



Damien Tudehope
Minister for Small Business

MEDIA RELEASE

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HELPING RETAILERS DRESS TO IMPRESS THIS CHRISTMAS

Gilgandra retailers will learn how to entice more customers and boost sales this Christmas with the help of a new online guide on visual merchandising and free workshops next week.

Small Business Minister Damien Tudehope said the free *Visual Merchandising Tips for Small Businesses* guide, developed by the NSW Small Business Commission, was aimed to help attract new customers and keep them coming back.

“Everything from store layout, lighting, music, window displays to the colour of the walls are important considerations in visual merchandising,” Mr Tudehope said.

“Retailers told us they needed help with showcasing their goods to get more customers through the door, and that is why we have created this step-by-step resource.

“Even with a modest budget, small businesses can develop a strategy that gives them measurable results using this helpful online guide.”

The Commission and local councils have held 20 free visual merchandising workshops for small businesses this year, with the final workshop taking place at The Gil on Miller Street in Gilgandra on Wednesday and Thursday (4 - 5 December).

Nationals MLC Sam Farrow said the workshops would provide helpful tips for small business owners looking to better showcase their products.

“The workshops coupled with this handy online guide will offer practical advice on how to present their retail space and attract more customers.”

Acting Small Business Commissioner Stephen Brady said high quality visual merchandising can help put a town on a map as a popular shopping destination.”

“When the local high street offers the full shopping experience it means locals and tourists don’t need to travel out of town for goods and services,” Mr Brady said.

The guide can be found [here](#).

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