



ECONOMIC GARDENING ILLAWARRA

High Growth Business Development Program

Economic Gardening Illawarra is a business development program provided FREE of charge by Shellharbour City Council and Kiama Municipal Council. It focuses on helping local business operators to grow their enterprises by providing them with a package of professional business tools and assistance that is designed to help them fast-track the sustainable expansion of their business.

2022 SCHEDULE	12 APRIL – Civic Centre, Shellharbour 9.00am - 5.00pm Business Boot Camp	10 MAY – The Pavilion, Kiama 5.30pm – 8.30pm Financial Management Workshop	14 JUNE - Civic Centre, Shellharbour 5.30pm – 8.30pm Advanced Marketing Workshop
	3 MAY - Civic Centre, Shellharbour 5.30pm – 8.30pm CRM Workshop	24 MAY - The Pavilion, Kiama 5.30pm – 8.30pm Digital Strategy Online Marketing	

Over 500 Businesses in the Illawarra

Since 2006, more than 500 businesses from a broad range of industry sectors and a variety of sizes have graduated from the Economic Gardening Program.



"We grew by 40% in turnover the year following the Economic Gardening Program and started to not only sell nationally but moved into export with sales in NZ, Dubai and the US."

John Ford,
Encat Metal and Civil

Significant Outcomes

The Economic Gardening program has helped Illawarra businesses increase turnover by more than \$40 million and created over 210 full time jobs (Graduate Survey 2006-2018). Many Illawarra businesses have expanded operations locally, nationally and globally after participating in the Economic Gardening Program.



"After participating in the Economic Gardening Program 5 years ago my business has continued to grow. My annual turnover has increased by 250% and I now have 4 employees. I would highly recommend this program to any business owner who wants to take their business to the next level."

Henny Williams,
Essential Bookkeeping

No Charge

The Economic Gardening Program is an initiative of Shellharbour City Council and Kiama Municipal Council. There is NO CHARGE for Shellharbour and Kiama businesses to attend.



"In 2 years, we have doubled our turnover and quadrupled our retail operations. We are now selling into national and international markets as we became the Australian distributor for a major US sports nutrition product. Economic Gardening is the program to do if you want to grow your business"

Reece Kawalla,
Team Flex

High quality content

- Business Boot Camp (Full day)
- 4 Workshops (Evening)
 1. CUSTOMER RELATIONSHIP MANAGEMENT (CRM)
 2. FINANCIAL MANAGEMENT
 3. DIGITAL STRATEGY AND ONLINE MARKETING
 4. ADVANCED MARKETING
- One on One Coaching for selected participants

Applications close 4 APRIL 2022

Apply at www.economicgardening.com.au

For more information

Shellharbour City Council, Economic Development Unit

Ph: 02 4221 6161

Email: ShellharbourCity.EconomicDevelopment@shellharbour.nsw.gov.au

Economic Gardening
Illawarra is an initiative of:

