

**Ignite**<sup>®</sup>  
small business  
start-ups  
AN SSI INITIATIVE

# impact report

2019



**SSI**   
settlementservices  
international

# PASSION INTO POSSIBILITY

The Ignite® Small Business Start-Ups is an SSI initiative developed to facilitate small business creation for people from a refugee and migrant background who want to start their own business or expand an existing one. Our vision is to turn passion into possibilities by unleashing the potential of refugees, migrants and people seeking asylum to take greater control of their lives through entrepreneurship and enterprise.

Ignite® has been developed and adapted from the successful Sirolli model of enterprise facilitation and tailored specifically to newly arrived humanitarian refugees and other newcomers who wish to start a business in Australia. The Ignite® model is underpinned by an ecosystem of support that can be custom-built in other locations.

Throughout the program Ignite® entrepreneurs are supported by specially trained Ignite® facilitators, and have access to a Resource Team that includes business experts, volunteers, students and business mentors.

This report outlines everything we do and everything we want to achieve. Ignite® has grounded itself in one core belief; that where there's passion, there is possibility. At Ignite®, passion comes from everywhere. From the refugees and other newcomers that come to us for help; to the dedicated Ignite® staff that help them get there.

Over **600** clients received support since program inception in 2013

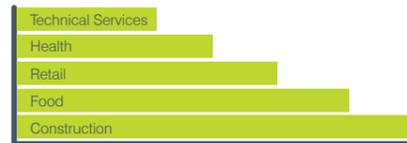


Of these **165**

small businesses **established** to date

## TOP 5 industries

ignite® entrepreneurs have started businesses in



**40**

number of **countries** our entrepreneurs were born in



ignite® entrepreneurs have been in Australia from

**1 month to 10 years**



**21-72 years**

ignite® participants age ranges



over **60%**

of entrepreneurs have generated enough income to be **economically independent**

# MILESTONES



# EVALUATION

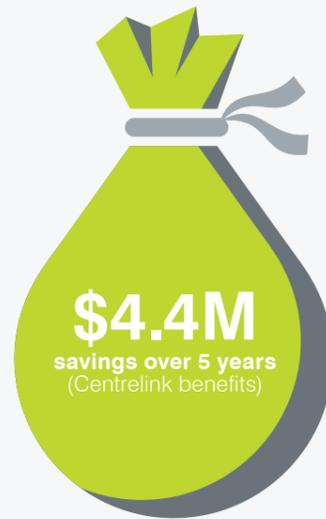
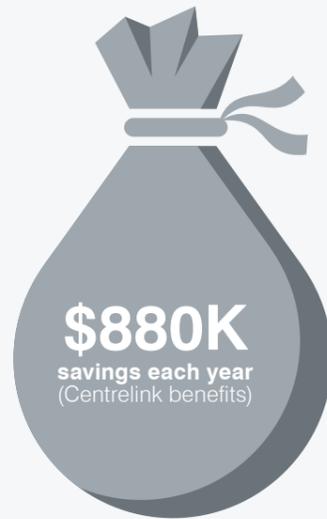
An independent evaluation led by University of Technology Sydney (UTS) Business School found that business success was measured by profitability and by the Ignite® entrepreneurs being able to move off welfare benefits. The evaluation report found that there were proven outcomes for newcomers building economic independence.

## Reliance on Welfare

The study of the Ignite® pilot conducted interviews with 35 refugee entrepreneurs and revealed \$880,000 savings in Centrelink benefits each year, and a projected \$4.4 million savings over five years, among that group alone.



