



ALBURY BUSINESS CONNECT SMALL BUSINESS MONTH FREE EVENTS SUPPORTING LOCAL BUSINESSES

14 February 2022

FOR IMMEDIATE RELEASE

Key points

- Albury Business Connect Small Business Month events are free for members and non-members and aim to support the growth and development of local small businesses.
- The events are in partnership with AlburyCity Council and funded by the NSW Government.
- The events have been developed in line with the Small Business Month theme 'Rebuild – Recharge – Renew' along with member and community feedback.

ALBURY BUSINESS CONNECT is excited to launch a series of free events during March to celebrate Small Business Month in support of our local business community.

Drawing on this year's theme of 'Rebuild – Recharge – Renew', member feedback and Better Place Project survey results, each Albury Business Connect event is open to all small businesses in the region and is focused on helping improve the skills required to create a thriving business.

The program of events, supported by AlburyCity, will include topics related to improving sales techniques, the importance of business planning, creating a welcoming and healthy workplace environment, and marketing your small business.

Albury Mayor Kylie King understands the importance of small business to the vibrancy of our city.

“It’s been a difficult couple of years for businesses on the border, and Small Business Month provides a valuable opportunity for our business community to connect, learn and be inspired,” Mayor King said.

Albury Business Connect General Manager Lisa Hastie says the feedback received from local businesses over the last two years shows the need for additional training and support in these key areas of business resilience and growth.

A recent member feedback questionnaire revealed over 50% of respondents would benefit from support in business planning, goal setting and marketing. A follow-up Better Place Project survey – a joint initiative between Albury Business Connect and The Personnel Group – found that while 60% of respondents are positive about the future, ongoing effects from border closures and COVID-19 were still impacting their business and mental health.

“We need to ensure mental health planning and support is entrenched in all workplaces irrespective of their size. We aim to shine a light on this really important topic during small business month,” Lisa said.

Calendar of events

- Tuesday, 1 March: Love the Art of Selling – Savvas Leondas
- Tuesday, 8 March: Why you Need a Business Plan — Business Before Hours with Celeste Peirce
- Thursday, 17 March: Wellbeing in the Workplace Wellness Panel – online event
- Thursday, 31 March: Demystifying Marketing

All Albury Business Connect Small Business Month events are free for members and non-members, thanks to grant funding provided by the NSW Government to business chambers and councils in the state. Both Albury Business Connect and AlburyCity Council applied for grants and combined the funds, as has been done in the past, to create a pool totalling \$6,000 to develop each of the four events.

To encourage local businesses to join Albury Business Connect and take advantage of being part of the growing network of businesses, non-members who register for and attend a Small Business Month event will receive a free 12-week membership trial.

Small Business Month runs from 1 – 31 March. To find out more about each event, and to register, visit the Albury Business Connect website <https://alburybusinessconnect.com.au/nsw-small-business-month-2022>.

For more information, contact:

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