

2020

22

# Annual Report

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# Message From the Chair




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## The Hon. Katrina Hodgkinson Chairperson

2022 heralds a fresh chapter for Realise Business, as we emerge from the challenges of the pandemic. I am thrilled to be welcomed as the new Chair, and look forward to seeing our organisation support, strengthen and exceed expectations of NSW small businesses.

### A new era for Realise Business

Following a difficult few years nationwide, Realise Business is positioned for an exciting future. It has been a great pleasure to serve my first year as Chair of Realise Business - and to work alongside such a talented, professional and passionate board. Since assuming the position in November 2021, I have had the good fortune to connect with some of the best minds in business, who work collaboratively and compassionately for the cause.

As the former Small Business Minister in the New South Wales Parliament, I am very conscious of the role that businesses play in, not only our economy, but also people's livelihoods. As we grow and go into the future, our goal is to deliver even more support and services to the enterprises we work with. With a positive and creative approach, we aim to improve Realise Business's resilience to future challenges, and support small businesses across the country.

### Gearing towards new goals

In the last few months, the board and I put together a new strategic plan to progress Realise Business in the coming years.

Our objective is to engage in new partnerships and collaborations that will strengthen Realise Business's ability to make a strong impact and support our organisation's expansion. To reach our goals, we have developed two key initiatives.

The first is to improve our brand identity, and the second is to diversify our income streams to ensure our longevity as an organisation.

To that end, we are aiming to reduce dependency on tenders over the next three years - ensuring that no single contract accounts for more than 50% of overall revenue. Our purpose is to ensure we are sustainable, that we improve, and that we are always thinking outside the square when it comes to the future of the organisation.

One pillar of this initiative is the Realise Business Academy, which will play a key role in diversifying income in accordance with the strategic plan. Designed to help established small business owners achieve their goals, the Realise Business Academy is an exciting new initiative that will increase growth, profitability and confidence. New clients continue to enrol in the Academy following a very successful launch by Australia's Small Business Ombudsman, the Hon. Bruce Billson.

### A year of action and impact

Following the goal to diversify and expand the board, I am pleased to say that we have made significant strides to meet our objective.

Once again, Realise Business engaged with The Observership Program. Created to involve young, talented and energetic individuals in non-profit Boards, the program introduced us to Matt Topp - who has transitioned effortlessly into the fold of our board. As our Observer, Matt offers excellent corporate advice and adds a youthful diversity to the board. Our former Chair Peter Holtmann has moved on, allowing us the opportunity to welcome 2022's talented board observer Colin Devine from PWC to also join the board.

Chief Executive Officer Jacqui Attard and her team have been working hard to secure financial victories for the company.

### The power of people

Whilst the Covid-19 pandemic continued for yet another year, necessitating work from home procedures once again, Realise Business's team has continued to adapt a hybrid model of work, with a permanent online component that enables seamless small business advisory services. The team has thrived through this change, and I am very proud of their efforts throughout the year.

I would sincerely like to thank and congratulate board members Paul Nicolaou and Angela Fiumara, who have just completed their first year. I also wish to thank fellow board members Peter Holtmann, Lindsay Munns, Adrian Brock, Ilona Hunnisett, Matt Topp and Colin Devine, along with our Chief Executive Officer Jacqui Attard and Chief Operating Officer Bernadette Walker, for their consistent drive and energy. Extending her commitment, Bernadette Walker has stepped aside as Company Secretary - maximising her effort as Chief Operating Officer.

I must also thank the Realise Business advisors, who have come through a very difficult time and emerged with flying colours. It is a truly wonderful team doing positive things every day for those working in small and medium enterprises across Australia.

Lastly, thank you to the organisation as a whole for the opportunity of serving as their Chair this year. It is an incredible honour, and I am grateful for the confidence they've shown in me to undertake this tremendous task.

I look forward to supporting the Realise Business network and helping our organisation to flourish in the years to come.

# Message From the CEO



**Jacqui Attard**  
Chief Executive Officer

Through a year of uncontrollable variables, Realise Business stayed the course - evolving and innovating to help small business owners find a brighter future.

Starting this financial year, there was no way we could predict the challenges we'd face together. As a business, as a state, and as a country, we faced ever-changing circumstances and many unknowns. It was a tough time, but I am immensely proud of our team and the small business owners we worked with. From creating new digital resources and launching our Realise Business Academy, to supporting 2,904 businesses with specialised advice and encouragement, we've got a lot to be proud of - and to look forward to.

## Support through uncertain times

The pandemic put pressure on us all. But I'm proud to say our staff thrived in the face of these challenges. Working remotely and often in isolation, our team stepped up for our clients, prioritising their needs and honouring our mission.

For us, this crisis drove home our purpose as Realise Business: to support small businesses, helping them unlock their potential - no matter their circumstances. Lockdown restrictions did not provide a fair playing field for small businesses. Some felt little to no impact; others found themselves slipping into crisis.

To meet the growing need across our community, our partners increased funding to reach and service more small business owners - providing vital support through times of hardship. Overall, the team delivered 6,397 hours of advice across FY22, emotionally supporting clients and lending professional support through the multiple lockdowns. Additionally, our Business Advisors upskilled with Mental Health First Aid accreditation. Thanks to their resilience and passion, we were able to help 2,904 small business owners protect themselves against future disruption, and realise sustainable growth.

## Going digital

FY22 was a year of unpredictable variables. But, thanks to our team's commitment and creativity, Realise Business could be a consistent support for small businesses. We evolved and innovated, moving more services online. With accessible online options, we were able to host more webinars and workshops than ever before, and we are so grateful to all the presenters and attendees who signed up to participate in record numbers. All in all, we delivered 103 webinars, online workshops and events, reaching over 2,700 business owners. Thanks to our new methods of delivery, we're no longer limited by location. Online access empowers us to expand our reach to serve the small business community across metro and regional New South Wales and Australia.

## Progress to be proud of

One of the highlights of FY22 was the launch of The Realise Business Academy. After many years of planning and preparation, our new 1:1 small business coaching program had its first participants in March 2022. To launch The Academy, we hosted a networking event at Cockle Bay Wharf, Sydney. Representatives from over 100 small businesses joined us, along with the Australian Small Business and Family Enterprise Ombudsman, Bruce Billson. As one of the first post-pandemic events many people attended, it was a welcome opportunity for face-to-face networking - and a wonderful celebration of our team's hard work. To further support small business owners, Realise Business partnered with Workforce Australia to deliver The Entrepreneurship Facilitator Program. At the end of FY22, we established our new office in Liverpool, which will allow us to further assist local business owners in Western Sydney through the Entrepreneurship Facilitator Program.

Additionally, we are so proud to complete our fifth year of working with Business Connect, funded by the NSW Government. We've provided over 35,000 hours of support sessions to clients across Northern, Eastern, Southern and Central Sydney, and I am so proud of our team's consistent care and individual impact. Through this program alone, we've been able to support over 10,000 small business owners.

