

# 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 focusses on helping business operators to grow their enterprises by providing them with a package of business tools and assistance that is designed to help them fast-track the sustainable expansion of their business.

### 2020 SCHEDULE

**24 MARCH –**  
9.30am - 5.00pm  
**Business Boot Camp**

**14 APRIL -**  
5.30pm - 8.30pm  
**CRM Workshop**

**5 MAY –**  
5.30pm - 8.30pm  
**Financial Management Workshop**

**8.30pm - 10.30pm**  
**Export Meeting Workshop**

### Over 500 Businesses in Illawarra

Since 2006, more than 500 businesses have benefited from the program across various sectors and a variety of industries. The program has helped businesses grow their turnover and create jobs in the local economy.

### Significant Results

The program has helped businesses increase their turnover by an average of 25% and create over 200 jobs in the local economy. Participants have also benefited from access to global markets and new customers.

### No Charge

The program is provided FREE of charge by Shellharbour City Council and Kiama Municipal Council. There is NO CHARGE to participants.

### High Quality Content

- Business Boot Camp
- Full day of workshops including:
  - CUSTOMER RELATIONSHIP MANAGEMENT (CRM)
  - FINANCIAL MANAGEMENT
  - DIGITAL STRATEGY AND ONLINE MARKETING
  - ADVANCED MARKETING
- One on One Coaching for selected participants



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



"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

**Applications close 18 March 2020**

**Apply at [www.economicgardening.com.au](http://www.economicgardening.com.au)**

**For more information**

Shellharbour City Council, Economic Development Unit

Ph: 02 4221 6041 | Email: [economic.development@shellharbour.nsw.gov.au](mailto:economic.development@shellharbour.nsw.gov.au)