Welcome to

Funding Pathways Business Training

12 August 2026

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Acknowledgement of Country

Wyndham City Council recognises Aboriginal and Torres Strait Islander peoples as the first Peoples of Australia. We acknowledge the Bunurong and Wadawurrung Peoples as Traditional Owners of the lands on which Wyndham City operates.

The Wadawurrung and Bunurong Peoples have and always will belong to the Werribee Yalook (river), creeks, stars, hills and redclay of this Country. We pay respect to their Ancestors and Elders who always have, and always will, care for Country and community today and for future generations.

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Welcome - Sponsors

Commonwealth Bank

KeyLending
With U 4ever...

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Welcome – Business Associations

- Point Cook Business Association
- Tarneit Business Association
- Werribee Business & Tourism Association
- Williams Landing Business Association

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Housekeeping

- **Toilets** down the hall to the left
- **WiFi** WCC_PUBLIC (no login required)
- **Recording** recording & slides will be shared after

Today's line up

- Opening and Welcome
- Speaker 1 – Harvey Pereira – **Loans** (10 mins)
- Speaker 2 – Kristian Anketell - **Grants** (10 mins)
- Speaker 3 – Almir Colan – **Sharia Finance** (10 mins)
- Speaker 4 – Usman Iftikhar – **Equity** (10 mins)
- Speaker 5 - Kirstin Hunter - **Crowdfunding** (10 mins)
- Q&A (30 mins mins)
- Networking

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Q&A

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Harvey Pereira

Executive Manager

Small Business Banking

Commonwealth Bank of Australia

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CBA Presentation to Wyndham City-

Business Training Program

Business Banking

Private & Confidential

Acknowledgement of Country

We acknowledge the Traditional Owners of the land on which we meet today;

We extend our respects to their Elders both past, and present.

Disclaimer

As this advice has been prepared without considering your objectives, financial situation or needs, you should, before acting on the advice, consider its appropriateness to your circumstances

Every Business Has Different Funding Needs

Start-up

Growth

Expansion

Mature business

Right purpose • Right product • Right timing

Key takeaways

Matching funding solutions to business needs.

Start with the need, then match the funding structure.

Business Loan

Planned investment or working capital.

Equipment Finance

Vehicles, machinery and technology.

Business Overdraft

Short-term cash flow buffer.

Stream Working Capital

Unpaid invoices and receivables.

Bank Guarantee

Support for leases and contracts.

Questions?

Speak with a banker about what may suit your business and circumstances.

General information only. It does not consider your objectives, financial situation or needs. Consider appropriateness before acting.

Cash flow solutions

Flexible funding options for timing gaps, invoices, leases and contracts.

Choose a solution that matches the cash flow challenge

Business Overdraft

Short-term cash flow buffer

Cover temporary timing gaps, seasonal costs or unexpected expenses.

From $2,000

Best when cash flow needs are specific and time-sensitive.

Stream Working Capital

Unlock unpaid invoices

Use eligible receivables to help support day-to-day cash flow.

Invoice-linked support

Best when cash flow needs are specific and time-sensitive.

Bank Guarantee

Support leases and contracts

Provide a guarantee where security is needed for a lease or agreement.

From $5,000

Best when cash flow needs are specific and time-sensitive.

Tip: start with the business problem first - timing gaps, unpaid invoices, or security for a contract - then match the product.

General information only. Subject to eligibility, credit approval, fees, terms and conditions.

Business loans

For planned investment, growth projects and working capital needs.

BetterBusiness Loan

A flexible loan to manage or grow your business.

Borrow from $10,000*

- ✓ Finance business investment and costs
- ✓ Choose fixed or variable rate options
- ✓ Select secured or unsecured structures
- ✓ Set up regular monthly repayments

Best fit: when you know what you want to fund and need a structured repayment plan.

Common ways businesses use lending

The right structure depends on what the funds are supporting.

Expand or renovate

Invest in premises, fit-outs, upgrades or new opportunities.

Stock and cash flow

Support seasonal purchases or short-term business needs.

Simplify funding

Refinance or consolidate existing facilities into one structure.

General information only. Subject to eligibility, credit approval, fees, terms and conditions.

Equipment Finance

Fund productive assets while preserving day-to-day working capital.

Car & Equipment Finance

Upgrade, replace or buy vehicles, machinery and technology for your business.

From $20,000

Available for new and used assets.

A simple way to plan asset purchases

Align finance to the asset and the way it supports your revenue.

1. **Choose the asset**
   Vehicle, machinery, equipment or technology.
2. **Structure the finance**
   Match the term and repayments to the business.
3. **Preserve working capital**
   Keep cash available for operating needs.

New and used assets
Vehicles, plant, machinery or technology.

Predictable payments
Plan ahead with structured repayments.

Business growth
Invest in assets that help you deliver.

General information only. Subject to eligibility, credit approval, fees, terms and conditions.

Accessing Business Finance

What lenders typically consider when assessing a finance application.

Lenders look at the full picture - not just the amount requested.

Business performance

Recent trading performance and financial statements.

Repayment capacity

Whether cash flow can support repayments.

Security available

Assets or guarantees that may support the facility.

Credit history

Conduct of existing banking and personal credit commitments.

Borrowing purpose

How the funds will help the business move forward.

Each application is individually assessed. Being clear, prepared and realistic helps the conversation move faster.

General information only. Subject to eligibility, credit approval, fees, terms and conditions.

Preparing for success

How to strengthen your application before you apply.

Before applying, prepare:

- ✓ A clear borrowing purpose
- ✓ Current financial statements
- ✓ A cash flow forecast
- ✓ Tax obligations up to date
- ✓ A practical business plan
- ✓ Awareness of your credit and account conduct

What to bring to the conversation

A banker can help you match the funding structure to the business need.

1. **The project or opportunity**

   What you are funding and why it matters.

2. **The numbers**

   Forecasts, assumptions and repayment capacity.

3. **The preferred timing**

   When funds are needed and key milestones.

Talk to your banker early - the right structure can save time later.

General information only. Subject to eligibility, credit approval, fees, terms and conditions.

CommBank Business Innovation

CommBank + University of Melbourne | Wade Institute of Entrepreneurship

NO COST

Build practical innovation skills, on us

Online training designed to help turn ideas into practical improvements for business.

Online | Self-paced | Open access

SEARCH
CommBank Business Innovation

Innovation is everyday action

It can be a new product, better customer experience, smarter process, technology adoption or a more efficient way of working.

1 **Free online course**

Training costs are covered by CommBank, so participants can focus on building practical skills.

2 **Built with experts**

Delivered with the University of Melbourne through the Wade Institute of Entrepreneurship.

3 **Open to more learners**

For Australian business owners, employees and aspiring entrepreneurs. No CommBank account required.

4 **Recognition on completion**

Complete individual modules or the full course. Completing all modules earns a Wade Institute certificate.

