



**media release**

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## **BUSINESSES COMPLETE PHASE ONE OF MENTORING PROGRAM**

*For Immediate Release – Monday, 26 March 2007*

Fourteen East Gippsland businesses recently completed comprehensive planning workshops and developed detailed business plans under the first phase of a mentoring program run through the East Gippsland Shire.

Called 'Enterprising East Gippsland' the program is an Australian Government funded service under the "Building Entrepreneurship in Small Business" to run a small business mentoring program over the period 2006 - 2008

Businesses from Swifts Creek, Paynesville, Gelantipy, Orbost, Lakes Entrance, Bruthen, Mt Taylor and Bairnsdale have so far been involved.

With the assistance of consultancy 'Just Good Business' the regional businesses have focused on marketing, finance and other key business components.

Shire group manager council John Websdale said the program was formulated to assist people running small businesses to develop and improve their skills.

"It has also been designed to increase the number of locally-based, trained and experienced mentors available to assist local businesses," he said.

"The development of well rounded business skills, improved confidence in their abilities and methods to improve business viability, profitability and turnover were also high on the priority list."

Mr Websdale said seven mentors had been recruited to the program to assist the businesses implement their business plans.

“A final planning workshop was held recently where business proprietors were introduced and matched to their newly assigned mentor,” he said.

“This ensured that the specialised skills of the mentors related to each of the business needs.”

The first sessions involving businesses and their mentors will start over the next month.

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