Smart Media Services.....	13
Stitch Strategy .....	15
<b>Graphic Design/Visual Merchandising .....</b>	<b>17</b>
The Brand Garage .....	17
Citizen By Design.....	17
Kate Hall Creative .....	18
Liza Rose - Creative Design .....	19
<b>Legal .....</b>	<b>20</b>
McManus & Co Lawyers .....	20
<b>Marketing Consulting/Advertising .....</b>	<b>22</b>
Dify Social.....	22
Inner West Community Media Incorporated .....	22
<b>Other Business Services .....</b>	<b>24</b>
Heike Burkhardt Architect .....	24
Kindred Studios .....	25
MAMAWEST.....	26

The Idea Collective Melbourne.....	27
The Exercise Room .....	29
<b>Photography.....</b>	<b>30</b>
Glow Studios.....	30
Joanne Manariti Photography .....	31
SDP Media.....	32
Yusuke Sato Photography .....	32
Wendy Stiles Photography.....	33
<b>Printing/Signage .....</b>	<b>34</b>
Chase Print Group .....	34
Minuteman Press Footscray .....	34
Signarama Footscray.....	35
<b>Videography .....</b>	<b>36</b>
Artificial Studios .....	36
Pixel3 Video Productions .....	37
Shots Creative Studio .....	37
<b>Web Design/Mobile App Development .....</b>	<b>39</b>
LLOC .....	39
Seddon Digital .....	40

## Accounting/Bookkeeping

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### AveSol Accounting Services

[www.avesoltax.com.au](http://www.avesoltax.com.au)



#### **Offer 1: Sole Trader Tax Return and Advice**

- We will review your accounts and prepare your tax returns and Financial statement with 1 hour advice.
- Option to swap the tax returns for 5 hours of bookkeeping for 3 months if you are time poor or need catching up. We can also train you how to do your own bookkeeping and set your bookkeeping software.

#### **Offer 2: Company/Trust Tax Return and Advice**

- We will review your accounts and prepare your tax returns and financial statements. Please note depending on the turnover of your business, the cost may exceed \$2000.
- Option to swap the tax returns for a comprehensive tax planning or bookkeeping catch up

#### **Offer 3: Start-Up Business Coaching**

- Assess your business structure to make sure that the structure provides you with best tax advantage. Provide you advice on how to change business structure without incurring any Capital Gains Tax effect (CGT).
- Thorough checking of all your government registrations and legality to ensure you are properly registered for everything you need to be. This includes but not limited to checking registrations such as GST, PAYG ABN.
- Leave your registration for ABN, TFN or GST, to us – we take care of this for you
- Discuss your needs and obligations in terms of business insurance and work cover.
- We will talk about your business plans, discuss your strategies moving forward such as marketing plan, setting up of your business goals and budgets.
- We will provide some tax effective advice to ensure you minimise your tax liability.
- We will advise on payroll and directors/owners' remuneration. That is how to pay yourself first.
- We will briefly look at some of your pricing tactics and cost of sales analysis to ensure your prices to customers are charged correctly.

## 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](http://www.wongandkongtaxaccountants.com.au)

### **Offer 1: Comprehensive Tax Return Preparation for Companies, Partnerships, Trusts, and Sole Traders**

Experience hassle-free tax compliance with our expert services. Our dedicated team will handle every aspect of your tax return, ensuring accuracy, optimisation, and peace of mind. Here's what you can expect:

- Tailored tax return preparation: We'll meticulously prepare and file your company, partnership, trust, or sole trader tax return based on your financials.
- Thorough financial review: Our meticulous review process involves checking and reconciling your major accounts. By ensuring the accuracy of your financial records, we pave the way for seamless tax preparation.
- Strategic tax advice: Uncover opportunities for tax optimisation with our strategic advice. We'll guide you on structuring your business operations to maximise tax efficiency, ultimately contributing to your bottom line.
- Proactive planning: Gain insights into running your business in a tax-effective manner. Our experienced team will provide personalised tax advice, empowering you to make informed decisions that align with your financial goals.
- Effective ATO representation: In challenging times, we stand by your side. We will represent you and negotiate with the Australian Taxation Office (ATO) to establish a favourable payment plan. This strategic approach assists in easing your cash flow concerns.

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

Embark on your entrepreneurial journey with confidence, guided by our seamless company incorporation services and expert start-up business advice. Here's how we can support you:

- Effortless incorporation process: Our dedicated team will facilitate a smooth and hassle-free company incorporation process, allowing you to establish your business entity efficiently.
- Comprehensive government registrations: From ABN to TFN and GST, we've got you covered. We'll meticulously handle all necessary government registrations, ensuring that your business is properly and legally established.
- Thorough compliance review: Our experts will conduct a comprehensive review to ensure that you're registered for all necessary obligations, including GST, PAYG, and ABN.
- Holistic business insurance guidance: We'll discuss your business insurance needs and obligations, including guidance on work cover.
- Tax-effective strategies: Minimise your tax liability with our expert advice. We'll provide tailored tax-effective strategies, helping you keep more of your hard-earned profits while staying within the bounds of tax regulations.
- Payroll and remuneration expertise: Discover the art of paying yourself first. Our guidance on payroll and directors/owners' remuneration ensures that you're compensated appropriately while optimising your financial structure.
- Embark on your journey to success with us by your side. Let us guide you through a seamless incorporation process and provide the expert advice you need to thrive.
- Make confident strides in your business journey with. From incorporation to thriving operations, we're here for your success.

### **Offer 3: Complete Payroll, Bookkeeping, and BAS Filing Solutions for Business Excellence – For Three Months**

Elevate your business operations with our all-inclusive package that combines seamless payroll management, comprehensive bookkeeping, and meticulous BAS filing. Here's how we can support your success:

- Effortless payroll services: Our dedicated team will manage payroll for up to two employees, ensuring accurate and timely salary processing.
- Comprehensive bookkeeping excellence: From transaction recording to financial statement preparation, we've got your back. Our experts will handle your bookkeeping needs with precision, providing you with clear insights into your financial performance.
- BAS preparation and filing mastery: Compliance is key, and we excel in it. Let us take care of your Business Activity Statement (BAS) preparation and filing for three months.
- Experience the ease of a fully integrated solution that maximises your operational efficiency.

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

Unlock the power of informed decision-making with our strategic business tax advisory services. Our tailored approach empowers you to navigate the intricate world of taxation, ensuring financial success and growth. Here's how we can make a difference:

- Expert tax advice: Benefit from our in-depth knowledge and experience as Certified Practising Accountants. We'll provide you with personalised tax advice, helping you optimise your tax strategy and minimise liabilities.
- Strategic tax planning: We understand that every business is unique. Our strategic planning sessions will focus on your specific goals and challenges, creating a roadmap for tax-efficient operations and sustained growth.
- In-depth consultation: Our one-on-one consultations provide a platform for open dialogue and exploration of your business's financial landscape. We'll address your concerns and provide insights to empower your decisions.
- Sustained support: With one hour of consultation per month over a span of six months, you'll receive continuous support and guidance.
- Navigate the complexities of taxation with clarity and confidence.

