



Prince's Trust  
Australia

# ENTERPRISE PROGRAMME FOR DEFENCE MEMBERS AND THEIR FAMILIES

Inspiring Australia's veteran community into entrepreneurship

**Have you dreamed of starting a business or becoming an entrepreneur? Do you have a hobby you would like to turn into a home business? Are you interested in learning how to think like an entrepreneur and apply your skills to a new career?**

You're not alone! 98% of all businesses in Australia are small businesses- and almost two-thirds of those businesses are sole traders.

At Prince's Trust Australia, we are here to inspire and support veterans and ADF families into self-employment through our Enterprise programme.

Join the community! Every entrepreneurial journey starts with an idea. Our programme supports you with the tools you need to turn your idea into a reality while connecting you with like minded veteran and family members. We support all businesses and career journeys, at any stage, across Australia.

**Enterprise is free and open to:**

- Transitioning ADF members
- ADF veterans at any stage in their career
- ADF partners of current and former serving members

## **Stage 1: Enterprise Online**

- 8 - 15 February 2022
- 5 - 12 April 2022
- 10 - 17 May 2022
- 2 - 9 August 2022
- 30 September - 6 August 2022
- 18 - 25 October 2022

## **Stage 2: Enterprise Connect**

- 1 March - 1 April 2022
- 24 May - 24 June 2022
- 20 September - 21 October 2022
- 8 November - 9 December 2022

Learn more or register your interest at

[princes-trust.org.au/defence-members-and-their-families](https://princes-trust.org.au/defence-members-and-their-families)



Image from left: Alex Pryor,  
Founder of Sync Technologies  
and Cherie-Ann Borghouts,  
Founder of Indira Organics.



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## FAQs

### **What do you cover in the Enterprise Programme?**

The Enterprise Programme is designed to support participants through various stages of exploring, planning, establishing and growing their business. The programme explores:

- Human-centered design
- How to find business opportunities
- Storytelling for your business or brand
- Experimenting with your business idea

### **Stage 1: Enterprise Online**

Time for you to test your idea, identify your customer and connect with others in an informal, engaging and supportive environment.

### **Stage 2: Enterprise Connect**

Roll up your sleeves, it's time to take your tested idea and turn it into a reality! The workshops provide technical support to develop your business concept, understand your legal and operational responsibilities and build a viable business plan.

### **Stage 3: Enterprise Meet Ups and Events**

We regularly host bespoke seminars, webinars and networking events to learn from industry experts and stay connected.

### **Stage 4: Accelerator Programme**

An intensive programme designed to rapidly scale early-stage businesses. Stay tuned! We're launching this year.

Participation in the programme is free.

### **How are workshops structured?**

In Enterprise Online, facilitators are joined by Prince's Trust staff to take you and your cohort through the programme over three, two-hour sessions via Zoom.

In Enterprise Connect, facilitators are joined by Prince's Trust staff to take you through the programme over seven sessions via Zoom.

The programme is delivered in collaboration with the ADF Financial Services Consumer Centre.

All programmes include free access to a self-directed learning platform.

### **What if I'm not sure I want to start a business?**

That's fine! Many come through the programme as a way to learn new skills, identify personal strengths and create new networks as a pathway to employment.

### **What else do you offer?**

Alumni are invited to join our members only online groups, promote your business through our Buy Veteran campaign and be eligible for funding and marketing opportunities through our partners.

### **Did you know?**

To date, Prince's Trust Australia have supported more than 825 veterans and family members since 2015, delivered over 68 activities, with more than 100 veteran community businesses in operation today.

With thanks to our sponsors, Department of Veterans' Affairs, Accenture ANZ, Howden Group Holdings, Saab Australia, PwC, BAE Systems Australia, Commonwealth Bank of Australia & Patrons of Prince's Trust Australia