A practical learning pathway for businesses ready to innovate with confidence.

ON-DEMAND BUSINESS LEARNING

CommBank Business Masterclass

Practical resources to help you keep learning after today.

Keep learning after today

Explore practical resources at your own pace — from cash flow and cyber safety to AI, marketing and team capability.

AI | CYBER | CASH FLOW | MARKETING | PEOPLE

SEARCH
CommBank Business Masterclass

AI & productivity

Prompt tips and practical tools to save time.

Cyber safety

Build safer habits for people and customers.

Cash flow

Strengthen habits and plan for timing gaps.

Marketing growth

Create repeatable systems and find better channels.

People & teams

Improve HR systems and team performance.

Explore the full library

Choose the topic most relevant to your next business priority.

CONTINUE LEARNING

General information only. Consider what is appropriate for your business before acting.

Why CommBank Health

Connected healthcare solutions that help healthcare professionals focus on what matters.

Expertise

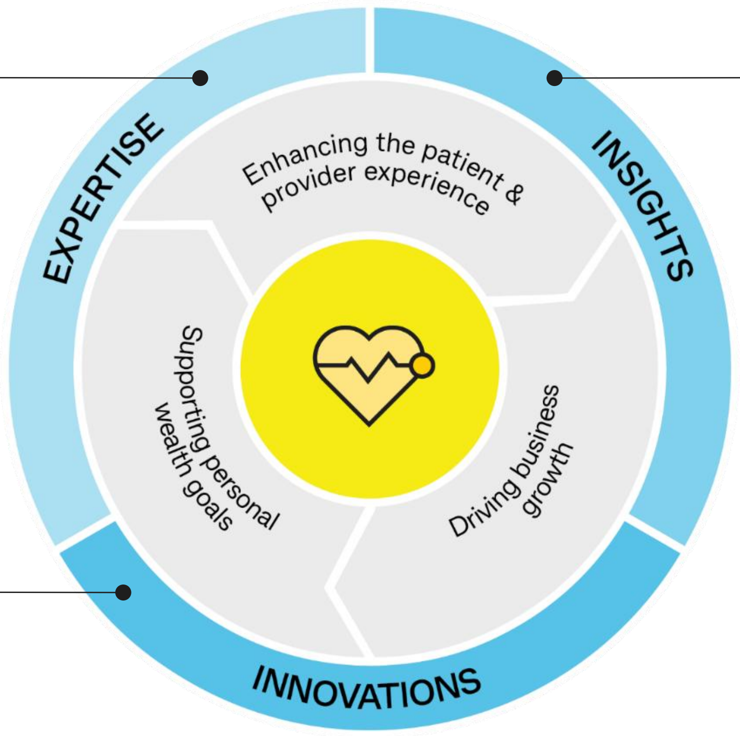
Deep sector-specific industry capability combined with unmatched data-driven market intelligence.

Insights

Combining CommBank's transactional data, operational and financial metrics, businesses have access to insights that drive their business.

Innovations

Digital-first solutions designed to help modernise banking processes and enhance the patient experience.



Supporting healthcare professionals across the sector, including:

Q&A

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Kristian Anketell

Customer Success Manager

GrantGuru

Wyndham City Funders Forum

Kristian Anketell – Grant Guru

SCAN ME

GRANTGURU

1

Let’s talk about grants

In this session we will go through a brief overview of grants, and utilizing Wyndham City’s grant finder.

GRANTGURU

Who we are

Founded in 2006

Built the most comprehensive, up-to-date grants database

GRANTGURU

We support business, accounting firms, consulting practices and government agencies and departments.

GrantGuru community have accessed over $1Billion dollars in funding.

Why create grants?

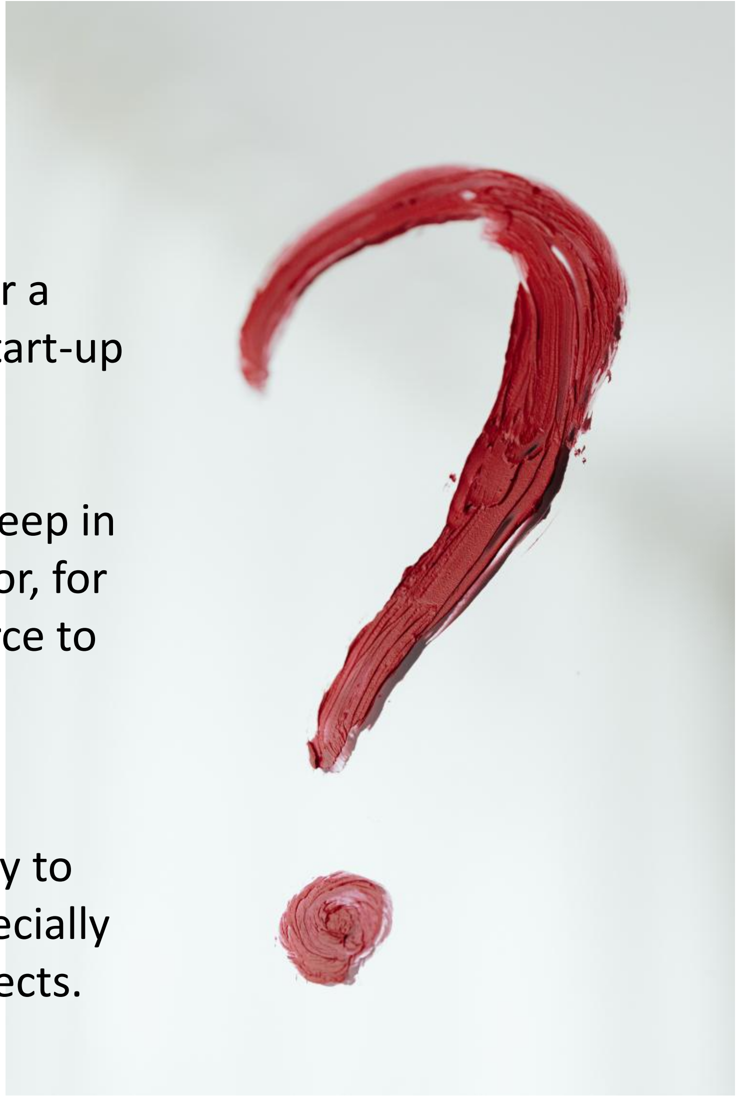
Grants are created because organisations want to see a result in a specific area. Whether it is in building out more solar farms, helping to train young workers, get overseas tourists to visit specific areas of the country, or helping with medical research... grants can be set against the focus of the funding originator.

But why grants? I guess one of the reasons so many organisations, and government departments go with the 'grant' model, is because you have a clear trail for each application and, hopefully, a clear audit trail of where the money has gone, and why.