## Business Coaching

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### Amaik Consultancy

[www.amaik.com.au](http://www.amaik.com.au)



#### **Offer 1: Lean Business Plan**

The Lean Business Plan is a streamlined adaptation of the traditional Business Plan. It is a tool that helps businesses develop and visualise their business models more efficiently.

Benefits of a Lean Business Plan:

- Provides a visual tool that helps teams collaborate more effectively by displaying all critical business aspects on a single page, fostering alignment and better decision-making.
- Reduces the time and cost of writing lengthy business plans by allowing for a quicker iteration
- Provides a roadmap for investors, giving them a clear, concise overview of the business idea and its potential, facilitating discussions and helping attract funding.
- The visual representation makes it easier to spot gaps or weaknesses in the business model and quickly identify areas for improvement.

Included:

- 30-minute initial call with a qualified consultant (MBA)
- Desktop research conducted by Amaik on the identified industry
- 2 x 45-minute video calls with a consultant
- Review and final Lean Business Plan is presented to the client in the form of a report

### Money Wellness

[www.moneywellness.com.au](http://www.moneywellness.com.au)



#### **Offer 1: Financial Wellness and education for staff**

If your staff are stressed about money, the impact on your workplace can be significant. Research shows that financial stress increases absenteeism, reduces employee performance, and negatively affects work environments.

Implementing employee wellbeing programs that offer quality financial education can help staff improve their financial skills and reduce that stress by feeling more in control of their financial future.

Three presentations (60 mins including Q&A):

- Financial Wellness
- What is it and how to achieve it
- Managing your money now
- Strategies to better manage your cashflow with and structure your spending help deal with current cost of living pressures
- Managing your money for the Future
- The difference between saving and investing and risks to consider and/or
- Education about Superannuation now and in retirement



### Offer 2: Personal Money Coaching

Money Wellness provides a holistic and balanced approach to managing one's financial well-being. It encompasses not only the traditional aspects of personal finances, such as budgeting and investing, and education and empowerment, but also the psychological and emotional components of money-related decisions. We provide simple financial education in easy to understand language and non-judgemental space to release past mistakes.

Online one to one coaching sessions 6 x 60 mins over 10 weeks:

- Understanding how money mindset affects your financial decision making
- Clarity on your current personal financial situation
- Financial education - income/taxes, spending/budgeting, saving/investing
- Personal money management system
- Financial goal setting and alignment long term savings/investments
- Check in and accountability (three months later) on implementation

### She's The Boss Group

[www.shesthebossgroup.com](http://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.
- 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

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### Brendan Grimes Ergonomics & Safety



[www.bges.com.au](http://www.bges.com.au)

#### Offer 1

To provide office ergonomic assessment for up to four staff members.

This would involve:

- Conducting individual assessments, on site at the client's office, with the respective staff members.
- Providing a report on individual findings and recommendations.
- Providing one-page guidelines on setting up and working at your workstation
- Stretching exercises for office work

#### Offer 2

To conduct an 'indicative audit' of the organisation's Safety Management System (SMS) to determine its ability to provide a safe work environment.

This would involve:

- Conducting a desktop audit of the current SMS, policies and procedures and organisational structure, in consultation with company representatives.
- Conducting Walk-through of site to observe a sample of work practices, plant and equipment employed with operations, with company representatives.
- Providing an indicative audit report, essentially an overview or preliminary report on the "health" of the system and recommendations going forward. This is not intended to be fully comprehensive audit, but an indication of the status of the SMS and generally what is required to facilitate a safe working environment, with respect to the international standard ISO 45001:2018 Health & Safety Management Systems.

### Cecilia Macaulay

[www.ceciliamacaulay.com.au](http://www.ceciliamacaulay.com.au)

A handwritten signature in green ink that reads 'Cecilia Macaulay'.

#### Offer 1: Zen Declutter and Culture Reset for the Workplace Package

##### 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: (1 hour) Cecilia collaborates with the manager or key decision-makers, optionally including staff, to analyse workstyles and tendencies, and the root causes of 'wasted' work.

## 2. Hands-on declutter session (3 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 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.
- Behavioural pattern training: Learn sustainable habits to prevent clutter from returning.
- Designing for success: Eliminate common obstacles to make sure high-value tasks are completed seamlessly.

## 3. Action Plan and Follow-Up

- Customised 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 and 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 and motivation to maintain beauty and order naturally
- Personalised document: A custom guide to inspire ongoing decluttering and maintenance of your new environment.

## NewGen Consulting Australasia

<https://newgenconsulting.au>



### Offer 1: Digital Business Starter Pack

Jumpstart your digital transformation journey with our all-in-one starter pack. This comprehensive solution is designed to meet your immediate needs while laying a solid foundation for sustainable growth.

- Digital Business Readiness Assessment: We evaluate your current digital maturity, identifying critical opportunities for efficiency improvements. This assessment delivers clear, actionable insights tailored to your business, setting the stage for impactful change.
- Envisioning Workshop: Together, we will craft a compelling digital vision that aligns with your business goals. Our collaborative workshop prioritizes initiatives that will drive the most significant impact, ensuring your digital strategy resonates with your unique needs.
- Business model optimisation and roadmap: Our customised roadmap outlines the necessary steps to optimize your business model, positioning you to seize digital opportunities and stay ahead of the competition.
- Implementation support: Our dedicated team guides you through implementing your digital transformation strategies, ensuring you achieve results without getting lost in

complexity.

Scope: 15 hours of consultation and support.

Next Steps: At the end of this engagement, we'll provide a tailored proposal for any additional support required.

### **Offer 2: Ongoing Digital Transformation Support**

For businesses already on their digital journey, we offer continuous support to keep you aligned with industry trends and ensure lasting success.

- Strategic reviews: Regular consultations provide an opportunity to review your progress and make necessary adjustments, keeping your business on track.
- Action plans: Each session includes a tailored action plan that outlines practical steps to enhance your digital initiatives and maintain your competitive edge.

Scope: 15 hours of ongoing strategic guidance and reviews.

Boundaries: Any additional implementation or development work beyond this scope will require a new proposal.

### **Offer 3: Application system selection and implementation**

Choosing the right technology is crucial for your business' success. Our expert guidance helps you select and implement systems that align with your goals without overspending.

- System Selection: We provide detailed recommendations tailored to your business needs, ensuring you invest in technology that drives value.
- Implementation Oversight: We oversee the implementation process, ensuring smooth integration and minimizing disruptions to your operations.

Scope: 15 hours of consultation for system selection and implementation support.

