

Wednesday 30 November 2011

Economic Development Newsletter Links Shire Businesses

Indigo Shire's Economic Development unit realised the need to establish a point of regular communication with local businesses and has developed B-News, an online newsletter.

B-News is aimed at small businesses and emailed across the Shire monthly. The newsletter contains:

- up to date information about government grants available for small businesses
- current projects implemented by the Shire's Economic Development unit
- details of Chamber of Commerce meetings
- local business profiles
- business trends

"The online newsletter format suits me perfectly, as it's instant, convenient and informative, and the electronic version allows me to refer back to the articles at a later date," said Fiona Larkings of WWW.ART Design Services.

"B-News keeps me up to date with trends that may affect the way I run my business, as well as Economic Development projects I'd like to be involved with," said Fiona.

If you would like to join the email list for B-News contact the Shire's Will Rickwood, Administration Officer, Economic Development on 03 5728 8036 or email wrickwood@indigoshire.vic.gov.au.

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Caption: L to R: Indigo Shire's Economic Development team, Administration Officer Will Rickwood and Business Development Manager Jamie Boatwood with the latest edition of B-News.