

Small Business Month
1 - 31 October 2025

NSW Small Business Month 2025

Collaboration Partner Program Guide



Accessibility

If you need this information in a format that is accessible to you or in another language, contact the NSW Small Business Month team from 9am to 5pm Monday to Friday.

Call: **1300 795 534**

Email: smallbusiness.month@smallbusiness.nsw.gov.au

Website: www.smallbusiness.nsw.gov.au/small-business-month



Join the Collaboration Partner Program for NSW Small Business Month 2025

NSW Small Business Month is the largest celebration of small business in the state, and the Collaboration Partner Program plays a key role in making it a success.

No matter the size of your organisation or event, there's a way for you to make a meaningful impact in 2025.

Collaboration partners are organisations that generously volunteer their time, resources and expertise to deliver valuable events for the small business community.

Being part of NSW Small Business Month is more than just supporting small businesses – it's a unique chance to connect with NSW's vibrant small business sector.

Whether you're looking for new suppliers, contractors, or networking opportunities, this program opens doors to meaningful relationships and growth.

This guide outlines how your organisation can support small businesses to invest time in their business, plan, and respond to their evolving needs – whatever stage they're at – during NSW Small Business Month.

Why should my organisation get involved?



Connect

NSW Small

Business Month events offer a unique way to engage directly with local small businesses. It's a great opportunity to grow your networks and raise awareness of your organisation.



Engage

Discover potential

suppliers, build partnerships, and explore new industry connections. Events can help strengthen your own business by tapping into the diversity and innovation of small businesses.



Celebrate

The 873,000 small businesses in NSW are vital to NSW, employing 1.7 million people and generating over \$550 billion in annual income. Join us in recognising their contribution to the economy and our communities.



Support

Show your commitment

to small business. Hosting an event demonstrates your organisation's support and helps turn good intentions into real-world impact.

What do I get as a 2025 collaboration partner?

As an approved Collaboration Partner, your organisation event will:

- be listed on the NSW Small Business Month events page showcasing your event
- access NSW Government-branded promotional materials to help you market your event(s)
- have an opportunity to be featured in official promotions, including the NSW Small Business Month e-newsletter and NSW Small Business Commission social media channels
- receive a certificate of appreciation from the NSW Small Business Commission*

Hosting an event is a great way to support the small business community while also benefiting your own organisation – through networking, exposure, and meaningful engagement.

*To receive a certificate, you must provide event details for at least one event to be uploaded by the NSW Small Business Month team to the Small Business Month webpage.

What's involved?

Collaboration partners hold official NSW Small Business Month events during October 2025 for members of the small business community. These events are either free or low-cost for small businesses to attend and can be delivered face-to-face or virtually.

In 2025, collaboration partners are asked to base their event around one or more of the following areas:

Capability and Skills

This focus area supports small businesses to plan, build knowledge and confidence. Events may cover topics like business planning, marketing, branding, digital skills, leadership, cybersecurity and innovation. You can also explore areas such as sales strategies, supply chains, financial planning and cashflow, mental health and workplace safety. These are just some examples – other relevant topics are welcome.

Networking

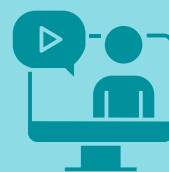
Events might focus on building connections, peer support, mentoring, partnerships, strengthening supply chains or celebrating the small business community.

Free Services

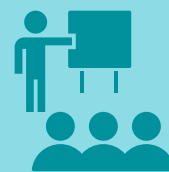
This can include information sessions on government support programs, business advice services, or other no-cost resources available to small businesses.

Note: NSW Small Business Month events should not be used to promote products and services, even if they have a free component such as a 'try before you buy' arrangement.

Collaboration partners can choose the format of their event. Some popular formats include:



Webinar



Training session



Speed networking



Panel discussion



Workshop



Forum



Lecture



Seminar

All NSW Small Business Month event(s) (face-to-face or virtual events) must be held in October 2025. Face-to-face events can take place anywhere in NSW.

How to become a collaboration partner

All organisations, big and small, are welcome to apply to participate in the Collaboration Partner Program.

Interested organisations can access and complete the Collaboration Partner Form at: www.smallbusiness.nsw.gov.au/small-business-month

To help us get to know you and understand how you would like to be a part of NSW Small Business Month 2025, you will be asked to provide the following information in your form:

- contact information for your organisation (including your ABN/ACN if applicable)
- information on what you hope to gain from being a Small Business Month collaboration partner
- information about your event: event description, location and estimated attendee numbers.

Once you have submitted your form, the NSW Small Business Month team will contact you within approximately 5 business days to discuss your proposed participation in NSW Small Business Month 2025.

If your form is approved, we will send you instructions on how your event(s) will be uploaded onto the NSW Small Business Month website as well as other resources to help you prepare for your event(s).

Collaboration Partner Forms must be submitted by **9:00am Friday the 26th of September 2025**.





Collaboration criteria

The NSW Small Business Month team reviews all completed Collaboration Partner Forms and makes the final decision on whether an organisation can participate in NSW Small Business Month as a collaboration partner.

Organisations are assessed on:

- how the proposed free or low-cost event(s) address one or more of the topic areas (capability and skills, networking and free services)
- ability to host and promote an event that is accessible to small businesses
- the organisation's sound reputation
- ability to meet the programs terms and conditions

To view the terms and conditions of the Collaboration Partner Program, please see the Collaboration Partner Form at: www.smallbusiness.nsw.gov.au/small-business-month

Keep in touch

If you have any questions, contact the NSW Small Business Month team on **1300 795 534** or email smallbusiness.month@smallbusiness.nsw.gov.au.

If you would like to invite the NSW Small Business Commission to your event, please send your invite with event details to smallbusiness.month@smallbusiness.nsw.gov.au. Collaboration partners are welcome to also invite other government departments or organisations to event(s).

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