Boundaries: Costs for software licenses and professional services are not included. Any additional customisations will be proposed separately.

### **Offer 4: Managed services**

Keep your technology running smoothly while you focus on your core business activities. Our managed services provide ongoing support for your IT infrastructure.

- System monitoring and optimisation: We conduct regular performance reviews and health checks to ensure your systems operate efficiently, with expert support readily available.

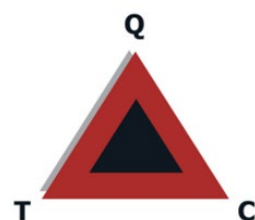
Scope: 15 hours of management services.

Boundaries: Major upgrades or additional services outside routine management will be proposed separately.

## **QTC Training and Education**

<http://www.qtctrainingandeducation.com.au>

At QTC, our focus is on delivering high-quality training that increases employee engagement and retention, improves skills and knowledge, boosts productivity, and ultimately contributes to your bottom line.



### Offer 1

QTC offers customised business and project delivery training in the form of contextualised programs, facilitated online learning solutions, printed manuals, face to face or virtual workshops and hosted online learning.

Services delivered under the Business Elevate Program may include:

- Tailored induction training (printed manual or online training module).
- Tailored compliance, privacy, racial sensitivity training, (online or workshop based) Short courses and nationally accredited. Certifications in key elements of Business and Project Management.
- Selected, tailored project/delivery templates, processes, and procedures.
- One student enrolment in Certificate IV in Business or Project Management QTC will collaborate with your organisation, taking the time to understand your business to create a training program that is perfectly tailored to your specific needs.

### Stater

[www.stater.com.au](http://www.stater.com.au)



#### Offer 1: Safety Services

What's included:

- Initial consultation: We'll start by conducting an initial 1 hour consultation, getting an understanding of your Safety Management System, finding ways to make things better and more efficient to suit your business needs.
- Workplace inspection: We will follow up the initial consultation with a workplace inspection. This will include a custom report capturing potential risks and provide a brief summary of actions to mitigate identified risks.
- Face to face or online safety training: We will provide a 1 hour session covering Duty of Care and Industrial Manslaughter for your Management Team. This session will include practical tips on how to effectively manage your legal compliance.
- Corporate Document Register: We will provide a corporate document register covering your Health, Safety, Environment and Quality documents.
- Legal compliance register: We will provide a legal compliance register based on your business risk profile, and current legislation.

#### Offer 2: Human Resources Services

What's included:

- Initial consultation: We'll start by conducting an initial 1 hour consultation, getting an understanding of your Human Resources Management System, identifying your blind spots and opportunities to improve.
- HR Strategy: We will follow up the initial consultation with a HR Strategic Plan aligned to your business needs.
- Face to face or online leadership coaching: We will provide a 1 hour Leadership Coaching session covering people management, industrial relations pitfalls, and process compliance.
- Corporate Document Register: We will provide a corporate document register covering your Human Resources documents.

## Business Sustainability

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### Harford Consulting



**Offer 1: Energy assessments and audits** - a review of your electricity, gas and fuel use will show how you are using energy and to identify opportunities to reduce costs and improve environmental performance.

**Offer 2: Waste and recycling assessments and audits** - reducing waste, increasing recycling and avoiding landfill can have positive impacts across your business, a review will give you insights into better materials handling, staff engagement and more sustainable practices.

**Offer 3: Greenhouse emissions baseline** - greenhouse and carbon emissions are becoming part of expected business accounting practices, a baseline assessment and report enables you to see your emissions profile and understand what it means for you, your suppliers and your customers.

## Copywriting/Public Relations

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### Blue Budgie Communications

[www.bluebudgiecomms.com](http://www.bluebudgiecomms.com)



#### **Offer 1: SEO Website Copywriting**

After delving deeply into your business objectives, we'll weave words that encapsulate your personality and attract your ideal clients.

##### Package 1 - The Cocka-TWO Package

- SEO-optimised copy for your two most important webpages - your home and about page including your brand story plus a short and long bio founder bio that can be used for conferences, speaking events and socials.
- Plus, bonus copy for your contact page

OR

##### Package 2 - The Peacock Package

- SEO-optimised copy for 3 x service pages or product pages
- Plus, bonus copy for your contact page

Includes:

- 60-minute strategy session
- Industry and competitor research
- Keyword research
- Page titles and meta descriptions
- Image name suggestions
- Website copy as per option laid out in professional copy deck
- Two rounds of amends
- Proofreading of final copy

#### **Offer 2: Brand Voice Guide**

A manual you can share with staff and contractors to ensure that your brand voice is fresh and consistent across campaigns and platforms. The guide clearly defines the tone for your website, social media channels, newsletters and other marketing materials. It articulates your business purpose, values, personality and target audiences then provides guidelines for how you can encapsulate all these business fundamentals using words.

Package : Develop a tone of voice guide for your business.

Includes:

- 90-minute strategy session
- Industry and competitor research
- Refining of mission, vision, USP and sales pitch
- 4 x brand principles or beliefs and how to communicate them
- 4 x brand personality traits and how to convey them
- Word bank – a list of words you like and don't like
- Sample copy for an email, social post and web page
- Web writing tips
- Quick writing checklist
- Two rounds of amends
- Proofreading of final guide

## Digital Marketing/SEO

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### AX Digital

<http://axdigital.com.au>



#### **Offer 1: SEO Audit: Boost your search engine rankings**

- Comprehensive SEO Audit: Analyse your website's current SEO performance and identify areas for improvement.
- Strategic recommendations: Receive actionable insights and updates to enhance your keyword rankings and overall search visibility.
- Ongoing SEO Guidance: Implement recommended changes with expert support to ensure sustained improvement in your search engine performance.

##### Benefits:

- Increase your website's visibility and attract more organic traffic.
- Rank higher for targeted keywords, reaching your ideal audience more effectively.
- Gain a competitive edge with a data-driven approach to SEO.

#### **Offer 2: Graphic Design: Transform your brand identity**

- Comprehensive brand overhaul: Revitalise your brand with a complete redesign that aligns with current trends and resonates with your target audience.
- Custom branding packages: From logos to business cards, brochures to social media graphics, receive a cohesive suite of brand materials tailored to your needs.
- Brand strategy consultation: Gain insights into your brand's positioning and how to effectively communicate your message through design.

##### Benefits:

- Enhance brand recognition and consistency.
- Create a visual identity that captures attention and fosters loyalty.
- Position your brand for growth with a modern, professional look.

#### **Offer 3: Web design: Refresh your online presence**

- Website redesign: Transform your existing site with a fresh, modern look that improves user experience and engagement.
- Target market alignment: Ensure your website appeals directly to your target audience with a design that reflects their preferences and behaviours.
- Responsive design: Optimize your site for all devices, ensuring a seamless experience whether accessed on desktop, tablet, or mobile.

