



Macleay Valley Local Business Digital Marketing Training Scholarship

Overview

- Kempsey Shire Council with the support of the NSW Department of Industry is providing Business Training Scholarships to Macleay Valley business owners to enhance their skills through Digital Marketing Training.
- 30 Scholarships are being offered to eligible businesses across all industry sectors.
- The training is in the form of live workshops and one-on-one mentoring.
- The Program runs from April 3rd 2017 and concludes 30th June 2017.
- The value of each Business Training Scholarship is \$3,000. There are no out of pocket expenses for scholarship recipients.
- Applications open 6th March 2017 and close 24th March 2017.
- Successful applicants will be notified week commencing 27th March 2017.

Background

MEDIA RELEASE | 16 January 2017 NSW GOVERNMENT \$50,000 SUPPORT FOR KEMPSEY SMALL BUSINESSES

The NSW Government has rolled out \$50,000 in support of small businesses in Kempsey to help launch the town into the digital economy.

NSW Deputy Premier and Minister for Regional Development, Skills and Small Business, John Barilaro and the Member for Oxley, Melinda Pavey, made the announcement while visiting Kempsey this morning.

Mr Barilaro said the Future Towns Program is a critical part of the Government's continued investment in creating jobs across regional NSW.

"The funding announced today will attract new businesses to regional towns and ensure existing businesses take full advantage of the rollout of the NBN," he said.

"The Future Towns Program will help 20 regional towns become digitally ready and make regional NSW an even more attractive destination for entrepreneurs."

The Member for Oxley, Melinda Pavey said there is flexibility in how the funds can be used.

"This is an exciting opportunity to enhance the business community's digital ready skills, including creating or updating websites and learning how to attract customers and business through effective and timely social media campaigns," she said.

Kempsey Shire Council Manager, Economic Sustainability, Susannah Smith, has already identified how the program will be applied.

"We will be using \$30,000 to provide digital readiness workshops, training and one-on-one mentoring for Macleay Valley businesses. Council will advertise the opportunity and call for Expressions of Interest in February, with the workshops to be held in May.

"We will also use the balance of the funds in equal amounts to update digital content at www.macleayvalleyfoodbowl.com.au and at www.macleayvalleycoast.com.au," she said.

ENDS

Eligibility

- Any business with a current ABN operating within the Macleay Valley are eligible to receive the scholarship.
- Only one person per business can attend the live workshop sessions and receive the one-on-one phone mentoring. This is expected to be the same representative throughout the program.
- The scholarship recipient (or their representative attending the training) must have their own laptop/iPad/smartphone or similar and have some general working knowledge of digital media (website, email, social media etc). This is not a beginners training program.
- The scholarship recipient must be available to attend the live workshop sessions and the one to one phone mentoring sessions. See below for times.
- The scholarship recipient understands that they will be required to implement the training provided and Key Performance Indicators will be set for each individual business to ensure maximum participation and optimum results.

Application Instructions

Businesses must complete the online application form located at www.kempsey.nsw.gov.au by Midnight Friday 24th March 2017

Training Program Structure

30 businesses will be awarded a Digital Marketing Training Scholarship.

One person per business can attend the training program (ideally, this will be the same person throughout the duration of the program).

Each scholarship recipient will be placed into one of three groups. The three groups will be determined by industry, B2B or B2C, and on current digital marketing knowledge. Successful applicants will be advised of their group at the same time they are advised of the result of their application. The workshop group allocation is at the discretion of the program co-ordinator.

Live workshops will be held on the following dates;

GROUP A	Mon 8th May	8am – 10.30am
GROUP B	Tues 9th May	8am – 10.30am
GROUP C	Wed 10th May	8am – 10.30am
GROUP A	Mon 29th May	8am – 10.30am
GROUP B	Tues 30th May	8am – 10.30am
GROUP C	Wed 31st May	8am – 10.30am

There will be three one-on-one phone mentoring sessions as follows;

1. When: 3rd April – 14th April
What: Introduction & Pre Training Research
Duration: 30mins
2. When: 22nd May – 26th May
What: Mid Program Implementation
Check in and Review
Duration: 20mins
3. When: 12th June – 16th June
What: Implementation Check in and Post Program Advice
Duration: 20mins

All phone sessions will be set up at mutually convenient times.

Scholarship Participation Requirements

By applying for the Digital Marketing Training Scholarship, you are agreeing to be available to participate in the live workshop sessions and the one-on-one phone mentoring sessions.

You also acknowledge that you have access to mobile technology that you are familiar with, and that you can implement the training throughout the program.

Scholarship Application Judging

Scholarship applications will be reviewed by a panel made up of the program co-ordinator, Kirsten Basford and internal representatives of Kempsey Shire Council.

All scholarship awards are final and no negotiation will be entered into.

About The Program Co-Ordinator

Kirsten Basford

B.Bus (Marketing & Human Resource Management)

Kirsten Basford is an executive level marketing specialist. With over 20 years of experience, Kirsten has lead the Australian marketing execution for some of the world's largest consumer brands including Sony Music, 20th Century Fox Home Entertainment, Starbucks Coffee, Wella and Jurlique. Since 2011, Kirsten has headed up her own agency Script Marketing, and more recently Kirsten Basford International, assisting SMEs to grow their consumer based businesses not only in Australia, but globally.

Kirsten has a strong background in digital media, as a dominant part of today's marketing mix. She has trained and mentored many small to medium businesses through their digital growth with outstanding successes.

Kirsten was the principal marketing consultant responsible for the highly successful Smith St Experience marketing campaign.

For further information you can contact Kirsten via email Kirsten@kirstenbasford.com or phone 02 6566 3388.

*Investing in the future of local
business in the Macleay Valley*

Supported by NSW Dept of Industry.

