



Damien Tudehope
Minister for Finance and Small Business

MEDIA RELEASE

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WORKSHOPS TO GIVE BUSINESSES A NEW YEAR BOOST

Small business owners are encouraged to start the New Year with a series of online workshops to help them survive and thrive in 2021.

Minister for Finance and Small Business Damien Tudehope said the free workshops covered a range of topics to help businesses start the year with confidence.

“We know 2020 was challenging and many businesses had to pivot or make changes to their operation,” Mr Tudehope said.

“The NSW Government has support measures in place through Business Connect, including online workshops where you can learn about what it takes to run, adapt or grow your business.

“If you’ve got a business idea or want a side hustle, it’s a chance to stop dreaming and make an informed decision about becoming your own boss.

“January is a great time to attend one or more of these workshops, upskill and get the tips you need to make decisions about the year ahead.”

Mr Tudehope said the Business Connect program also continued to offer free advice to businesses affected by COVID-19, bushfires and drought.

“There are more than 120 Business Connect advisors across the state and they provide independent, tailored business advice, as well as multicultural and specialist support,” Mr Tudehope said.

“Business Connect received a \$39.3 million boost in the NSW Budget, representing an investment in the futures of the small and medium businesses of NSW.

“Small businesses are the backbone of their communities and if we support them to stay in business, they will keep people in jobs.”

For information on Business Connect visit nsw.gov.au/businessconnect or call 1300 134 359. For information on the workshops and to book go to <https://business-connect-register.industry.nsw.gov.au>.

The upcoming Business Connect workshops include:

Topic	Date
Setting up an online business to avoid costly mistakes	January 18, 10am
Business foundations	January 19, 10am
Brand building for small business	January 20, 6.30pm
Start a business workshop	January 27, 12pm
Tools to help you reinvent your business – COVID and beyond	January 29, 10am
Develop your 2021 business strategy	February 11, 3pm

MEDIA: Kylie Adoranti | 0439 085 013