



LATROBE CITY
COUNCIL

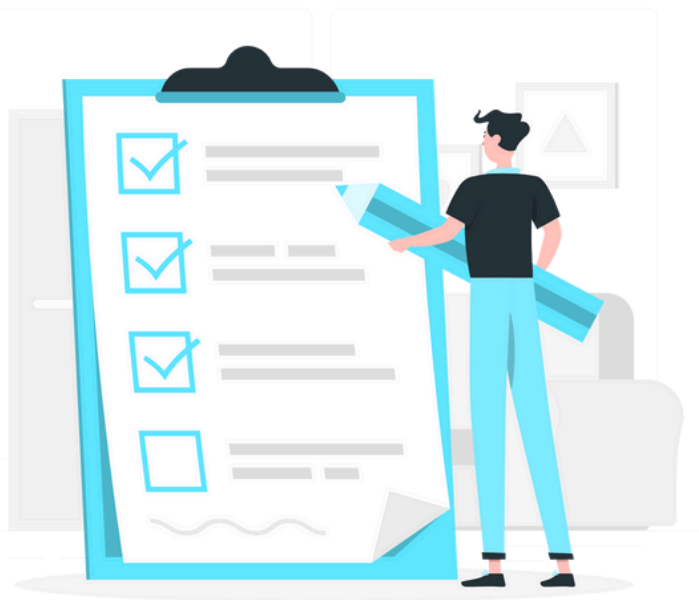
Industry Growth PROGRAM



On behalf of:



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INDUSTRY GROWTH PROGRAM

25eight recognises that there isn't a one size fits all approach to business and that most formal business education uses larger enterprise as case studies. Having worked with tens of thousands of Startups and SMEs in 10 years as well as conducting extensive R&D for the last three years, 25eight have identified commonalities in the challenges that need to be overcome in order for a business to reach the next stage of their growth.

25eight's proprietary diagnostic tool helps pinpoint what the business needs to do to grow regardless of it's age or industry. The Industry Growth Program aims to identify this area for each participating business and help them create a plan of action to overcome it.

Working incrementally, you will build your knowledge, complete activities, review and refine based on feedback from expert coaches and mentors and develop the most effective plan designed specifically for your situation.

The outcome. A truly bespoke growth plan for your business, an increase in your business knowledge and skills and a shift in the way that you work 'on' your business.

Working as part of a cohort over a period of time also brings additional benefits. A sense of community, an increase in confidence, synergistic partnerships and opportunities to support each other.





I credit a lot of our current success to the program! You've allowed me to think incredibly clearly about what our product is, who our target customer is, what problem we're solving and so much more. As of the 10th of this month, we've got nearly \$1m in confirmed orders and in the past month have scaled ten-fold!

Daniel, Medihood

PROGRAM OVERVIEW

In the 12-week Latrobe City Council Industry Growth Program there is a combination of in-person, online, peer-to-peer and one-to-one support.

The outcome for every business is a bespoke strategy and growth action plan tailored specifically to your business situation and goals.

The program kicks off with an in-person event held in Latrobe City on 2 February, 2026. You'll then get access to 25eight Academy, our online learning platform, where you'll complete an individual diagnostic. You will then self-pace through online business education following a weekly schedule. This is complemented by live online group scheduled sessions in weeks 3, 6 and 9 and one-to-one coaching sessions that you book into, when prompted. You'll also have access to an online community and facilitated peer-to-peer mentoring sessions.

In the final in-person session in Latrobe City 28 April, 2026, you'll have the chance to present your business to the group before pitching your business to an Industry Mentor for immediate feedback.



WHO THIS IS FOR

Business owners and leaders of medium sized businesses

No one knows your business like you and whilst you may feel like you have the least amount of time to invest in building your capabilities, you are set to gain the most.

You value a structured process that is transparent and helps you make better decisions quickly. With up to three people from one business eligible to participate at, this program will help you and your team:

- Refine/define the focus of the business for growth.
- Identify your true differentiators and competitive advantage in specific markets or identify opportunities in new ones.
- Help you communicate the unique value of your business succinctly in all formats, such that you get a greater response, to marketing, tenders, new contracts or business presentations.
- Refine/define your opportunities in new markets or sectors and how to market to them.
- Determine the systems that will support your growth into the future.
- Identify the key metrics that indicate the success of your plan.
- Utilise technology, including AI, to accelerate your progress.



This program teaches you how to use simple frameworks to help make strategic decisions quickly so that if circumstances change, you can use what you have learned again, increasing your strategic agility to deal with future market changes.

By also connecting with Industry Mentors you'll get immediate feedback, insights and guidance from those within or with experience in your target market.

10,000 +
BUSINESSES

25eight have trained over 10,000 businesses and counting. With high measures of long term impact for individuals & the business.

