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Council supports small businesses with free workshops

Start-ups, financing and statistics are all on the agenda for Small Business Month in Orange.

Orange City Council is inviting local businesses and entrepreneurs to attend two free workshops to help them better manage their finances, find out about the common pitfalls of new businesses and learn how to access all the data on our local region to effectively target their marketing.

Orange mayor Reg Kidd said Council was committed to giving local businesses the right support.

“The first workshop is targeted at people who are just starting up or people who have a fresh idea they want to get off the ground,” Cr Kidd said.

“It’s also a great refresher for every small business operator in the city.”

The first workshop Financing and Pitfalls of Start-ups is on October 23 from 6pm at Orange Ex-Services Club.

Guest speakers include Expert in Residence for the Bathurst Upstairs Incubator James Triggs, Zoe Hida Co-Founder and Business Development Manager of Appiwork, Olympia Yarger Founder, Andrew Logan, CEO OneCrop and CEO of GOTERRA and Hayley Barrett Digital Business Advisor for Central West BizHQ.

Cr Kidd said guests would hear of the trials and successes of each of the aforementioned businesses.

“The night will be open for you to ask questions of the panel. It’s about asking the difficult questions which can help you be successful as a regional entrepreneur,” he said.

The second workshop on October 30 at 7.30am will be presented by Katrina Houghton from .id the population experts.

Cr Kidd said Ms Houghton will demonstrate how to access statistics and data about the local community and economic profile, which can help businesses plan services to reach the right people, attract investment and promote the region, provide evidence for funding submissions and make better investment decisions.

“Information such as population, age structure, ethnicity, ancestry, religion and income, is all available to assist local businesses better understand their local community,” he said.

Go to [Eventbrite to RSVP for either or both workshops.](#)

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