



New South Wales Government

The Hon Steve Whan MP
Minister for Emergency Services
Minister for Small Business

MINISTER LAUNCHES 10TH ANNIVERSARY OF SMALL BUSINESS SEPTEMBER

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NSW Small Business Minister Steve Whan today launched the 10th anniversary of Small Business September with a call to the State's 653,000 small businesses to embrace new ideas and soar.

Minister Whan told an audience of more than 300 guests, that Small Business September 2009 marked the start of a new dialogue between the NSW Government and the small businesses of this State.

"The owners of small businesses in NSW will push ahead to a future with limitless boundaries. Today is your day to embrace the new ideas on display at our various seminars, and have your business soar to new heights," he said.

Minister Whan congratulated the winners of the Small Business Marketing Makeover Competition, Pacdon Food Group and Your HRmanager.

"I congratulate John Webster of Your HR Manager and James Arrowsmith of Pacdon Foods for taking part in the online competition which marks the start of Small Business September 2009. John and James competed against 130 entrants in the competition, and their companies were judged as winners by Industry & Investment NSW," he said.

During the launch both companies received marketing tips and suggestions valued at \$15,000 each for their small business, from Australian Business Marketing Services and RedArk, two Sydney marketing agencies, who specialise in providing services focused on the commercial needs of small businesses.

John Webster, Your HRmanager said; "I'm thrilled to win a marketing makeover for my business, Your HRmanager. This will help me really connect with those who need our services. Thank you to Industry & Investment NSW and Small Business September for this opportunity to take my business to the next level."

James Arrowsmith of Pacdon Food Group said; "Because of our distance to metropolitan markets, Pacdon faces a difficult marketing challenge. With the help of the marketing makeover, we'll be much better equipped to sell our products Australia-wide. Thank you to Industry & Investment NSW and Small Business September who have made this possible."

"Since 1999 Small Business September has continued to showcase the diversity of small business, and the contribution the sector makes to job growth and prosperity," Mr Whan said.

"The event is unique to New South Wales and is backed by more than 100 business, industry, professional and government organisations which provide a wide range of events and activities for people in small business.

"More than 300 seminars, workshops, and exhibitions are offered to small business owners, operators and employees in regional and metropolitan NSW."

Minister Whan also introduced the NSW Government's revamped Smallbiz website which features a Small Business Tool Kit with audio and video presentations, checklists, calculators, case studies and quizzes.

Go to www.smallbusinessmonth.nsw.gov.au for more Small Business September information.