

it allowed me to buy some desperately needed film equipment. When I had cash flow issues, I was able to put my repayments on hold for a few months until it balanced out – as a small business it's hard to get that kind of support.”

Sassy Red PR

Eleanor Howlett was fed up with having to answer to others in jobs she wasn't passionate about and decided that she only wanted to work for herself. She signed up to the NEIS to launch her own PR company – Sassy Red PR.

“My brother actually participated in the program up in Brisbane many years ago, and he had always spoken very highly of it,” she says. “When I found myself in a position to utilise it, I jumped at the chance straight away.”

The behind-the-scenes training was the most useful part of the course for Eleanor, particularly help with budgets and

bookkeeping on a day-to-day basis.

“One is normally skilled in the actual money-making aspect of the business,” she explains. “You would be slightly mad to start a business with no skill whatsoever in the product or service you are trying to sell. So that other stuff – for me – was really quite priceless.”

Eleanor didn't opt for the micro-enterprise loan, and by and large thought the program was a major help for her business. She notes that having her brother give her the heads up on it all before starting definitely helped.

“With this business I can focus on the areas I love and I get to work with artists on shows and events I'm passionate about,” she explains. “It's about finding and maintaining that whole work-life balance. That's not to say it's easy, because it isn't. Being a publicist in this day and age is hard work, but I wouldn't change it. It's the challenge that keeps you going.” >