When writing this presentation there were…

- Business Grants: 900 grants worth $83 billion
- Community Grants: 1,163 grants worth $76.2 billion
- Individual Grants: 1,267 grants valued at $13.1 billion

Why grants?

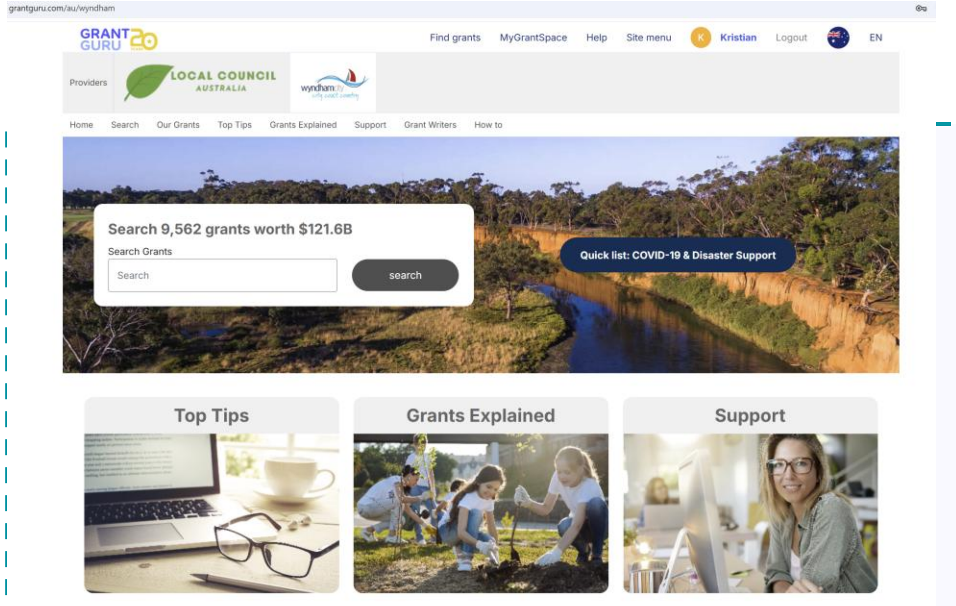


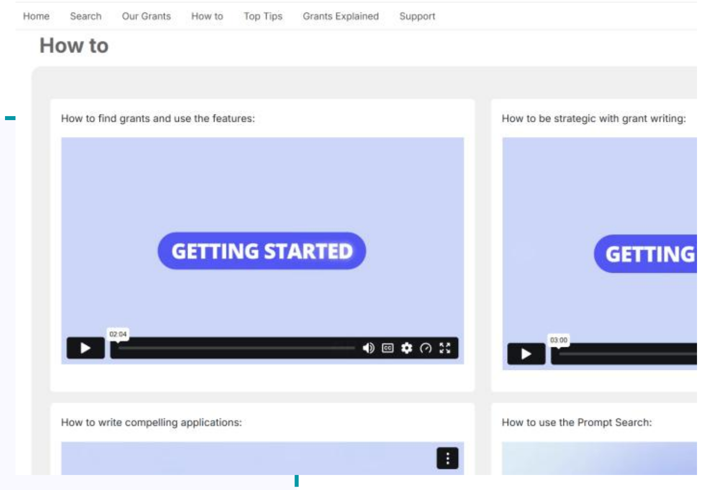
As a funding opportunity, there are grants for most stages of running a business or a community enterprise. I have found that the area least catered to would be the start-up phase, which is where the likes of Catalysr and Birchall show their value.

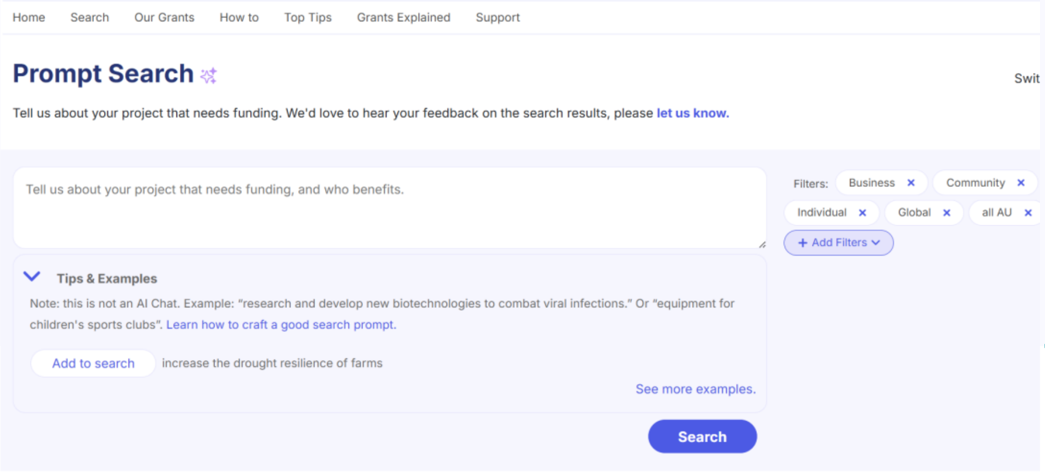
When considering going through the process of applying for a grant, you should keep in mind that you will need to report on your activities, that the grant was awarded for, for between three months and a couple of years (only for large grants) A good resource to read over before applying for any grants can be found at: https://business.gov.au/grants-and-programs

While there can be varying needs to fulfill your grant 'obligations', grants are a way to get money coming in that you won't pay interest on, or lose equity in, which, especially for NFPs and community organisations, can be of great help with completing projects.

Wyndham Grant Finder







- Go to https://grantguru.com/au/wyndham
- Sign-up to use
- Watch the How to videos
- Get searching
- Set up your Email Alerts
- Do some searching around applying for grants
- Get in touch with the council for resources and support

GRANTGURU

Thank you
for your time

GRANTGURU

Wyndham City Community Strengthening Grants

The Community Strengthening Grants Program helps local people and organisations turn ideas into activities, programs, events, and opportunities that strengthen community life.

The Community Strengthening Grants Program objectives are to:

- bring people together
- build community connection and participation
- improve wellbeing and inclusion
- celebrate culture, creativity, and diversity
- strengthen local skills, leadership, and networks.

Volunteering & Grants

- Community Training Calendar
- Volunteering in Wyndham
- **Wyndham City Grants**
- Community Support & Resources

Currently Medium Grant round open until 28 August.

To apply the group must be either - Unincorporated Groups (with auspice), Incorporated Association and Registered Charity.

https://www.wyndham.vic.gov.au/services/volunteering-grants/wyndham-city-community-strengthening-grants

Contact Wyndham City's Grants Team on 1300 023 411 or email **funding@wyndham.vic.gov.au**.

