



summary introduction – business groups

Briefly speaking, our platform has been designed to provide amazing promotional and exposure opportunities for businesses (including digital media), it will provide access to a range of peer support initiatives at no additional cost, opportunities for businesses to trade with each other – rather than the current practice of trading ‘off’ each other, and a business listing on our platform which will serve as a mini-website for those who don’t have an online presence currently.

Business Groups collaborating with ERH are likely to have stronger member retention numbers which, in turn, will help them to become even more effective within their local community or industry group. A Business Group is any group representative of a collection of individual businesses, whether you are an industry-based or locality-based organisation, exposure is key to growing your numbers and strengthening your group’s ability to support your membership base. Relevance and perceived member benefits are critical for retention.

Our platform has a reach throughout the Perth Metro area and regional WA, it attracts individual business owners looking for the support and camaraderie that comes from being a part of a community of like-minded people. Whether they are start-ups, freelancers/sole traders or established small to medium sized businesses, Engine Room Hub has something for all.

Whilst, we are independent of any organised business groups and/or associations, we are very supportive of the ‘local’ or ‘industry’ aspect to those organisations. We believe strongly in the ‘buy local’ concept that is prevalent within the locality-based business associations and we are working collaboratively with several of these organisations to introduce the added value of Engine Room Hub to their already established range of membership benefits.

We also recognise the importance and benefit of membership with Industry Associations as members grow professionally, further their education, gain access to important news or developments in their industry and keep up-to-date on best practices in their industry.

We have framed Engine Room Hub to be open to any Business Group and their members whilst recognising their valued connection and retaining their very special relationship to each other. By collaborating with us and listing your organisation on our far-reaching online business community platform, you can promote your Business Group to a wide range of potential new members.

what you get:

- ✓ Get your organisation listed on our wide-reaching online business community. Use our comprehensive Business Group Directory to promote and grow your membership

NOTE: All your members will be badged/identified on our Platform as being members of your Association/Business Group – further promoting your association/business group

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- ✓ Opportunity to promote your Group's activities/events throughout our entire online business community
 - ✓ Add value to your list of existing Membership Benefits by introducing Engine Room Hub's wide range of services, support, promotional and trading opportunities to your members whilst retaining your own very special membership relationship
 - ✓ Opportunity to co-host events with Engine Room Hub

Through some powerful collaborations, we are able to advocate on behalf of the ERH Community directly to governments both State and Federally. This section of our Platform is called 'The Voice' and through surveys, polls etc., we will be undertaking across the Community we will make sure that the collective voice of business owners or specific industry groups of businesses in this State will be heard on the issues that impact on them.

Engine Room Hub has come about as a result of two years' research into the issues impacting on WA's SME Community, their wants and needs. Even though there is no shortage of genuine entrepreneurship and hard-work there are impediments to growth that are often just too hard to get over without good advice, support and encouragement. Research tell us that those businesses who get good advice from the get-go have a much greater success and survival rate.

we researched:

- ✓ What is stopping business owners from reaping the rewards of their hard work and drive?
- ✓ How can they let customers know where they are and what they do?
- ✓ How can they learn from those that have 'been there done that'?
- ✓ Where can they find the business know-how and tools they need without being ripped-off?
- ✓ How can they find resilience to stay the course so that they might grow and continue to be the major employers in this State and get the recognition they deserve?
- ✓ How can they position their business to reap the benefits of the State's predicted 'Green Shoots' of growth in 2018 and beyond?

Without a strong and vibrant SME Community, WA's unemployment figures will rise, high unemployment has a huge knock-on effect and impacts us all, particularly in a State like ours. WA's businesses are inextricably linked to each other, so it is critical we continue to grow and thrive to preserve our jobs and our prosperity.

We think that by developing Engine Room Hub we have found the right formula to get business owners to look to each other to foster growth, to prosper and thrive, trading 'with each other' instead of trading 'off each other's backs'. Working together in a healthy, competitive but supportive manner is a winning formula. We strongly believe, and our research confirms, that Engine Room Hub has the potential to change the way small-to-medium-sized businesses interacts with each other and will help create and sustain a vibrant business community.

And most importantly, we will continue to evolve and grow Engine Room Hub as we listen to our members and respond to the needs of our ERH Community and WA's wider SME Community.