

GPG Berrybank Regional Business Growth Program

Application Guide



Program Application Guide

Overview

This Application Guide document outlines the application process for Business Owners to prepare your application and cover the following areas:

- Eligibility
- Application Process
- How to Prepare Your Application & Apply
- Selection Criteria
- Assessment Considerations
- Online Application Form Guideline (+ Program Schedule & Declarations)

Eligibility

We are looking for Businesses who satisfy at least one of the following criteria:

1. You are located within the Corrangamite Shire and/or Golden Plains Shire
2. Your business address is within the Corrangamite Shire and/or Golden Plains Shire
3. Your business supply chain includes the Corrangamite Shire and/or Golden Plains Shire
4. Your business' service area(s) cover the Corrangamite Shire and/or Golden Plains Shire
5. You are a council / shire staff member for the Corrangamite Shire and/or Golden Plains Shire

Application Process

Part 1: Submit your online application form.	All application questions can be viewed below to help you prepare your responses before submitting your form online. IMPORTANT: Please ensure the person filling out the application form is the Business Owner / Co-owner and will be the main point of contact for the application process.
Part 2: Result announcements via email.	Please keep an eye on your inbox for the announcement. If your application is successful, we will also be sending a calendar invitation to all scheduled sessions for your RSVPs.

How to Prepare Your Application & Apply

- Review the eligibility and the selection criteria.
- Please note that the online application form CANNOT be saved. We recommend reviewing the application questions in this guide before you begin and preparing your answers in advance. For any enquiries, please contact our Program Design and Delivery Lead, Rahul Soans, at rahul.soans@rmit.edu.au
- Submit your application (click the **Apply Now** button) on our website.

Selection Criteria

The program is designed for established regional businesses looking to strengthen, adapt or grow, and is not intended for idea-stage startups or those looking to start a business from scratch.

Assessment Considerations

We select participants based on fit, readiness, and potential, not just business size or stage. There are no perfect answers, and we're not looking for polished pitches. What matters most is that you have a genuine challenge or opportunity you want to work through, and that you're open to testing new approaches and learning alongside peers. When reviewing applications, we consider:

- A clear challenge or opportunity you want to work on during the program
- Readiness to act by testing changes and applying new approaches to your business
- Practical fit between the program's focus and where your business is right now
- Cohort contribution through active participation in peer learning and shared problem-solving
- Regional impact through your business's potential to strengthen local economic or community resilience

Online Application Form Guideline

Fields marked with an asterisk (*) are mandatory.

Fields marked with an arrow (→) are follow-up question.

Section 1 of 3: Business Details

- 1.* Business name
- 2.* This program is designed for businesses that are already operating. Please briefly describe your current business activity, including your main products or services, customers, and markets.
- 3.* Does your Business have an ABN or ACN? (Multiple select)
 - Yes, we have an ABN
 - Yes, we have an ACN
- 4.* → Please share your ABN &/ ACN number.
- 5.* If your business has an online presence, please share it here. It can be either a website link, a LinkedIn page or any other social media page. Type 'N/A' if this doesn't apply.
- 6.* To help us understand the scale of your business, what is your average revenue over the last year? (Single select)
 - Less than \$50,000.00
 - \$50,000.00 - \$100,000.00
 - \$100,000.00 - \$150,000.00
 - More than \$150,000.00
- 7.* How long has your Business been operating? (Single select)
 - Less than 12 months
 - 1 to 2 years
 - 3 to 5 years
 - 6 to 10 years
 - More than 10 years
- 8.* Which of the following options best describe your Business? (Single select)
 - Sole trader
 - Family business
 - Partnerships
 - Small business
 - Medium business
 - Social enterprise
 - Community enterprise
 - Other, please specify.
9. → Other, please specify.

Section 2 of 3: Applicant Details

- 1.* First Name
- 2.* Surname
3. Preferred Name
- 4.* Are you of Aboriginal and/or Torres Strait Islander origin? (Yes / No / Prefer not to say)
- 5.* Email Address
6. Mobile Number
- 7.* Gender (Man / Woman / Non-binary / Prefer not to say)
- 8.* How did you hear about this program?
- 9.* Would you like to hear more about upcoming RMIT Activator events, programs and opportunities? This is including opting-in for general RMIT Activator communications. (Yes / No)