We are pleased to have had our Business Connect Contract extended and are looking forward to continuing to offer this service until 2025.

## From Sutherland to the city

More than thirty years ago, Realise Business began with the desire to become a place for small business owners to go and receive support. After our services and outreach expanded, we decided to move to a more central, accessible location - allowing clients from all areas to reach out for help.

During the second quarter of FY22, our organisation moved residence - transitioning from our offices in Sutherland to a new workplace on Pitt St in Sydney's CBD.

## The future of Realise Business

This year signified the beginning of a new chapter for Realise Business. While we remain committed to our community connections, our CBD move highlights our increased footprint.

We're continually looking at ways to be sustainable and invest resources back into our members. That remains an unchangeable focus for us, to consistently improve our offerings and services for our members.

## Words of gratitude

At the start of this financial year, there was no predicting the challenges we'd face together. I feel honoured to have such a dedicated, flexible team and committed support base.

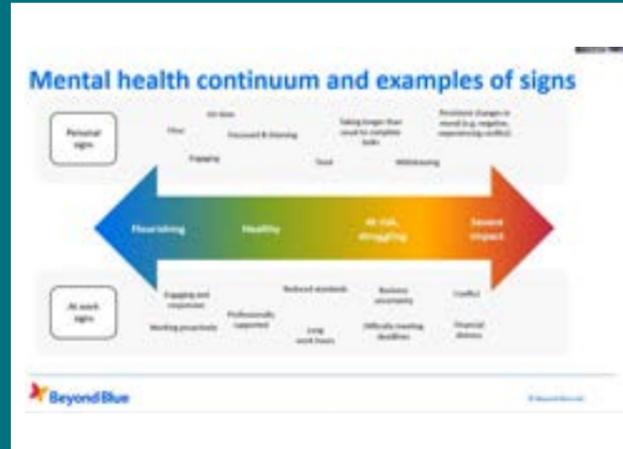
I would like to thank our board members for continuing to volunteer their time. I am privileged to work with an exceptional group of talented individuals who serve our organisation with passion and purpose. Their continued insights and commitment to our success are invaluable.

I want to extend my personal thanks to every single member of the Realise Business team. Throughout this year, they have provided clients with emotional support just as much as they offered business support. Our advisors were dealing with challenging conversations day after day, and I want to recognise and thank the team for being so accommodating during these challenging times. We had a big year of changes in working arrangements!

Finally, on behalf of everyone at Realise Business, I want to thank our clients for their trust and commitment. For showing up, reaching out and believing in our vision.

# Realise Business Highlights 21/22

## Quarter 1 | 21/22



### July 2021

#### Navigating Lockdown 2021

Live Q&A with Minister Tudehope, Minister for Finance and Small Business and Chris Lamont, Small Business Commissioner

#### Additional Funding

Received \$500k in additional funding to support businesses through the lockdown, delivered via events and advisory

### Aug 2021

#### Live Q&A with Beyond Blue

Navigating Uncertainty & Looking After Your Mental Wellbeing

## Quarter 2 | 21/22



### Nov 2021

#### Customer Journey Mapping - Special Webinar

Collaborated with Proto Partners CEO, Damian Kernahan to deliver new and innovative webinar content

### Dec 2021

#### Christmas Party

Realise Business Christmas Party. The first time advisors and staff had been together in over a year.

#### Best Workplace Award

Awarded The Voice Project's Certificate of Excellence, in recognition of an "exceptional workplace where staff feel supported and engaged"

## Quarter 3 | 21/22



### March 2022

#### Academy Launch

The Realise Business Academy Launch, "The Conversation" – first face-to-face event in 2 years

#### Record month of events

Hosting 17 events webinars and face-to-face events in one month

#### Small Business Month

Secured the new Business Connect contract for 2022-25, enabling us to continue providing business advisory and events for small businesses for another 3 years



### May 2022

#### The New Now

Special event, "The New Now" with Michael McQueen

## Quarter 4 | 21/22



### April 2022

#### Third Business Advisors and Team Annual Conference



### June 2022

#### Sutherland Shire Council

Collaborated with the Sutherland Shire Council

# Realise Business Academy

## Realise Business Academy

In 2022, Realise Business launched its Business Academy. With both 1:1 and group coaching on offer, business owners are supported to build growth, capability, and confidence - their way.

“

Working alongside Chris has pushed me to think more strategically about my business, and how I can achieve the potential that I knew was capable of not only myself, but my business. In the last three months, with Chris' guidance, not only have I pushed through assumptions that were holding me back, but I have achieved more for my business than in the previous 12 months combined

- Samantha Elias, MedNet Group Pty Ltd, Business Owner

### Realised vision

Since our inception in 1989, over 30,000 small businesses have achieved their goals with the help of Realise Business. Through community, events and paid membership programs, we've supported our clients on the path to success. However, when COVID-19 swept across the country, we were forced to adapt our approach.

A key strategic vision of Realise Business has always been to support businesses on their individual journey - whatever that looks like to them. As we adjusted to a post-pandemic climate, we knew the delivery of our programs had to change, too. So, in March 2022, we launched the Realise Business Academy: accessible, technology-driven coaching programs supporting business owners to reach their unique version of success - under any circumstances.

### A pivot into progress

Realise Business Academy exists for small business owners with big aspirations - to help them overcome obstacles and achieve success in any environment. However, more and more small businesses were struggling to succeed after pandemic lockdowns and restrictions. To support these clients, Realise Business Academy developed a hybrid model of delivery - embracing new technology and ensuring affordable pricing.

By reimagining our offering and leveraging new technologies, our programs have remained cost-effective and high-quality. With flexible business coaching and an extensive online library of resources, the Realise Business Academy means we can support small businesses with genuine know-how, direction and accountability. Clients can now achieve their version of success in a way that works for them as a business - and an individual.

### Custom-designed for changing needs

To support our clients and their unique aspirations, our new one-on-one coaching program is totally customisable. Each business owner works personally with an experienced coach, while also having access to some 20 modules of content across 8 strategic areas of business.

Across the modules, clients can access high-quality online resources including videos, podcasts, blogs, templates, tools and more. Alongside their personalised coaching program, clients also have access to our exclusive member-only networking events.

### Extra advice and specialised support

Also sitting within the Realise Business Academy, is our long-standing Business Mastermind program. An affordable business coaching option, Mastermind matches clients with 8-10 other business owners based on industry, personality and potential to foster mutually beneficial relationships. Working in an open, non-competitive environment, Masterminds meet 10 times a year to constructively improve their businesses, under the direction of a Realise Business Mastermind Facilitator. Those involved can learn practical tips and tricks, share ideas, opinions, and experiences, and gain insights into their business operations from an outside perspective.

