



TAKING CARE  
OF BUSINESS

# HELP FOR BUSINESS OWNERS



Are you a Geelong business owner needing help? The City of Greater Geelong's Business Support Package offers free expert advice, mentoring and counselling for local businesses impacted by COVID-19, rent reductions and fee refunds for eligible businesses, and other options for financial support.

Don't tackle these unprecedented times alone. Use our free support for your business's advantage.

- Receive personalised support
- Get free expert one on one help
- Brainstorm ideas to navigate COVID-19 and social distancing business impacts
- Explore new ways to do what you do
- Transform your marketing and promotions
- Support for returning to work safely
- Apply to defer rates payments if you're experiencing financial hardship

## WHO'S ELIGIBLE?

Greater Geelong businesses that have been impacted by COVID-19 and have a current ABN can apply for our Geelong Business Support program.

## NEXT STAGE OF SUPPORT

Keep an eye out for further professional training opportunities and business support.

## NEED MORE HELP?

Find out more about the City's business support packages at [www.geelongaustralia.com.au/business](http://www.geelongaustralia.com.au/business) or call us on 5272 5272.



## BUSINESS SUPPORT PACKAGE FEEDBACK

"[The program] is all about preparing in a positive way to thrive as we head out of this pandemic. I hope it can reach many others who, like me, need help forward planning.

*Pati Seiler, Architect*

"This was a fantastic experience as it has enabled me to re-brand my clinic and given me lots of marketing ideas for the future!

*Daniel Wood, Geelong osteopath*

"The advice we received helped us develop a risk mitigation method to manage throughout this crisis and feel more confident going forward.

*Terence Breen, Asphalt Paving Services*



Felicia at Café Go, 37 Bellerine Street



## BUSINESS SUPPORT PACKAGE



### BUSINESS CONCIERGE

Need to chat? Talk to us. Call our free Business Concierge service to chat one-on-one with one of our economic development professionals.

Call 5272 5272 and ask for the Business Concierge service.



### MARKETING

Need web or social media help? Get help with website management and development, getting the best from your social media, content ideas, branding and e-commerce.

[SEE PROVIDERS AND BOOK](#)



### LEGAL ADVICE

Do you need some free legal support? Get help with Employment law, corporate and commercial law, leases and contracts, and insolvency and business restructuring.

[SEE PROVIDERS AND BOOK](#)



### HUMAN RESOURCES

Get advice and guidance about government packages, managing your staff and keeping them safe, and workforce planning and compliance to help manage your teams' needs.

[SEE PROVIDERS AND BOOK](#)



### FINANCIAL MANAGEMENT

Get help with business planning, cashflow forecasting, grants and funding for your business, accounting and financial services, and methods to manage finances during an economic downturn.

[SEE PROVIDERS AND BOOK](#)



### COUNSELLING

Business owners and their families can get free confidential counselling and support from Converge International.

Book directly with Converge International on 1300 687 327 and quote client number 87286.



### SMALL BUSINESS MENTORING

Talk to a professional mentor and get expert help with a range of business topics across industry sectors.

[BOOK NOW](#)



### QUICK REFERENCE LINKS

Links to services and support for businesses, including free industry network memberships.

[READ MORE](#)



### TRAINING AND DEVELOPMENT

Browse free and low-cost business webinars on a range of topics.

[SEE ALL EVENTS](#)



## OTHER SUPPORTS – VARIED ELIGIBILITY

### COVID-19 REFUNDS

[Read more](#) about refunds available to eligible businesses and the refund process.

### TENANTS IN CITY BUILDINGS OR ON CITY LAND

[Read more](#) about rent reduction for eligible commercial tenants in City buildings or on City land.

### CENTRAL GEELONG SPECIAL RATE REDUCTION

[Read more](#) about financial support for local businesses that pay the Central Geelong Special Rate.

### FREE CASUAL ON AND OFF-STREET PARKING

Available in Central Geelong until 30 June 2020.

### GET CONNECTED

[Join industry networks](#) to share information and capabilities.

[Read more](#) about industry body membership offers.

### HARDSHIP

Email [hardship@geelongcity.vic.gov.au](mailto:hardship@geelongcity.vic.gov.au) or call us on 5272 5272 to defer rates, rent, fees and charges payments or organise an individual payment plan.



Hugh & Deb from Truffleduck in Fyansford



### SPOTLIGHT ON BUSINESS

Want to hear how other Geelong businesses have transformed during COVID-19?

[READ NOW](#)