

2020 Snapshot

Over **1000** clients received support since program inception in 2013



Of these

245

small businesses established to date



+125 people are now employed

in Ignite[®] businesses across NSW

About our entrepreneurs...



26%

74%



40 number of countries our entrepreneurs are from...

...including Iran, Iraq, Afghanistan, Syria, Sri Lanka, Pakistan, Bangladesh, Egypt, Sierra Leone, and Palestine.

Ignite[®] participants **age** ranges

20 to **75+**
years



over **60%**

of entrepreneurs have generated enough income to be economically independent

Ignite[®] entrepreneurs have been in Australia from



1 month to **10** years

TOP 5 industries

entrepreneurs have started businesses in



About SSI

SSI is a community organisation and social business that supports newcomers and other Australians to achieve their full potential. We work with all people who have experienced vulnerability, including refugees, people seeking asylum and culturally and linguistically diverse (CALD) communities, to build capacity and enable them to overcome inequality.

SSI draws on its expertise and experience to advocate for the people and communities it serves. Through the work we do, we empower people to change their lives. Through our advocacy and representation, we influence ideas and policy.

Our vision is to achieve a society that values the diversity of its people and actively provides support to ensure meaningful social and economic participation and to assist individuals and families reach their potential.

Your opportunity

SSI is committed to expanding our impact by sharing our model with like-minded organisations wanting to stimulate small business in their communities. Through our social enterprise certification we can also provide our services on behalf of organizations wanting to create reportable social value through business creation in communities they support. Contact us for more information and to find out how you can work with Ignite[®] to support vulnerable cohorts in your community.

Join the Resource Team

Ignite[®] entrepreneurs are supported by a resource team, made up of passionate individuals, including local business owners, finance experts, marketing specialists, product developers, business advisors, universities, members of local councils, community organisations resource team and chambers of commerce.

Members of the resource team provide their expertise, business knowledge and skills to our Ignite[®] entrepreneurs to support product development and broaden their knowledge and understanding of issues including local laws, suppliers and business networks.

Ignite[®] welcomes enquiries from people interested in supporting an entrepreneur.

Contact us

For more information about Ignite[®] Small Business Start-ups or to join the Resource Team please contact: email. Ignite@ssi.org.au tel. 0402 347 567 ignite.ssi.org.au

*Ignite[®] Small Business Start-ups Evaluation Report 2017
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Ignite[®]

small business start-ups

AN SSI SOCIAL ENTERPRISE

Supporting small business creation for people from refugee and migrant backgrounds



Business for good



Home to diverse communities, Australia is characterised by its cultural and linguistic diversity.

Ignite® Small Business Start-ups is a certified social enterprise of Settlement Services International (SSI) that embraces Australia's cultural diversity and supports small business creation for people from refugee and migrant backgrounds.

Many recently arrived refugees face significant barriers to employment in Australia, in particular during the early stages of their settlement. Research* shows that there is significant entrepreneurial potential among refugees and many who have prior business experience. With support to overcome settlement challenges, these entrepreneurs become independent and self-sufficient and create employment for others contributing to the Australian economy.

The Start-up program is equipped with a unique model based on an ecosystem of support for each entrepreneur, driven by passionate Ignite® facilitators, industry experts and a resource team made up of volunteers from local businesses, councils, chambers of commerce, academia and other individuals who can share their business knowledge and skills.

Hala
Abdelnour

Why it works

Ignite® taps into the existing skills, knowledge and experience of new entrepreneurs by supporting them to navigate and succeed in the Australian business environment.

With the help of Ignite®, budding entrepreneurs are helped to overcome the challenges of starting a small business, and create income for themselves, their family and potentially, over time, employment for others.

All business ideas are considered and to date, businesses have included:

- catering and hospitality
- photography and film making
- artisan products
- health and wellbeing
- fashion
- cleaning and painting services
- trade services
- advocacy, storytelling and professional services

Walid
Elsabbagh

How it works

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.

Potential entrepreneurs can self refer and are referred to the facilitators by SSI case managers, Migrant Resource Centres, and other organisations working with refugees across communities.

Together, the Ignite® team:

- works with refugees who are passionate about starting or expanding a business
- provides free and confidential support from locations that best suit the entrepreneur
- supports capacity-building and networking in areas such as product development, marketing, financial management and legal and compliance

Hassanatu
Bah

- helps to overcome barriers such as language, transport, and meeting venues
- assists with the Australian regulatory environment and local market knowledge
- understands and provides links to settlement support for newcomers establishing their business