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Minister for Trade and Industry

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MEDIA RELEASE

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BUSINESS ADVISORY SUPPORT FOR WESTERN SYDNEY

A selection of events aimed at businesses in Western Sydney are being offered over the next two months, including webinars and face-to-face events, to help set up business owners for post-lockdown success.

Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres encouraged owners of small businesses across Western Sydney to consider attending the Business Connect events.

“The webinars are free of charge and they provide a wealth of information for small business owners,” Mr Ayres said.

“As Western Sydney gets back into gear after lockdown, now is the perfect time for business owners to take stock and set plans in motion for a prosperous 2022.”

Minister for Finance and Small Business Damien Tudehope said the webinar topics included social media strategies for business, e-commerce and how to start a business, and some of the webinars will be in languages such as Mandarin, Cantonese and Vietnamese.

“There will also be four face-to-face events on topics such as resilience and marketing, in Korean and Arabic.”

“Western Sydney businesses were particularly hit hard by COVID and they made plenty of sacrifices in order to keep the community safe.”

Mr Tudehope said Business Connect, which offered a raft of other support for small businesses, had more than 70 events taking place across NSW from now until the end of the year to support businesses to bounce back.

Following an announcement of additional funding in August to support COVID-19 impacted businesses, several new Business Connect advisors recently started work, including Angela Maguire and Kyriae Simpson, both based in Western Sydney with marketing and brand strategy expertise.

For more information, go to nsw.gov.au/businessconnect

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