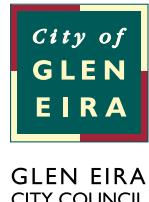


Business Network

Keeping Glen Eira businesses connected



Events. Seminars. Workshops. Networking.

2015

May Small
Business Month

LOCAL MATTERS!

Examine, explore, discover, experience ...



May 2015 calendar of events

Local Matters!

Seminar 1

Monday 4 May, 6.30pm

FAME! What are you famous for?

Gain insights into the importance of building fame in your business that is compelling, inspiring and relevant to your customers and brand value.

Presenter: Penny Burke

Workshop 5

Wednesday 13 May, 6pm

How to create video marketing

This fun-but-practical session presents you with all aspects of video marketing from planning to production to distribution.

Presenter: About Time Management Solutions — Elliot Hayes

Seminar 9

Thursday 28 May, 6.30pm

Building your business by changing behaviour

Explore why the most effective ways to change behaviour are through action using emotional or rational persuasion, rather than the conventional advertising practices.

Presenter: The Consumer Psychologist — Adam Ferrier

Seminar 2

Thursday 7 May, 6pm

The power of content marketing — for small businesses

This session will fast-track your content marketing smarts, inspiring you to become your own media company and be rewarded.

Presenter: PR Warrior — Trevor Young

Seminar 6

Monday 18 May, 6.30pm

Global trends for local — time to break the rules!

This session will expand your thinking to how you can adapt global ideas to strengthen your local business.

Presenter: Australian Centre for Retail Studies (ACRS) — Dr Sean Sands

Workshop 10

Monday 1 June, 6pm

Beginners Facebook for business (This session is for the novice.)

An essential workshop for any business needing to know if Facebook is for you and how to get started.

Presenter: Motivating Mum — Alli Price

Workshop 3a and 3b

Monday 11 May, 9.30am and

Thursday 14 May, 6pm

(This is a two part workshop.) Brand strategy workshop — the essential ingredients

This two part workshop will clearly define your brand; explore who you are; and what you stand for.

Presenter: Creative Brew — Peter Engelhardt

Workshop 7

Wednesday 20 May, 6pm

Social media circuit training

Practical social media workshops — circuit style

An opportunity to participate in two of four workshops on social media — Facebook advertising; blogging; Instagram; and Twitter.

Presenter: PR Warrior — Trevor Young and special guests — Steve Vallas, Alli Price and Yvonne Adele

Workshop 11

Wednesday 3 June, 6pm

Facebook marketing for business (Following beginners session or for businesses currently using Facebook.)

This workshop will show you extra tips on how to maximise Facebook's potential.

Presenter: Motivating Mum — Alli Price

Seminar 4

Monday 11 May, 6.30pm

Pick their brains!

Social media and content marketing panel

A panel of experts covering Facebook; Instagram; SEO; analytics; video; and YouTube.

Presenter: PR Warrior — Trevor Young, and special guests — Mick Russell, Ed Charles, Alli Price and Nicole Matejic

Seminar 8

Tuesday 26 May, 6pm

The value of visual — to maintain relevance and a profitable business

This highly practical presentation will showcase ideas on store layout; visual merchandising; signage; branding and overall image.

Presenter: Kevin Hennah
www.kevinhennah.com.au

To register for **May Small Business Month** events, contact Council's Service Centre on **9524 3333**.

All events will be held at Glen Eira Town Hall, corner Glen Eira and Hawthorn Roads, Caulfield.

Bookings are essential.



May Small Business Month

LOCAL MATTERS!

Examine, explore, discover, experience ...

Amazing things rarely happen in your comfort zone.

May Small Business Month aims to be an **opportunity for learning and exposure to an expanded view** on what is possible in today's market and ongoing. In line with Council's *Think local first* initiative it also **raises the importance of why local business matters**; what **business can do to adapt** to consumers' increasing demands and choices; and how they can create a business that has a **standout appeal**.

