

MEDIA RELEASE

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New service provides brighter outlook for business

Businesses in the Wimmera Southern Mallee are set to benefit from a windfall in the guise of a specialised advisory service.

The Wimmera Development Association (WDA) now offers a Business Transition Program for businesses operating within the municipalities of Buloke, Hindmarsh, Horsham, Northern Grampians, West Wimmera and Yarriambiack.

WDA Chairman Norm Clyne said a Business Support Officer had been appointed to help identify opportunities for businesses to grow and develop.

“This service will help businesses plan and develop strategies for a more sustainable future,” Mr Clyne said.

He said Stephen Graetz had been appointed to the new position

“Stephen has lived and worked in this region for some time, and has a good insight into the challenges and opportunities businesses here face,” Mr Clyne said.

Mr Clyne said a key focus of Mr Graetz’s role would be helping business owners and operators tap into resources, including services, programs and information.

Businesses identified as being at risk would be supported to develop action plans to steer them towards a more profitable and sustainable outlook.

“The information and resources the Business Transition Program makes available could make a very practical difference to those operations in the short and longer-term,” Mr Clyne said.

“And of course, the entire community stands to benefit from the flow-on effects from a successful and vibrant business community.”

Mr Graetz will consult with Regional Development Victoria as well as key staff within each of the municipalities to ensure businesses have access to the most up-to-date and relevant information.

The Business Transition Program has been funded with the help of a \$140,000 grant from the Brumby Government’s Planning for Change Initiative.