##### Benefits:

- Increase user engagement and retention with an intuitive design.
- Improve your site's conversion rates with a user-centered approach.
- Stay ahead of the competition with a website that meets modern standards.



**Offer 4: Web hosting: Upgrade for speed and reliability**

- High-performance servers: Transition to a faster, more reliable hosting solution that enhances site speed and uptime.
- Optimised performance: Ensure your website loads quickly and handles traffic efficiently, reducing bounce rates and improving user satisfaction.
- Improve website load times, leading to better user experiences and SEO rankings.
- Reduce downtime with a robust hosting solution.
- Benefit from reliable customer support and server management.

**Bright Smart Media Services**

[www.brightsmart.com.au](http://www.brightsmart.com.au)

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

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 day
- We get to execution and together complete as much of the actions and outputs as we can within the day
- A 60 minute handover session (online) so you have clarity about what to do next and how to continue building on what's been implemented after your VIP Day
- 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.

## **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
- Re-write and renovate your website (maximum five 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 two sign up forms and entry points
- Provide recommendations on how to improve up to one 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.

## Stitch Strategy

[www.stitchstrategy.com.au](http://www.stitchstrategy.com.au)



### Offer 1: VIP Digital Marketing and Execution session - A

#### Daye with Jaye

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 and making them work harder for you as we go.

Here's how your VIP day will go. We've got six 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.

What you'll get:

- 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.

### **Offer 2: Squarespace website from scratch**

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 five-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 3: Digital Strategy**

Stitch will create a Digital Strategy Review and Roadmap to help you get the most out of your online communications. Beginning with a review of your website, social channels, mailing list, google presence and any other communication touchpoints. From here, we'll delve into what is currently happening and then make recommendations on where to optimise them for the best

You will receive a comprehensive report detailing where you are at and how to take things to the next level. This will include actionable steps of where changes need to be made.

Included in your report will be:

- Review of social channels (Instagram, Facebook, LinkedIn, Google My Business etc) including recommendations for optimisation.
- Hashtag review for Instagram and LinkedIn.
- Content pillar foundations, with a breakdown of what could be included.
- Website changes, Topline SEO check and recommendations
- Suggestions for laying out your newsletter communications
- A 12-month of content themes for you to work towards

## Graphic Design/Visual Merchandising

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### The Brand Garage

[www.thebrandgarage.com.au](http://www.thebrandgarage.com.au)



#### **Offer 1: Design Boost – Premium graphic design services**

Our Design Boost service offers a personalised consultation to assess your current brand and identify growth opportunities or needs. Following this, we'll allocate up to 10 hours of design time to create tailored solutions.

What's included:

- Initial consultation: During our initial meeting, we'll delve into your business goals, target audience, and brand challenges. This will help us identify the design deliverables that best align with your needs and fit within your 10-hour allocation. We'll then present you with a selection of options to choose from, ensuring that your investment is maximised.

Common design deliverables (generalised time estimates):

- Business cards (1-2 hours)
- Stationery (2-3 hours)
- Flyers (3-4 hours)
- Menus (3-5 hours)
- Other custom designs (variable)

Print-ready files: Get high-quality designs ready for production. We can also assist with the printing process, ensuring your final products meet the highest quality standards.

### Citizen By Design

[www.citizenbydesign.com](http://www.citizenbydesign.com)



#### **Brand Identity Package**

We will explore your current branding, your audience, and competitors – helping us develop a deeper understanding of the market you operate and your current positioning. Based on these discussions we will create/ refine your brand mark that makes your business more memorable, before developing visual identity assets that establish uniformity for your brand.

Deliverables

- Brand audit - Professional review of your current logo and branding
- Logo design - Creation/refinement of your businesses brand identity
- Brand assets - Development and production of your new/updated logo design (exported as Vector / JPG / PNG)
- Basic Style Guide - confirming your new brands logos, colour schemes and fonts

## Kate Hall Creative

[www.katehallcreative.com](http://www.katehallcreative.com)

### Offer 1

A sprint-style approach, with same-day collaboration and next day project delivery. Process:



### Book a discovery call

After receiving your BID grant approval you can book a free 20 minute discovery call with me so that you can info-dump your ideas. In this meeting we will agree to a date for your Design in a Day.

### Contract and payment

You'll receive an email with a confirmation of your date along with a contract and invoice for a deposit of \$200+GST. Signing your contract and paying the deposit ensures you are locked in my diary!

### Your homework

Once your deposit is paid, you'll receive a comprehensive workbook to complete with all the essential details that we'll need for your Design Day. It's important that you get this done before our Pre-Design In a Day strategy call so we can dive deep into your objectives, vision, and aesthetic. Your strategy call will occur 1 week before your Design Day.

### Strategy call

We have a 30 minute call to go over our strategy for the big day. This is our chance to clarify questions and ensure that everything is ready to go. You'll also be required to pay the remainder of your Design in a Day fee.

### D-Day!

Your day will start with an email detailing our check-in times for the day. These are the times where both of us will need to be available to provide constructive feedback and answer questions. This can be done via WhatsApp, Slack or another preferred messaging system.

### Receive your assets

You'll received your finished assets by COB the following day. From here you get 1 hour extra of design time to tweak any designs. You also get 30 days of email support so I can answer any questions that may arise.

## Liza Rose - Creative Design

www.lizarose.com.au



### **Offer 1: Visual Communication and Print Design Package**

Translating ideas and messages into visual formats, making complex information more accessible and engaging. This includes designing materials such as brochures, catalogues, posters, business cards, and packaging, focusing on layout, typography, and imagery to enhance the printed product.

### **Offer 2: Brand Identity Package**

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

### **Offer 3: Packaging Design Package**

Services include creating visually appealing and functional packaging solutions that enhance the product's marketability while ensuring safety and compliance with regulations.

### **Offer 4: Website Design Starter Package**

Responsive website design. Ensuring the website is mobile-friendly and adapts seamlessly to various screen sizes and devices, providing a consistent experience for all users.



## Legal

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### 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 Enduring Power of Attorney
- 1x Medical Treatment Decisions Maker Appointment
- 1x Pro forma letter of Wishes
- 1 x Company/Trust/Partnership succession review

.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 and capacity. Not only do these documents provide you with peace of mind, but they 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 being part of a blended family, wishing to leave certain people out of your will, including complex clauses in your documents, having additional 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 2: Couples Estate Planning**

- 2 x Standard Wills
- 2 x Enduring Powers of Attorney
- 2 x Medical Treatment Decisions Making Appointment
- 1 x Pro Forma Letter of Wishes

If you are part of a couple and haven't found the time to get your essential documents 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 documents, having additional 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 Enduring Power of Attorney
- 1 x Medical Treatment Decisions Maker Appointment
- 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 documents, having additional 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

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### Dify Social

[www.difysocial.com.au](http://www.difysocial.com.au)



#### **Offer 1: Social media marketing and management**

Social Media Audit, Proposal & Consult (\$214.75 = 50%) - 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) - Integrated set-up & revision of your social media across the six key channels. This establishes your social media profiles across LinkedIn (professional profile & Company), Facebook, Instagram, X (formerly Twitter), 'Google Business' & 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) - 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, 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](http://www.thewestsider.com.au)

#### **Offer 1: Half-page Partner**

4-month trial at \$499 per month SIZE 260mm (w) x 175mm (h)



Why should your organisation become a Westsider Partner?

