

# Mayor's Message



As we get close to the end of August we also come to the completion of this year's Small Business Festival. The festival is held annually as an events program that provides ideas, information and networking opportunities to start, operate and grow a business.

Small Business Victoria has done a wonderful job creating such inspiring events and the Gippsland region's festival has been no exception with it successfully running for the last five years. It's been fantastic to have these opportunities in Gippsland that support our small businesses and get us all thinking outside the box when it comes to the future of business.

From what I have heard many business owners and those interested in starting a business have found the events inspiring. We even had our very own Mirboo North local and owner of Jacican, Jaci Hicken, as a champion of this year's festival who has been encouraging others to take up the opportunity and share in the knowledge.

A highlight has been the workshop with Gus Balbontin - Adapt to the Competitive Edge where business leaders learned to survive and thrive in the ever changing market. Not only did Gus bring his energetic ideas to our business community but it also was held at the newly operating Burra Brewery Co. which was a fantastic showcase for the owners.

Despite us coming in to the last week of the festival there still are opportunities for our business sector to get involved. In particular we have an Art of Visual Merchandising Workshop at Coal Creek Community Park and Museum on 23 August from 6.15pm. The session will be run by Ching Ching from POP Creative Collective who can help to refresh thinking on visual merchandising, store presentation and displays. Ching Ching is passionate about small business and inspiring them to surprise and delight customers through creativity and fun.

Those wishing to take part in the upcoming events can find more information and purchase tickets at [www.festival.business.vic.gov.au](http://www.festival.business.vic.gov.au). I highly encourage those who are interested to take part - these events are truly positive for our region helping not only our small businesses but also the prosperity of South Gippsland.

**Cr Lorraine Brunt**  
**Mayor**