The May Small Business Month events will provide businesses with an opportunity to hear ideas and views from a range of industry experts on innovation and trends, branding, marketing, social media and much more. They will also provide a pool of expansive thinking and insights to consider and action — to help strengthen local business in the current marketplace.

The month of bite size learning opportunities is designed to provide businesses with time to **examine, explore, discover and experience** new tools, along with renewed passion and drive.

May Small Business Month also provides the Glen Eira business community an opportunity to connect and network with other business owners.

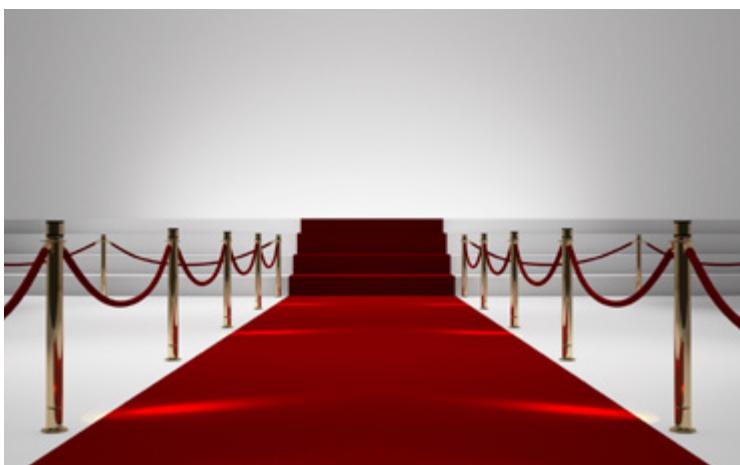
Examine, explore, discover, experience:

- what changes are occurring;
- what this means for your business;
- how your business can embrace opportunities which seemingly feel beyond your reach; and
- how you can make it happen.

Why does 'local matter'?

- It strengthens your business and the local economy.
- It increases foot traffic in our local business districts.
- It drives community awareness and collaboration.
- It increases your bottom line.
- It protects employment.

To register for **May Small Business Month** events,
contact Council's Service Centre on **9524 3333**. Bookings are essential.
www.gleneira.vic.gov.au/connect/business



FAME!

What are you famous for?

It is time to step out into the light to become the business of choice.

Most businesses want to be **famous with their customers**. They want their customers to think of them first, to buy their goods or services, to recommend them ... to LOVE them above all others. But true and lasting fame has to be earned and that starts with knowing what it is you are famous for — that is **compelling, inspiring and relevant to your customers and brand value**.

Gain insights on the **importance of building fame**:

- How you are really seen.
- The value of understanding and building on your competitive point of difference.
- What do consumers really value.
- What it takes to deliver FAME day in and day out.
- How FAME inspires your team to perform.
- How to run and win with your brand FAME.



Penny is an expert communication and marketing consultant who knows the latest trends in the world of marketing and business. She works with businesses everyday and knows what challenges they are facing. Penny is compelling, witty and highly practical.



Behind every small business, there's a story worth knowing, and a story worth broadcasting.

About Penny Burke

Penny Burke was a Director of Australia's largest advertising agency. In this role she helped create some of Australia's most iconic brands and campaigns such as 'Not happy Jan' (Yellow Pages) and the randy milkman (Milk. Legendary stuff). Penny is currently the Founder and Director of marketing communications consultancy Essence Communications, working with some of Australia's best known companies.

Here are some statistics:

- Two-thirds of people are influenced by personal recommendations.
- Fifty five per cent want to have ongoing conversations with brands.
- Eighty nine per cent of people would feel more loyal if they were invited to take part in a group.
- Out of the 89 per cent of people, 41 per cent wanted companies to seek feedback from them.

