



Media Release
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Funding Boost for Selwyn Business Development

Selwyn Businesses are being invited to apply for support through a subsidised business support programme aimed at helping them expand their customer base and improve their profitability.

The programme is available to local GST registered businesses with up to 50 staff and is directed at owners, managers and senior staff who would benefit from advice, training and mentoring to grow their business. It is funded by Selwyn District Council and New Zealand Trade and Enterprise.

“Selwyn is a fast growing district and we have a number of new businesses which want to expand but need some advice and assistance to be able to do so,” says Anne Hindson, Selwyn Business Training Advisor.

The programme is designed to help both new and more established businesses wanting to expand, develop new products, target new markets, or improve their customer service and business operation.

Ms Hindson says that the programme has a focus on developing a business operation model that is sustainable in the long term and improves business performance.

In the past, workshops have been held at Selwyn District Council offices but this year these workshops will be replaced by courses run by independent providers. Business owners are free to select from a diverse range of courses on offer at venues throughout the Canterbury region. Courses cover topics such as strategic planning, finance, marketing, governance and health and safety.

Businesses can register for a contribution towards the cost of training, consultants' fees, mentoring and a broad range of workshops and learning opportunities to help their business expand and grow. If a business is eligible, up to 50% of the cost may be subsidised through the programme, with the business owner meeting the remaining cost.

Business owners are being encouraged to contact Ms Hindson to arrange a brief assessment. “Vouchers up to a value of \$5000 may be available, depending on the size of the organization and the scope of the courses that might contribute to growth and productivity,” she says.

To register, business owners should contact Selwyn District Council or email: btadvisor@selwyn.govt.nz

For further information contact:

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