Q&A

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Almir Colan

Deputy CEO

National Zakat Foundation Australia

MUSLIM MONEY MATTERS

AUSCIF
Australian Centre for Islamic Finance

National Zakat Foundation

Almir Colan
Director - Australian Centre for Islamic Finance
Deputy CEO - National Zakat Foundation Australia

LinkedIn YouTube
Links: www.AlmirColan.com/links

WHAT IS ISLAMIC FINANCE?

- Finance guided by **Islamic ethical and legal principles**
- Avoids **interest**, gambling and excessive uncertainty
- Connects funding to real assets, trade or investment
- Requires clear contracts, pricing and responsibilities
- Generates returns through profit, rent or investment

Islamic finance is not simply finance without interest.
It is finance with rules, purpose and responsibility.

HOW DOES IT WORK?

- **Murabaha** - the provider buys an asset and resells it at an agreed profit
- **Ijarah** - the provider buys an asset and leases it to the business
- **Musharakah** - the business owner and investor contribute capital and share the outcome
- **Mudarabah** - the investor provides capital and the entrepreneur manages the business
- **Istisna** - finance is arranged for an asset that will be constructed or manufactured

Example**: A bakery needs a new oven.** The provider buys the oven and sells it to the bakery at a disclosed cost and profit, payable over agreed instalments.

WHEN MAY IT SUIT YOUR BUSINESS?

- Your business activity and funding purpose are **Sharia-compliant**
- You are **purchasing** property, vehicles, equipment, stock or another identifiable **asset**
- Your business has sustainable **cash flow**
- You have reliable financial **records**
- Your startup is seeking genuine **equity** investment

WHEN MAY IT NOT SUIT?

- You need unrestricted or emergency **cash** with no identifiable transaction
- Your business has continuing **losses**
- You cannot demonstrate affordability or provide reliable financial records
- Your business operates in a **prohibited** (Haram) or harmful sector

COMMON MYTHS

“Interest-free means free” - False. The provider earns profit, rent or an investment return.

“It is only for Muslims” - False. Anyone may use it.

“It is always cheaper or easier” - False. Normal assessment, costs and security may still apply.

“An Islamic name is enough” - False. Check the contract, asset ownership and Sharia oversight.

MAIN ISLAMIC FINANCE PROVIDERS IN AUSTRALIA

MCCA - Residential, commercial, construction, development and SMSF property finance, plus Islamic investment funds - mcca.com.au

NAB Islamic Finance - Commercial property, construction, business acquisitions, equipment and livestock finance from $3 million - nab.com.au

Amanah Islamic Finance - Home, investment property, construction, land, refinancing and commercial finance - amanah.com.au

Wholesum - Ethical, non-interest-based funding for small businesses, supported by a responsible investment fund - investwholesum.com

ICFAL - Home and vehicle finance, plus membership-based investment funds for individuals, businesses and community organisations - icfal.com.au

Salaam - Sharia-compliant superannuation, investments and home-finance solutions - salaam.com.au

Many other Sharia-compliant arrangements are privately negotiated for construction, property development and other commercial transactions.

General information only - not financial, legal, tax or Sharia advice.

Learn more

Muslim Money Matters (courses)

www.MuslimMoneyMatters.com

Contact:

Almir Colan

www.AlmirColan.com

Q&A

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Usman Iftikhar

CEO

Catalysr

Introduction to Equity Funding

By Usman Iftikhar - CEO of Catalysr

catalysr

My story...

Engineer turned migrapreneur & impact investor. Have coached thousands of founders across Australia, US, Canada, Europe, Africa and New Zealand

techstars_

MIT REAP Regional Entrepreneurship Acceleration Program

altMBA

Startmate

school for social entrepreneurs

StartSomeGood

fya

Singularity UNIVERSITY

AMP AMP's tomorrow fund

OBAMA FOUNDATION

Scholars

Edmund Hillary Fellowship

BLACKBIRD

WADE INSTITUTE VC CATALYST

STANFORD GRADUATE SCHOOL OF BUSINESS

SPACEBASE

backbone partners

Australian Government Department of Industry, Innovation and Science | Business Entrepreneurs' Programme

INTERNATIONAL SPACE UNIVERSITY ISU

Disclaimer

The content in this deck is general guidance based on our experiences, and does not constitute financial advice!

catalysr

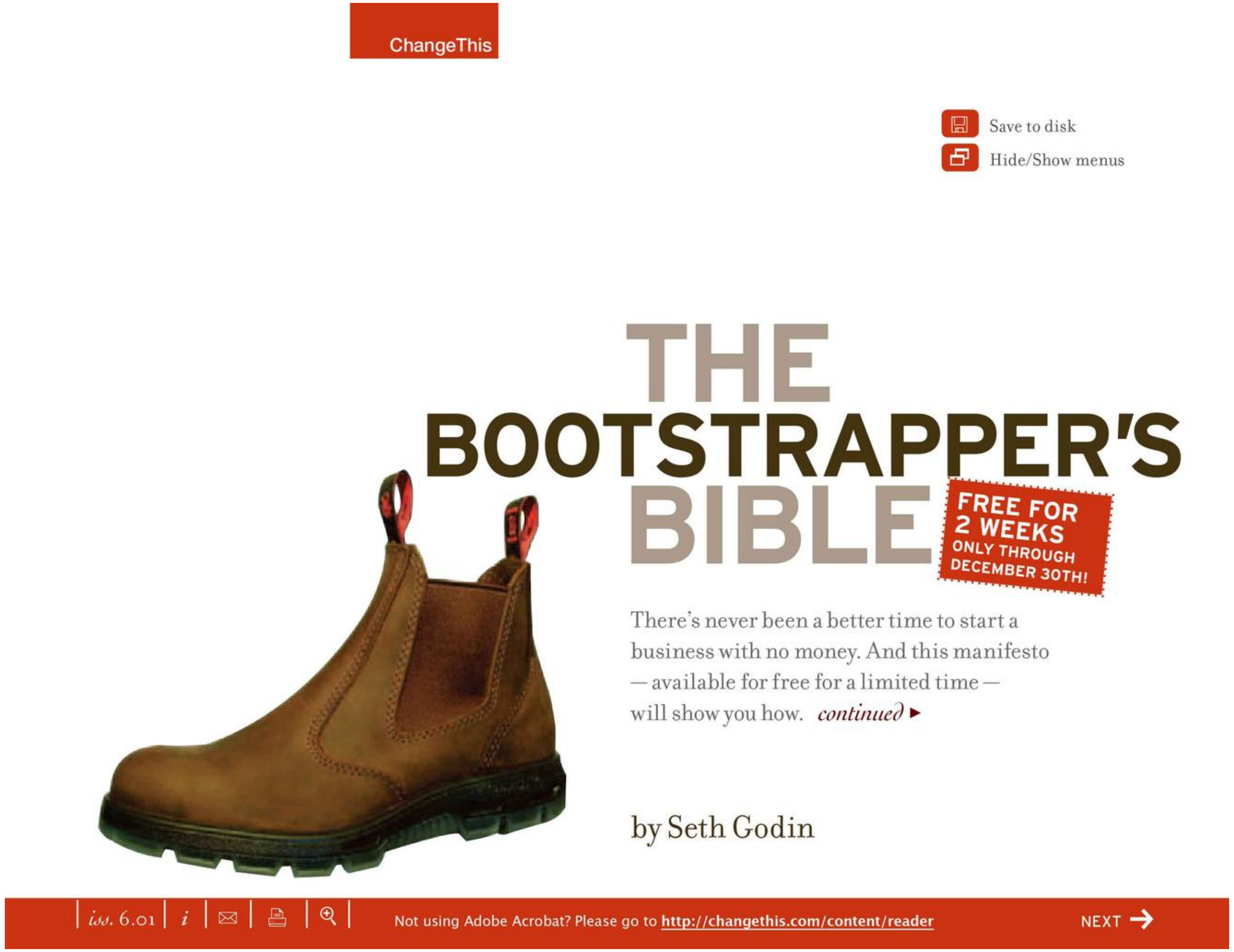
‘Myth’ about needing to raise equity funding