### Launching a new era

With our coaches and two newly acquired instructional designers, our team worked tirelessly to push the Academy live in March 2022, coinciding with Small Business Month. To celebrate the program's launch, we hosted an in-person event, with guest speaker The Hon Bruce Billson, the Australian Small Business and Family Enterprise Ombudsman. Not only was this a huge success, but it also had the added excitement of being our first face-to-face networking event in 741 days. It was heartening to see over 100 small business owners in the room, who could finally connect with their community in person.

### Looking ahead

By building capability, confidence, and community in small business owners, we will continue championing and supporting small business owners to succeed - their way.

As we move into the delivery phase of the program, we are excited to meet and coach new clients to regenerate, transform and accelerate their organisations - now and in the long run. With expert advice, knowledge and carefully curated resources, we are ready to help small business owners realise their aspirations and achieve their definition of success - now, and in the long run.

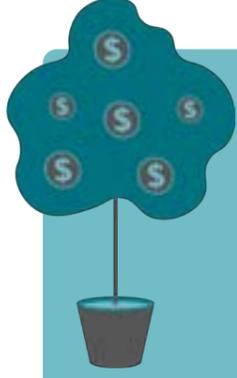
# Products & Events

Through our government funded programs we've been able to deliver many high-quality workshops and advisory sessions at little to no cost to our members and clients.



**9,249**  
Hours of 1:1 Business Advice in FY21

**6,397**  
Hours of 1:1 Business Advice in FY22



**11,894**  
Hours Invested Helping Businesses in FY21

**11,372**  
Hours Invested Helping Businesses in FY22



**2,588**  
Businesses Helped in FY21

**2,904**  
Businesses Helped in FY22



**1,248** New Businesses Helped in FY21

**1,172** New Businesses Helped in FY22

## Realise Business Academy Coaching Program

Our Realise Business Coaching Program is a bespoke program for each client which provides a combination of monthly coaching sessions and a tailored suite of resources and tools designed to help them reach their version of success. Working one-on-one with our team of business coaches to achieve goals customised for their business, the program provides clients with an accountability trail and the ongoing support of our experts to dive deep into their business to increase their efficiency and grow their businesses.

## Realise Business Academy Mastermind

Facilitated by one of our business coaches, our Business Mastermind groups create a secure environment for participants to share their issues and receive peer-to-peer advice from other members who are on the same business journey. A low-cost high impact initiative, Mastermind is designed for people to learn how other successful founders have overcome their challenges to build successful businesses. Group members foster mutually beneficial relationships, give and receive honest feedback, help overcome roadblocks and make confident decisions together -all within a confidential environment.

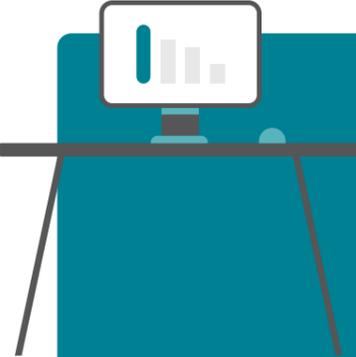
## Business Advice Sessions

Our growing team of Business Advisors delivered business advice sessions from numerous locations across Sydney. Generalist and Specialist Advisors help businesses set feasible goals, create action plans and develop the tools required to achieve their greatest level of success. Throughout 2021 and 2022, Advisory and Events have taken place in an online and face-to-face setting.

## Workshops and Webinars

The Business Connect program, funded by the NSW Government and The Digital Solutions program (ASBAS) funded by the Federal Government, supports Realise Business in the provision of workshops and webinars covering various small business-themed topics. Our highly experienced team of Business Advisors and Presenters create and deliver unique and educational workshops at a subsidised cost. Over the financial year we hosted 103 events addressing the fundamental challenges that small businesses face and ways to start, run and grow their business.

During this time, we also delivered several special events and workshops through our own initiatives to empower small business owners provide them with continual support during these unprecedented times.



**92**  
Webinars & Workshops in FY21

**103**  
Webinars & Workshops in FY22



**2,189**  
Participants in FY21

**2,768**  
Participants in FY22

# Business Connect Contract 2017-2022

Since January 2017, Realise Business has been a key provider of business advisory services under the NSW Government's Services NSW Business Connect program. This program has been designed to give small businesses personalised and dedicated business advice to encourage economic sustainability and deliver growth and employment across NSW.

This program has allowed us to support over 10,000 small businesses in starting, running, and growing their business through one-on-one advisory and events.

As well as providing business advisory services under this program, we have been engaged to work and assist disrupted businesses impacted by Sydney Light Rail construction, the taxi and hire car industry and those operating in the new business environment created by the rollout of the National Disability Insurance Scheme (NDIS).

Supporting the taxi industry, Uber's arrival had a profound impact on NSW's point-to-point industry made up of licence plate owners, taxi networks and taxi operators. We had a Taxi Industry Specialist who worked closely with stakeholders in the industry to assist business owners facing significant challenges. This successful program was rolled out in metropolitan and regional areas with our business advisor subsequently seconded to the NSW Taxi Council due to the success of the program.

Additionally, we were able to provide the Business Connect Access to Finance Program. This program gives small business owners across the state of New South Wales access to a specialist business advisor in the area of business finance, lending and grants; a prominent program during covid help thousands of businesses apply for grants during that time.

In June 2019 through to May 2020 small businesses endured the Black Summer Bushfires. Several of our business advisors volunteered their time to travel to the affected areas to assist small business owners with applying for grants. Similarly, for the recent floods New South Wales endured, our business advisors volunteered their time to be out on the ground with affected small business owners.

During the lockdown periods, we were able to meet the demand of our advisory services to our small business community through extra funding from the government. As a result of this high demand, we stopped charging small business owners \$25 after the first 4 hours of advisory.

On the 1st April 2022, our Business Connect contract was renewed for another three years, allowing us to continually support small business owners state-wide with through the access to finance program and through advisory and events. We are honoured to be able to offer our services to our small business community and help change lives of small business owners.

**Over 35,000  
hours of  
advisory to small  
business owners**

**Over 10,000  
small businesses  
helped since 2017**





## Funding Partners

**The continued support we receive from our valued funding partners make it possible to give low-cost, high-quality business advice and services to the 2,500+ businesses we engage with each year.**

## Business Connect

Funded by the NSW Government

### Business Connect

Realise Business is a key provider of business advisory services under the NSW Government Funded Program. Delivering advisory services and business skills training to the northern, southern, inner west and CBD areas of Sydney, this program gives small businesses access to personalised and dedicated business advice to encourage economic sustainability and employment growth across NSW. As well as providing business advisory services under this program, Realise Business delivers the Business Connect Access to Finance Program. This program gives small business owners access to a specialist business advisor in the area of business finance, lending and grants.

