



**2026 Awards (2026)**

Outstanding New Business (Region: Far South Coast)

# Business NSW - Outstanding New Business



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## Entry details

Trading name:	Business NSW
Name to be used on all promotional materials (publicity materials, certificates, trophies, presentations):	Business NSW
Registered ABN:	63 000 014 504
How is your business structured?	Incorporated Association
Is your business classified as a not for profit?	No

Main office address: Level 7, 8 Chifley Square

Suburb: Sydney

Postcode: 2000

Business trading commencement date: 2021-02-02

Number of employees: 21 to 49

What is the main industry your business operates in? Health Care and Social Assistance

Is your business primarily business to business or business to consumer? Business to Consumer

Describe your business, product/service you offer to the market or industry

We're reshaping rural access to speech pathology and occupational therapy. We bringing hope, trust, and life-changing support to families on the Autism Spectrum Disorder and neuro divergent journey. We listen, understand, and act with compassion. Through evidence-based therapy and sincere connection, wereduce isolation and uplift communities. We ensure exhausted parents feel heard, supported, and empowered—helping their children to flourish. Operating across Deniliquin, Finley, Hay and Moama, our dedicated team delivers care where it's needed most. Ourwork strengthens families, promotes inclusion, and ensures that bush kids and families have access to the support they deserve.

Please provide a 100 word biography for your business to be used for promotional purposes.

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Website: <https://www.businessnsw.com/>

#### PROMOTIONAL IMAGES

Please attach 2 hero images that best depict your entry. It could be a logo or team group photo. Images will be used at the awards presentation and for Media for any promotions as required, (These must be no bigger than 10MB each in jpeg format – hi resolution, landscape format images).

#### PROMOTIONAL IMAGE 1

**BUSINESS  
NSW**

[Download \(19 KiB download\)](#)

**PROMOTIONAL IMAGE 2**



[Download \(19 KiB download\)](#)

Full name: Business NSW  
Position: Test Entry  
Email: [test@businessnsw.com](mailto:test@businessnsw.com)  
Phone: +61416457843

This business has not been purchased or acquired and is not part of a franchise. ✓

This business has not entered the categories of Outstanding Community Organisation, Excellence in Micro Business, Excellence in Small Business or Excellence in Business ✓

This business has been trading for a period of less than 24 months and is not bankrupt or trading insolvent at the time of entry. ✓

A representative of this business has not been a judge in this category in 2025. ✓

A representative of this business is not a judge in the 2026 Business Awards program. ✓

## Outstanding New Business

Provide an overview of your new business including the product or service delivered to the market, how you identified it as a market need and who your target customer is.

Business NSW is reshaping allied health access for rural families. SPOT is an acronym for Speech Pathology and Occupational Therapy, Business NSW was born from a deep belief that where you live should never limit the support a child can receive. Families in Deniliquin, Finley, Hay, and Mathoura were driving hours for therapy or going without entirely. The result? Delayed support, wasted National Disability Insurance Scheme (NDIS) funding, and exhausted parents trying to hold

everything together.

We knew this had to change.

Through deep local connection and listening to families, schools, and early childhood providers, we identified a clear gap and stepped in to fill it. Business NSW now delivers evidence-based therapy where it matters most: in homes, classrooms, preschools, and community spaces.

We help children;

- say their first words,
- regulate big emotions,
- strengthen motor skills,
- and participate more confidently in daily life.

Every session is built around real goals, real relationships and real progress.

Our clients are rural families with children travelling along the Autism Spectrum Disorder journey whom access the NDIS, along with schools seeking allied health support.

By keeping services local, we give families options and ensure every bush kid has the chance to thrive in their local environment.

Provide an overview of the key features of your business development strategy and projected outcomes for the future.

Business NSW business development strategy is community centered and outcomes focused, with a clear vision to expand access, improve service delivery, and strengthen rural allied health capacity.

Our strategy centers on three key pillars:

1. Regional Expansion: We are establishing local hubs in Hay and Deniliquin to support clinicians and reduce travel barriers for families. This expansion will enable us to reach over 200 families in the next 12 months, significantly improving access to speech pathology and occupational therapy in underserved areas.

2. Innovative Service Models: To address long waitlists and rising demand, we've developed specialised programs including:

- FLEX, a weekly social communication and emotional regulation program that has grown from one group to five sessions per week.
- BOUNCE, a program targeting fine motor, coordination, and balance skills, delivered across four weekly sessions and a school holiday program.
- EMPOWER, a weekly executive functioning group for 17yr+ targeting independence, organisational and memory skills.

We offer HOLIDAY PROGRAMS in Moulamein, Hay and Deniliquin. These sessions are designed for kids who don't have access to frequent therapy. It creates opportunities for rural kids to revive intense bursts of therapy.

1. Capacity Building and Workforce Development:

We're growing the next generation of rural allied health professionals through student placements, careers' day demonstrations and hosting work experience students.

We will grow our professional consultancy services (on neurodivergence, inclusive practice, and environmental modifications) to empower and build educators, parents and carers understanding and capacity.

Projected outcomes include:

- Significant reduction in waitlists across services
- Increased access for 200+ rural families via our regional hubs
- 25% increase in our workforce

-Greater inclusion and neuro affirming practice across community and education settings

Business NSW is not just growing a business, we are embedding sustainable, impactful change across rural communities to ensure every child receives the support they deserve, right where they live.

Describe why your product or service offering is unique within your industry and differentiates your business from competitors.

What sets Business NSW apart isn't just what we do—it's why and how we do it.

