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Small Business Month
1 - 31 October 2023

Small Business Month

**BUSINESS
SNOWY
VALLEYS**



DESCRIPTION	LOCATION	TIME
THURSDAY 5TH OCTOBER		
<p>WEBINAR: Managing Change with Strategic Creativity for Small Businesses</p> <p>Innovate & Adapt: Dive into this webinar presented by Jen Weller of CreativeWorkz, tailored for small businesses and explore change management through the lens of strategic creativity. In an ever-evolving market, we'll unveil how to stay proactive, blend strategy with creativity, and get ahead of the curve. This is your chance to arm yourself with actionable insights, ensuring your venture thrives in today's dynamic landscape. Perfect for entrepreneurs ready to innovate and adapt.</p> <p><i>Hosted by Snowy Valleys Council</i></p>	<p>Online – register via QR code below</p> 	<p>12pm – 1:30pm</p>
MONDAY 9TH OCTOBER		
<p>WORKSHOP: Navigating Farming and Small Business Hazards</p> <p>David Brown, PhD, of David Brown Consulting, an experienced agricultural and risk management consultant, will deliver this interactive workshop designed to help navigate natural disasters and their financial impacts. David has extensive experience facilitating community-based workshops as well as lecturing in agribusiness management at Charles Sturt University.</p> <p><i>Hosted by Rural Financial Counselling Service</i></p>	<p>Tumut Golf Club – register via QR code below</p> 	<p>8:15am – 12:30pm</p>

THURSDAY 12th OCTOBER

WEBINAR: Creating Business Resilience – Thursday 12th October 5:30pm:

Recession proofing your business is not a once off activity. The potential of being caught out by changes in economic conditions, consumer preferences or competition factors to name a few can be significantly reduced by being proactive. Geoff Lisle from the Rural Financial Counselling Service NSW will present a webinar all about recession and the steps that you can take to significantly reduce its impacts. Geoff will share insights into cashflow, business planning and diversification.

Hosted by Snowy Valleys Council

Online – register via QR code below



5:30pm – 7pm

MONDAY 16th AND TUESDAY 17th OCTOBER

WORKSHOP: Business Bootcamp

Tumbarumba Chamber of Commerce has teamed up with Australian Business Volunteers for two nights of dinner and learning at the Elms Motel. With a different topic each night, participants will have the opportunity to sharpen their finance skills or gain insights in how to boost their impact with creative marketing ideas.

Register by October 5th.

Hosted by the Tumbarumba Chamber of Commerce and Australian Business Volunteers

Elms Restaurant, Tumbarumba
– register via QR code below



6pm – 9:30pm

WEDNESDAY 18TH OCTOBER

WEBINAR: How to Write a Tourism Grant Application

Delivered by The Grants Guy, Mr Keith Whelan, this engaging 1-hour event will provide you with the essential tools and expert guidance relevant to grant writing and for any tourism entity seeking to attain funding through a tourism grant program.

Hosted by Destination Riverina Murray

Online – register via the QR code below



2pm - 3pm

WORKSHOP: Tourism Business Skills

Presented by Tourism Tribe, join us for a ½ day workshop covering all things tourism. Topics will include smart business tools for tourism, streamlining your email marketing, automation basics, boosting tourism growth through online reputation management and a business support Q+A.

Hosted by Snowy Valleys Council

Tumut River Brewing Co.
register via the QR code below



10am - 1pm

THURSDAY 19TH OCTOBER

WEBINAR: How to Write a Tourism Business Plan



Delivered by The Grants Guy, Mr Keith Whelan, this engaging 1-hour session will provide you with the essential tools and expert guidance needed to develop a robust business plan for your tourism venture. By the end of this webinar, you will have developed the skills and knowledge needed to construct a fully developed business plan tailored to your tourism business..

Hosted by Destination Riverina Murray

Online – register via the QR code below



9:30am – 10:30am

THURSDAY 19 TH OCTOBER		
<p>WEBINAR: Setting up ATDW Profiles for Success</p> <p>The Australian Tourism Data Warehouse (ATDW) is Australia's national platform for digital tourism marketing in Australia. This webinar is for Tourism Businesses who want to find out how they can optimise and gain maximum use out of their ATDW Profile.</p> <p><i>Hosted by Snowy Valleys Council</i></p>	<p>Online – register via the QR code below</p> 	<p>5:30pm – 7pm</p>
THURSDAY 26 TH OCTOBER		
<p>WEBINAR: Empowering your business with Analytics and AI</p> <p>Presented by Tourism Tribe - If you've ever wondered about the return on investment you are getting from your time and effort on social media and other marketing activities, you are going to love learning how you can use GA4 (Google Analytics 4) to not only measure the leads and sales you generate from your marketing, but also how you can use it strategically to set your marketing goals, and interpret report insights to fine tune your marketing strategy. Also in this online workshop you'll learn some must-know practical uses of ChatGPT to empower your marketing and save heaps of time in your business.</p> <p><i>Hosted by Snowy Valleys Council</i></p>	<p>Online – register by the QR code below</p> 	<p>12pm – 1:30pm</p>
FRIDAY 27 TH OCTOBER		
<p>WORKSHOP & NETWORKING EVENT: Hosted by Business Snowy Valleys – more information to come</p>		<p>4pm - 7pm</p>

Check out www.smallbusinessmonth.nsw.gov.au to explore events happening across all of NSW. Proudly funded by the NSW Government

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