

Regional Economic Development

Business Mentoring



CONSULTING

Murray Darling Regional Economic Diversification Program

- ▶ The purpose of this project has been to improve the resilience of participating businesses and better equip them to adapt to a changing operating environment.



45 businesses - overarching needs were:

- ▶ An improved understanding of strategic decision making processes within their business
- ▶ The ability to undertake market and competitor analysis
- ▶ A higher level of financial literacy
- ▶ An improved ability to acquire new customers and retain existing ones
- ▶ Key management skills
- ▶ A better appreciation/understanding of systems & processes
- ▶ Improved work/life balance



- ▶ Mentor panel sessions
- ▶ One on one ongoing mentoring
- ▶ Support for Chambers of Commerce
- ▶ Advisory boards for interested businesses
- ▶ Home grown/ local mentors



What this could mean for your region:

- ▶ Cheerleaders for Council and community - who are they? How can you use them?
- ▶ Are there younger/ newer business people who are looking to be connected to the community?
- ▶ How are chambers of commerce functioning?
- ▶ Are there key business leaders who are keen to support?