ELIGIBILITY

Eligibility

- Each business must have a valid ABN.
- Businesses must be registered and/or operate from a physical location within the municipality
- The Latrobe City Council Industry Growth Program is open to businesses that have been in operation for more than 5 years i.e. commenced operating before 28 November, 20210
- Businesses in operation less than 5 years will need to articulate strongly for inclusion and may be included at the discretion of the application reviewers.
- The business owner or major decision maker is the primary applicant. (Noting up to three participants per business can participate).

Businesses not eligible:

- In breach of any Federal, State/Territory or local government law or regulation.
- Have any outstanding debts owing to Latrobe City Council.
- Owned by a current employee or Councillor of Latrobe City Council.
- Have any open or outstanding compliance matters with Latrobe City Council.
- The primary operation relates to the sale of tobacco and tobacco related products i.e. e-cigarettes, shisha, hookahs and pipes, gambling and electronic gaming machines or any illegal activities.
- Entities that denigrate, exclude, or offend parts of the community.
- Political organisations or organisations that have a political purpose.



SELECTION PROCESS

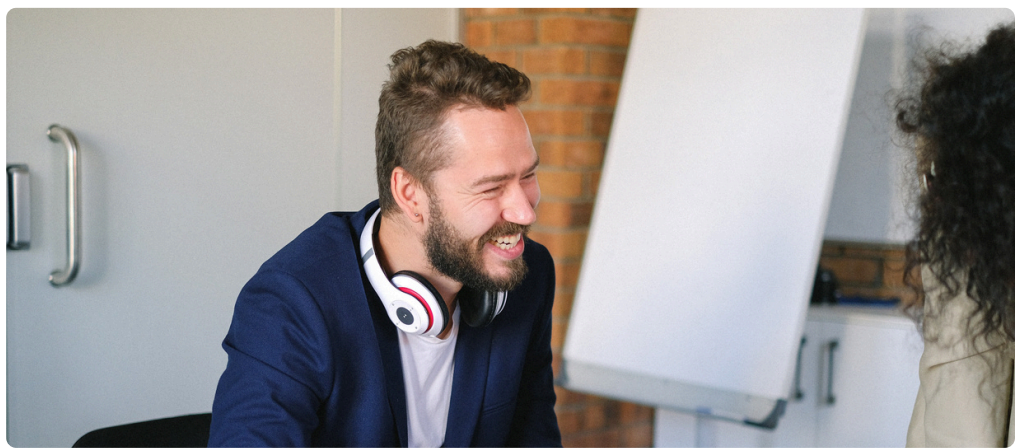
Selection will follow these steps:

- Businesses wishing to be considered for the Industry Growth Program must complete the application in full and submit prior to the closing date of **28 November, 2025**.
- Applicants who meet the selection criteria will be short listed.
- A review panel will assess all applicants and use a three-level scoring matrix.
- All businesses will be notified of the outcome by **December, 2025**.
- Latrobe City Council reserves the right not to issue all places in the Latrobe City Council Industry Growth Program if an appropriate application is not available.

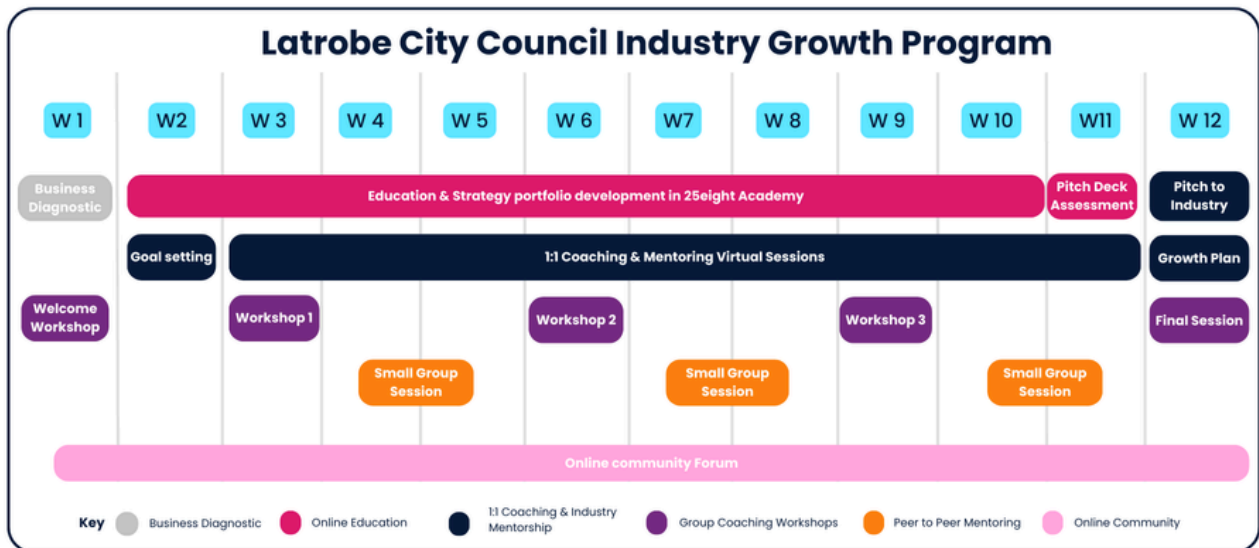
Applicants will be scored against the following three criteria:

- Commitment to the completion of the program and in-person and online session dates.
- Enthusiasm and passion for growing their business demonstrated by the description of benefits to the business in the application.
- The growth potential of their business.

