



ECONOMIC GARDENING ILLAWARRA

High Growth Business Program

What is it?

Economic Gardening Illawarra is a high growth business program provided **FREE** of charge by Shellharbour City Council. It provides to local business owners and emerging entrepreneurs in small and medium enterprises a package of professional business assistance designed to help them successfully fast-track the sustainable expansion of their businesses.

The current program includes:

A Boot Camp (Full day program): 9.00am – 5.00pm

Content: Participants are guided through an objective diagnostic of their own business, followed by a workshop on Strategy Formulation. This will focus on how to create a "Business Scenario". This is a strategy for your business that identifies the fundamental nature of your product/service and for whom it is of value; how to identify target market segments; and how to identify and articulate your competitive advantage. As an essential part of this strategy formulation, we will also examine how to conduct market research effectively and useful data sources.

Skills/Knowledge acquired: Participants will gain a clear understanding of their strengths and weaknesses, as well as their challenges and major issues. They will begin to develop a well thought-out and well-researched strategy for their business to make it competitive and to ensure its sustainable growth.

Evening Workshops (3 hours each): 5.30pm – 8.30pm

Customer Relationship Management (CRM)

Content: CRM methods and the benefits of using a CRM structure. The changes and opportunities it offers are examined, as well as how to plan a CRM process; how to segment a customer base; how to approach customers proactively; and planning and executing exceptional customer service.

Skills/Knowledge acquired: Participants will be able to increase the repeat rate of sales as well as increase overall sales to existing customers, hence increasing the life-time value of each customer. They will also gain an understanding of customer surveys and how to design, utilise and analyse them effectively.

Financial Management

Content: Profit and loss budget process; setting cashflow budgets; setting and monitoring targets; measuring, monitoring and managing your financial position; raising capital to expand and pricing strategies.

Skills/Knowledge acquired: Participants will be able to better understand their financial spreadsheets and how to make minor adjustments that can have a big impact on their bottom financial line. They will also learn how to set, measure and monitor key objectives regarding their financial position and gain a deep understanding of the variety of pricing strategies that are available to them.



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Digital Strategy and Online Marketing

Content: Planning and budgeting for a digital strategy; understanding social media and identifying the best tools to use; search engine optimisation (SEO) and how to improve it; and the future of digital marketing techniques.

Skills/Knowledge acquired: Participants will receive a number of effective but easy-to-implement tactics to improve the content of their website and to raise its profile and ranking to ensure it is meeting the needs of their business. They will also be given a comprehensive explanation of Twitter, Facebook, Google Plus, LinkedIn, blogs and other social media tools and guidance on how to optimise their use for business success.

Advanced Marketing

Content: Staff motivation; Organisational Change Management; Branding; Competitive Intelligence and approaching niche markets.

Skills/Knowledge acquired: Participants will learn how to develop their organisational culture; be innovative; how to build their brand; how to compete effectively against competitors by finding niche markets; and other strategies and techniques to ensure their marketing is highly effective and contributing to business growth.

One-on-one Coaching (Selected participants)

Some participants will also be selected to receive one-on-one coaching from the program's small business specialists (GSS). The coaching aims to identify, assess and then address the specific issues that may be impeding business success. It will also build on the knowledge participants gain through the workshops. The coaching will include a thorough examination of all aspects of the business, such as: turnover; profitability; industry type; potential for growth; market positioning; entrepreneurial ability; and leadership ability and motivation.

Economic Gardening Illawarra Program

Date	Time	Event	Location
19 March 2024	9.00am – 5pm	Bootcamp	Shellharbour City Centre – 76 Cygnet Avenue, Shellharbour City Centre
2 April 2024	5:30pm – 8.30pm	Customer Relationship Management	Shellharbour City Centre – 76 Cygnet Avenue, Shellharbour City Centre
30 April 2024	5:30pm – 8.30pm	Financial Management	Shellharbour City Centre – 76 Cygnet Avenue, Shellharbour City Centre
28 May 2024	5:30pm – 8.30pm	Digital Strategy and Online Marketing	Shellharbour City Centre – 76 Cygnet Avenue, Shellharbour City Centre
25 June 2024	5:30pm – 8.30pm	Advanced Marketing	Shellharbour City Centre – 76 Cygnet Avenue, Shellharbour City Centre

Please apply at <http://www.economicgardening.com.au/>

Otherwise please contact the Economic Development Unit at Shellharbour City Council on **4221 6111** or at ShellharbourCity.EconomicDevelopment@shellharbour.nsw.gov.au.