

natural healthlibrary - Business Development Awards.

College/Association Information

Sadly the majority of graduating students in Natural, Complementary, Alternative, Chinese health/medicine face a difficult time in implementing their business/practice concepts – usually due to a lack of financial resources and/or business/marketing skills.

natural healthlibrary in conjunction with



has recognised the industry significance of this issue and has committed to invest \$100,000.00 by making

available **10 natural healthlibrary - Business Development Awards per year for 5 years** to

individuals qualified or qualifying in a recognised Natural, Complementary, Alternative, Chinese health/medicine at Certificate IV or higher. Five (5) of these awards will be made to Practitioners of ingestible products and the other five (5) to Practitioners of Manual therapies.

Each winner will receive tuition in Marketing & Management (areas not normally covered in Health Training Packages) plus personal Coaching/Mentoring support for a 12 month period from a registered business coach with over 20 years of Natural Health Industry experience.

Each individual **natural healthlibrary - Business Development Awards** is valued at **\$2000** and is comprised of:

- Participation in the Transform your Business – Business Development Program* which consist 3 x comprehensive Workbooks, and 8 x 1.5 hour Telephone tuition classes

Value \$750

(*completion of this program is recognized by most Natural Health Professional Associations for individual Continuing Professional Development/Education points)

- 10 x 1 hour personal coaching/mentoring sessions to be taken within 1 year from the date of their Award

Value \$1250



Address: PO Box 101, Seville, Victoria 3139, Australia

Phone: 1300 856 808 or 61 3 5964 6705 (outside Australia)

Email: anthony@naturalhealthlibrary.com.au

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To be eligible to receive one of these Awards, students must have either just completed or be about to complete a professionally recognised qualification in Natural, Complementary, Alternative, Chinese health/medicine that is the equivalent of Certificate IV or higher that is recognised by an Accredited Professional Industry Association.

Applicants must clearly demonstrate a vision for a Natural Health Business or Practice with the potential of 'making a significant difference' in advancing the Natural Health Industry and/or providing unique client/patient care. Students **MUST** submit their applications online using the official application form by the due date. Applicants will be required to;

- Provide a clear picture of their envisaged business/practice outcome
- Demonstrate the soundness of their concept in terms of its practical application
- Convey their enthusiasm and dedication to the creation of the Vision
- Provide proof of their qualification OR permission for Natural Health Library to verify their results with the College at which they have studied
- Be willing to be interviewed by the selection panel (finalists only)

*** Natural Health Library warrants ALL applications will be held in strict confidence to ensure the protection of individuals Intellectual Property rights.

Selection of Award winners will be undertaken by the CEO of Natural Health Library in conjunction with College, Association and other professional representatives. Once selected, Award winners will be notified by the selection panel of their Awards along with a request to have them presented at their College or Association Award Presentation ceremonies.

College/Association participation in promoting these Awards would be greatly appreciated by;

- notifying students/members of these Awards and encouraging student/member participation in the Award program
- encouraging students/members to use the Natural Health Library resource – www.NaturalHealthLibrary.com.au and/or providing web links, promotion in Newsletters and/or in any other form deemed appropriate

For further information on the **natural healthlibrary - Business Development Awards**, please contact **Anthony M Turner – Natural Health Library CEO** on the numbers/email below.



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