

Heidi Victoria MP

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INFORMATION BOOST FOR WANTIRNA SOUTH SMALL BUSINESSES

Bayswater District MP Heidi Victoria said small businesses in the Wantirna South area will be able to access relevant, reliable and affordable information on marketing and planning via two workshops held in Wantirna next month.

Ms Victoria said the Coalition government was proud to support the workshops which are on at Knox City Council, 511 Burwood Highway in Wantirna South on Wednesday, April 2.

The Marketing for Growth workshop starts at 9.30am while the Business Planning Basics for Not for Profit Organisations seminar is from 7pm.

"I believe the correct marketing of any small business is vital to its success and I would encourage any local operators to take advantage of the expert advice this workshop offers", Ms Victoria said.

Last year more than 4,000 businesses throughout the state participated in Small Business Victoria's workshops and seminars. Through the program, businesses and prospective business owners are provided with the facts and advice needed to make informed decisions and create a platform for ongoing success.

Popular topics in the program include starting up, financial management, employing people and marketing. All workshops and seminars are delivered by private sector business specialists who are well-qualified and experienced in small business.

Ms Victoria urged anyone in small business to attend either or both of the workshops.

"Business planning, for example, is vital to any small business enterprise and I would encourage anyone in the Wantirna South region to attend the informative seminar on planning basics," Ms Victoria said.

Innovation, Services and Small Business Minister Louise Asher said Victoria's 530,000 small businesses played a vital role in the economy of the state.

"We are committed to encouraging small business and individual initiative, and to creating an environment that rewards those who work hard, save, invest and create employment," Ms Asher said.

For more information about other workshops and seminars that are available please go to: www.business.vic.gov.au/workshops

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