

CASE STUDY: **IGNITE**



Ignite Small Business Start-ups facilitates business creation for people from refugee backgrounds who are keen to establish or expand a small business

Ignite is an enterprise facilitation model designed

to actively provide support to ensure migrants from a refugee background are able to engage in meaningful social and economic participation.

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.

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

Ignite entrepreneurs are supported by trained enterprise facilitators, and have access to a Resource Team that includes business experts, volunteers, students and business mentors. Potential entrepreneurs are referred to the facilitators by SSI case managers, Migrant Resource Centres and other organisations working with refugees in NSW.

Ignite:

- works with refugees who are passionate about starting or expanding a business;
- provides free and confidential support from locations that best suit the client;
- supports capacity building and networking in areas such as product development, marketing and financial management;
- helps to overcome barriers such as language, transport and meeting venues;
- assists with the Australian regulatory environment and local market knowledge.

AT A GLANCE



Target Participants

Migrants from a refugee background



Aim

To empower the next wave of entrepreneurs and business leaders



Organisations Involved

Settlement Services
International and associated
Migrant Resource Centres



Location

Sydney, NSW



Funding

Ignite assists participants to seek small business loans

In partnership with a business mentor and finance and marketing interns, Mahlagha received a small loan with which to purchase camera equipment. In April 2014 FLYTRAP PHOTOGRAPHY was registered with the initial purpose of providing wedding and other photography. Through the enterprise facilitator she was offered several jobs photographing community events and her business continues

Mahlagha

from Iran

For More Information Visit:

<http://www.ssi.org.au/services/ignite>

