

# 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 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.

### 2021 SCHEDULE

**9 MARCH – Shellharbour**  
9.30am – 5.00pm  
Business Boot Camp

**23 MARCH - Online**  
5.00pm – 6.30pm  
CRM Workshop

**20 APRIL – Online**

5.00pm – 6.30pm  
Financial Management  
Workshop

**25 MAY - Online**  
5.00pm – 6.30pm  
Digital Strategy and Online  
Marketing Workshop

**22 JUNE - Shellharbour**

5.30pm – 7.00pm  
Advanced Marketing Workshop

## 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"*

Rreece 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 26 February 2021**

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

**For more information**

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