If you have any questions at all about the program eligibility or selection process, please contact industrydevelopment@latrobe.vic.gov.au or 1300 367 700 to speak to the Industry Development Team.



TIMELINE



12 weeks from 2 February – 28 April, 2026

In-person Group Welcome Session

2 February 11.30am – 2pm –
Latrobe City Location TBC

Week 3 Session

17 February 12pm – 1pm – Virtual

Week 6 Session

10 March 12pm – 1pm – Virtual

Week 9 Session

31 March 12pm – 1pm – Virtual

In-person Final Group Session

28 April 11.30am – 2pm

Weekly Commitment to program activities

Minimum 2 hours per business

ABOUT 25eight

25eight is on a mission to help Startups and SMEs thrive. As the backbone of the Australian economy, their success is important to society.

Yet, many business leaders don't know what they don't know and often need some external guidance and support to help them reach the next level.

That's what we're here to do: build their capabilities as business leaders and help them adopt innovative processes that take their business forward.

Founded by Sam Hurley and Phil Ore in 2015, 25eight has helped thousands of businesses 'level up' in key areas, whether that be sales, marketing, operations, digital, or innovation.

Sam has a Master's of Teaching and designs each 25eight program to rigorously ensure that what is learned sticks, for sustainable results for the business and the individual. The combination of personalised education, coaching, and mentoring helps create meaningful and impactful outcomes for all participants.



Who is your coach & educator?

Sam Hurley is CEO, Chief Educator and Head Coach at 25eight. Whilst she wears many hats, she is supported by a customer-centred team that ensures impact for every client. Sam will lead the learning and coaching during the workshops, so that you get access to her expertise in helping your businesses reach the next level of growth.

Our Industry Mentors span many sectors from Defence to Manufacturing, Wellness to Retail, helping you build your network & understanding.

WHO WE'VE WORKED WITH

12

25eight have partnered with all levels of government, industry organisations and business communities to provide targeted business support to increase economic outcomes for Australian business. Here's a selection of our partners:



Australian Government
Department of Defence
Australian Defence Export Office



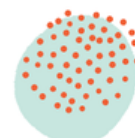
Australian Government
Department of Industry, Science,
Energy and Resources
AusIndustry
Entrepreneurs' Programme



**AUSTRALIAN
LANDING PADS**



Jobs, Skills,
Industry
and Regions



**Rural Business
Connections.**

TERMS & CONDITIONS

- Complete all contact details on the application form.
- Application and participation in the Latrobe City Council Industry Growth Program is free of charge.
- Once you submit your application, it cannot be edited. To make changes to a submitted application an entirely new application will need to be submitted.
- Applications must be prepared and submitted by the business.
- Applications made by third parties on behalf of businesses will not be accepted.
- Incomplete applications will not be accepted.
- To be eligible for the Latrobe City Council Industry Growth Program 2026 businesses must have been in operation for at least 5 years i.e. commenced operating before August, 2020.
- Businesses in operation less than 5 year will need to articulate strongly for Latrobe City Council Industry Growth Program inclusion, and may be included at the discretion of the application reviewers.
- Where a business operates from multiple locations, the application must reflect the initiatives related to the municipality of Latrobe
- Applications will be reviewed and entrants awarded by a selection panel.
- Businesses may be contacted to discuss their application prior to a decision made.
- The panel's decision is final.
- By nominating you agree to have your business name, and any photos or videos produced in relation to the Industry Growth Program used by Latrobe City Council for promotional activity.
- This may include but is not limited to print publications, website and social media channels.
- Participation in the program and access to 25eight Academy is also governed by the terms and conditions of 25eight.
- Latrobe City Council will not be liable for any action or claim arising from or in connection with this application and its assessment and/or participation in the program.
- Awarded businesses must commit to having the same senior business representative at each of the two in-person x 2.5-hour, workshops held in Week 1 and 12 and the three virtual sessions held in Weeks 3, 5, and 9.
- Businesses must commit to completing the 12-week program in full as this is considered a significant investment in your business over other non-selected businesses.
- If you have any questions about the application, selection or participation process, please contact industrydevelopment@latrobe.vic.gov.au or 1300 367 700 to speak to the Industry Development Team.



LET US HELP YOU REACH YOUR GOALS

[Apply today.](#)

<https://www.25eight.co/ind-growth-application-lcc>

www.25eight.co

programs@25eight.co

1300 171 363

