



2023/2024

# SPONSORSHIP



Helping you  
bring your  
***“aha”***  
moment  
to life




# Startup Shakeup

[startupshakeup.org](http://startupshakeup.org)







"Startup Shakeup  
turned our idea from a  
backyard community  
project into helping us  
realise the potential  
commercial value."

**Jay & Rohan //**  
**Computer & Software**  
**Development**



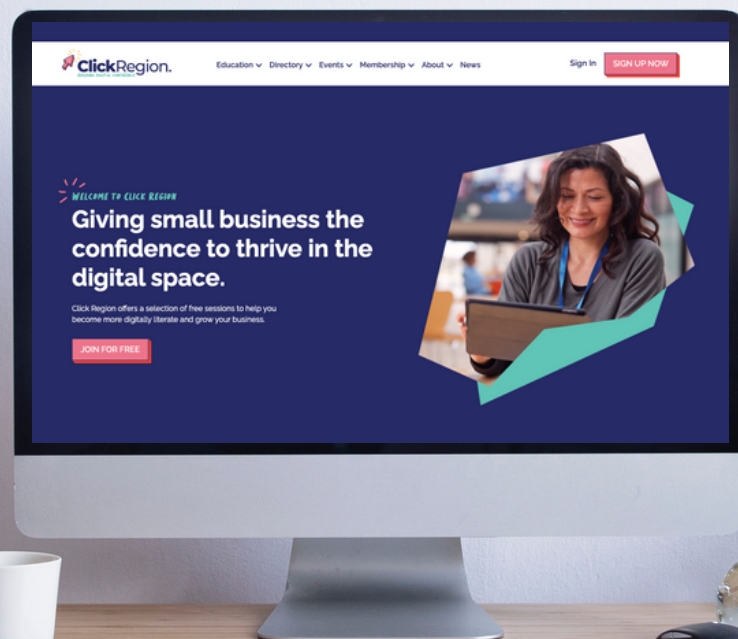
**GIVING SMALL BUSINESS  
THE CONFIDENCE TO THRIVE  
IN THE DIGITAL SPACE**

**[clickregion.org.au](http://clickregion.org.au)**



"I have observed enhanced growth in the business skills and abilities of my clients who have engaged with Click Region's learning platform."

**Millicent // Microenterprise Coach,  
Good Shepherd**





# **Startup Shakeup**

**is innovation**


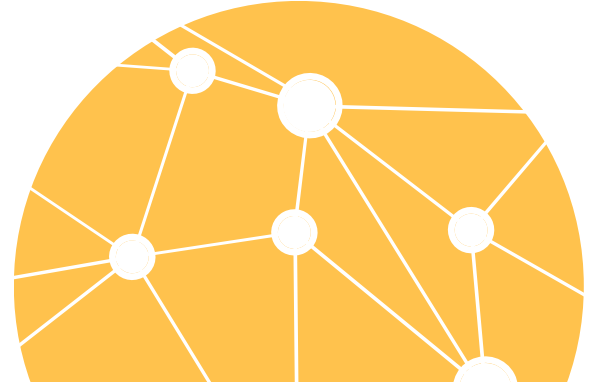

Bringing contemporary topics  
to the regions,  
showcasing local talent,  
solving regional problems,  
connecting business and industry, &  
giving the community a voice.



# ClickRegion.

**is education**

Creating a safe space to explore,  
building digital confidence,  
delivering relevant content in  
short sharp bursts, &  
giving you time back whilst  
you learn 'on the go'.







# **Our collective power**



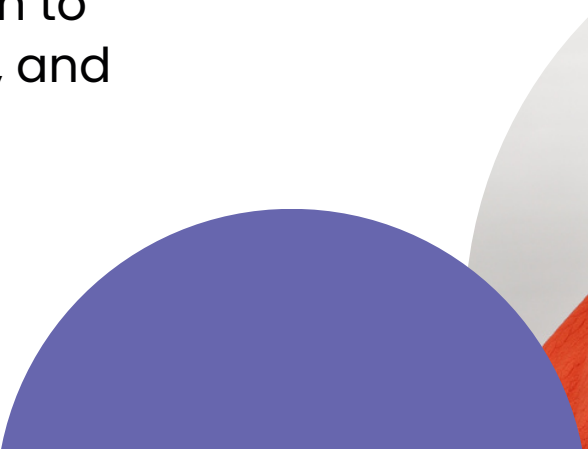
## **is on-the-ground support**

Enabling people, business and regional communities to develop solutions, manage change and prosper.