catalysr

Before Fundraising

- Talk to customers
- Build an MVP (minimum viable product) and validate
- Get a strong team on board
- Develop and test your business model, understand key metrics incl. market opportunity
- Develop a future roadmap
- Learn pitching & storytelling

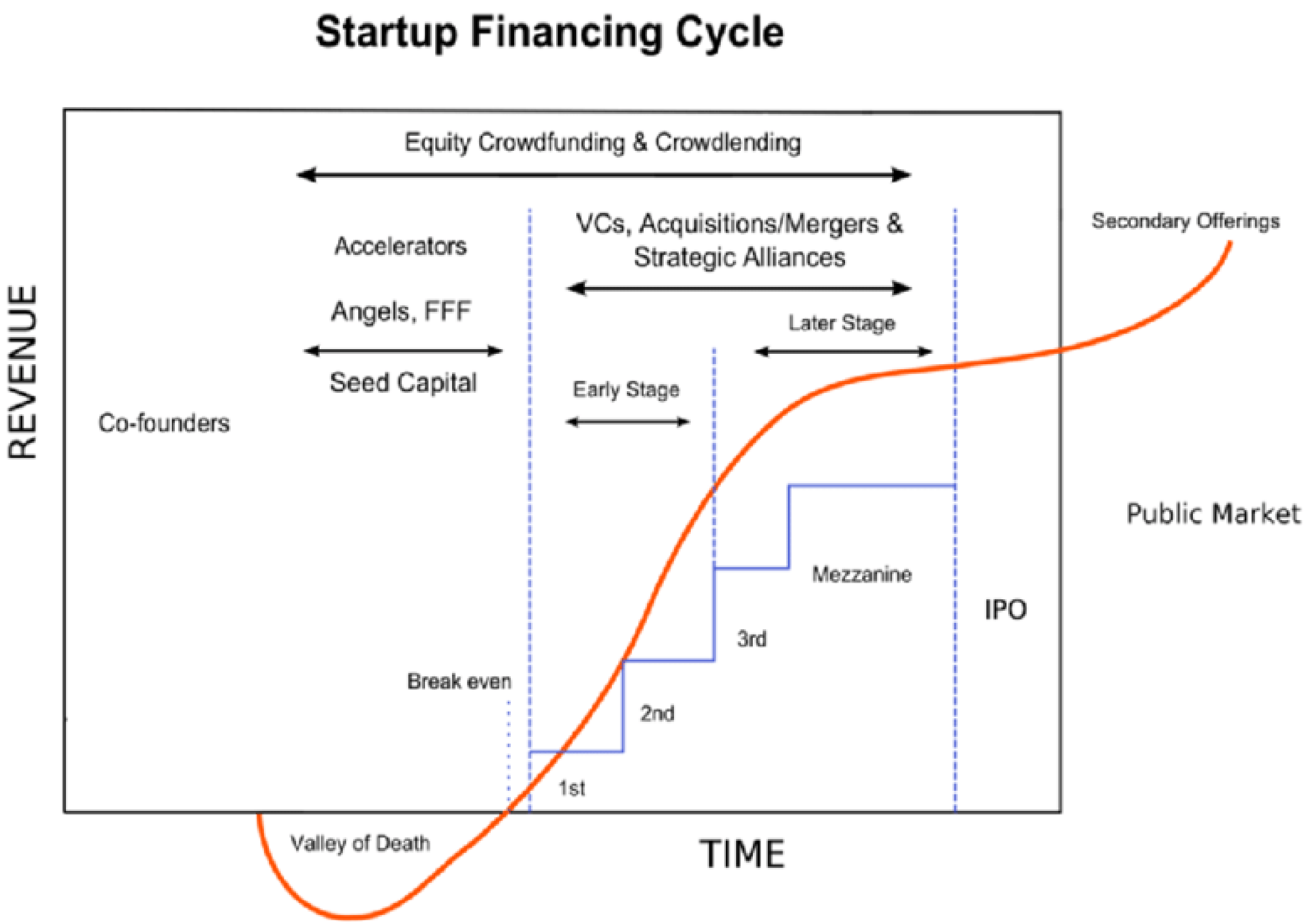
Bootstrapping



Free read on this link!

catalysr

Startup Financing Cycle



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What is equity funding?

You sell a small share of your business in exchange for money to grow

1

The investor

buys a slice of your company (shares). They now own part of it with you.

2

The money

you don't pay it back like a loan. There are no monthly repayments.

3

The return

the investor makes money only if your business grows and is worth more later.

catalysr

Who and when is equity for?

- ✓ **You want to grow fast** — A business built to grow big and quickly, not stay small and steady.
- ✓ **You have early proof** — Some customers or sales showing people want what you offer (traction).
- ✓ **A large market** — Many, many potential customers — a big opportunity, not a niche.
- ✓ **You're ready to share** — Happy to give up a share of ownership and have partners in the business.

catalysr

Who and when is it NOT for?

A steady local business

Cafés, shops or services that grow steadily, a loan or grant usually fits better.

You want full control

Investors get a say in big decisions. If that's a dealbreaker, equity isn't for you.

You need cash right now

Raising takes at least 3 months. It's not quick emergency money.

Myth: "Every startup needs to raise money."

Many great businesses grow on their own sales (bootstrapping)

Remember: Raising is a choice, not a must.

catalysr

Fundraising is a choice

Myth: "Every startup needs to raise money."