**35**  
refugee  
entrepreneurs



## Wellbeing

Ignite® entrepreneurs have reported that they have experienced a sense of belonging which includes them:

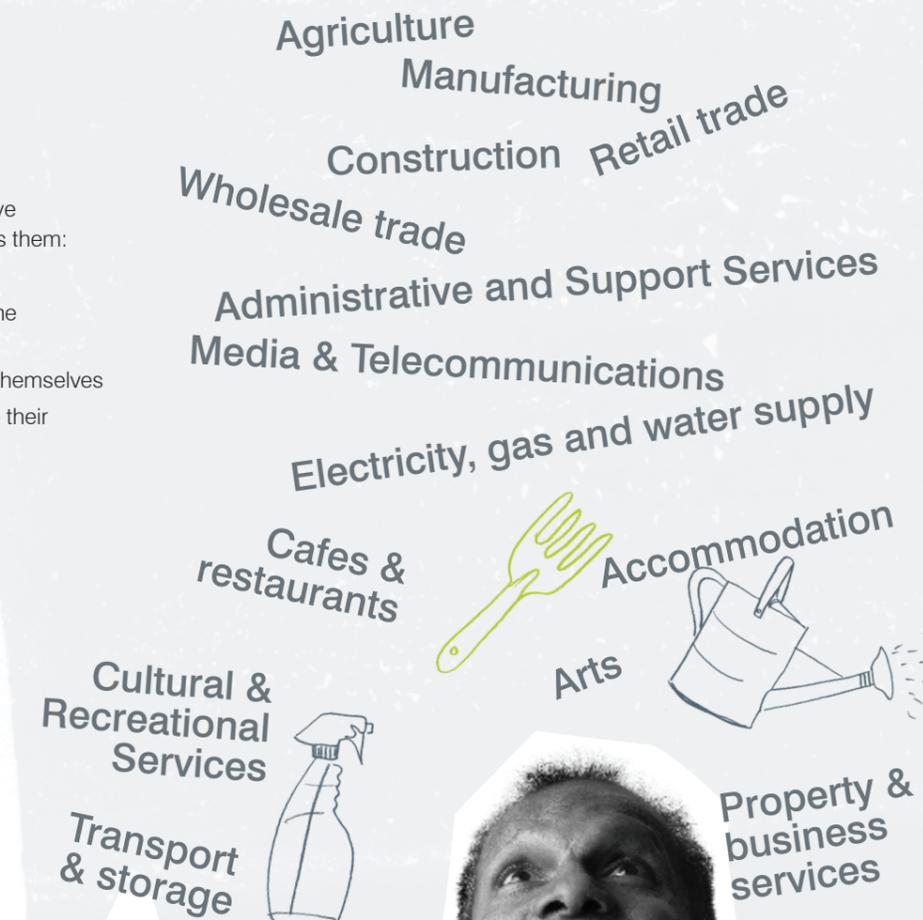
- feeling safe living in Australia
- feeling that they are a more valuable part of the community
- feeling independent and able to do more for themselves
- feeling able to make a positive contribution to their family and community.

They also feel more optimism about:

- living in Australia
- being able to improve their financial situation
- being able to improve their social situation.

## Ignite® Success

The Ignite® program successfully helped entrepreneurs to establish business in various industries including:



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# CASE STUDIES



Ed

Yousef

## Syrianna Cuisine

Ed Yousef arrived in Australia as a refugee in 2013 and now resides in Sydney's western suburbs. With the support of Ignite®, Ed established a catering service – Syrianna Traditional Cuisine – that takes Sydneysiders on an authentic journey through the tastes of traditional Syrian food.

“Ignite® helped me navigate all the paperwork involved in starting a business, like referring me to an insurance company and helping with an accountant,”

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Yarrie

Bangura

## Aunty's Ginger Tonic

Yarrie Bangura is the founder of Aunty's Ginger Tonic - an organic ginger beer business. She arrived in Australia as a refugee in 2004. Ignite® helped her find a mentor from the food and beverage industry. Today, Aunty's Ginger Tonic is not only a regular stallholder at Sydney's well-known Addison Road Markets but a fully-fledged business. Yarrie was recognised as an AMP Tomorrow Maker in 2016, and more recently, featured in SBS' The Employables.

“Programs like Ignite® allow people like me to stand tall and take responsibility for our lives.”

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Collins, Jock (2016) *From Refugee to Entrepreneur in Sydney in Less Than Three Years*, UTS Business School, Sydney.

"THEY CHANGE LIVES!  
IT'S SUBSTANTIAL HELP  
TO HELP SOMEONE WHO  
STARTS FRESH."

Erkmen, Interior Designer from Turkey

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