### Australian Small Business Advisory Services

DIGITAL SOLUTIONS

AN AUSTRALIAN GOVERNMENT INITIATIVE

### ASBAS

Realise Business, as part of a consortium, delivered the Digital Solutions (ASBAS) Program across Sydney. This program complements the advisory services offered by the NSW State Government and supports the Australian Government's commitment to improve, support and enhance small business digital competencies. Our specialist advisors provide low cost, high quality advice across four priority digital capabilities including support relating to websites and selling online, social media and digital marketing, using small business software and online security and data privacy.



Transport for NSW

### Parramatta Light Rail, Transport for NSW

Realise Business continued their partnership with Transport for NSW as the Parramatta Light Rail moved into the final year of construction in 2022. Realise Business has worked with 208 businesses across the Parramatta Light Rail alignment and has provided businesses with over 4,800 personalised advisory support hours (or 4,767 interactions) since August 2018. This free business support program has assisted businesses with marketing, strategic planning, social media, staffing, operations and lease arrangements and disputes.



### TransGrid

Realise Business have continued to deliver business support to small businesses disrupted by infrastructure projects in 2021-22, with a team of specialist disruption advisors led by our Program Manager, Sara Berry. Realise Business consolidated their position as the disruption business support specialists by securing the TransGrid contract in July 2021. Realise Business worked with businesses in Marrickville impacted by the construction created by the 'Powering Sydney's Future' works. The support focused on helping the businesses, who were mainly café's and restaurants, to continue operation whilst the works were under way. The advisors worked to audit and streamline operations for cost efficiencies and develop growth strategies through cost effective marketing planning.

# Partnerships

Throughout the year we partner with various organisations who share our vision for helping businesses grow. These partnerships enable us to continue to deliver quality events and services to our clients.



### Business Enterprise Centres

Realise Business is a long-time member of Business Enterprise Centres Australia, a national network offering business analysis and advice, mentoring support, business information and training to businesses at all stages of development. The Centres are all about supporting local business and encouraging local businesses to meet each other, share experiences and network.



### Speech Pathology Australia

Realise Business continue their partnership with Speech Pathology Australia for a third consecutive year. In the duration of this partnership, over 100 clinics have been helped, equipping them with everything they need to know about running a successful business. This tailored business programme consists seven modules that covers all fundamental elements in business. Two successful groups have completed the training program this year, with



### Chambers

Realise Business began working with local business chambers to reach more small business, offering advice and free events to help support the community. In June we became members of the Sydney CBD Business Chamber and also Business Sydney allowing us to extend the benefits to our clients.



# Annual Survey Results

This report is based on research conducted by Realise Business in December 2021. The project consisted of a quantitative online survey of Realise Business clients, which was distributed by Realise Business. Overall, a total of 567 responses were received to the survey. These were spread across a range of businesses within different industries.

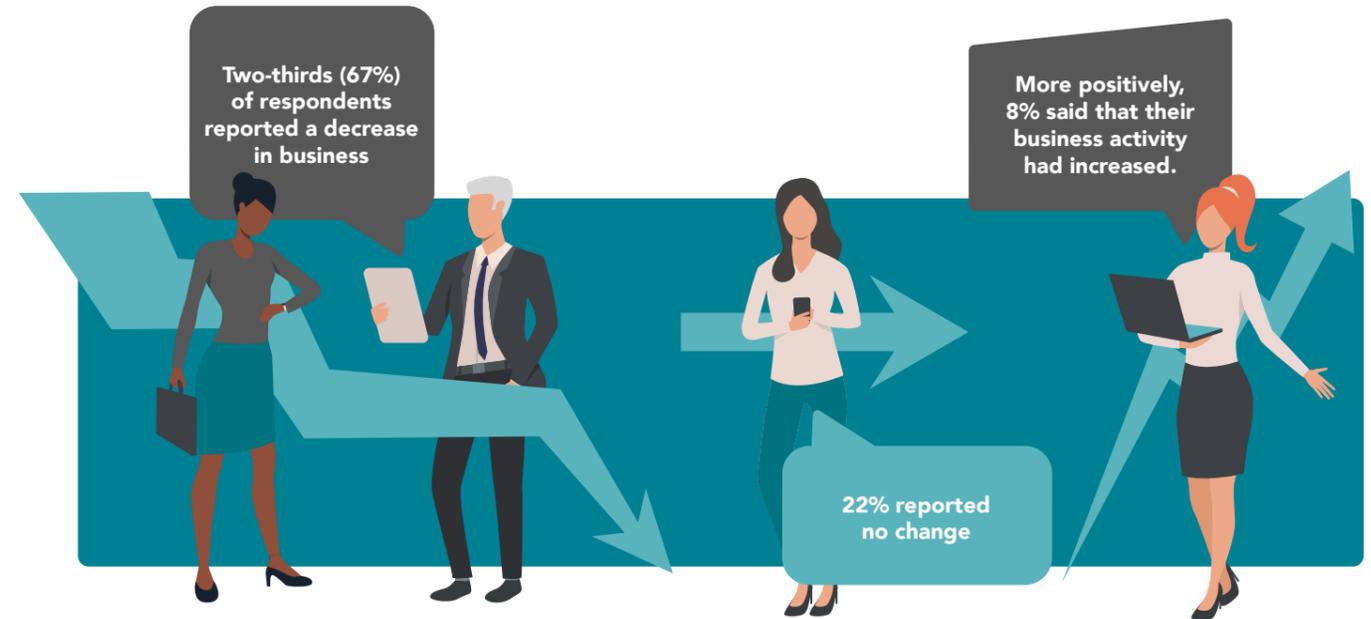
To understand the impacts of the pandemic on businesses in New South Wales, Realise Business conducted a COVID-19 Impact Survey in December 2021. It is the second survey in just over a year, following the August 2020 edition.

The December 2021 survey confirms that many small and medium-size businesses are continuing to struggle with the negative effects of the COVID-19 pandemic, and the associated lockdowns. However, the survey also identified some improvements in the short-term outlook, and positive expectations for a number of businesses.

