



# GIVE YOUR BUSINESS

## THE EDGE

### Boost your business with the City of Joondalup's Business Ready Programs

The City has partnered with local experts to create three business accelerator programs, custom-designed to inspire transformation and drive business growth within businesses in the City of Joondalup.

Using contemporary business practices, the pilot is open to 30 businesses, 10 in each program, focusing on operational and marketing initiatives, digital and technology capabilities and import/export and investment opportunities to support businesses in becoming **Destination Ready**, **Digital Ready** and **Global Ready**.

Participants will receive mentoring, workshops and coaching to support business planning, analysis and growth.

Each of the programs will help businesses develop through:

- Expanding their customer base;
- Generating more revenue; and
- Improving business proficiency.

To discover more about each program, please select the one which best suits your business:

#### DESTINATION READY



#### DIGITAL READY



#### GLOBAL READY



Please note:

- Applications welcome until **Monday 18 April 2021**.
- Only businesses located in the City of Joondalup can participate.
- Businesses may express interest in more than one program, but will only be able to participate in one.

For more information or to apply, contact the City's Economic Development team on **9400 4564**, email [business@joondalup.wa.gov.au](mailto:business@joondalup.wa.gov.au) or visit the City's website.