



SIEC-ISBE: 82th INTERNATIONAL CONFERENCE 2010
Albury Wodonga, Australia, 18 – 23 July, 2010

PEDAGOGICAL PROGRAM

P06 - Presentation

Title **Increasing the chances of survival for small businesses**

Presenter's Name **Prashil Singh**

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Presenter's expertise or experiences that relate to proposal topic Prashil Singh is an experienced enterprise facilitator, teacher and advisor/mentor to small-medium businesses. Over the past ten years Prashil has been working closely with small businesses in areas of facilitation and delivery, business mentoring, advisory, commercialising their business ideas, business training; and undertaking workforce planning including training needs analysis.

Over the past 10 years, Prashil has assisted over 800 SME's and secured over \$4.3 million in distributed funding, and provided start-up training and skill development in areas of strategy and business planning; business diagnostics; financial health checks; small business taxation; business law; marketing; and mentoring.

Prashil currently employed with Wodonga TAFE as their Project Leader, Learning Partnership and holds qualification (no limited to) in:

Graduate Certificate in Leadership in Education and Training;
Graduate Diploma in Vocational Education and Training;
Bachelor of Business (Enterprise Development); and
Certificate IV in Small Business Management.

Description of Session Content Starting and managing your own small business is a major step. It has never been easy, and never will be. Small-medium enterprises play a vital role in Australia in becoming a more entrepreneurial and a proactive nation, one that generates smart innovative business ideas and, most importantly, has the support

and knowledge to bring that idea to life. The Australian small business environment has become vastly more complex over the past twenty years and the economic downturn resulted from the GFC forced a lot of businesses to look at profitability, infrastructure, and to do things more efficiently. The GFC has encouraged many individuals to rethink their corporate career and branch out on their own.

'If you fail to plan, then you planned to fail' is a more relevant statement than ever before. Small business need to align their thinking to a whole of community and lead through social responsibility rather than just flying solo.

Small businesses can be best described at the survival-of-the-fittest and a significant proportion of closures can be avoided, especially in the early life of a small business.

Objectives of session	<ul style="list-style-type: none">a) an overview of the Australian small business sectorb) the real causes of business failuresc) the big issues identified by small businessesd) research on engaging small businesses in training and developmente) strategies of how businesses increase their chances of survival and generate more profitsf) information and assistance available to grow and sustain small businesses in Australiag) useful tools and resources available to provide businesses the principles and practice of small business management, enhancing their skills to develop their commercial business plan
Session attendees should be able to	<ul style="list-style-type: none">•
Audience	Teacher/lecturers in Business Management and Small Business Business Advisors and consultants Small business owners
Handouts (to be distributed at session by presenter)	Handout will be made available at the conference
Remarks	