



Office of the Commissioner for Kangaroo Island

**POSITIONING KANGAROO ISLAND BUSINESSES  
FOR STRATEGIC GROWTH PROGRAM**

**EXPRESSION OF INTEREST**  
**Closing 21 May 2018**

**Name:**

**Phone/mobile:**

**Email:**

**Location Address:**

Thank you for your interest in the Strategic Growth Program. The program will be facilitated by Julia Mann of Clover Strategy. Julia has extensive experience in working with businesses from start-ups, micro businesses through to large corporations. Background about Julia is attached.

Further program information can be downloaded at

Your Expression of Interest will be assessed by a selection panel who are keen to deliver a targeted program to meet the needs of the participants, while also gaining a commitment from you to participate in all elements of the program and to develop plans that will assist in growing your business.

Please try to keep your responses succinct and to the point. We just need a few words not a lot.

1. Background information about your business:

Outline for the selection panel in a few sentences, what your business does and what industry you are in.

2. Can you tell us in brief the following information about your business:

- a. Years of operation
- b. Number of fulltime equivalent employees including yourself (FTE's)
- c. Company Revenue:
  - \$0 - \$10,000
  - \$10,001 - \$50,000
  - \$50,001 - \$100,000
  - \$100,001 - \$250,000
  - \$250,001 - \$500,000
  - \$500,001+
- d. Selling off Island  yes /  no
- e. Exporting
  - inbound  yes /  no
  - outbound  yes /  no

3. What do you believe are your businesses key growth opportunities (tick as many as relevant)?
  - a.  Exporting (international sales inbound or outbound)
  - b.  Tourism
  - c.  Increasing sales through existing products / services
  - d.  Increasing sales through new products / services
  - e.  Purchasing new capital equipment
  - f.  Building new infrastructure
  - g.  Investing in employees / undertaking restructures
  - h.  Not sure
  - i.  Other – please write
  
4. What do you believe is your most important growth opportunity to leverage and why?
  
5. What are the key aspects you would like to achieve out of the Strategic Growth Workshop (tick as many as relevant)
  - a.  Identify growth opportunities and options
  - b.  Undertake feasibility analysis of my growth opportunity/ies
  - c.  Build a project plan to implement opportunity
  - d.  Develop a business case to gain investment / funding to implement the opportunity
  - e.  Other – please advise
  
6. Who will be undertaking this workshop from your company?  
 Note: we would like to select around 10 businesses with up to 2 persons from each participating
  
7. Please provide brief background and experience in a few lines, or a link to a completed Linked In profile.
  
8. Please provide any other information to support your EOI for the Strategic Growth Program.

**If you are successful in being considered as part of the expression of interest process, would you be prepared to:**

- Attend 2 x ½ day workshops - First workshop is currently scheduled for the morning of 7 June in Kingscote
- Participate in a minimum of 2 individual business mentoring sessions of approx. 1 – 1.5 hours duration each (on site at your premises)
- Commit with assistance to completing your Growth Plan within the 8 week program
- Pay a fee of \$150 as your businesses investment in the program

Thank you for your Expression of Interest. Information provided will be treated in commercial confidence.

**ALL EXPRESSIONS OF INTEREST NEED TO BE RETURNED BY 21 MAY 2018**

**Email to: Project Manager Sue Arlidge [sue@songfront.com](mailto:sue@songfront.com)**