

25 November 2019

GIVE BUSINESS A BOOST WITH THE DIGITAL SOLUTIONS PROGRAM

Local businesses have the opportunity to become social media savvy through a new program being supported by Council. Council has partnered with Melbourne Innovation Centre to provide the Australian Small Business Advisory Services Digital Solutions Program (ASBAS). The program provides low-cost high-quality services to small businesses (less than 20 employees) across Victoria.

Participants in this initiative will have access to 8 workshops, tailored one-on-one 2 hour mentoring, webinars and an online learning portal that explores a wide range of digital information.

There is a one-off cost of \$55, and the workshops and mentoring sessions are facilitated by local businesses Designscope and Shine Communication.

Mayor, Cr Licia Kokocinski, said the program would provide businesses the opportunity to enhance their social media skills, with the aim to help support and grow local business.

“Whether you’re a small business owner, a sole trader looking to expand or running your business from home, Council is committed to working with you to offer low-cost local learning opportunities.”

“The one-on-one mentoring sessions are available now, businesses will need to sign up to the program and can then book in with a local mentor. This is a great opportunity to have a mentoring session prior to booking in for the workshops next year. The workshops are being held across the Shire in Daylesford, Clunes, Creswick and Trentham,” said Cr Kokocinski.

Workshops include:

25 February – Social Media 101 – Daylesford

23 March – Facebook for business simplified – Trentham

20 April – Boost business with Facebook ads – Clunes

28 May – Digital Marketing Essentials – Creswick

25 June – Engage real followers with Instagram – Daylesford

30 July – Creating marketing campaigns with Mailchimp – Clunes

24 August – SEO foundations for business – Trentham

22 September – Enhance efficiency with Cloud – Creswick

For further program details and sign up information visit

www.hepburn.vic.gov.au/business-events-workshops

If you would like further information, contact Council's Economic Development & Tourism department either via email business@hepburn.vic.gov.au or phone 5321 6122.

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