Our service is shaped by lived experience and driven by a bold vision to change the story for rural families navigating childhood disability and developmental delay.

1. Our founder is a mother who experienced the emotional and financial strain of travelling hours for therapy. With no local options, vital NDIS funding was spent on travel instead of therapy. Rather than accept this as the norm, she chose to change it.

With a background in education, she completed a Master of Special Education to better support families, then went on to earn a Master of Speech Pathology to directly address growing local therapy gaps, especially for older children who had missed early intervention.

2. We are unique, we are the only private, locally based speech pathology organisation in Deniliquin. We make speech pathology and occupational therapy accessible and practical so it can be embedded into daily life.

We are the only providers in the area to offer group programs such as FLEX (social communication and emotional regulation), BOUNCE (motor and coordination skills) and EMPOWER (executive functioning) giving families flexible, engaging options.

3. More than a service, Business NSW is a trusted partner. We work alongside exhausted parents, educators, and care teams to provide real support and sustainable outcomes. We offer adult only education sessions once a term for parents.

We are part of the community we serve, we live here, understand the barriers, and are committed to long-term change. We also invest in the future by offering local students work experience, inspiring the next generation of rural therapists.

Business NSW is more than a clinic. It's a movement, built on empathy, powered by community, and committed to helping every bush kid thrive, right here at home.

Detail the measurable growth and key milestones you have achieved since launching your business.

Business NSW growth has been both rapid and deeply meaningful, driven by a clear mission: to support rural children and families through accessible, evidence-based allied health services, right where they live.

What began as a one-woman speech pathology service operating from a 3x2 meter room has evolved into a dynamic team of 12 in just 18 months. Our team now includes;

2 Speech Pathologists,

2 Occupational Therapists

3 Key Workers

3 Allied Health Assistants

2 amazing Administrative Managers

A defining milestone was the introduction of a complimentary allied health domain; occupational therapy. This was not simply an expansion it was a game changer. By addressing emotional regulation, sensory processing, fine and gross motor skills, and functional independence, we began supporting the WHOLE CHILD.

The community's response was immediate. Our waitlist surged, affirming just how essential these services are for rural families.

In just over 18 months, we've grown to support 165 children and their families. This includes speech therapy to strengthen communication and relationships, and occupational therapy to build emotional regulation and participation skills. These aren't just statistics, they represent real children - making real progress.

Our physical growth also reflects our purpose. Within six months of launching, we moved into a purpose-designed therapy hub. This space includes a sensory movement space with swings and climbing wall designed specifically to support the sensory and emotional needs of neurodivergent children. The space itself is therapeutic, supporting diverse ways of engaging, regulating, and learning.

Beyond the clinic, we've extended our reach into homes, schools, preschools, and community settings. We collaborate closely with educators, out-of-home care providers, and family support services to embed therapy into children's daily lives. A recent milestone was delivering professional development sessions to schools on "ADHD in the classroom," equipping educators with practical strategies. Most importantly, our growth is local. We've built a supportive workplace that values mentoring, peer learning, and community investment. We're not just growing services we're growing people, opportunities, and regional capacity.

We have been able to support other local businesses by contracting marketing and accounting specialists on a weekly basis. We plan on opening SPOT clinics in Hay and Finley within the next 12 months to service demand. From a solo start-up to a thriving local team, Business NSW growth is measurable, impactful, and just beginning. Every milestone brings us closer to a future where every bush kid can access the support they need, without leaving their community.

Describe the key challenges your business has faced as a new business and how you overcame them.

Navigating the ever-evolving landscape of the NDIS has been one of our greatest challenges but also one of our proudest achievements. While others saw policy shifts as roadblocks, we saw opportunity. For too long, rural families were forced to spend valuable NDIS funding on expensive travel for out-of-town providers, sacrificing both time and consistency. We turned that model on its head. By building a strong team of local therapists, we've kept therapy close to home, reduced financial strain, and ensured children receive support from professionals who understand the realities of rural life. Alongside opportunity came complexity. The compliance demands of the NDIS are significant paperwork, evidence requirements, billing rules, audits. Rather than letting this become a barrier, we leaned into our values and made a strategic decision to employ a dedicated staff member to focus solely on NDIS compliance. This role ensures that our systems are not only efficient but ethically sound, because at Business NSW, integrity matters. Families trust us with their children's care and their funding, we take that responsibility seriously. Attracting and retaining allied health professionals in the bush hasn't been easy. We believed that if we built something truly meaningful, they would come. And they did. We created more than just jobs, we built a workplace grounded in values, connection, flexibility, and purpose. A place where therapists feel supported, mentored, and inspired to make a difference with frequent professional development opportunities. Our team is passionate, driven, and embedded in the communities we serve. We're growing the future too through student placements and local high school work experience, attending TAFE workshops and creating real pathways into rural allied health careers. To expand our clinicians repertoire we have built leadership pathways and mentoring programs to develop, retain and upskill staff. Examples of this include opportunities for our clinicians to present their chosen topics at our termly adult education evenings and in-house staff training days. We've faced challenges unique to our setting such as delivering outreach to remote towns, supporting families in crisis, and growing sustainably without losing heart. We've met those challenges by embedding ourselves in schools, partnering with frontline organisations, and designing systems that keep people, clients and staff at the center. Every challenge has sharpened our vision. Business NSW isn't just a service. We are a lifeline, a safe place, and a force for lasting change in our region, making sure no bush kid is left behind.

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# **BUSINESS NSW**