

Project

Business continuity and resilience:
Capacity building and upskilling
post-COVID-19

Benefits

Be part of a study which aims to improve business capacity building, upskilling, business recovery and resilience.

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Business continuity and resilience post-COVID-19 among local micro, small and medium businesses in WA

PROJECT AIM

The aim of this study is to assist the Western Australian State government and businesses for recovery post-COVID-19 by designing and offering capacity building and upskilling of micro, small and medium businesses in recovery and resilience.

PROJECT FOCUS

COVID-19 has drastically altered the economic landscape in which micro, small and medium businesses in WA operate. In order to plan for recovery post-COVID-19 it is important to gain an insight into how WA businesses have been affected including supply-chain disruptions and changes to business practices. Examining the concerns identified by business owners will aid in the development of capacity building and upskilling in order to improve business recovery and resilience. Ultimately, this study aims to determine the steps required to support WA businesses in discovering organisational resilience.

PROJECT TEAM

Professor Kerry Brown, ECU
Associate Professor Ferry Jie, ECU
Dr Jalleh Sharafizad, ECU
Dr Thi Ngoc Quynh Le, ECU
Dr Fleur Sharafizad, ECU

THE PROJECT

- Identify and examine the impact of COVID-19 on WA micro, small and medium businesses;
- Determine and resolve concerns for professionals, business owners and managers over the next five years;
- Determine the steps to support WA businesses discover how to build and increase business resilience.

OUTCOMES

- Support for your business.
- Capacity building and upskilling opportunities for micro, small and medium businesses to increase business recovery and resilience. Workshops and education program/package.
- The development of resources and guidelines for businesses to upskill and benefit from the findings of this research.

NEXT STEPS

There are two options for contributing to this project:

- **Interview** – 20-30 minutes. Please contact either Dr Fleur Sharafizad (0412047616) or Professor Kerry Brown (0407731939) to schedule this in.
- **Survey** – 10-15 minutes online. Please follow link [here](#). The survey will take approximately 15 minutes of your time.

Thank you for your time and consideration.