We reach and your target audience. We reach up to 23,000 people in print (10,000 papers / 2.3 readers per paper). On socials, we have a weekly reach of over 25,000 via Facebook and Instagram Plus thousands of unique visits per month to [thewestsider.com.au](http://thewestsider.com.au)

You will receive:

- A Half-page space SIZE 260mm (w) x 175mm (h) in The Westsider newspaper. This can be an advertisement, advertorial, or, sponsored\* banner - it is your choice. (\*A sponsored banner means you can gift the space a community group while keeping a 'Bought to you by logo' for your business.)
- Monthly recognition on our print & website 'Community Partner' page
- Onboarding shout-out editorial message in print and on social media
- Social media opportunities x2

NOTE: While we do not supply artwork or copywriting we can arrange access to use our designers/ writers.

### **Offer 2: Banner page Partner**

5-month trial at \$399 per month SIZE 260mm (w) x 60mm (h)

You will receive:

- A banner space advertisement SIZE 260mm (w) x 60mm (h) in the Westsider newspaper for 5 months to promote your business.
- Monthly recognition on our print & website 'Community Partner' page
- Onboarding shout-out editorial message in print and on social media
- Social media opportunities x2

NOTE: While we do not supply artwork or copywriting we can arrange access to use our designers/ writers

## Other Business Services

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### Heike Burkhardt Architect

[www.heikeburkhardt.com.au](http://www.heikeburkhardt.com.au)



At Heike Burkhardt Architect we look at each building project individually to get the best outcome for any given situation – it may be a small space needing cabinetry or clever storage, a larger office needing layout and flow or a shop needing a designer fit-out to name a few.

Our portfolio includes a conversion of an artist studio, a café design, office layout and a themed shop fit-out.

Architectural Transformation. Transforming a space usually involves 6 stages:

- Stage 1: scheme design
- Stage 2: design development
- Stage 3: working drawings
- Stage 4: building permit
- Stage 5: interior details
- Stage 6: appointing builder and construction

#### **Offer 1: Scheme design**

Our offer provides you with Stage 1 (scheme design) of a building or interior design project which includes:

- Meeting on site and initial client briefing, exchange of ideas and requirements for the new space
- Measure-up of the existing conditions
- Production of existing conditions CAD drawings
- Development of 2-3 different options for a floor plan layout that incorporate the ideas and requirements discussed
- Depending on the project, either a selection of wall elevations or 3D imaging for the above options
- Written report outlining the path forward to the realization of project
- Cost estimate (if applicable)
- Presentation and discussion of the design solution

This scheme design report contains approximately 15-20 hours of architectural/interior design work.

Upon completion of Stage 1 you will have a bound architect's report detailing the scheme design solution and a clear idea of how to progress the project to completion, either with Heike Burkhardt Architect or any other provider.

## Kindred Studios

[www.kindredstudios.com.au](http://www.kindredstudios.com.au)

Kindred Studios are specialists in live music programming and activation.



**KINDRED**  
STUDIOS • CAFE • BAR

### **Offer 1: 4 x DJ Events**

To attract customers to your business we can offer you 4 x DJ Events (4 hours of programming), carefully curated to fit your bar, cafe, restaurant, venue or to activate your store front/outdoor area.

Including:

- Site visit and consultation with Programmer (genre, run times, dates, requirements)
- Promotional materials on artists (digital pics and bios)
- Cross promotion via Kindred socials
- Social media event creation (if required)
- All music equipment, speakers, leads and set up (if required)
- Event Bump in (artist set up/liaison)

### **Offer 2: 3 x DJ Events**

To attract customers to your business we can offer you 3 x DJ Events (5.5 hours of programming), carefully curated to fit your bar, cafe, restaurant, venue or to activate your store front/outdoor area.

Including:

- Site visit and consultation with Programmer (genre, run times, dates, requirements)
- Promotional materials on artists (digital pics and bios)
- Cross promotion via Kindred socials
- Social media event creation (if required)
- All music equipment, speakers, leads and set up (if required)
- Event Bump in (artist set up/liaison)

### **Offer 3: 2 x DJ Events**

To attract customers to your business we can offer you 2 x DJ Events (8 hours of programming), carefully curated to fit your bar, cafe, restaurant, venue or to activate your store front/outdoor area.

Including:

- Site visit and consultation with Programmer (genre, run times, dates, requirements)
- Promotional materials on artists (digital pics and bios)
- Cross promotion via Kindred socials
- Social media event creation (if required)
- All music equipment, speakers, leads & set up (if required)
- Event Bump in (artist set up/liaison)

## MAMAWEST

[www.mamawest.com.au](http://www.mamawest.com.au)



Our primary service is providing a versatile, 90-square-meter space that businesses can rent for photoshoots, workshops, education sessions, or weekend pop-up events, designed to support and elevate your creative and professional or networking needs.

### **Offer 1: 4 x 2-Hour Workshops**

Ideal for small businesses, creatives, and educators looking to host intimate training sessions, networking events, or creative projects. Our space is also perfect for headshot days for your team or team bonding sessions. It comes equipped with block-out curtains, sheer curtains for light management, back drop support system with pink, red and blue back drop, poly boards, C stands, a makeup station, salon chairs, and a TV for presentations.

Also ideal for exhibitions, yoga classes, breath work sessions, or markets.

Customisable package: Tailor a package that meets your specific needs by mixing and matching any of the above options. Whether you want to combine workshops, photoshoots, or create a series of educational events, our space offers the flexibility and tools you need to bring your vision to life.

Outcomes: After working with us, you can expect a professionally executed event or project, enhanced brand visibility, and an elevated experience that resonates with your audience, all within a space designed to empower and inspire.

- 4 x 2-Hour Workshops: Host four separate 2-hour workshops, ideal for intimate training sessions, community meetups, or focused creative projects.

Customisable Package: Mix and match any of the above options to suit your business needs, whether it's combining workshops and photoshoots or creating a series of educational events.

### **Offer 2: 2 x Full-Day Rentals**

Perfect for businesses needing extensive time to execute large-scale photoshoots, full-day workshops, or comprehensive education sessions. Our versatile space is equipped with C stands, poly boards, block-out curtains, and a backdrop support system with pink, blue, and red paper backgrounds.

