

News Release

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MASTERCLASS SUCCESS FOR MANSFIELD

Local Mansfield business owner, Andrew Crawford of Crawford Containers was successful in his application to participate in Small Business Victoria's 2012 MasterClass for Growth program.

As part of Council's industry development program, Mansfield Shire Council offered to sponsor up to two local businesses by covering the \$950 program fee.

Mayor Cr Jeff Whyte was thrilled to have another successful applicant after Sue Crow's successful completion of the program last year. "It just goes to show the caliber of business operators we have in the shire," he said.

"This is a fantastic opportunity for leading local businesses to boost their knowledge, networking and skills, all of which sit well with our economic development objectives," he said.

Andrew Crawford thanked Council for their support and said it had definitely made a difference to his decision to apply for the MasterClass program.

"Every little bit helps and Council's assistance encourages and rewards effort and commitment.

"This type of program will help me stand back from the business and spend time working on it rather than in it.

"Sue Crow's feedback was all positive so I'm looking forward to the opportunities and learnings it will present," he said.

The program is a combination of masterclasses and individual mentoring for small and medium sized businesses, to assist in preparation and implementation of plans to fast-track business growth.

The sessions are held over eight months, covering topics such as marketing, sustainability, social media and financial management.

To participate in the MasterClass program, businesses must have been in operation for at least two years, have an annual turnover of at least \$500,000, employ between two and 200 people and be able to demonstrate a pattern of business growth.

The program will commence in Melbourne 14 February 2012.

ENDS

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