Many great businesses grow on their own sales (bootstrapping)

Always remember: Raising is a choice, not a must!

catalysr

Two main sources

Angel Investors

- Wealthy individuals investing their own money
- Usually the first outside cheque
- Smaller amounts (tens of thousands)
- Often bring advice, contacts & experience
- Often Angels pool their money to invest through Syndicates as well

Venture Capital (VC)

- Firms that invest other people's money
- Come in once you show strong growth
- Larger amounts (hundreds of thousands to millions)
- Expect fast, large-scale growth

catalysr

Raise Preparation

- Pitch Deck
- Financial Model
- Dataroom
- Legal Docs
- Investor List

catalysr

Investor Journey

Don't just reach out when you need to raise!

- Ask for advice
- Pre-marketing
- Regular updates
- Allow at least 3-6 months to raise

Understand your investors

High Level…

- **Fund thesis (focus)**
- **Stage**
- **Size**
- **Timing**

…And Deeper questions

- What are they looking for?
- Who have they invested in before?
- How have they worked / communicated with the Founder?
- Have they been able to add specific value to the business?
- Can I talk to some of your investee companies?
- Can I see your term sheet

catalysr

What investors look for in startups?

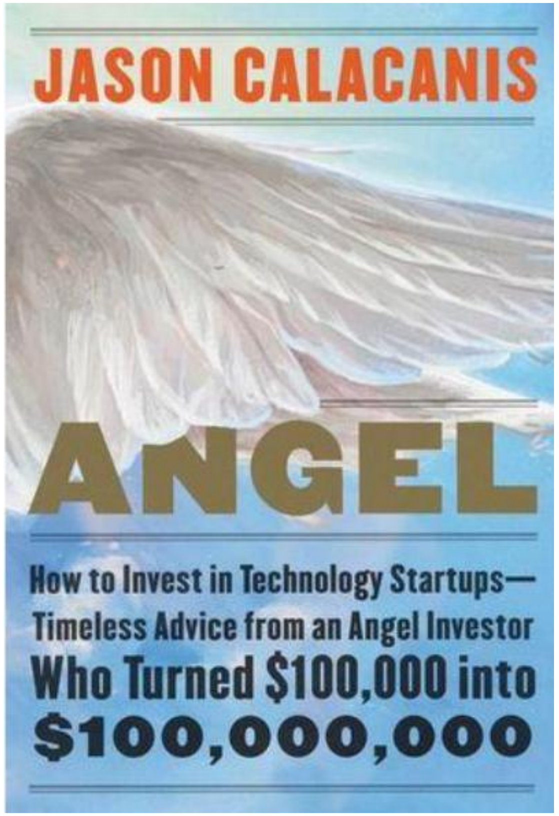
- World class team (do they believe you and in your ability to execute?)
- A real problem (are you solving something painful for a big market?)
- Traction (are customers and revenue actually growing?)
- Competitive advantage (what makes you hard to copy? e.g. team, tech, intellectual property, data etc)

Angel Investors

A few examples:

- M8 Ventures
- Melbourne Angels
- Flying Fox
- Archangel Ventures

And many many more…



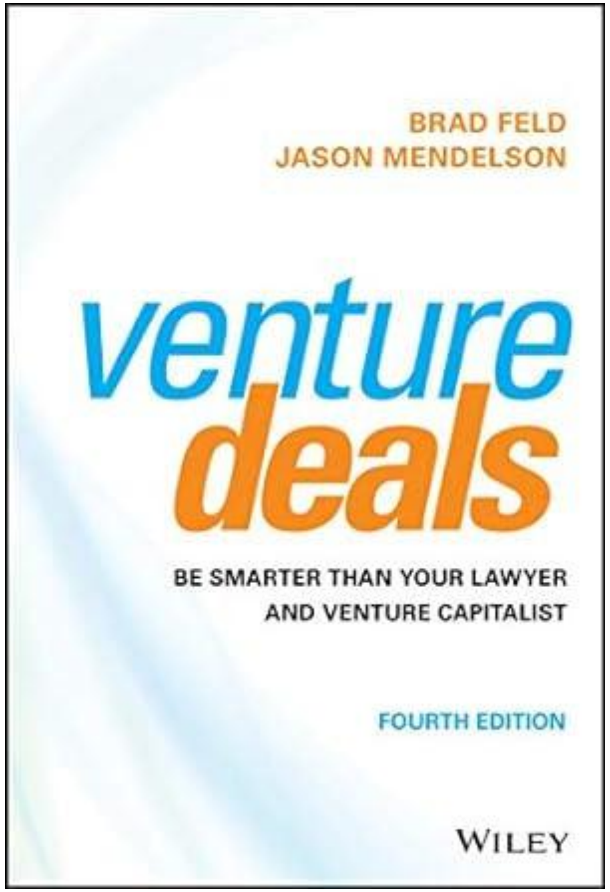
Book to dig deeper into Angel Investing!

catalysr

Venture Capital (VC)

Key resources

- Pitch-deck Masterclass (blog piece and video) by Sam Wong at Blackbird VC.
- Airtree's Open Source VC Resources are great for startups, on this link
- Fundraising in Australia - An Open Source Investor Database



catalysr

Let’s connect!

Usman Iftikhar

E: usman@catalysr.com.au

Li: linkedin.com/in/usmaniftikhar

For Catalysr: linktree.com/catalysr

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Q&A

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Kirstin Hunter

CEO

Birchal

birchal

Fundraising pathways with the crowd

An introduction to equity crowdfunding, for founders

August 2026

birchal

Hi, I’m Kirstin

- Reformed lawyer & management consultant
- Co-founder and startup exec
- Tech investor
- **CEO at Birchal**

birchal

What I'll cover today

1. **Intro to equity crowdfunding** – and how it compares to other sources of capital
2. **How it works** – what's involved for founder teams?
3. **Who its for and why**
4. **Questions** – all are welcome

birchal

Founders default to one path: chasing VCs and angels

But that path is not without its challenges.

A small, closed network

The bulk of investment capital sits with a handful of VCs and angels who are bound by narrow investment mandates.

Slow and time consuming

Rounds can take months of competitive pitching that takes you away from building your business.

‘Traction’ in theory not in practice

The people who already love your product never get the chance to invest in it.