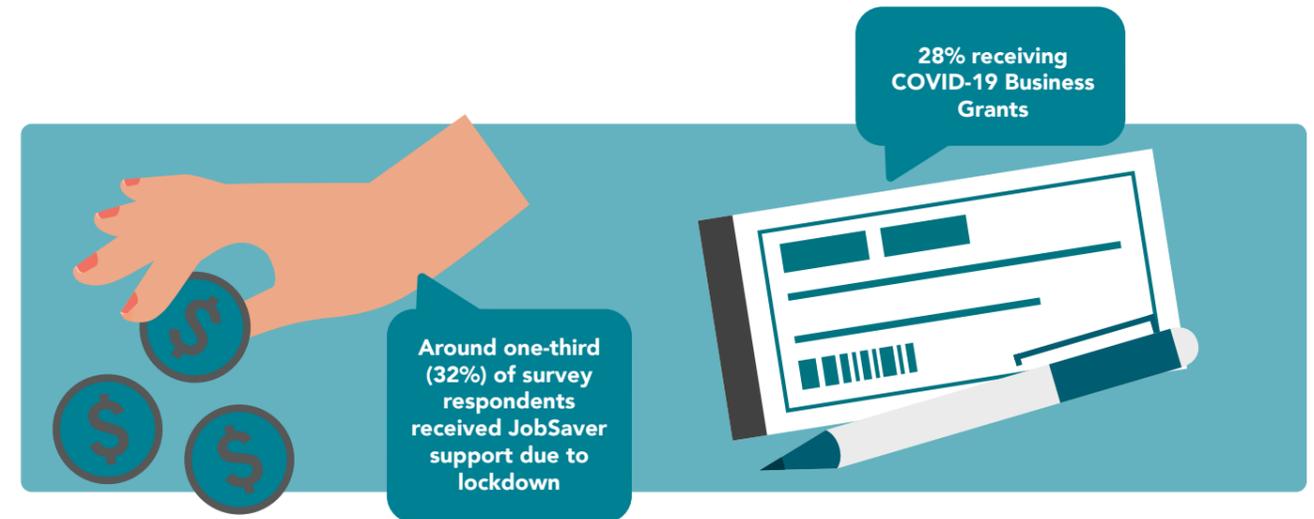
While a majority indicated that business activity fell due to the most recent lockdowns, some businesses reported stable activity or growth. Two-thirds (67%) of respondents reported a decline in business activity during the most recent lockdown, with 3% no longer trading. This is down from 2020 survey, at 73% and 6%, respectively.

Further, 22% of businesses indicated there had been no change in activity as at December 2021, up from 9% previously. Across specific industries, Construction, Manufacturing and Transport groups fared the worst, with 81% of respondents reporting a decline in activity, followed by Education & Training, at 79%. In contrast, the Health Care & Social Assistance industry had few businesses with reduced activity, at 57%.

The December 2021 survey showed that uptake of services provided by Realise Business had increased. Almost two out of five (37%) respondents indicated they had used Realise Business services during the latest lockdown, up from 24% in the 2020 survey. Smaller businesses were the main users of these services, with 68% of respondents with up to \$100,000 revenue in FY 2021 using Realise Business Webinars as a method of support.



Many businesses reported a decline in business activity due to lockdowns



JobSaver and COVID-19 Business Grants were vital during lockdowns



Revenue increases are forecast over the next 12 months

# Client Success Stories

**Mitchell Yazdani is no stranger to small business. But the pressures of the pandemic forced Mitchell into unfamiliar territory. Suddenly needing to focus on online sales, he turned to Realise Business for support.**

After opening his first Ugg boot boutique in 1991, Mitchell has successfully managed 7 brick-and-mortar retail stores in the Sydney CBD. He had consistent sales and a wealth of experience in retail operations, but nothing could have prepared him for the COVID-19 pandemic. Facing border closures and repeat lockdowns, Mitchell turned to online sales to save his business.

Experiencing issues with fulfilment, Mitchell reached out to Realise Business for advice.

**With the help of his advisor, he found a new way forward, acquiring a warehouse space that would support his business long-term.**

## Navigating restrictions in retail

Though he could successfully set up his business online, Mitchell struggled with the practicalities of order fulfilment. After a purchase, goods needed to be dispatched promptly - but the only space Mitchell had to organise stock was his retail store. During the lockdown, the stores were a convenient space to organise and dispatch stock. However, when the restrictions eased, and retail doors opened, Mitchell needed new options for warehousing.

To find a solution to this post-pandemic problem, Mitchell approached Wayne Wanders of Realise Business. Together, they researched which grants were available to assist in acquiring appropriate warehouse space.

## Finding the right support

When Mitchell first approached Realise Business, there were no specific grants to meet his needs. But, as his expert business advisor, Wayne explained the potential support in the SME Recovery Debt Scheme.

Liaising with a Broker, Mitchell investigated the SME Recovery Loan Scheme, hoping he would qualify and be able to source funding on good terms. Thankfully, Mitchell's business did qualify for the scheme, but the broker needed a cashflow forecast of the retail and wholesale business to support the loan application.

## Securing a successful future

Working closely with Wayne, Mitchell put together a cashflow forecast, combining the existing retail and the expanded wholesale business projections. This was enough to get loan pre-approval, so Mitchell could make an offer on a property. From here, Mitchell once again collaborated with Wayne to update the cashflow with commentary for formal loan approval. The property has now settled, and Mitchell has space to expand storage to meet fulfilment for his online business.

**'Wayne was so knowledgeable in helping me understand all my options, he was also very hopeful and gave me courage to get through this challenging time.'**

**Business owner Alain El-Khoury has over 25 years of hair styling knowledge. Now that hairdressing clients are returning to NSW salons, Alain is preparing to re-style his Klassik Hair Salon business.**

The Dundas hairdressing salon has enjoyed loyal customers and convenient premises on Station Road for many years. But Alain has big dreams for his business - setting his sights on future revenue generation. To achieve his goals, he connected with Realise Business for a free advisory session.

Working with Realise Business' expert advisors, Alain discovered a range of options for his business refresh. He was enthusiastic about exploring new ways to boost customer foot traffic and sales.

**The new strategy focused on subletting options and developing enhanced digital presence and branding.**

## New support, new revenue streams

Tim Noye, one of Realise Business' advisors, came on board to bolster the business during a time of change. Like many other local businesses, Alain's salon was hit hard by the pandemic lockdowns and downturns. The hairdressing and beauty service industry faced many disruptions, and Alain's salon's traditional business model of three hairdressers had been reduced. In a quick turn of events, Alain became the lead stylist.

"I'm supported by a small team," shares Alain. "They love what they do and want every customer to love what they do too."

With the support of his Realise Business team, Alain developed plans to raise more revenue. As the salon's premises was large enough, there was an opportunity to establish a subletting revenue stream. A plan to utilise the spare room was also driven by a goal to widen the range of services available.

Previously, the salon had worked with a beauty business. Once again having the complementary businesses of hair and beauty would mutually benefit customer traffic in Dundas. So, Alain and his advisors began examining the current business lease arrangements. Next, they will create more formal paperwork, so that subtenants understand they are being asked to commit to extended periods.

"Subletting your business can help you enhance cash flow, but it's important to think through all the details to avoid any future misunderstandings," Tim points out. "You have a decent chance of having a long and profitable business connection if you grasp the possibilities and parameters of a sublease agreement."

**By nailing down the parameters of the lease restrictions, Alain's salon can now sublet to provide a complete hair and beauty service with sufficient financial return.**

## Marketing re-style

The Team at Klassik Hair are passionate about providing good cuts, good style and good service. Their reputation is reflected in their Five Star rating on Google My Business. But while the business already had a digital presence, Alain believed a re-style of his own would make the business brand healthier - and look more up-to-date.

