



Marketing for Small Business

The Moorabool Shire Council has partnered with the State Government's Office of Small Business to deliver a range of programs, workshops, information sessions and initiatives delivered through the Under New Management (UNM) Program.

This initiative is aimed at assisting small and medium sized enterprises across the Shire to access information, improve their business skills and enhance business growth.

Since the commencement of the UNM program in mid 2002, the program has assisted over 7,000 people across the state with 293 workshops and seminars in regional Victoria and 365 workshops and seminars in the metropolitan area.

The topics covered in the "**Marketing**" Workshop will allow operators to:

- Analyse Your Business
- Develop Your Marketing Strategy
- Define the Success Measures for your Marketing Plan
- Select your Marketing Activities
- Prepare a Marketing Budget
- Write your Marketing Plan

The workshop will be delivered by an experienced business operator and advisor appointed by the State Government and will be run on **Tuesday 13 November 2007, 6.00 – 8.00pm, Ecolinc, 17-23 Labilliere Street, Bacchus Marsh.**

Cost is \$19 per person including a comprehensive workbook and light refreshments.

For further information and to register please contact Simon Jackson, Economic Development Officer, Moorabool Shire Council on phone 53667100, fax 53681757 or email sjackson@moorabool.vic.gov.au