

OFFICIAL

Business recovery support

Summer 2026 Victorian bushfires

Stakeholder communications pack

5 February 2026



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Bushfire recovery support for businesses

Recovery support is available for businesses impacted by the summer 2026 Victorian bushfires.

Businesses in areas impacted by the bushfires can access one-on-one, confidential support from two free services:

Business Victoria's Business Recovery Advisory Service

- Business Recovery Advisers can help business owners to navigate the available supports and plan for long-term recovery.

Small Business Financial Counselling

- Specialist financial counsellors can help businesses who are in, or at risk of, financial hardship because of the bushfires.

These services are jointly funded by the Australian and Victorian Governments.

We appreciate your support in promoting these services to impacted businesses.

How to access support

Business Victoria's Business Recovery Advisory Service: Register on the [Business Victoria website](#) or visit your local recovery centre.

Small Business Financial Counselling: Visit the [Business Victoria website](#) for information about how to contact your local Rural Financial Counselling Service.

Support is available in-person, over the phone or online.

Key messages

The Australian and Victorian Governments are supporting businesses impacted by the summer 2026 Victorian bushfires.

Businesses in local government areas impacted by the bushfires can access free, one-on-one, confidential support through two services:

- Business Victoria's Business Recovery Advisory Service
- Small Business Financial Counselling

Support is available in-person, over the phone or online.

Full details, including eligibility criteria, are available on the Business Victoria website: business.vic.gov.au

Business Victoria's Business Recovery Advisory Service

Business Victoria's Business Recovery Advisory Service can help businesses impacted by the bushfires to navigate and access the available supports and plan for long-term recovery.

All businesses impacted or located within one of the local government areas affected by the summer 2026 Victorian bushfires are eligible for these services.

Business owners are encouraged to visit the Business Victoria website to check their eligibility and to register: business.vic.gov.au/business-recovery-advisory-service-2026

Help with registration is available by calling the Business Victoria Hotline on 13 22 15 (Monday to Friday, 9am – 5pm).

Small Business Financial Counselling

The Small Business Financial Counselling service can help small businesses impacted by the bushfires who are in, or at risk of, financial hardship.

All businesses impacted or located within one of the local government areas (LGAs) affected by the summer 2026 Victorian bushfires are eligible for these services.

Information on how to access the Small Business Financial Counselling service is on the Business Victoria website: business.vic.gov.au/small-business-financial-counselling-2026

Local government areas and eligibility criteria

All businesses impacted or located within one of the local government areas (LGAs) affected by the summer 2026 Victorian bushfires are eligible for these services.

The list of LGAs is available on the Business Victoria website:
business.vic.gov.au/lgas-bushfire-recovery-support-2026

Full details of the bushfire recovery services, including eligibility criteria, are available on the Business Victoria website: business.vic.gov.au

How to access bushfire recovery support services

Business Victoria's Business Recovery Advisory Service

Help to navigate and access the available supports and plan for long-term recovery.

- Businesses in areas impacted by bushfires can register for support from Business Victoria's Business Recovery Advisory Service at: business.vic.gov.au/business-recovery-advisory-service-2026
- Help with registration is available by calling the Business Victoria Hotline on 13 22 15 (Monday to Friday, 9am – 5pm).
- If you need an interpreter, please call the Translating and Interpreting Service on 131 450 or visit tisonline.gov.au

Small Business Financial Counselling

Help for businesses who are in, or at risk of, financial hardship or emotional stress because of the bushfires.

You can access this service by contacting your local Rural Financial Counselling Service. Visit the Business Victoria website for more information: business.vic.gov.au/small-business-financial-counselling-2026

**Support is available in-person,
over the phone or online.**

Social media content

You are welcome to use the following social media wording and social media assets.

Option 1

Support is available for businesses impacted by the Victorian bushfires.

Businesses in eligible local government can access free, one-on-one, confidential support from:

- **Business Recovery Advisory Service:** helping business owners to navigate the available supports and plan for long-term recovery.
- **Small Business Financial Counselling:** helping businesses who are in, or at risk of, financial hardship.