When Sue Walsh, another Realise Business expert advisor, began working with Alain, she completed a full digital audit of the salon's marketing. "We identified gaps in their SEO to improve search optimisation," remembered Sue. "This included suburbs covered, regular social media content, adding reels to Instagram, opening a TikTok account, and adding testimonials and social media links to the website. It's all about showcasing the exceptional hair treatments and styling to attract new customers in a wider search area and provide excellent services to build loyalty."

This recommended digital overhaul has made it easier for customers to book through a new online booking portal. As well as developing engaging social media content, Sue and Alain worked on in-store promotional materials for the salon.

**In the future, the salon's website will be strengthened by adding meta tags and plug-ins. They'll also utilise SEO optimisation, adding additional Parramatta suburbs to the website, social media and blogs.**

## New outcomes

After time working together, a lot of progress has been made. The potential subletting revenue stream now looks viable, and Alain's advisory team will be there to support as the plans are implemented. Realise Business will research suitable sites to advertise this space and the possibility of sub-leasing hairdressing chairs during quieter periods.

The 're-style' of the salon's digital marketing has led to its website and social media pages being better optimised. Realise Business has worked with Alain to build his capabilities and strengthen the business's digital brand and messaging for potential clients relevant to the salon.

"I'd like to thank Sue & Tim, Business Advisors, for helping my business to grow," Alain shares. "I appreciate it a lot, and it's much more support than I expected. You're doing a great job. I'm so grateful that you gave me this opportunity."

**Alain says, "Thank you for the caring and high-quality professional work, and more to come!"**

# What Our Clients Say

## Wayne Wanders

Wayne was a super saver for me. He went out of his way, many extra miles and worked for hours after our session ended. Understanding the complex stressful situation I was in and , facing what looked like a bureaucracy labyrinth was no mean feat. And all this on Christmas eve! I haven't got enough words to thank him for his professional manners and kindness, but I will have lots of words to recommend Business Connect services.

**– Jimmy Maman, Inner Shine Therapy**

## Chris Shaw

Chris was very knowledgeable and very helpful regarding questions I had about the growth of my small business. We set some tangible goals about how I can gain more clients and increase revenue. I felt inspired and positive about moving forward after our session.

**- Christie Brewster, Brewster Creative**

## Judy Hendricks

Judy has been a fundamental and confidence builder for me and my business. Judy has supported me and brought so much knowledge to my business. Her advice is beyond appreciative.

**– Rachael Mackay, Resourced Music Therapy**

## Liza Taylor

Thank you for this program. The sessions with Liza have been invaluable to us, particularly as we clarify our marketing and social media strategies. Liza is a highly experienced advisor with a huge amount of practical wisdom and common sense wrapped around her extensive knowledge and enthusiasm.

**– Gayle Avery, Institute for Sustainable Leadership**

## Amanda Warrington

I absolutely loved the session with Amanda. Amanda researched our business before our meeting so she was prepared with relevant feedback right from the moment our session started. Her advice was spot on, relevant, and straight to the point. We would be recommending your services and definitely book more sessions in the future with Amanda.

**– Andres Fernandez, Rockycay Australia Pty**

## Geoff Silk

I have known Geoff for several years and his recollections of the difficulties of my business were extremely helpful. His knowledge and enthusiasm assisted me with making decisions about the future. My heartfelt thanks to him and to your program I certainly look forward to further contact with him.

**– Sonia Fenton, Gardens on Forest**

## Yessica Alfonso

I love how Yesica genuinely cares about her clients, and she is very knowledgeable in the area I required help with. I also like that the sessions are interactive so I can learn how to do some marketing myself and understand the logic behind it.

**– Natalia Clack, Easy Super**

## Chris Cassar

Chris provides the support and mentorship I had been looking for. He is fantastic and brings out the finer and critical points that I would otherwise have overlooked. A real help.

**– Ripu Daman Singh, Seaking Pty Ltd**

## Megan Hauptfleisch

The business advice I received from Megan is extremely valuable for my business. I am very happy with the way Megan challenges me and gives me solid, practical tips - and homework - that I can implement straight away, and that I am being held accountable for. The depth and breadth of knowledge of Business Connect advisors is excellent and this personalised NSW Government program helps small business owners and start-ups such as me to build and grow successful businesses.

**– Petra Goeltz , Make it local & Project Management for Kids**

## Adam Hetherington

Adam was an excellent and commercial sounding board. - Hhe provided valuable insights as well as pressure-testing existing strategies we were pursuing. He provided useful introductions to third parties, which have in turn lead to fruitful business discussions and potential business opportunities for both sides. Very professional, yet approachable. Very happy to recommend.

**– Andres Fernandez, Rockycay Australia Pty**

## Patch Clunes

Patch is fantastic and I feel so lucky to have connected and receiving such excellent advice and guidance from her. It is changing the way I look at my business and teaching me how to properly manage it and work towards a more viable and successful future. I'm forever grateful for the growth thus this has afforded me. Patch is fantastic and I feel so lucky to have connected and receiving such excellent advice and guidance from her. It is changing the way I look at my business and teaching me how to properly manage it and work towards a more viable and successful future. I'm forever grateful for the growth thus this has afforded me.

**– Dhani D'Arcy, Florida**

# Meet The Board



## **Katrina Hodgkinson** Chairperson

November 2021 - Present

The Hon Katrina Hodgkinson is Chair of Realise Business, and a Director of several other Australian companies. Prior to joining Realise Business, Katrina was Minister for Small Business and Primary Industries in the NSW Government, and for many years she was a retailer. Katrina holds an MBA, she is a Graduate of the AICD, and she has been a Justice of the Peace for over 30 years. Katrina lives in regional NSW.



## **Peter Holtmann** Chair

July 2021 – November 2021

Peter is an experienced business leader, executive coach and business excellence consultant. He has global experiences on non-profit and charity boards as a strategic expert. Peter led an international non-profit for 12 years visioning and building the strategies for governance, growth and sustainability, and created the essential connections and opportunities for collaboration and affiliation.



## **Adrian Brock** Treasurer

Adrian has held a Board role since 2014 and was formerly a partner of “CFO On-Call”, COO of The Griffin Group, and a Partner at Deloitte. He brings over 50 years’ of experience.



## **Angela Fiumara** Board Member

Angela is an Associate Director at Icen Group, a boutique management consulting business. She has more than 30 years’ experience in private, public sector and NFP organisations covering transport, resources, utilities, construction, and business and industry. A communications and corporate affairs specialist, she has held senior and executive leadership roles with Business NSW, BHP, Transport for NSW, Inland Rail and Essential Energy.

Prior to joining Icen Group, Angela was Executive Director, Policy and Public Affairs for Business NSW where she led the development and delivery of research, policy and advocacy initiatives to support NSW businesses during the first wave of the COVID-19 pandemic.



