



# Economic Gardening Illawarra

## *What's it all about?*

Economic Gardening Illawarra is a local initiative to help grow the economy from within. A typical program runs for around 6 months and involves a number of business development workshops focussed on strategies to achieve growth. These are mainly held after hours and include opportunities for networking and exploring business-to-business opportunities. The program also includes one-on-one coaching at your premises that is provided by a business specialist.

The Economic Gardening program is a free service to selected participants with primary funding provided by NSW and Federal government agencies and Shellharbour, Kiama and Wollongong Councils.

The primary aim of the initiative is to invest resources in Illawarra businesses that have the potential for faster growth. Experience has shown that businesses that have the best chance of achieving growth are those that are managed by inspirational leaders who are keen to adopt 'best practice'. That is, business owners who are 'hungry' to grow and have a passion to expand sales and jobs are highly eligible candidates.

There have been some outstanding success stories among participants since the Economic Gardening program commenced in 2006 - including expansion of both markets and employee numbers. Indeed, most participants have found that their enterprise has benefited long after the completion of the program.

Ideally, we are looking to help fast track smaller businesses that have sound business models, are no longer start ups and are yet to mature to the second stage of their development. These businesses can have upward of 5 to 10 employees, but often have only 1 or 2 staff. We help entrepreneurs by offering them high growth business development tools, strategies and capacity building techniques that they ordinarily would not be able to access.

Some of the key areas that the program covers are:

- Integrated management principles through business simulation exercises
- Diagnostic approach to identifying priorities and gap analysis
- Strategy formulation and planning
- Leadership and team building
- Innovation and creative skills development
- Business environmental sustainability
- Advanced marketing techniques
- Web based marketing tools and social media

In addition, one-on-one coaching and mentoring is provided by a small business specialist - particularly in areas of identified need.



## Need More Information?

We are happy to provide you with more information and to discuss your potential suitability for the program. More details about the program can be found on the Economic Gardening website which contains a range of useful materials and information about a selection of past participants ([www.economicgardening.com.au](http://www.economicgardening.com.au)).

## Contact

**Economic Gardening Program**

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Economic Gardening participants engaged in a team meeting at the 2009 Boot Camp.

