

Events to inspire small business

The Gippsland Small Business Festival is being held throughout August with South Gippsland Shire Council hosting three key events.

Coordinated by the six Gippsland Councils in conjunction with Small Business Victoria, the Gippsland Small Business Festival is a month-long collection of events and workshops aimed to inspire and up skill small to medium businesses.

Rural and regional Victoria is home to around 28 per cent of small businesses and Coordinator Economic Development and Tourism, Ken Fraser, said they were the heart and soul of many communities.

“The Gippsland Small Business Festival ensures business owners, entrepreneurs and even those just thinking about starting out can have the knowledge and resources required to achieve great things,” he said.

The events in Gippsland are some of the 400 free or low cost events throughout the state covering more than 20 topics ranging from marketing and export potential to financial management and technology.

Council will host a free event titled ‘Strategies for building your business’ on 16 August at Coal Creek Community Park and Museum, Korumburra and on 18 August at the Foster War Memorial Arts Centre, Foster from 5.30 – 7.00pm. These sessions culminate in the major event on 24 August featuring a road show with guest speaker, Dan Gregory, on ‘What makes us buy and buy in’ at the Salvation Army, Leongatha, from 12.00 – 2.00pm. The cost for this keynote event is \$30 per person with lunch provided.

Bookings are essential for each of the events and can be made by following the links below:

- ‘Strategies for Building Your Business’ - Korumburra: <https://strategiesforbuildingyourbusiness-korumburra.eventbrite.com.au>.
- ‘Strategies for building your business’ - Foster: <https://strategiesforbuildingyourbusiness-foster.eventbrite.com.au>.
- ‘What makes us buy and buy in’ - Leongatha: <https://gippslandsmallbusinessfestival-leongatha.eventbrite.com.au>

Also as part of the Gippsland Small Business Festival, the Small Business Bus is visiting Meeniyon on Thursday 18 August. Those interested can book a meeting with an experienced small business mentor between 10.00am and 3.00pm online at www.business.vic.gov.au/events/small-business-bus.

Council's Manager Economic Development, Tourism and Customer Service, Danny McDonald, said small business had an incredible competitive advantage.

"Today, small businesses can compete with the big end of town," he explained. "The digital revolution has allowed share of voice to go to the most dedicated.

The most powerful marketing your business ever produces is the stories customers share when you're not in the room. This extraordinary festival gives business owners the resources to move from storytelling to story doing!"

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