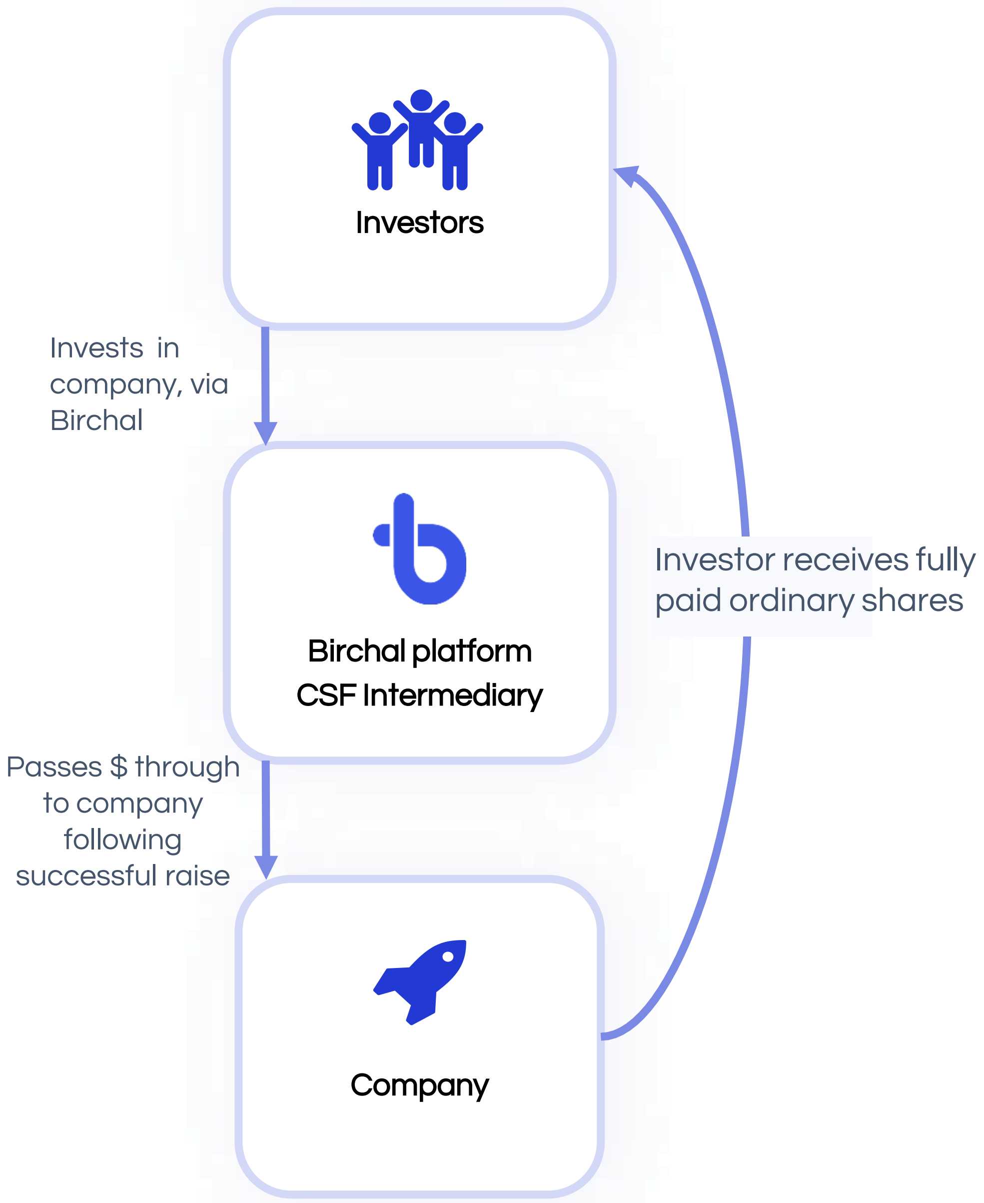
birchal

We give companies the platform to raise capital by bringing their communities in as shareholders.

Equity crowdfunding turns your customers, fans and network into your investors — quickly, and at scale.

birchal

How does equity crowdfunding work?



birchal

Birchal’s track record that speaks for itself

$244M+

raised for Australian companies

343

successful campaigns

141,500+

investments made

300,000+

platform members

birchal

Real founders are raising real dollars, right now

A few of our 2026 campaigns

Earthletica

$1.1M · April 2026

“Kirstin and the Birchal team bring a calm assurance and competence that ***eases the experience significantly****.”*

Chris Raleigh, Founder

Aquafab

$600K · March 2026

“What surprised us was the ***strength of Birchal’s investor network*** *and the additional demand it generated.”*

Danny Kane, Co-Founder

Pulse Tile

$400K · March 2026

“The ***commercial exposure created new opportunities*** *we simply would not have accessed otherwise.”*

Elleesha King, Founder

Reckless Brewery

$513K · March 2026

“We’re ***beyond thrilled*** *with the outcome — we could not recommend the Birchal team more highly.”*

Jarrod Moore, Founder

Setting up for success

Our process can deliver money in the bank in as little as 10 weeks*

Step 01 **Campaign Prep**	Step 02 **EOI**	Step 03 **Offer**	Step 04 **Settle & Issue Shares**
2–4 weeks	**3 weeks**	**2 weeks**	**2–6 weeks**
Setting up for success	Assessing market opportunity	Finding your crowd	Welcoming your new investors

That's fast, by capital-raising standards.

birchal

The benefits go far beyond capital

Quicker access to funds

Faster than the typical VC or angel pathway.

Proof of traction

A strong signal to future investors — especially for early-stage companies.

Sales & brand awareness

Your raise becomes a marketing moment in its own right.

Crowd power = growth fuel

Tap into the knowledge of hundreds of engaged investors.

Lifelong brand ambassadors

Investors become your most loyal customers and advocates.