## **is how you connect**

A social enterprise, specialising in giving the regional community connection to online services, providing IT support, and small business tech advice.





**who we partner & collaborate with**



# Align with us

## Innovation

Innovation is at the heart of what we do and who we are. Join us in our mission to create a tangible impact for small businesses in regional Australia, where community is at the core of our why. Let's make a difference together.

## Engaged network

Our participants consistently highlight the strong bonds they form through their sustained engagement. Notable statistics, such as high open rates in digital marketing and a substantial number of returning clients, emphasise our unique engagement approach. We're ready to help you effectively connect with enthusiastic regional audiences.

## Unique programs

Tailoring programs to meet the unique needs of regional Australian small businesses is essential for achieving meaningful outcomes. Utilize our distinctive programs to leave a lasting impression on customers and empower your staff and clients, enhancing their skills and confidence.

## Creating impact

We are committed to enhancing the awareness, knowledge, and confidence of the businesses we partner with by delivering timely and relevant information. Our mission is to promote the success and sustainability of regional businesses. Seize this opportunity to align your brand with our impactful ventures.





## **Lasting connections**

Our foundation lies in cultivating networks and connections. Harness the lasting relationships we've made along the business customer journey. Collaborate with us in creatively engaging with small businesses in regional Australia, becoming a crucial part of their journey through programs that leave a lasting, positive mark.

## **Influential Brand**

Elevate your brand's visibility in regional Australia, strengthening recognition and brand identity. Our network's active engagement fosters ongoing business development. Built on trust, our unique influence goes beyond traditional marketing, allowing us to strategically promote your offerings in line with our objectives.

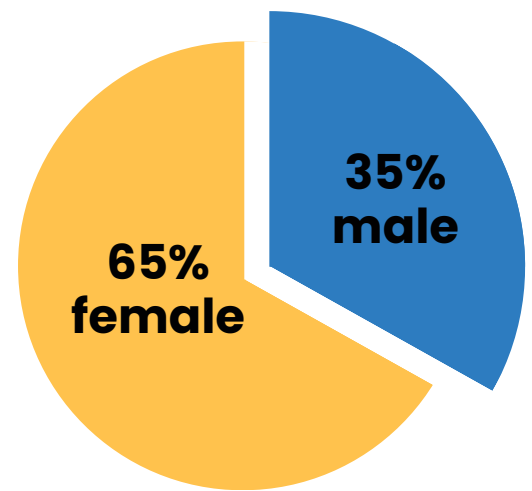
## **Inclusive and accessible**

Our dedication to creativity propels us to continually reassess our approach, aiming to promote inclusivity and accessibility for regional Australia's participants.

Acknowledging their challenges, like distance, connectivity, and digital skills, our supportive programs offer genuine recognition and accompany businesses on their journey, one step at a time.



# We UNDERSTAND our audiences



## Startups

*starting a brand new idea*

Independent, majority working autonomously.  
Looking to articulate their ideas more effectively.  
More likely to develop their idea in a supportive environment.  
Desire to expand and embrace growth opportunities.  
Show resilience in adapting to technology with guidance.  
Seek connection with tech networks to achieve better results.



## Small & Micro Business

*wanting to learn, grow, scale or accomplish something fresh*

Dedicated to their business.  
Seeking efficiencies.  
Wanting trusted advisors.  
Searching for a likeminded community.  
Aspire to up-skill in the digital space.  
Creating resilience in business through new and evolving practises.



