

This is a rare BREED of business

WHEN PM Scott Morrison first mentioned the word 'pandemic' in February this year, many of us were overcome with feelings of dread and some with panic, but the Consultant General Manager of BREED Business Centre (BBC) revealed his reaction was a rare one of excitement.

"I was excited when I heard the term pandemic," said Emmanuel Martin who manages the Centre located in Nirimba Education Precinct in Quakers Hill.

Emmanuel Martin was quick to recognize how BREED, which provides office accommodation and services for start-ups and small businesses, could help with the challenges business owners were faced with when the government 'shutdown order' was given.

"We sensed a great opportunity to utilise our mission to provide tangible solutions to address the challenges that were posed by the crisis," said Emmanuel, referring to their aim at stimulating economic and employment growth within the Blacktown Local Government Area.

"We wanted to help in rebuilding Australia by creating employment and fostering entrepreneurship so that the small-medium enterprise sector can get back on its feet," said Emmanuel.

BREED's tenants, many of which were adversely affected by trading restrictions, were offered free rent during the initial outbreak.

"This helped several of our tenants stay above water," said Emmanuel, who also conducted a free 11-week Business Transformation Webinar Series to help build resilience and improve business strategies.

It didn't stop there. Shortly before the pandemic broke, BREED partnered with the disability recruitment service NOVA Employment and hired an Administrative Assistant, which they were determined to retain.

"NOVA Employment, through Katya, has provided us with an opportunity to offer



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additional administrative support to our team which, has increased our productivity and customer service," explained Emmanuel.

Adding, 'many employers are scared about the unknown and the perceived additional support that they might think they need to provide to employ people with disability.'

But in fact, Emmanuel has discovered the contrary.

"Katya is proof that disability does not constrain ability and with some empathy, care, and support, you are doing good by empowering young people like Katya who have so much ability that can be realised, with patience and understanding," said Emmanuel.

If your business is looking for keen reliable staff, contact NOVA Employment on 1 300 ABILITY (224 5489) for a FREE consultation. For more information on BREED Australia visit www.breedaustralia.com.au or call 02-9853 3200.



Nova worker, Katya, centre.

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