Section 3 of 3: Program Application Questions

PROGRAM SCHEDULE			
Tue 01 Sep	12:00 - 15:00 / finish	Session 1 Strategy on a Page	In-person & Online
Tue 08 Sep	12:00 - 14:00	Session 2 Making Sense of Regional Business Model	Online
Tue 15 Sep	12:00 - 14:00	Guest Speaker 1 Financial Resilience	Online
Tue 22 Sep	12:00 - 14:00	Session 3 Decision Making Under Uncertainty	Online
Thu 25 Sep	12:00 - 14:00	Group mentoring	In-person & Online
Tue 29 Sep	12:00 - 14:00	Session 4 Strengthening Business Models	Online
Tue 06 Oct	12:00 - 14:00	Guest Speaker 2 Optimising AI for Your Business	Online
Tue 13 Oct	12:00 - 14:00	Session 5 Customers, Markets and Local Advantage	Online
Tue 20 Oct	12:00 - 14:00	Session 6 Story, Credibility and Trust	Online
Thu 22 Oct	12:00 - 14:00	Group mentoring	In-person & Online
Tue 27 Oct	12:00 - 14:00	Guest Speaker 3 TBC	Online
Tue 03 Nov	12:00 - 14:00	Guest Speaker 4 Branding and Positioning	Online
Tue 10 Nov	12:00 - 14:00	Session 7 Presentation Preparation	Online
Thu 19 Nov	16:30 - 19:30 / finish	End of Program Showcase Event	In-person

- 1.* As a participant, you will be expected to attend a number of program sessions. Are you, or one of your business co-founders/owners, able to commit to the required schedule and participation requirements? (Yes / No or Unsure)
- 2.* To be eligible for the program, you will need to satisfy at least one criteria. Please select the one(s) that applies to you and/or your business.
 - You are located within the Corrangamite Shire and/or Golden Plains Shire
 - Your business address is within the Corrangamite Shire and/or Golden Plains Shire
 - Your business supply chain includes the Corrangamite Shire and/or Golden Plains Shire
 - Your business' service area(s) cover the Corrangamite Shire and/or Golden Plains Shire
 - You are a council / shire staff member for the Corrangamite Shire and/or Golden Plains Shire
- 3.* What is your business or residential postcode (based on the eligibility criteria above)?
- 4.* What are the main pressures, changes or challenges currently affecting your business? (Multiple select)
 - Rising fuel, freight, energy or input costs
 - Workforce shortages, staff retention
 - Erratic weather conditions, seasonal availability
 - Changing customer behavior
 - Cashflow pressure
 - Supply chain reliability
 - Digital capability
 - Succession planning
 - Owner burnout
 - Other challenges specific to your Business
5. → Other challenges specific to your Business, please advise.

- 6.* What positive impact has your business had so far? Please describe any tangible outcomes for your local economy or region, the environment, or something else. These can be small, emerging and/or still developing.
- 7.* How does your business currently (or plan to) contribute to the long-term sustainability and vitality of your region? This might include the use of local resources, environmental strategies, or something else. Please advise.
- 8.* Which areas of support would be most useful to you during the program? Please select up to 5. (Multiple select)
- Strengthening business foundations
 - Improving cashflow or financial resilience
 - Managing rising costs
 - Adapting to changing customer behaviour
 - Finding new customers or markets
 - Reviewing products or services
 - Improving operations or systems
 - Using digital tools or AI more effectively
 - Managing workforce or staffing challenges
 - Strengthening supply chains or partnerships
 - Responding to climate, weather or seasonal pressures
 - Reducing owner dependence or burnout
 - Planning for succession or business continuity
 - Building local partnerships or community connection
 - Other, please advise.
- 9.* → Other, please advise.
- 10.* Is there anything else you would like us to know about your business and/or current circumstances, that may affect your readiness to actively engage with the program?

Declarations

By submitting this application, you understand and agree that RMIT is collecting personal information from you that will be used for the program application process by RMIT Activator. We use [Airtable](#) to manage the data and project. This means your information will be transmitted to and stored by [Airtable](#) on servers located outside of Australia. By completing this form, you consent to your information being collected, used and disclosed as set out in the [\[RMIT Privacy Statement\]](#)[\(Your paragraph text\)](#) and [\[Airtable Privacy Policy\]](#) [\(Your paragraph text\)](#). You can request to amend your information or withdraw consent by contacting RMIT Activator at hello.activator@rmit.edu.au.

(I agree/I disagree)

I consent to RMIT Activator capturing, storing and using photographs, digital images, audio recordings and/or video footage of me and my business for promotional, marketing and communication purposes, including publication on websites, digital newsletters and social media channels.

(I agree/I disagree)