## Innovator

*wanting to positively change the way things are done*

Independently seeking avenues for idea development.  
Work within industries that need active leaders to seek change from traditional processes.  
Balancing innovation alongside other competing responsibilities.  
Navigating learning opportunities within a complex digital landscape.

**5.7k**

**Click Region  
Facebook  
reach**

# How we REACH our cohorts

Statistic period in the last 6 months



## Digital marketing open rate

Startup Shakeup **35%**  
Click Region **49%**



## Unique web visitors

Startup Shakeup **14,950**  
Click Region **1,598**



## Page views

Startup Shakeup **46.7 k**  
Click Region **9.6 k**

**11.8k**

**Startup Shakeup  
Facebook  
reach**

## Valuable feedback



### 4 out of 5

participants highly  
recommend our  
programs.



**90%** of participants  
reported finding our  
workshops  
information both  
highly interesting  
and incredibly  
useful.





# Our brand impact



**At Startup Shakeup and Click Region, we have developed a highly effective and agile multi-channel marketing strategy, firmly establishing our brands as prominent regional forces for businesses pursuing innovation and growth.**

**Our image has become synonymous with quality, responsiveness, approachability and regional innovation.**



## Digital

**Our commitment is to boost awareness and improve conversion rates through a well-rounded digital strategy. This includes organic social media efforts across various platforms and a flexible approach to paid outreach, all aimed at maximizing our influence and conversions to achieve tangible results.**

**Collaborating closely with our partners and allies, we leverage both our networks and theirs to amplify our message, effectively extending our reach across multiple touchpoints throughout the region.**



## Networks



## Publicity

We pride ourselves in staying agile, providing captivating events and programs that directly address the expressed needs of businesses. Our press releases consistently raise attention from a diverse array of media outlets.

There's nothing like a compelling story to instil confidence, inspire, and captivate audiences. Our primary focus lies in collecting and sharing stories, as well as nurturing storytelling and pitching skills among the businesses and partners we collaborate with.



## Storytelling







## Small business must transform

***"Businesses today are being forced to transform. Innovation is the key to productivity and growth"***

**Ref : Deloitte Access Economics 2020.  
Productivity is not an accident.**





## The ability to innovate is critical

***"In a world that continues to become more interconnected and complex, innovation is becoming more and more critical"***

Ref : Innovation and Science Australia 2017.  
Australia 2030: Prosperity through Innovation.



# 2023 – 2024 Programs

**& how we market them**

## **Ideas Lab**

*You bring your business idea. We'll help you launch it.*

The Ideas Lab is the perfect environment to explore, develop, test and launch your idea.

The program gives you access to a wealth of expert knowledge, business techniques, coaching and resources to empower you and your creation. You'll have the opportunity to sharpen your idea and strengthen your business model so you can make it a reality. And you'll do it alongside a small group of other like-minded regional innovators who will inspire and support you.

*"The Startup Shakeup program enabled me to unpack, test, refine and develop my concept in a structured and supportive manner. The highly collaborative environment meant IIF went from a concept to a reality in a number of months and the business would not have been able to progress without it. I am honoured to be part of the Startup Shakeup Alumni and highly recommend it to anyone in the region with a hint of an idea."*

**Nathan // IIF**



## Kick Start

*You bring your new idea.  
We'll help you test it.*

Kick Start is a bootcamp style program designed for you, working through the core aspects of what you're thinking and exploring where tech can enhance your idea.



## Regional Skills Network

*The guidance you need, from a 'brains trust' of experts.*

Our Regional Skill Advisors are hand-picked professionals in their field looking to champion you, the innovators within regional and rural Australia.

You have a unique opportunity to spend time with an expert, talking about your business and receiving feedback and guidance for your next step.

## Working Together Program

Funded by Emergency Recovery Victoria,  
a program for Alpine & Towong Shires



We want to teach you the digital skills you need to thrive. Whether you are a small business, community organisation or have a business idea in the making, we have an array of methods to inspire your learning journey. From tailored one on one digital coaching, and face-to-face workshops to e-newsletters filled with bespoke business topics. All created to build your digital confidence and enhance your time management.

