



# Media Release

28 May 2020

## **City to provide two Cockburn businesses with Curtin University Ignition scholarships**

Two Cockburn businesses or entrepreneurs will have the opportunity to participate in Curtin University's celebrated Ignition program, to help trial and prepare fresh business ideas for the commercial environment.

Cockburn Council approved the City's Grants and Donations Committee recommendation to provide the University program with \$6,500 to fund scholarships for two local businesses to participate in the five-day program this August/September.

Several Cockburn businesses have completed the program in recent years, including Marissa Verma of Bindi Bindi Dreaming, but this will be the first time the City has offered the scholarships to the local business community.

City of Cockburn Business Engagement Officer Sarah Kahle said the annual intensive course was run by the University's Business School, bringing together the WA innovation, start-up, professional, investor and public sector communities.

Since its inception in 2011, the world-class entrepreneurial education program has attracted 450 delegates and helped create new enterprises that have generated more than 214 new full time jobs and more than 80 part time jobs.

"Ignition has already generated more than \$6m of economic activity for WA over 10 years," Ms Kahle said.

"It's a great opportunity for early stage businesses or people with an early stage idea in Cockburn to test and expand that capability in a safe environment with the help of experts and one-on-one mentors."

Marissa said her experience with Ignition in 2015 gave her confidence to broaden her already successful Hamilton Hill-based venture which shares Perth's unique Noongar Aboriginal culture via tours, workshops, education, and even catering.



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“I was just trickling along in my comfort zone but I was so inspired by the mentors and speakers at Ignition. Some were former participants, and they made me realise I could be more flexible about the different markets my business could serve,” Marissa said.

“It showed me how to create new partnerships, broaden my market, and learn how to say yes to ideas rather than stay in my comfort zone.

“I definitely recommend this course. It makes you see things differently, opens up your eyes to possibilities you thought were overwhelming, but are actually achievable.”

Local businesses and entrepreneurs can apply for the scholarship by 10 July at [www.ignition.curtin.edu.au](http://www.ignition.curtin.edu.au)

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