Source: Head of Brand Communications Diageo Hubert Greash

Date: Monday 4 May

Time: 6.30pm for 7pm start – includes light supper on arrival

Cost: \$30

RSVP: Wednesday 29 April – bookings essential



Seminar: Thursday 7 May



The power of content marketing — for small businesses

A number of key trends underpin the growth of publishing content as a marketing strategy, making it a serious trend for businesses of all sizes — particularly at the smaller end where online publishing platforms allow nimble entrepreneurs to compete with the 'big boys'.

Social media and content marketing specialist Trevor Young will provide insights and practical steps to get your content marketing off the ground and for ongoing success.

This session will take you through the following steps:

Developing a strategy:

- Setting your goals.
- Understanding your audience.
- Determining what you'll create content about.

Taking action:

- Developing a content calendar.
- Creating content for different mediums.
- Publishing and amplifying your content.
- Measuring the results.

Trevor will also showcase practical examples of local and overseas small businesses that are using content marketing to build brand visibility; trust; authority; and sales.

About Trevor Young (PR Warrior)



Trevor is a PR Warrior on the frontline of the communications revolution — he is a sought after keynote marketing speaker, strategist and advisor specialising in social media, content marketing and personal branding. Author of the book *microDOMINATION*, he blogs at PR Warrior, hosts the *Reputation Revolution* podcast and is principal consultant at boutique consulting practice, Authority Partners. Follow Trevor on Twitter @trevoryoung or visit www.trevoryoung.me/

You will learn to fast-track your content marketing smarts, inspiring you to become your own media company and be rewarded.

These days, people want to learn before they buy, be educated instead of pitched.

Founder and CEO Copyblogger Brian Clark.

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Date: Thursday 7 May

Time: 6pm for 6.30pm start — includes light supper on arrival

Cost: \$30

RSVP: Monday 4 May — bookings essential

Think
local
first

Workshops: Monday 11 May and Thursday 14 May



Brand strategy workshop — *the essential ingredients* (This is a two part workshop.)

This practical **two part workshop** will guide you through the process toward clearly defining your brand — exploring who you are, what you stand for and how you can deliver consistency and clarity at every touch point.

This session will help you develop a plan to prevent knee-jerk marketing reactions; help you stand apart from the competition; and assist you to build essential brand foundations.

You will learn how to:

- gain clarity of what a brand strategy is and why it's so pivotal to your long term business success;
- clarify your purpose and vision to guide strategies and actions highlighting innovation;
- identify your ideal customer make them your best friend;
- develop a value proposition to attract customers who are willing to pay a premium;
- articulate your competitive advantage;
- create your brand values/pillars;
- develop a core brand promise that creates desire; and
- create your brand personality traits and tone of voice.

About Peter Engelhardt

Peter is the driving force behind Creative Brew, working at the intersection of design and strategy. He helps business owners whose dream it is to stop working in their business and start building a brand that will rise above the noise, grow and prosper.

Peter is a respected brand strategist, presenter, educator and speaker who recently partnered with Australia's largest educator of entrepreneurs, The Entourage, where he conducts regular workshops for hundreds of their attendees every year on the topic of brand strategy. Peter is also a regular guest blogger for its blog *The Manifesto*, which reaches more than 45,000 people every month.

This workshop is for start-ups, and businesses who have plateaued, need brand clarity and consistency or who just want the best return on brand investment.

“

If you can't explain it simply, you don't understand it well enough.

Albert Einstein.

Session 1: Monday 11 May, 9.30am for 9.45am start — includes morning tea

Session 2: Thursday 14 May, 6pm for 6.30pm start — includes light supper on arrival

Cost: \$60

RSVP: Wednesday 6 May — bookings essential

Think local first



Pick their brains! Social media and content marketing panel

We've assembled a first-class panel of social media specialists who operate their own businesses and have strengths across the spectrum of online communications.

The presenters will provide a cross-section of knowledge, expertise and experiences and attendees will have the opportunity to pick their brains.

