

FOR IMMEDIATE RELEASE

August 22, 2016

\$35,000 to boost small business growth in South Australia

Two South Australian businesses will have the opportunity to access \$35,000 worth of vital business services as part of a brand new initiative launched by leading Adelaide accounting and financial services firm **Perks**.

The **Perks Business Boost Awards** is open to assist start-ups and established businesses across all sectors and industries.

Perks, together with award sponsor Michels Warren, will provide each winner with \$15,000 worth of professional services tailored to their specific business needs – from budgeting, forecasting and finance to human resource management, business or start-up advisory, public relations, graphic design and more. In addition, the start-up prize will include a \$5,000 cash element for business owners to use in any way to bring their idea to life.

The awards will be judged by an esteemed panel which will include Adelaide entrepreneur Anna Dimond of Palas Jewellery who has received many business accolades, including the Telstra Business Women's Awards, along with representatives from Perks including Chairman Rob Chapman.

Perks Managing Director Mark Roderick said the intent behind the Perks Business Boost Awards is to provide invaluable support to small business operators in South Australia at a time when South Australia has the lowest start up rate across the country and a high level of unemployment.

"Small business is pivotal to building a strong economy and in South Australia we know our business environment is characterised by innovative and resilient businesses," he said.

"The difference between success and failure for many small businesses and start-ups is getting access to the right advice early in the journey. Unfortunately, many people starting businesses don't know where to get help and cannot afford to pay for it. These awards solve both those problems."

Start-Up Business Advice entries will be for entrepreneurs with a business idea they'd like to pursue, or young businesses in operation for less than three years needing support to bring their idea to life, or to really get their young business up and running. The aim of this award is to encourage and spark entrepreneurial flair.

Business Growth entries will be suited to those who have been in business for three or more years. This award is aimed at business owners who need assistance with their young business to reach the next level of growth.

Entries must be submitted no later than **17 October, 2016**.

For a full list of conditions and entry guidelines visit awards.perks.com.au

To find out more about Perks, visit www.perks.com.au or call 8273 9300.

Perks is one of South Australia's largest independent accounting firms. Headquartered in Adelaide, we specialise in providing end-to-end financial advice to private business owners and investors. In addition to more than 30 years as Chartered Accountants, we provide our clients with integrated expertise in wealth management, finance, auditing, superannuation and insurance.

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