To access these services please visit: <https://business.vic.gov.au/>

Option 2

Has your business been impacted by bushfire? We're here to help.

Two free support services are available for Victorian businesses in areas impacted by bushfires. The services can help you to navigate and access the available supports, and plan your recovery.

- **Business Recovery Advisory Service**
- **Small Business Financial Counselling**

To access these services please visit: <https://business.vic.gov.au/>

Download social media tiles

[Tile 1 – Instagram](#)

[Tile 1 – Facebook and X](#)

[Tile 2 – Instagram](#)

[Tile 2 – Facebook and X](#)

Website or email content

We know it's been a challenging time for many businesses across Victoria. Help is available for businesses impacted by bushfire.

Businesses in local government areas that have been impacted by bushfires can access one-on-one, confidential support from two free services.

Business Victoria's Business Recovery Advisory Service

- Business Recovery Advisers can help business owners to navigate the available supports and plan for long-term recovery.

Small Business Financial Counselling

- Specialist financial counsellors can help businesses who are in, or at risk of, financial hardship.

These support services are jointly funded by the Australian and Victorian Governments.

Support is available in-person, over the phone or online.

You can find full details, including eligibility criteria, on the Business Victoria website: <https://business.vic.gov.au/>

If you have any questions, please contact the Business Victoria Hotline on **13 22 15** (Monday to Friday, 9am – 5pm).

FAQs

What support can Business Recovery Advisers provide?

Business Recovery Advisers can help impacted businesses to:

- understand the different supports available at the national, state and local level
- manage issues with insurance providers or landlords
- access support services, including local crisis support services and mental health support
- plan business recovery (including business continuity and contingency planning) and build resilience for future challenges.

What support can financial counsellors provide?

Specialist financial counsellors can provide financial counselling to impacted businesses who are in, or at risk of, financial hardship.

Financial counselling can include:

- information about debt issues and your financial rights
- comprehensive assessment of debts and financial obligations
- advice on creating manageable debt repayment plans
- guidance on negotiating with creditors and advocacy negotiation with your consent
- education on preventive measures to build financial resilience
- referrals to other services such as accountancy, legal, insolvency, mental health and business advisory services.

Which businesses are eligible for help?

- All businesses impacted or located within one of the [local government areas](#) affected by the summer 2026 Victorian bushfires are eligible for these services.
- For more information, businesses can call the Business Victoria Hotline on 13 22 15 (Monday to Friday, 9am – 5pm) or visit a local recovery centre.

Is support only available online?

Business Recovery Advisers are available in person (where possible), at recovery centres and online, to help businesses navigate the various supports available to them.

Specialist small business financial counsellors are available in person, or via telephone or video conferencing.

FAQs

Can I use both services?

Yes, businesses can get support from both services. Businesses can access support from Business Victoria's Business Recovery Advisory Service and their local Rural Financial Counselling Service. Alternatively, they can begin by registering with Business Victoria's Business Recovery Advisory Service for an initial conversation about their circumstances and the available supports.

What if I don't know which service to use?

If someone doesn't know which service is most relevant for their business, they should register for support from Business Victoria's Business Recovery Advisory Service. The experienced Business Recovery Advisers can help people to understand the available supports and provide referrals to other services and programs.

Who is providing these two services?

These services are being provided by local business recovery and financial counselling experts.

- Community Business Connect (North East Victoria)
- FinWell Support (Western Victoria)
- NEX Business Farming Wellness (Eastern Victoria)

The Australian and Victorian Governments are jointly funding these services.

What other supports are available?

The Victorian Government is working with emergency services, local councils and the Australian Government to understand the impacts of these fires on businesses and communities.

For information on available supports, visit:
<https://www.vic.gov.au/january-2026-victorian-bushfires>

Thank you

For more information, visit business.vic.gov.au

If you have any questions, please contact

Business Victoria on 13 22 15

(available Monday to Friday 9am – 5pm)