Our panel members will discuss:

- how to effectively use content marketing;
- how to use video to drive sales marketing and brand power;
- how to get content seen by the masses;
- why and how blogging can grow opportunities;
- how Facebook marketing has been used effectively;
- what Instagram is doing for business;
- why and how risk managing your social media will be a key to your success; and
- how to integrate social media into your overall marketing and public relations activities.

The goal is not to be good at social media. The goal is to be good at business because of social media.

Author *Youtility* Jay Baer.

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Social media and content marketing

**Host and MC Trevor Young, PR Warrior
@trevoryoung**

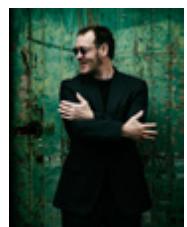
Trevor is a PR Warrior on the frontline of the communications revolution — he is a sought after keynote marketing speaker, strategist and advisor specialising in social media, content marketing and personal branding. Author of the book *microDOMINATION*, Trevor blogs at PR Warrior, hosts the Reputation Revolution podcast and is principal consultant at boutique consulting practice, Authority Partners. Follow Trevor on Twitter @trevoryoung or for further information, visit www.trevoryoung.me/



Using video to tell your brand story

Linchpin Studios Video Producer and Micro Content Strategist **Mick Russell**
@mickrussell_

As a passionate video content strategist, Mick believes that adding value and being entertaining is going to be the key of marketing for the future, and there has never been a better time to create 'awesome' and engaging content! Hear his views on video content, sales and marketing, and how he helps small businesses tell their story and differentiate their brand in the marketplace. For further information, visit www.mickrussell.com/



Digital marketing and blogging

Tomato Media Video Producer and Micro Content Strategist **Ed Charles**

Ed is a pioneer in social media in Melbourne, founding his influential food blog in 2005 (www.tomatom.com/). He is a thought leader on social media and now focuses on digital marketing with an emphasis on cut-through content for clients mostly in the food and drink industry. Ed is a regular speaker and broadcaster on food and social media issues, working with some of Melbourne's top restaurant brands, chefs and business people. For further information, visit www.tomatomedia.com.au/



Instagram
Motivating Mum — Alli Price

Entrepreneurial Founder of Motivating Mum Alli Price built her business through internet and social media platforms. She knows the anatomy of Instagram and Facebook inside out. Motivating Mum provides advice, networking and mentoring for mums in business and hosts workshops on all social media channels. Alli will share her knowledge of what works, what doesn't and how to get the most out of using these mediums as a marketing tool. For further information, visit www.motivatingmum.com/



Social media and crisis communications

Social Media and Crisis Communications Strategist
Nicole Matejic @NicoleMatejic

Nicole is a social intelligence manager and advisor, trainer and author — taking organisations and business from strategy to tactics. An experienced photojournalist and private investigator, she's worked for Australia's Customs and Border Protection Service and in strategic communications for the Federal Government's Defence Department. Nicole has recently made a name for herself in the emerging area of social media in law enforcement and the military, while simultaneously leveraging her social media skills for a range of businesses, including services, not-for-profits and consumer goods. Nicole's new book *Social Media Rules of Engagement* will be released in June 2015. For further information, visit www.nicolematejic.com/

Date: Monday 11 May

Time: 6.30pm for 7pm start – includes light supper on arrival

Cost: \$35

RSVP: Wednesday 6 May – bookings essential





How to create video marketing

Video is taking content marketing by storm. It is a highly leveraged platform with huge reach potential and people can now consume video content anywhere, anytime!

This fun, interactive, practical session gives you the process from A to Z of how to make it happen for your business — immediately.

You will learn:

- the seven key scenarios you can use to create a video;
- how to create a video strategy;
- how to plan out and storyboard your short video to save time with the creating and editing phase;
- how to access FREE editing software you can use to assemble your video within half-an-hour;
- the right type of shots to take when using your smartphone to create the video;
- how to share your video online for maximum impact (via YouTube, social media, your blog); and
- how to use your video to promote your business, improve sales, develop partnerships, and grow your brand.