If a photoshoot isn't on your agenda, our 90 sqm space offers a wealth of possibilities for your needs. Transform it into a dynamic environment for full-day workshops, engaging education sessions, or events. With so room for creativity, it's also ideal for content creation, allowing you to craft the perfect setting for your project.

### **Offer 3: 4 x Half-Day Rentals**

Suited for businesses that require a space for shorter yet impactful sessions, such as condensed educational seminars, quick pop-up events, or half-day photoshoots. Spread these rentals throughout the year to accommodate multiple events, making the most of our equipment and flexible setup to ensure each session runs smoothly and leaves a lasting impression on your audience.

Perfect for businesses needing less time to execute photoshoots, full-day workshops, or comprehensive education sessions. Our versatile space is equipped with C stands, poly boards, block-out curtains, and a backdrop support system with pink, blue, and red paper backgrounds.



If a photoshoot isn't on your agenda, our 90 sqm space offers a wealth of possibilities for your needs. Transform it into a dynamic environment for full-day workshops, engaging education sessions, or events. With ample room for creativity, it's also ideal for content creation, allowing you to craft the perfect setting for your project.

## The Idea Collective Melbourne

[www.theideacollective.com.au](http://www.theideacollective.com.au)



### Offer 1: Consulting Room Professional

- 5 months of private Consulting Room use (55 hours)
- 10 days Hotdesk use
- 2 x Sessions of Business Communication Mentoring OR free Virtual Office Address

Our comfortable consulting room has a couch, chairs and desk, and is suitable for anyone wanting to work alone in privacy, or with clients in an informal or therapy setting.

Hotdesking gives you a desk space to work at without the distractions of home or public spaces. Rooms are shared with no more than four people. You can use a desk on a regular or irregular basis, subject to availability.

Where Business Communication Mentoring is offered and taken up, it will comprise 2 x 45 minute sessions with brand and communication designer Liana Lucca-Pope:

- In the first session we'll sit down with you and discuss your objectives and target market, your current online communications, and make immediate recommendations as to how to improve your market appeal or connection.
- The second session will be either: further exploration/recommendations delivered to you a week later; or a follow up conversation to check in and see what may need to be modified or developed.
- Where Free Virtual Office Address is offered and taken up, it will enable you to register one business at our 80 Paisley address, paid up for a year. More information about a Virtual Office Address can be found on our website: [theideacollective.com.au/services/virtual-office](http://theideacollective.com.au/services/virtual-office)

### Offer 2: Meeting Room Professional

- 5 months of Meeting Room use (40 hours)
- 10 days Hotdesk use
- 2 x Sessions Business Communication Mentoring OR Free Virtual Office Address

Our meeting room is suitable for anyone wanting to work alone in privacy, or to conduct meetings or workshops with up to five additional people. It has a boardroom table (comprising two 75x150cm tables) and six chairs. 55" TV, wireless keyboard + mouse, and whiteboard.

Hotdesking gives you a desk space to work at without the distractions of home or public spaces. Rooms are shared with no more than four people. You can use a desk on a regular or irregular basis, subject to availability.

Where Business Communication Mentoring is offered and taken up, it will comprise 2 x 45 minute sessions with brand and communication designer Liana Lucca-Pope:

- In the first session we'll sit down with you and discuss your objectives and target market, your current online communications, and make immediate recommendations as to how to improve your market appeal or connection.
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### **Offer 3: Business Growth and Development**

- 5 months Hotdesking (30 days)
- 20 hours Meeting or Consulting Room Use
- 2 x Sessions Business Communication Mentoring
- Free Virtual Office Address

Hotdesking gives you a desk space to work at without the distractions of home or public spaces. Rooms are shared with no more than four people. You can use a desk on a regular or irregular basis, subject to availability.

Our meeting room is suitable for anyone wanting to work alone in privacy, or to conduct meetings or workshops with up to five additional people. It has a boardroom table (comprising two 75x150cm tables) and six chairs. 55" TV, wireless keyboard + mouse, and whiteboard.

Our comfortable consulting room has a couch, chairs and desk, and is suitable for anyone wanting to work alone in privacy, or with clients in an informal or therapy setting.

Business Communication Mentoring will comprise of 2 x 45 minute sessions with brand and communication designer Liana Lucca-Pope:

- In the first session we'll sit down with you and discuss your objectives and target market, your current online communications, and make immediate recommendations as to how to improve your market appeal or connection.
- The second session will be either: further exploration/recommendations delivered to you a week later; or a follow up conversation to check in and see what may need to be modified or developed.
- Where Free Virtual Office Address is offered and taken up, it will enable you to register one business at our 80 Paisley address, paid up for a year. More information about a Virtual Office Address can be found on our website: [theideacollective.com.au/services/virtual-office](https://theideacollective.com.au/services/virtual-office)

### **Instant Office**

- 3 months Dedicated Desk space\*\*
- 10 hours Additional Meeting Room Use\*
- 2 x Sessions Business Communication Mentoring OR Free Virtual Office Address

A Dedicated Desk space gives you a workspace comprising a desk, chair and shelving at 80 Paisley with 24/7 access and all costs included, to work on your business without the distractions of home. Rooms are shared with no more than four people.

\*Up to two hours a week (not cumulative) meeting room use is included with a Dedicated Deskspace as standard.

\*\*Note that only three Dedicated Desks are available and in the case of oversubscription, Offers 1-3 will be made available to you.

Our meeting room is suitable for anyone wanting to work alone in privacy, or to conduct meetings or workshops with up to five additional people. It has a boardroom table (comprising two 75x150cm tables) and six chairs. 55" TV, wireless keyboard + mouse, and whiteboard.

Where Business Communication Mentoring is offered and taken up, it will comprise 2 x 45 minute sessions with brand and communication designer Liana Lucca-Pope:

- In the first session we'll sit down with you and discuss your objectives and target market, your current online communications, and make immediate recommendations as to how to improve your market appeal or connection.
- The second session will be either: further exploration/recommendations delivered to you a week later; or a follow up conversation to check in and see what may need to be modified or developed.

Where Free Virtual Office Address is offered and taken up, it will enable you to register one business at our 80 Paisley address, paid up for a year. More information about a Virtual Office Address can be found on our website: [theideacollective.com.au/services/virtual-office](https://theideacollective.com.au/services/virtual-office)

## The Exercise Room

[www.exerciseroom.com.au](https://www.exerciseroom.com.au)



With growing concerns about sedentary lifestyles and increasing health issues, we understand the importance of providing accessible fitness options. The Exercise Room offers state-of-the-art equipment and expert guidance to help individuals of all fitness levels lead healthier lives. This in turn can benefit businesses within the community by fostering a workforce that is healthier, more energetic, more productive, less prone to illness and more confident.