## **Bernadette Walker** Chief Operation Officer & Company Secretary

Bernadette is an accomplished executive with experience in operations, strategy, risk, P&L, HR and marketing involving start up, turnaround and growth organisations. She has worked with organisations through the business transformation process by spearheading operational improvements that contribute to long-term operational excellence and achieve business success.



## **Ilona Hunnisett** Board Member

Ilona Hunnisett is a senior lawyer with over 10 years’ experience advising on general corporate, mergers and acquisitions, equity capital market transactions, governance and foreign investment matters. Ilona works on a broad range of transactions from seed investments, start-ups, private equity transactions and public takeovers. Her clients value her commerciality, tenacity and proactive approach reflecting her prior experience in commercial focused roles and across multiple industries.



## **Lindsay Munns** Board Member

With a career spanning over 28 years in the SME sector within owner, manager, director and advisor roles, Lindsay has an intimate knowledge and appreciation of what makes this vital sector tick. Prior to stepping into the role as Chair, Lindsay served as the CEO and member of the Board for the Anytime Group. He was the master franchisee for this fast growth SME, supporting over 400 small business franchisees nationally. Lindsay has played an integral role in guiding the organisation through a significant period of expansion and success.



## **Matt Topp** Board Member

Matt brings over 17 years of experience across a number of different markets in senior public and private sector roles, working closely with executives across strategy, evaluation, and operations. Matt currently works within the Digital and Business practice at Nous Group, a globally recognised consulting firm renowned for its positive influence on clients and communities.



## **Paul Nicolaou** Board Member

Paul has over 25 years’ experience in senior management roles, marketing, business development, networking, stakeholder engagement, fundraising and event management Paul is the Executive Director of Business Sydney which is the voice for business in Sydney. Business Sydney advocates, influences and deliver policies and outcomes to drive economic growth and create opportunities to invest, work, live and visit our city. Paul was the former Director of the Business Leaders Council of the Australian Chamber of Commerce and Industry which represents over 300,000 businesses that employ over 4 million Australian’s.



## **Tina Kazmer** Board Observer

Tina has spent the last 20 years in senior corporate marketing roles for a variety of organisations including professional services, education, employment, technology and thought leadership. Her roles have seen her involved in strategy development, thought leadership, marketing and campaign planning, events, media, market growth, content development and brand awareness. Tina has led 3 start-ups globally from conception to market launch and enjoys the challenge of operating in uncharted and international markets.



## **Colin Devine** Board Observer

Colin is an experienced thought leader who has 25 years of experience advising businesses on strategic transformational change made possible through technology. He currently works as a Managing Director at PwC Australia, and is part of the technology consulting leadership, guiding leading Australian Public, Private and NFP organisations in their digital transformations.

# Meet The Team



**Jacqui Attard**  
Chief Executive Officer

Jacqui Attard is a business expert and coach who has devoted her career to helping small businesses grow and prosper. Her passion and knowledge for small business is boundless as is her expertise on all the sectors she works across. Jacqui also has a background in business coaching in Health Professions which inspired the successful rollout of the OTA Virtual Learning and Business Coaching Program. As a specialist in Business Disruption, Jacqui is the perfect person to lead our team and our clients through the unprecedented changes we've experienced.



**Bernadette Walker**  
Chief Operation Officer  
& Company Secretary

Bernadette is an accomplished executive with experience in operations, strategy, risk, P&L, HR and marketing involving start up, turnaround and growth organisations. She has worked with organisations through the business transformation process by spearheading operational improvements that contribute to long-term operational excellence and achieve business success.



**Charmion Ingram**  
Lead Academy Coach

For the past 20 years Charmion Ingram has built a strong background in Strategic Business Consulting, Culture and Organisational Change. Her roles have included Manager, Business Consulting and Planning at AMP where she was instrumental in building the "coach to coach" training program for the Business Partnership Managers that supported the wider AMP Financial Advisor network of 800 businesses.



**Elecia Douglas**  
Brand & Marketing Manager

Elecia brings over 14 years' multi-disciplinary marketing experience to Realise Business, across B2B and B2C marketing, digital and content marketing, membership marketing, brand, corporate communications, public relations, sponsorship, and event management. Purpose driven and passionate about working for organisations who enhance people's lives, Elecia has worked across several industries including sport, entertainment, mental health and education.



**Sophia Papapandros**  
Digital Marketing Specialist

Sophia is a digital marketing specialist who enjoys creating and crafting campaigns to deliver value to our clients. She has a passion for creating an authentic customer experience and communicating with clients through digital marketing solutions.



**Courtney Sandor**  
Events Coordinator

Courtney is a events specialist who brings with her a strong administration skillset and a passion for all things marketing and events. Her strength in building relationships with clients and stakeholders and her dedication to customer service makes Courtney the perfect person to coordinate events.



**Kayley Segalla**  
Events Coordinator

Kayley brings seven years' experience in event management, administration and client services. She has worked across several industries, including finance, registered training organisations, pharmaceuticals and children's services. Kayley is a dedicated team member who enjoys working with an adverse range of people.



**Donna Innes**  
Client Coordinator

Donna is a client services professional who enjoys working with a diverse group of people in a calm, polite and effective manner. Fostering teamwork, operational excellence, and quality of service at all times, she prides herself on her clear communication style when working with our Business Advisors and our Clients.



**Paula Machuca**  
Client Coordinator

Paula is a dedicated client and customer service professional with over 20 years' experience in administration, accounts & organisation of meetings and conferences, personnel and secretarial support of management and teams. A can-do professional with a positive and friendly disposition.

# Meet The Business Advisors & Coaches



**Charmion Ingram**  
Business Coach



**Christopher J Shaw**  
Business Coach



**Geoff Silk**  
Business Advisor



**Jo Attard Watters**  
Business Advisor



**Judy Hendricks**  
Business Advisor



**Naomi Matcham**  
Business Coach



**Adam Hetherington**  
Business Advisor



**Liza Taylor**  
Business Advisor



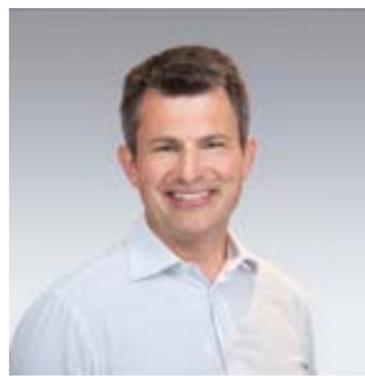
**Megan Hauptfleisch**  
Business Advisor



**Patch Clunes**  
Business Advisor



**Amanda Warrington**  
Business Advisor



**Campbell McKay**  
Business Advisor



**Russell Pearson**  
Business Advisor



**Sara Berry**  
Business Advisor



**Sue Walsh**  
Business Advisor



**Chris Cassar**  
Business Advisor



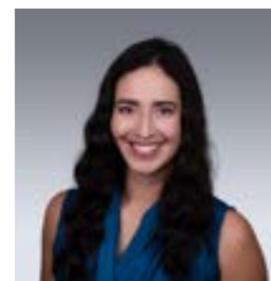
**Christopher Wilborn**  
Business Advisor