## Digital Connections Program

Funded by Foundation for Rural Regional Renewal,  
a program for Alpine, Benalla, Indigo and Wangaratta Shires

This program is here to encouraging digital innovation within your business. Startups, small business and community groups have the opportunity to increase your skills and boost your confidence in the digital space. We are running one on one coaching, local informal meetups, digital workshops and distributing digital newsletters to support your growth.





# Rural City of Wangaratta

## Partnership Case Study





SUSU  
partnership  
5 years

## Primary goals

- 🎯 Nurture startup entrepreneurs
- 🎯 Boosting small businesses through innovative growth

## Achievements

- ✅ Championing a network of 800+ small businesses
- ✅ Harnessing both digital and physical collateral to elevate brand awareness in a fun and meaningful way
- ✅ Strengthening connection between council and small business
- ✅ Hosting engaging and educational workshops to build business stamina
- ✅ Supporting the creation and implementation of the Wangaratta digital hub





# LaunchVic

## Partnership Case Study







SUSU  
partnership  
4 years

## Primary goals

- 🎯 Support startup entrepreneurs
- 🎯 Increase the pipeline for future startups
- 🎯 Build a regional innovation ecosystem

## Achievements

- ✅ Guiding 40 entrepreneurs on their startup journey
- ✅ Creating an encouraging environment for startups to thrive and learn
- ✅ Promoting both our digital and physical assets in alignment with brand ethos and boosting awareness
- ✅ Showcasing regional talent with unique pitch opportunities

## Startup champions



# Small Business Digital Confidence Survey





10 months  
of research

## Primary goals

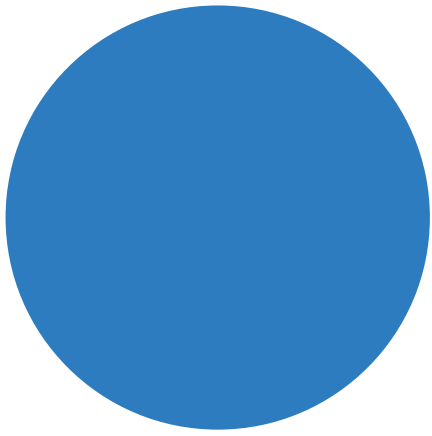
- 🎯 Map the nature of digital inclusion for small business in North East Victoria
- 🎯 Increase knowledge of cohorts digital ability to identify suitable content for future programs

## Achievements

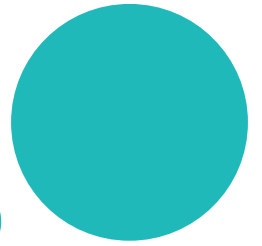
- ✅ Awareness of small business digital behaviour through quantitative data
- ✅ Creation of Click Region education platform to upskill small business in the digital space and address business community needs







# Bespoke sponsorship



## **Our sponsorship is unique**

and tailored to you. Whether you are looking for brand creditability, loyalty, or to realign with the regions, you have the opportunity to become the communities brand of choice.

## **Our sponsorship is personable**

because of the way we interact and encourage our cohorts. You will gain valuable insights into our regional experiences, opening the door to exceptional conversations within our community.

## **Our sponsorship is adaptable**

like we are. Startup Shakeup can tailor a package to suit your brand and business. Your sponsorship will be built around connection and alignment.



# Become the collective strength



You have a unique opportunity  
to join forces with an innovative and  
uplifting ecosystem of talent.

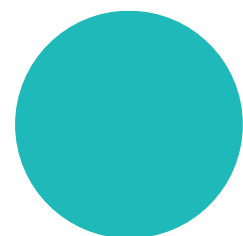
Expand your influence from the cities  
into the heart of the country.

Connect on a grassroots level by  
encouraging the quiet voices to  
project their brilliance.

You can become a trailblazer too.

Collectively, we possess the ability to  
inspire and encourage rural and  
regional Australians.

**Let's show them what's possible.**





# Startup Shakeup

[startupshakeup.org](http://startupshakeup.org)



# ClickRegion.

[clickregion.org.au](http://clickregion.org.au)