



ECONOMIC GARDENING CENTRAL QUEENSLAND High Growth Business Program

The Economic Gardening Program

A Brief Overview

The Economic Gardening Program is a unique business learning opportunity that is:

- Delivered by independent, qualified business professionals
- Designed to help businesses thrive and expand
- Facilitated locally
- Eligibility: All business



The Economic Gardening Program

What is it?

Economic Gardening is a high growth business program based on the highly accredited American model that has been successfully run in the Illawarra (Wollongong – Kiama – Shellharbour) region of NSW for in excess of 10 years.

The program aims to identify local emerging entrepreneurs in small to medium sized enterprises (SME's) and provide them with a package of professional business assistance designed to help them fast track their business, and by doing so, create local employment and a positive economic impact on the region.

The program is offered to all businesses operating in the Livingstone and Rockhampton Council areas. All business sectors are eligible to apply. Businesses that gain most benefit are those that have sound business models, are no longer start-ups and are ready to mature to the next stage of their development.

The program will begin with a Business Boot Camp with
a full day in March 2016 from 9:00am - 5:00pm (Date TBC)

Delivered locally

The closing date for registration: **WEDNESDAY, 16 DECEMBER 2015**

How will the program help your business?

We assist businesses to:

- Develop strategic business plans
- Manage finances for growth
- Use targeted marketing strategies to achieve growth
- Implement effective customer management systems
- Identify niche markets
- Use the internet to fast track business growth
- Use search engine optimisation (SEO) & online advertising

The Economic Gardening Central Queensland Program is a service available to local businesses to help them achieve increased profits and sustainable growth.

It helps businesses to thrive and expand by building on their success.

The Economic Gardening Program includes:

Business Boot Camp: A day to work on your business, rather than in your business. The Boot Camp will identify management principles and strategies that work in successful high growth businesses and help you to apply them in your own business.

Workshops: Four interactive workshops designed to give you the tools required to successfully grow your business.

Business Coaching: Possible one-on-one coaching from a business specialist at your business to help you identify systems, procedures and strategies to grow your business.

Economic Gardening also provides **networking** and **business-to-business** opportunities and access to a range of practical resources.



Places are limited & time is running out!

DON'T DELAY!
REGISTRATIONS OF INTEREST
NOW OPEN

Registrations close Wednesday 16 Dec.

For more details call:

Neil Lethlean – Economic Development Manager

Office: 4927 2055 Mobile: 0407 039 466

Email: neillethlean@capricornenterprise.com.au

The Economic Gardening Program is an initiative of

