

Heidi Victoria MP

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Bayswater software developer given growth boost

Bayswater business Wicked Witch Software has been given a funding boost to help improve its productivity and widen its reach into the international digital software market.

Bayswater District MP Heidi Victoria said the company would receive a \$6,750 grant, as part of the Victorian Government's latest round of *Grow Your Business* funding for small businesses.

"Wicked Witch is a software development company primarily involved in the development of digital games," Ms Victoria said.

"It has developed more than 100 games, including AFL Challenge, Jonah Lomu Rugby Challenge, Pony Friends and Space Chimps.

"Wicked Witch Software will undertake a business strategic review and business development plan, both designed to pinpoint future growth opportunities," Ms Victoria said.

"The assistance will help Wicked Witch Software as it seeks to develop its business in the Middle East, primarily for the corporate sector in Abu Dhabi."

Ms Victoria said eligible businesses with a commitment to strategic planning and future growth can apply for a grant.

"The Victorian Coalition Government is determined to support small businesses in reaching their growth aspirations. The *Grow Your Business* program provides practical assistance to help them achieve that goal," she said.

For more information on *Grow Your Business* and other Victorian Government support programs, go to business.vic.gov.au or call 13 22 15.

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