



MEDIA RELEASE

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Do you have a ‘hot’ idea for a new business?

Local entrepreneurs are invited to pitch their business idea to Melton City Council for the chance to be part of a specialist, fully-funded development program.

Now in its third season, The Hot House Project offers a nine-week series of masterclasses, mentoring, workshops, special events and networking opportunities designed to help participants transform their bright business idea into a strategic business opportunity.

Melton City Council CEO Kelvin Tori said it was a great opportunity to gain insights from experts and incubate new ideas.

“This program is designed to support entrepreneurs to develop their business idea into a sustainable model before they invest any funds,” Mr Tori said.

“Participants will have access to highly experienced and qualified mentors and they’ll receive ongoing development and support from Council.

“It’s an ideal way to discover the potential of your business idea and find out how to take it to the next level.

“Now, more than ever, local businesses need our support and this program is designed to help emerging leaders achieve their goals and build thriving businesses.”

Over the previous two seasons, The Hot House Project has helped 84 people build on their proposals with many continuing to grow those business ideas today.

Council is encouraging entrepreneurial residents to apply for a place in Season 3, with registrations to pitch your idea one-on-one open until Sunday 8 November.

To find out more and register your interest in The Hot House Season 3, visit melton.vic.gov.au/hothouse

ENDS

Melton City Council media enquiries (not for publication): Kylie Kitchen – Media and Communications Officer on 0427 595 552.