



MEDIA RELEASE

30 APRIL 2020 – FOR IMMEDIATE RELEASE

FREE COURSE FOR BUSINESS TO MANAGE COVID-19 CRISIS

Local businesses impacted by COVID-19 are encouraged to sign up for a free online course that will provide them with tools to navigate the crisis.

Proudly funded by Council as part of its 12 month campaign to support local businesses through the pandemic, the free course is available to all business operators within the Mid-Western Region.

Through the short course business owners will learn how to minimise disruption to their business during the crisis; identify new opportunities and revenue streams; and set up for a quick recovery emerging out of the crisis.

General Manager Brad Cam said Council recognises this is a time of great uncertainty for small businesses who require support not only to survive but recover and thrive once restrictions are lifted.

“Education and information are central to the activities Council will be rolling out over the next 12 months to support our local businesses,” Mr Cam said.

“This course is a key part of these activities and will help owners develop a plan to ensure a quick recovery for their business coming out of this crisis.”

The Survive and Thrive Business Course is a 6-12 module online training program. Each module has multiple video lessons as well as live event training with additional online resources.

Topics covered include Google search, communication strategy, content creation, and targeted and paid marketing campaigns.

There is no fee and participants can go at their own pace. Course registrations are now open with course material due to commence soon.

The course is available at <https://www.brandlocal.com/midwestern> or via Council’s Facebook page.

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