An annual program providing young Territorians with the incentive to get into business was launched today by Minister for Business Paul Henderson.

Shell Livewire is a program sponsored by Shell Australia and supported by governments and rotary clubs throughout Australia. It has been running in the Territory for the past three years.

"The program, which has been supported by the Department of Business, Industry and Resource Development, assists young Territorians between the ages of 18 to 28 to establish themselves in business," Mr Henderson said.

"It is a positive program encouraging partnerships between the business community and out youth by introducing Livewire participants to a mentor.

"I urge all young Territorians contemplating starting up their own business to give Shell Livewire a shot – the learning experience in itself will no doubt be invaluable."

Mr Henderson said the program offered entrants the opportunity to think through their business idea to create a formal, documented business plan.

Each entrant is allocated a mentor who maintains contact over a three-month period while Livewire participants are developing their ideas and preparing business plans.

Shell Livewire commenced in Australia in 1987 and in the Northern Territory in 1999.

Last year’s winner, Ben Hoffman, is running a flower cultivation and wholesale business at Virginia.

Interested people can phone 1800 241 041 to apply.