

Media release

24 April 2020

Bean counters volunteer for COVID-19 recovery

A partnership between the Cradle Coast Authority (CCA), the Tasmanian Division of CPA Australia and the University of Tasmania, will provide small businesses with access to free mentoring and other support as they seek to recover from the economic impacts of COVID-19 restrictions. CPA Australia and CCA have worked together over several years.

The amount of assistance will be negotiated between the mentor and mentee, and the University of Tasmania will provide mentors with COVID-19 recovery training and resources. With the impact of COVID-19 restrictions significantly affecting businesses, small business owners are likely to have lots of questions and require the support of individuals with strong business and finance acumen.

The service will be available to any small business in the Cradle Coast region including contractors, sole traders and not-for-profits, and will complement and refer people to other sources of small business support.

“While not providing accounting services per se, as mentors, CPAs can help by providing initial support to businesses, by for example, determining the financial health of their business and acting as a support resource. It is important, now more than ever, that businesses continue to seek advice from a professional accountant. To this end, CPA Australia last week launched a nation-wide community campaign to encourage SMEs to seek the advice of a professional accountant. In addition, the Tasmania Business Continuity Grant has been initiated to enable access to the services of a qualified person to advise on business continuity planning.” Said Gina Gunn, CPA Tasmania General Manager.

CCA CEO, Daryl Connelly, said the mentoring will be an invaluable tool.

“I know from my own experience as a small business owner, the value of having a skilled mentor to bounce ideas off. Running a business is a tough gig at the best of times and getting your business back on track after COVID-19 restrictions, will be extra challenging. Communities and businesses that are well connected recover faster, and this initiative will assist with that”.

CCA is keen to hear from other groups and individuals willing to get involved and some members of CCA's Regional Economic Development Steering Group (REDSG) have also put their hand up.

“My colleagues on the Steering Group have a wealth of business experience, and I'm very pleased some of them are in a position to help in this way on top of the good work they're already doing,” said the group's Chair, Sheree Vertigan AM.

The REDSG brings together representatives from industry, the University of Tasmania, RDA Tasmania and the Tasmanian Government, and is coordinating CCA's approach to regional recovery. Further initiatives are under development and will be announced in the coming weeks.

More information will be available on the CCA website next week, however small business owners or potential mentors wanting more information can contact CCA.



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