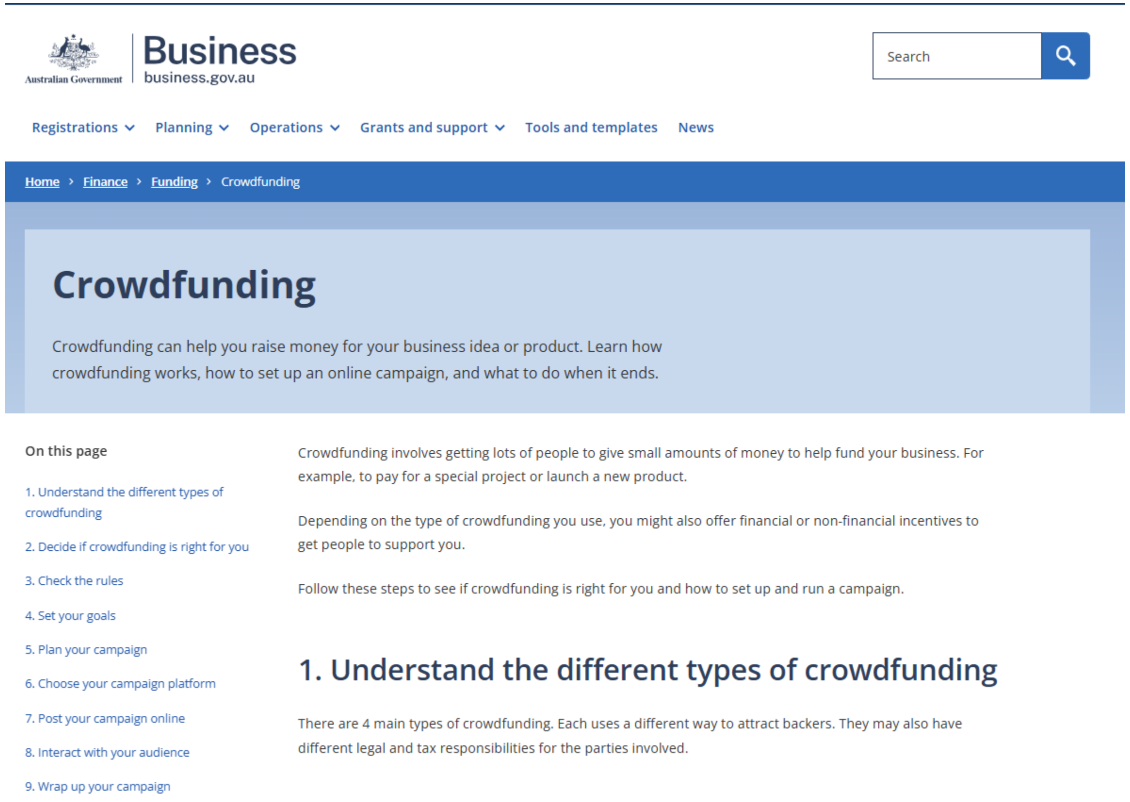
birchal

Thank you!

Let’s talk about your raise

birchal.com/raise-capital · kirstin@birchal.com

Other resources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business.gov.au
Australian Government

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Registrations Planning Operations Grants and support Tools and templates News

Home › Finance › Funding › Crowdfunding

Crowdfunding

Crowdfunding can help you raise money for your business idea or product. Learn how crowdfunding works, how to set up an online campaign, and what to do when it ends.

On this page

1. Understand the different types of crowdfunding
2. Decide if crowdfunding is right for you
3. Check the rules
4. Set your goals
5. Plan your campaign
6. Choose your campaign platform
7. Post your campaign online
8. Interact with your audience
9. Wrap up your campaign

Crowdfunding involves getting lots of people to give small amounts of money to help fund your business. For example, to pay for a special project or launch a new product.

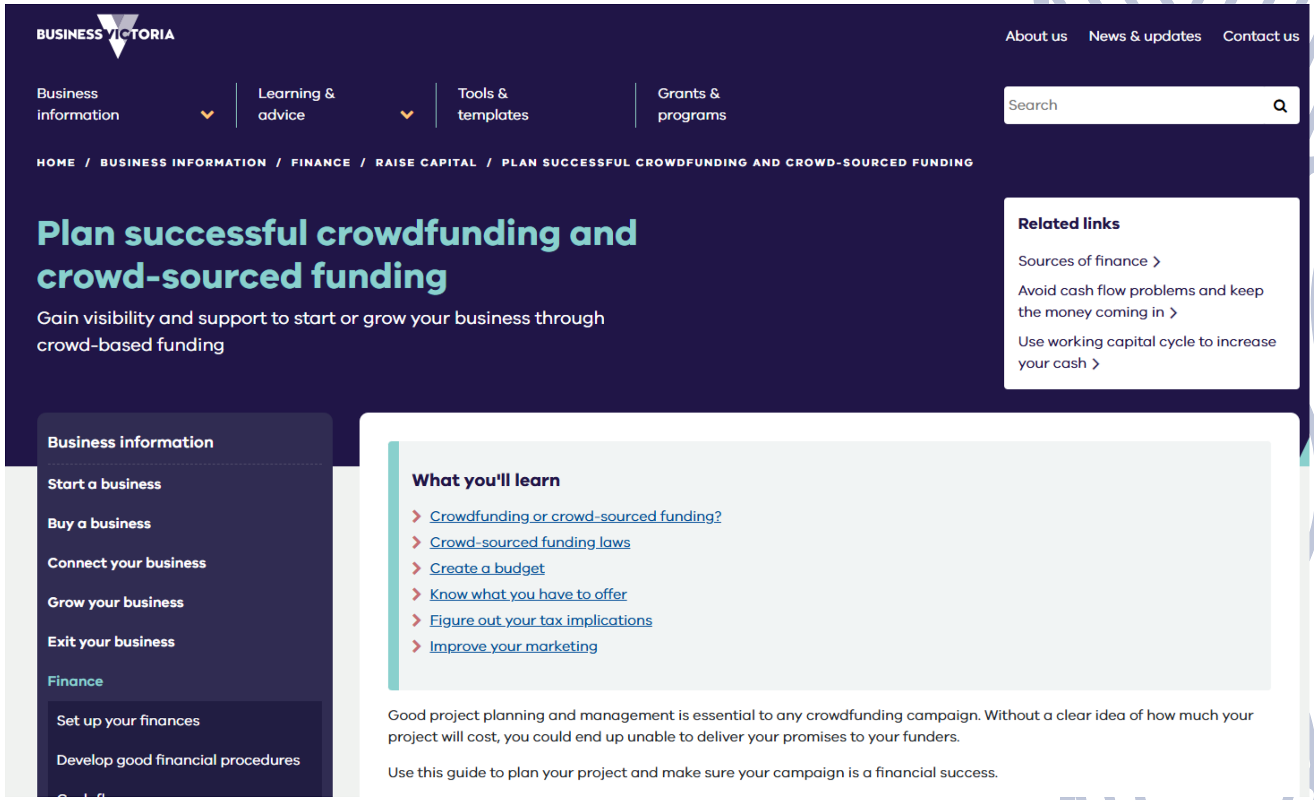
Depending on the type of crowdfunding you use, you might also offer financial or non-financial incentives to get people to support you.

Follow these steps to see if crowdfunding is right for you and how to set up and run a campaign.

1. Understand the different types of crowdfunding

There are 4 main types of crowdfunding. Each uses a different way to attract backers. They may also have different legal and tax responsibilities for the parties involved.

https://business.gov.au/finance/funding/crowdfunding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HOME / BUSINESS INFORMATION / FINANCE / RAISE CAPITAL / PLAN SUCCESSFUL CROWDFUNDING AND CROWD-SOURCED FUNDING

Plan successful crowdfunding and crowd-sourced funding

Gain visibility and support to start or grow your business through crowd-based funding

Related links

- Sources of finance ›
- Avoid cash flow problems and keep the money coming in ›
- Use working capital cycle to increase your cash ›

Business information

- Start a business
- Buy a business
- Connect your business
- Grow your business
- Exit your business
- Finance
  - Set up your finances
  - Develop good financial procedures

What you'll learn

- Crowdfunding or crowd-sourced funding?
- Crowd-sourced funding laws
- Create a budget
- Know what you have to offer
- Figure out your tax implications
- Improve your marketing

Good project planning and management is essential to any crowdfunding campaign. Without a clear idea of how much your project will cost, you could end up unable to deliver your promises to your funders.

Use this guide to plan your project and make sure your campaign is a financial success.

https://business.vic.gov.au/business-information/finance/raise-capital/plan-successful-crowdfunding-and-crowd-sourced-funding

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