### 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

### Offer 2

- 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

Exercising together also promotes teamwork and camaraderie among staff, which they can bring back to the workplace. The positive impact on both physical and mental health is another compelling reason to offer this membership to your employees. Exercise has been shown to alleviate stress and reduce symptoms of conditions like depression and anxiety.

## Photography

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### Glow Studios

[www.studioglow.com.au](http://www.studioglow.com.au)



#### Offer 1

Glow Studios is a full-service photography & video production facility. With expertise spanning fashion, product, food, portraiture, and lifestyle, we can handle any still or motion image requirements you may have. You are invited to wander through our website to view examples of work we have created for our clients.

Our main specialty lies in crafting aspirational, concept-driven branding imagery that captures and conveys your business's unique personality. Our approach focuses on creating 3-5 carefully styled and conceptual images that truly represent your brand's essence. This process is more involved and may include additional elements such as props and styling to ensure a polished, impactful result.

Our aim is to offer great value and flexibility, therefore, your voucher can be redeemed for a full-day shoot to suit your current needs.

Included is:

- Initial concept and design consult
- One full day of shooting (motion and/or stills)
- Post-production

We enjoy working collaboratively so your input and ideas are welcomed and encouraged throughout our time together. Of course, you may prefer to be completely guided by our creative team and that is OK too.

Additional information:

- Generally, shoots take place in studio, however, we do also accommodate location shooting where required.
- Final imagery will be supplied with appropriate licensing for usage.
- Services such as hair & make-up, styling & props, may attract an additional fee.
- Any additional fee requirements will be presented for prior approval.

## Joanne Manariti Photography

www.joannemanaritiphotography.shootproof.com



### Offer 1: Product Photography

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 2: Personal 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 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.

### Offer 4: Website Starter Package

Do you want to launch or refresh your website and socials? Need new imagery to make you and your brand/business pop and stand out with your customers online?

This offer includes all you will need to get you online with professional imagery for your website and socials.

Includes:

- 5 x Headshots/portraits - good for your About Us page, Social media, Facebook, LinkedIn profile, social media
- 45 images for website and social media usage (can be product photography or lifestyle portraiture to cater for both product or service-based businesses)
- Image optimisation to account for various website and social media dimensions, eg banner image dimensions, Instagram, Facebook and LinkedIn

## SDP Media

[www.sdpmedia.com.au](http://www.sdpmedia.com.au)



### Offer 1: Head Shots

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](http://www.photo-by-yusuke.com.au)



### Offer 1

My photo shoot can only start with a good chat over coffee with clients to understand their needs.

The photoshoot will be location-based in the restaurant/business, this helps capture the ambience and style to support branding and promotion. I am flexible with days and times to fit within the business needs and not disrupt service.

Lighting and equipment will be provided, and owners and staff will need to bring their smiles and provide their amazing food. Once each photoshoot is complete images will receive a basic retouch.

Businesses will receive images in high and low resolution (print and web quality) via a digital download service within five working days to start using the images to promote their business.

A clear idea of what service is offered in the Maribyrnong Hospitality/Food Photography Package for \$2,000 (+GST)

Photoshoots on location

- Consultation to understand your needs and branding/site inspection before the photoshoot  
Print & web use quality images
- Basic retouching

The photoshoots can be arranged for one to three sessions. Businesses can choose either of the below photoshoot options using the grant:

- 1 x full-day photoshoots
- 2 x half-day (up to 4 hours) photoshoot
- 3 x 2 hours photoshoot

## Wendy Stiles Photography

[www.wendystiles.com](http://www.wendystiles.com)



### Offer 1

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:

- Three to four 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

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### Chase Print Group

[www.chaseprint.com.au](http://www.chaseprint.com.au)



#### Offer 1: Letterbox Promotion

- Letterbox drop to your local community
- You supply us with your DL or A5 single sided (print ready) artwork
- We will print - single sided DL or A5 flyers (150gsm gloss) x 15,000 copies
- 7,000 printed for you to pickup
- 8,000 printed and letterbox drop local. (approx.)

Suburbs (households) we can deliver to:

- Footscray (5250)
- Kensington (2800)
- Maribyrnong (3650)
- Seddon (1800),
- West Footscray (4000)
- Yarraville (5150)

#### Offer 2: Business promo pack

- Artwork supplied by you as print ready PDF
- Business cards/appointment cards (1 kind) x 5,000 cards
- A5 notepads, 90gsm laser (single sided, pads of 50) x 250 pads
- A5 or DL double sided flyers, 150gsm gloss x 3,000 copies

#### Offer 3: Cafe/Restaurant promotion

- Takeaway menus - 6pp DL (A4 folded to DL)
- Artwork supplied by you as print ready PDF (We will check your artwork to make sure it will print perfect)
- We will print full colour throughout on 150gsm gloss x 12,000 copies

### Minuteman Press Footscray

[www.minuteman.com/au/locations/vic/footscray](http://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 friendly team of graphic designers that are 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 unique business image. Our main goal is to support your business grow through print.

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)

## Signarama Footscray



[www.signarama.com.au/store/footscray](http://www.signarama.com.au/store/footscray)

### Offer 1: Start up package

- Business cards x 500
- Reception sign 1200 x 800 clear cut acrylic
- Trading hours and store logo for the door
- Small fascia panel

### Offer 2: Interior Signage

- Reception sign
- Wall graphics or frosting

### Offer 3: Exterior Signage

- 3 sqm fascia sign (excluding permit and under 3 metres high)
- 6 sqm window graphics
- Logo and business decals on front door

### Offer 4: Lightbox

- Lightbox sized between 600 x 600 sqm electrical included provided the electrics are suitable.

## Videography

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### Artificial Studios

[www.artificialstudios.com.au](http://www.artificialstudios.com.au)

Since 2015, we've been proud to call Maribyrnong City Council home, and we're not just about creating amazing content—we're all about community too. We've been part of the Business Elevate Program since day one in 2021, collaborating with five fantastic local businesses across creative, hospitality, education, technology, health, and beauty sectors.



Let's team up to tell your story in a way that showcases not just what you do, but who you are—connecting with your audience on a personal level.

#### Offer 1

- 4-hour video shoot
- 2-minute hero video
- 30-second social media video
- Closed captioning
- Royalty-free music
- B-roll
- Interviews/vox pops
- Three rounds of feedback
- Raw footage

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

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

We're more than happy to tailor the offer to fit your business needs.

## Pixel3 Video Productions

[www.pixel3.com.au](http://www.pixel3.com.au)



### Offer 1

This offer is for anyone who wants to start using video content more effectively in their business and is not sure where to start or is looking to be more strategic in how video content is being used across the business.

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

- 3 x one hour, video content strategy sessions: We will work with you and your team to develop a solid video content strategy for your business for the next 12 months.
- One promotional brand sizzler: To get you started with your video content, we will produce for your business a 45 second promotional brand sizzler for you to use across multiple platforms including your website and social media channels.

