



MEDIA RELEASE

SENATOR KIM CARR

Minister for Innovation, Industry,
Science and Research

SENATOR NICK SHERRY

Minister for Small Business
Minister Assisting on Deregulation
Minister Assisting on Tourism

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3,000 BUSINESSES BENEFIT FROM KNOWLEDGE AND SKILLS DEVELOPMENT

Small and medium enterprises around Australia are able to learn about the latest business management practices at more than 70 seminars and workshops funded by the Australian Government.

"These businesses are the backbone of the Australian economy," Innovation Minister Senator Kim Carr said. "Their resilience throughout the Global Economic Crisis is a testament to their courage, initiative, and commitment to their workers.

"To ensure they remain competitive, it is vital that owners and managers can bring to bear the most up-to-date management techniques and practices," Minister for Small Business, Senator Nick Sherry, said.

The latest round of the Workshops, Industry Intelligence and Networking (WIIN) service, operated by the Australian Government's flagship initiative Enterprise Connect, is a \$580,000 investment in the small and medium enterprise sector.

WIIN has assisted more than 3000 businesses since it was established in 2008.

Kate Burrige of Mechvac Engineering in Adelaide attended three seminars on integrating environmental sustainability practices to improve business performance delivered by Shaper Group. She said the seminars were a valuable experience.

"They were excellent presentations as the speaker was engaging and it was a great opportunity to share ideas and network. I attended the workshops on environmental sustainability, which included green branding and marketing, sustainability risk management, and greening the supply chain. I now have the knowledge to be able to implement new systems and technologies in order to reduce waste and cut costs" (Kate Burrige - Mechvac Engineering - 08 8262 1244).

Events being funded under Round 3 of WIIN include general workshops and webinars on customer focus, limitless growth and the roles and responsibilities of managers.

Almost half of the successful applicants are from regional communities and events will be held in every state in Australia.

For more information on the WIIN service and Enterprise Connect, phone 131 791 or visit <http://www.enterpriseconnect.gov.au>

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