



(f)route INCUBATOR  
CREATIVE ENTERPRISE INCUBATOR  
EXPRESSION OF INTEREST

## WHAT IS THE INCUBATOR?

Do you like what (f)route is doing ?  
The things we care about ?  
(art, environment, local produce (fruit!), being local, sustainable & ethical)

Have you been nurturing a creative idea that could be a one-person business ? Perhaps you'd like to be a part of our (f)route INCUBATOR?

We're forming a small collaborative network to learn, plan & create businesses - together. And, at the same time - make East Gippsland a more interesting place to live, and to visit.

We're looking for enthusiastic people with an inkling of an idea - or a perhaps an existing business that is ready grow, or needs to go back to basics. Something brand new, or one that needs a bit of help.

We are interested in creative makers, doers, growers, bakers, niches, gourmet producers (and who knows what else is out there) - waiting to be discovered by (f)route and the rest of the world.

Candidates accepted into the Incubator's first HOT HOUSE phase will meet at the Foundry @ 5.30, Wednesday 24 September to brainstorm & shape the program format.

Our program will run from now until (f)routeville @ Nicholson River Winery - 28 February 2015 - where we will all launch our creative enterprises.

The program will respond to your business ideas and needs. The Incubator has been developed by (f)route with support from Rural Councils Victoria, Learning Edge, Centre for Rural Communities, East Gippsland Shire Council, Gippsland Lakes Ministerial Advisory Committee, East Gippsland Marketing and the East Gippsland Food Cluster.

## YOUR IDEA?

YOUR NAME:

EMAIL:

PHONE:

WEBSITE:

YOUR IDEA: (write on the back)

We'd like to know about you and your idea in a bit more detail. Please use the other side of this form to describe your ideas.

Tell us anything that will help us understand where you are now - and where you want to be.

Type of business?  
Your experience. Is it trading?  
What's stopping you?  
Why do you want to do it?  
Are there others like it?  
Is it a product or a service?  
Is it food related?  
Do you have relevant skills or qualifications already?  
Can you send photos or samples?

CLOSING DATE: 13 September  
Leave your form at the Foundry, or  
EMAIL US: [core@froute.com.au](mailto:core@froute.com.au)  
Contact: Andrea Lane  
0438 352370

WHAT NEXT?:

*We will contact you before 16 September to discuss your participation in the HOTOHOUSE planning session which will be held 24 September @ The Foundry.*