About Elliot Hayes

Elliot is the Manager of About Time Management Solutions. As a professional trainer and coach, he teaches the principles of high performance and shows the technology, tools and processes needed to make it work for you. Most recently, he worked with Honda car dealers across Australia to apply this video production training to its car and service promotions.

Creating videos to market your business with little or no cost has never been so accessible. If you have little or no budget for creating videos, then this workshop is for you.

By 2017, video content will account for 69 per cent of all consumer internet traffic.

”

The Guardian — Chris Trimble.

Date: Wednesday 13 May

Time: 6pm for 6.30pm start — includes light supper on arrival

Cost: \$20

RSVP: Thursday 7 May — bookings essential

Think
local
first



Global trends for local — time to break the rules!

We are increasingly hearing how hard it is to combat the explosion of competition.

This session will expand your thinking on how you can adapt global ideas to strengthen your local business.

- What is driving the trends and why are they occurring?
- What and how are businesses locally and globally embracing these new trends?
- What are the top three things to consider?

Hear about the hot topics in retail bringing global retail trends to life highlighting examples of innovation, and opportunities for forward thinking retailers and brands:

- In store versus online customer service expectations.
- How to deliver personalised customer service in an online environment.
- Product and promotion personalisation.
- Omni-channel optimisation and value.
- The value of big data.
- Social media channel optimisation and brand advantage.
- Customer engagement and loyalty via mobile and social media.

Presented by Director Research and Industry Engagement ACRS
Department of Marketing Monash University Dr Sean Sands

Presenter, researcher, commentator and author of *Consumer Resistance in Retail*, Sean has particular interest in experiential retailing, environmental sustainability and research on advanced methodologies to better understand consumer behaviour to aid more informed business decision-making.

The ACRS is an independent retail and consumer research hub based within the Department of Marketing at Monash Business School, conducting research and consulting services.

Retail revenue is expected to increase globally and in Australia in 2015 — however today's retailer must be prepared to break some of the traditional rules to compete in the modern retail era.

Source: Australian Centre for Retail Studies (ACRS)

If you want consumers to think local first, experience is the new expectation.

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Date: Monday 18 May

Time: 6.30pm for 7pm start – includes light supper on arrival

Cost: \$20

RSVP: Wednesday 13 May – bookings essential

Think local first



Social media circuit training

Practical social media workshop – circuit style

Practical social media workshop sessions will be delivered as a circuit style.

You will have the opportunity to choose two of these four workshops covering the following topics:

1. Facebook advertising.
2. Blogging.
3. Instagram.
4. Twitter.

Each workshop is 50 minutes and will allow participants to take a deeper dive into the respective topics. Sessions will be held concurrently, providing you the option of attending two of the four sessions on the night.

Bookings are essential! Get in quick to seize the session of your choice.

The power of online is offline in the connections you make and the relationships you build.

Trevor Young — PR Warrior.



Circuit style workshop – choose two of the following four:

1. Facebook advertising

You will learn:

- practical strategies on how to use Facebook advertising effectively;
- how to create a targeted advertising campaign; and
- how to increase brand awareness and sales.



About Steve Vallas

Steve Vallas is a hands-on social media specialist and proprietor/manager of Honey Bar and Restaurant in South Melbourne. Steve successfully uses Facebook advertising and other Facebook marketing strategies to grow his business. He also consults to businesses on using Facebook to generate sales leads.

2. Blogging

You will learn:

- how to find your voice through blogging;
- how to write compelling blog posts; and
- blogging tips and tricks, including video and audio content.



About Trevor Young

Trevor is a PR Warrior on the frontline of the communications revolution — he is a sought after keynote marketing speaker, strategist and advisor specialising in social media, content marketing and personal branding. Author of the book *microDOMINATION*, he blogs at PR Warrior, hosts the *Reputation Revolution* podcast and is principal consultant at the boutique consulting practice, Authority Partners. Follow Trevor on Twitter @trevoryoung or visit www.trevoryoung.me/

4. Twitter

You will learn:

- about personal versus professional: how to approach Twitter from a business perspective;
- how to start conversations and grow an engaged following; and
- Twitter tips, hacks and tools to supercharge your Twitter presence.