**Syane Macedo**  
Business Advisor



**Tim Noye**  
Business Advisor



**Yesica Alfonso**  
Business Advisor



**Wayne Wanders**  
Business Advisor

# Abridged Financials

## Balance Statement For The Year Ended 30 June 2022

Assets		
	\$2022	\$2021
<b>Current Assets</b>		
Cash and cash equivalents	1,531,796	1,275,900
Trade and other receivables	83,944	94,927
<b>Non-Current Assets</b>		
Trade and other receivables	25,648	27,848
Property, plant and equipment	86,032	5,673
Intangible assets	189,642	80,425
<b>Total Non-Current Assets</b>	<b>301,322</b>	<b>113,946</b>
<b>Total Assets</b>	<b>1,917,062</b>	<b>1,484,773</b>

Liabilities		
	\$2022	\$2021
<b>Current Liabilities</b>		
Trade and other payables	231,058	281,159
Borrowings	3,580	7,738
Current tax liabilities	65,599	34,155
Borrowings	44,782	27,910
Other Financial liabilities	159,485	--
<b>Total Current Liabilities</b>	<b>504,504</b>	<b>350,962</b>
<b>Total Liabilities</b>	<b>504,504</b>	<b>350,962</b>
<b>Net Assets</b>	<b>1,412,558</b>	<b>1,133,811</b>

Equity		
	\$2022	\$2021
<b>Equity</b>		
Retained earnings	1,412,558	1,133,811
<b>Total Equity</b>	<b>1,412,558</b>	<b>1,133,811</b>

## Statement of Changes in Equity For the Year Ended 30 June 2022

	\$2022	\$2021
<b>Balance at 1 July 2021</b>	<b>1,133,811</b>	<b>1,133,811</b>
Surplus attributable to members of the entity	278,747	278,747
<b>Balance at 30 June 2022</b>	<b>1,412,558</b>	<b>1,412,558</b>

## Statement of Profit and Loss For The Year Ended 30 June 2022

Income		
	\$2022	\$2021
<b>Income</b>		
Revenue	2,736,847	2,686,547
COVID Assistance Grants	-	102,938
Other Income	319	255
<b>Total Income</b>	<b>2,737,166</b>	<b>2,789,740</b>

Cost Of Sales		
	\$2022	\$2021
<b>Cost Of Sales</b>		
Business advisors	1,111,231	1,071,169
Catering & venue hire	76,613	23,272
<b>Total Cost of Sales</b>	<b>1,184,844</b>	<b>1,094,441</b>
<b>Gross Surplus</b>		
Depreciation and amortisation expense	46,645	11,801
Employee benefits expense	841,879	648,231
Finance expenses	15	52
Total other expenses	385,036	387,048
<b>Total operating expenses</b>	<b>1,273,575</b>	<b>1,047,132</b>

Summary		
	\$2022	\$2021
<b>Summary</b>		
<b>Total Income</b>	<b>2,737,166</b>	<b>2,789,740</b>
<b>Less Cost of Sales</b>	<b>1,184,844</b>	<b>1,094,441</b>
<b>Gross Surplus</b>	<b>1,552,322</b>	<b>1,695,299</b>
<b>Total Operational Expenses</b>	<b>1,273,575</b>	<b>1,047,132</b>
<b>Surplus</b>	<b>278,747</b>	<b>648,167</b>

## Future Outlook

As 2023 approaches, Realise Business is poised for a year of positive change. By embracing the latest technology and forging new partnerships, we're expanding our offerings into different markets and industries to support more business owners in more places.

### Delivering innovative business coaching

Almost a year after launching the Business Academy, we are now ready for the next phase. In 2023, we will work towards expanding the Academy's profile, reach and client base. This focus on growth will see more modules and content being developed, as well as establishing additional Business Mastermind groups.

### Partnerships to broaden impact

As we look to develop our reach and impact, we will concentrate on collaborating with like-minded, 'can do' organisations who also understand and support small business owners. These relationships will boost and diversify our income streams to include both government and fee-for-service contracts.

### Our government contracts

We're delighted that the state and federal governments have sustained their funding for the coming year. This allows us to continue providing crucial support to small business owners across NSW as they get back on track after a challenging few years. We look forward to a busy and rewarding year with significant contracts remaining.

Continuing contracts include:

- Business Connect
- Transport for NSW's Parramatta Light Rail project
- The Entrepreneurship Facilitation Program.

### In-person and online events

While we are pleased to be back at face-to-face events, we will also maintain our online component (including informative webinars). With such a diverse mix of clients, it's imperative we keep embracing new delivery methods, as we adapt to meet their emerging and evolving needs.

One of the most anticipated items in our calendar is the return of Pub Biz - an opportunity for small business owners to network in a casual environment. This event provides clients with an accessible way to connect after lengthy periods of remote working.

### The Entrepreneurship Facilitator Program

Realise Business has proudly become a provider for the Australian Government's Workforce Australia Entrepreneurship Facilitator Program. As part of this initiative, we can assist small business owners on their journey to start, improve or grow their business. The program's objectives include tailored mentoring, advice, networking opportunities and client referrals to other relevant services (including New Business Assistance with NEIS).

### Embracing technology

As technology progresses, it becomes increasingly important to explore and embrace opportunities that maximise Realise Business' visibility and influence. At an operational level, we are moving towards a more digital way of working. While an integral part of doing business today, it has particular significance for the Realise Business Academy. A better-performing online platform will simplify learning and make valuable resources accessible to every small business owner - no matter where they are.

### Building team capabilities

Supporting our small business community with expert advice and coaching means our team has to stay up-to-date with current trends and methods of learning. In 2023, we will continue investing in training and development across the entire organisation to ensure we are delivering the best possible service and outcomes for our clients.

### Cyber Security

As we navigate a new, exciting financial year, we remain committed to empowering our clients to build and run successful businesses, even in the most testing environments. While small businesses faced another challenging year, we're proud to have played a significant role in supporting the community. Thanks to all our stakeholders and teams for enabling us to meet challenges head-on - and overcome them together.

### Thank you

As we navigate a new, exciting financial year, we remain committed to empowering our clients to build, nurture and run successful businesses - even in the most challenging environments. While small businesses faced yet another difficult year, we're proud to have played a significant role in supporting the community to not just survive, but to thrive. A heartfelt thanks to all our stakeholders and teams for enabling us to embrace these many challenges head-on and overcome them together.

**Realise Business LTD**

Suite 1102, 115 Pitt Street,  
Sydney NSW, 2000

02 9545 5900

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**Realise**  
Business