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

## Shots Creative Studio

[www.instagram.com/shotscreativestudio](https://www.instagram.com/shotscreativestudio)



### Offer 1: Brand Acceleration Package

Elevate your brand with our Brand Acceleration Package, engineered to make your brand go viral on Instagram and beyond.

- Strategic Blueprint Session: Dive deep into what makes your brand tick with our targeted research and strategy session.
- Photography: Receive 30 professional photos that pop off the screen and capture your brand's essence.
- Videography: Propel your brand with a fully edited, up-to-60-second highlights video plus raw footage to keep for endless content creation.
- Behind the Scenes Magic: Get exclusive behind-the-scenes content to engage your audience and show the human side of your brand.
- Reels Ready: Instagram-ready reels that are sure to make your brand stand out and stick in the memory of your followers.
- Guided Shoots: We direct and guide every shoot, ensuring your vision is perfectly executed.
- Feedback Rounds: Two rounds of revisions to make sure every detail is polished and ready for the grid.

### Offer 2: LinkedIn Authority Package

Elevate your professional image with our LinkedIn Authority Package, strategically designed to enhance your brand authority and position you as a leading expert in your industry.

**Executive Strategy Session:** Begin with a detailed session to align your LinkedIn strategy with your business goals, focusing on content that establishes your authority.

**Expert Interviews:** We conduct a professional interview with you, capturing your insights and expertise to be featured prominently in your LinkedIn content.

#### Content Creation for Brand Authority:

- Thought Leadership Videos: Receive 3 x expertly produced videos, each up to 60 seconds, featuring your professional insights and industry knowledge.
- Profile Optimisation: Full review and optimisation of your LinkedIn profile to ensure maximum visibility and impact.
- Engagement Strategy: Implementation of a targeted engagement strategy to boost your visibility and interaction with key stakeholders, driving more traffic to your profile.
- Professional Headshots: A session to capture 5 x high-quality, professional headshots to refresh your LinkedIn profile and other professional uses.

#### **Offer 3: VIP Social Media Event Package**

Elevate your event with our VIP Social Media Event Launch Package, designed to make your brand the star of the show on social media.

- Pre-event strategy session: We'll kick things off with a planning meeting to set expectations and map out our social media strategy for your event.
- On-site coverage: Our team will be on the ground for up to 4 hours, capturing all the key moments to ensure your event gets the spotlight it deserves.
- Social media snippets: Boost your social presence with 5-10 trendy, tailor-made snippets (15-30 seconds each) perfect for Instagram, TikTok, and Facebook.
- Instant reel delivery: Get a vibrant reel summarising the event, crafted and delivered within 24 hours via Dropbox, ensuring your audience stays engaged in real-time.
- Social media takeover: We'll take over your stories for the day/night, posting candid, behind-the-scenes content live, keeping your audience hooked and interacting.
- Complete content control: All raw footage will be organised and uploaded to Dropbox, giving you the freedom to create more personalised content or to keep the social buzz going.

## Web Design/Mobile App Development

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LLOC

www.lloc.com.au



### Offer 1

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

Alternatively - up to 15 hours of Product Design work. E.g. Book covers and/or book layout, flyers, pamphlets, magazine/newsletter design, boxes/containers etc

### Offer 2

- 12 social media design layouts
- Up to 20 business related ideas to choose from
- 12 complete ideas with post text
- 12 images to accompany post/design layout
- A total of 12 x social media posts, ready for you to post to your social media

### Offer 3

Website development which will include:

- Web hosting for 12 months
- Domain name registration (if required)
- Setup of basic business email (not MS365 or Google Suite)
- Development of website that would include up to 10 pages of content (normally only 5 pages), including call to actions, contact form(s), blogs, stock photography, choice of dozens of templates/colour schemes.
- Help with layout of content and some content suggestions/editing.

Does not include content creation, eCommerce setup. Does not included SEO or marketing.

### Offer 4

- 20 hours of IT support
- Normal cost for this \$3200+gst. Services provided at a discount rate to provide up to 20 hours. This can be used over the course of 12 months. Time in billed in increments of minimum 15 minutes (2 hour minimum on-site).
- IT help with both Mac and Windows computers
- IT Helpdesk/Support
- Advice on IT solutions
- Networking problems
- Email problems etc.

Does not include Hardware repairs or purchasing or software purchases. Support is provide primarily on a remote basis.

## Seddon Digital

<https://seddondigital.com.au>



### **Offer 1: Website Design Offer for Local Businesses**

Are you looking to grow your local business with a professional and effective online presence? At Seddon Digital, we specialise in building clean, modern websites that showcase your brand and services to attract more customers.

We're offering a complete website package designed specifically for local businesses. This includes:

- Home Page: A sleek and inviting homepage that grabs attention and provides a snapshot of your services.
- About Us Page: Share your story, mission, and values to connect with your audience.
- Services Pages: Three dedicated pages highlighting each of your services in detail, helping potential customers understand what you offer and why they should choose you.
- Contact Page: A simple, easy-to-use contact form and integrated Google Maps to make reaching out effortless for customers.

We will work closely with you to capture the essence of your business, ensuring your website is fully responsive (mobile-friendly), SEO-optimised, and ready to convert visitors into customers.

Our local business website package includes:

- Custom design tailored to your brand
- Full mobile optimisation
- Basic SEO setup for better search engine visibility
- User-friendly contact form integration

Please note: Hosting is not included in this package.

All this for an affordable, one-time fee with no hidden costs. Your new website will be the perfect tool to help your business grow and thrive in the digital world. Let us help you create a strong online presence that drives real results!

### **Offer 2: AI Chatbot Development Offer for Local Businesses**

Looking to improve customer service, streamline operations, or increase engagement with your clients? Seddon Digital is excited to offer a tailored AI Chatbot Development Package designed to help your business reach new levels of efficiency and success.

Our AI chatbot is customised to fit your specific business goals, providing automated support for tasks such as answering customer inquiries, scheduling appointments, and assisting with service recommendations. It's like having a 24/7 assistant for your website!



Here's what's included in this comprehensive package:

- Custom AI chatbot development: We'll design and develop an AI chatbot that understands your business and interacts seamlessly with your customers, providing relevant, accurate responses.
- Hosting: We'll handle all the technical aspects, including hosting your chatbot on a secure and reliable platform.
- AI usage options: You can choose to use our AI service (subject to reasonable usage limits) or bring your own OpenAI key for full control over your AI's usage and costs.
- 1 x Year of support: Enjoy peace of mind with our 12-month support service, covering updates, bug fixes, and any tweaks needed to improve the chatbot's performance as your business evolves. After one year, there is an affordable monthly investment.
- With this offer, you can enhance customer interactions, improve response times, and reduce manual workload while giving your customers the quick, efficient service they expect.

All this is available in one affordable package with no hidden costs.