About Yvonne Adele

Yvonne is an early adopter and a proud geek. Fondly known as Ms Megabyte, she appeared in the national media as an IT reporter advising audiences how to get the most from the technology around them. Yvonne has an extensive following across the various social platforms, particularly Twitter. She consults to a variety of clients on community engagement and social media strategy, ranging major brands such as JB Hi-Fi and Fernwood through to smaller businesses, authors and consultants. For further information, visit www.yvonneadele.com/

3. Instagram

The Instagram platform has become one of the best ways to influence people with just one look.

You will learn:

- what it is and who is using it;
- about Instagram versus other social media;
- how to use Instagram for business — what to post, running competitions, building your brand; and
- how to create badges for Instagram.



About Alli Price

Entrepreneurial Founder of Motivating Mum Alli Price built her business through the internet and social media platforms. She knows the anatomy of Instagram and Facebook inside out. Motivating Mum provides advice, networking and mentoring for mums in business and hosts workshops on all social media channels. Alli will share her knowledge of what works, what doesn't and how to get the most out of using these mediums as a marketing tool. For further information, visit www.motivatingmum.com/

Date: Wednesday 20 May

Time: 6pm for 6.30pm start – includes light supper on arrival

Cost: \$30

RSVP: Thursday 14 May – bookings essential



Workshop: Tuesday 26 May



The value of visual — to maintain relevance and a profitable business

Learn how to challenge traditional ideas and create an experience that is both unique and memorable.

Kevin Hennah will showcase ideas and global examples on valuable visual cues that create an impact, including: store layout; visual merchandising; signage; branding; and overall image — ready to be adopted by small businesses to help maintain relevance.

- Be inspired by examples of brick and mortar businesses that have maintained relevance in a market driven by online shopping.
- Learn strategies to maximise the visual presence of your business, customer experience and strengthen your brand.
- Assess whether you are achieving maximum return on space.
- Review international trends in visual merchandising, marketing and store design.

About consultant, public speaker and trainer Kevin Hennah

Kevin's focus is on increasing sales and customer numbers through strategic visual cues, merchandising and a sales-driven store layout.

He has a strong reputation as a freelance consultant, working internationally with a broad cross-section of businesses and was a major influencer while employed by The Body Shop throughout its major growth period in the 1990s. Kevin's clients have included Virgin Mobile, OshKosh, RACV, Saddleworld, Kathmandu, Westfield, Interflora and The Australian Pharmacy Guild.



This inspirational and practical presentation is designed to breathe new life into local businesses through creating valuable visual experiences and visual cues.

The Internet completely shifted the business 'goal posts' — yet many businesses continued to aim in the same direction and looked externally for factors to blame. Opportunities are abundant once you accept that business is not static.

Source: www.kevinhennah.com.au

Date: Tuesday 26 May

Time: 6pm for 6.30pm start — includes light supper on arrival

Cost: \$20

RSVP: Wednesday 20 May — bookings essential

Think
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Building your business by changing behaviour

Want to know how to influence consumer behaviour?

Join Adam Ferrier, well known consumer behaviour psychologist, commentator and regular panelist on the *Gruen Transfer* and *Gruen Planet*. Hear why consumer behaviour is fundamental to marketing and how customers' behaviour is at the very heart of the marketing concept.

In order to encourage consumers to *Think local first*, you must first understand what is happening in the consumer psyche and how you can empower your business to influence a change.

Adam will explore why the most effective ways to change behaviour are through action using emotional or rational persuasion, rather than the conventional advertising practices.

About Adam Ferrier

Adam Ferrier is one of the advertising and marketing world's most talked about speakers, whose insights into consumer behaviour and creativity never fail to enlighten and entertain.

