

Events – Schedule for Business Essentials Professional Development Series

<p>Business Essentials Part 1 of 4</p> <p>This course assumes participants have an understanding of TH [what it is, the evidence-base, where and how it's practiced] through completion of the THA Introduction to TH [in-person workshops or online course], or through their own research and/or experience.</p>		
1	Definitions – therapeutic horticulture and horticultural therapy	TH is the focus of this course. Why this is important in planning your business
2	Standard Business Plan vs the “Lean” Business Plan	<i>Know You!</i> Know your market Business must-haves Early marketing strategies
<p>Business Essentials Part 2 of 4</p> <p>This course builds on Part 1 and assumes you have completed some initial research into both your own capacities, resources and needs, and prospective markets. This is a deeper dive into business must-haves and examines regulatory requirements for TH business, insurances and risk-management. Case studies of TH practitioners are discussed to provide examples.</p>		
1	TH and the law in Australia	Your responsibilities
2	Risk management	Business structures; insurances; risk assessment; qualifications
3	Case studies	Sole trader TH practitioner. Pty Ltd company Nature Connection services with TH as a service.
<p>Business Essentials Part 3 of 4</p> <p>This course assumes participants have an understanding of regulatory requirements, insurances, risk management etc and focuses on building markets for a TH business.</p>		
1	What are the current TH business opportunities in Australia?	Employed roles -vs- contracted
2	Applying the ‘ <i>Know You</i> ’ principles	Identify your ideal market Demonstrating a ROI
3	Potential future TH business opportunities	Funding: grants, Councils, Health, community sectors [NDIS is covered in other THA webinars] Building partnerships
<p>Business Essentials Part 4 of 4</p> <p>This course is predicated on learnings in previous BE courses but can also be attended as a stand-alone course. Using a marketing plan template, we’ll work through your identified market/clients to develop a marketing plan suitable for your business services. Delivered as an online workshop, participants number is limited to 6. More BE4s will be run to meet demand.</p>		
1	What we know so far	Summarising key principles and case study examples from BE1-3.
2	Marketing Plans and tools	Marketing plan template worked through
3	Wrap-up	Working as a TH Practitioner