Adam is Australia's leading consumer psychologist and Global Chief Strategy Officer at leading independent advertising agency Cummins&Partners and his work has won him a multitude of awards. Adam harnesses a behavioural change model, focusing on building brands whilst changing behaviour. His work has received many accolades. Adam's clients include Coke, Unilever, Jeep and Sony.

A panellist on television shows including *The Gruen Transfer*, *Gruen Planet*, *Sky News* and *Ten News*, Adam has a weekly show on KIIS 101.1 and writes for *The Australian*, *The Drum* and *Adnews*, amongst others, with his comments and articles appearing in *TIME*, *Fast Company*, *The Guardian*, *Wall Street Journal* and *Adage*. His book *The Advertising Effect: How to Change Behaviour* was published in 2014 (Oxford University Press).

Adam is also proud to be the Patron for the not-for-profit organisation Mind Shift — The National Self Esteem Initiative.



Many a small thing has been made large by the right kind of advertising.

Mark Twain.

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Date: Thursday 28 May

Time: 6.30pm for 7pm start – includes light supper on arrival

Cost: \$30

RSVP: Friday 22 May – bookings essential

Think
local
first

Workshop: Monday 1 June



Beginners Facebook for business (This session is for the novice.)

Facebook has more than 1.35 billion active users. As a small business owner, being able to reach even a portion of that audience would be substantial.

You will learn how to:

- dissect the anatomy of a status update;
- work out if Facebook is for you;
- ensure your page is set up correctly and experience a tour of the features;
- write effective content;
- find followers and gain exposure;
- use Facebook efficiently; and
- merge Facebook with your marketing plan and video.

Date: Monday 1 June

Time: 6pm for 6.30pm start – includes light supper on arrival

Cost: \$20

RSVP: Wednesday 27 May – bookings essential

Workshop: Wednesday 3 June



Facebook marketing for business (Following beginners session or for businesses currently using Facebook.)

If you have decided Facebook is a marketing tool for your business and you actively use it, you may be looking for extra tips on how to maximise its potential.

You will learn how to:

- seek marketing opportunities on Facebook;
- get likers and follow Facebook etiquette;
- dissect the anatomy of a status update;
- use the features of Facebook (groups, events, tabs);
- advertise on Facebook;
- run a competition on Facebook;
- use other interesting apps for Facebook; and
- use advanced features for effective business.

Date: Wednesday 3 June

Time: 6pm for 6.30pm start – includes light supper on arrival

Cost: \$20

RSVP: Friday 29 May – bookings essential



Glen Eira City Council's practical business programs and initiatives to support local business

Helping business to be self-sufficient.



BusEd Linking business and education

Facilitating projects to provide practical win-win outcomes for business and education. Student projects include: website and software development; information technology and information systems; business analysis and planning; marketing; event management; and administration.



Glen Eira Women's Business Network Providing encouragement and knowledge

Assisting women in business through knowledge, informal training, education and networking opportunities. Providing support in an informal, friendly environment to help build confidence and enhance existing skills.

Business events program: including *May Small Business Month*. To support local businesses providing the opportunity to gain updated information on current trends and business information. To also generate ideas, provide inspiration, tips, tools and motivation. Businesses will be provided with business to business opportunities through networking and sharing of marketing material.

Business directory

Providing local businesses the opportunity to freely advertise their business in one local database.

For further information on all programs and initiatives; to register on Council's Business Database; or to receive event information, contact Council's Service Centre on **9524 3333** or visit www.gleneira.vic.gov.au/connect/business



Mentor Partners Program Taking business to the next step

Facilitates the relationship between experienced volunteer mentors and local business, providing practical support and assistance to local business to help it survive, grow and prosper. This is a joint initiative between Glen Eira City Council and Kingston City Council.

To register for *May Small Business Month* events,
contact Council's Service Centre on **9524 3333**. Bookings are essential.
www.gleneira.vic.gov.au/connect/business