



Business Expo goes from strength-to-strength

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For immediate release

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The North Gold Coast Business Expo has signed on Olympic speed skating gold medallist Steven Bradbury to join its panel of eight expert workshop presenters.

Now in its third year, the Expo is the brainchild of passionate small business networker, Paula Brand who recognised a lack of representation of small business in the region – particularly those without shop fronts such as home-based, micro and mobile businesses.

“The North Gold Coast does not have a business hub or a large retail hub,” said Paula.

“Crikey, we are still building roads in the area, it is crucial that these businesses come together to connect and learn at least once a year.”

The Expo has grown to such an extent that 500 small business people are expected to attend this year's event, from as far south as Kingscliff to the northern suburbs of Brisbane, and as far west as Ipswich and Toowoomba.

“In the last two years we have brought together 750 small business owners, and had 22 speakers impart on-trend information to help sustain and grow local businesses,” said Paula.

“The program has been so successful that the South Gold Coast Business Expo is now in its second year and will be held on the 7th of July, and a new Expo will be held in Logan for the first time later this year.”

Due to the growth of the Expo, this year's event will be hosted by Upper Coomera State College in the school's Sports Hall.

“I was more than happy to come on board to support this local business growth initiative,” said Upper Coomera State College Principal, Chris Capra.

The Expo would not be possible without the support of sponsors – this year, 11 local business owners who believe in the need for a strong, vibrant small business community have thrown their support behind the event, many of whom have been on board since the very first Expo.

Over the last two years, the Expo has supported two charities – TLC for Kids and also the Life 2 Project.

“This year we are supporting Rize Up Australia – yes, another Domestic Violence charity – we are still experiencing the murder of women in our own community so we continue to support these charities that provide services to women and their children,” said Paula.

This year's Expo will feature five new food trucks and live music, creating a festive environment in which to network and do business.

The Expo workshop presenters guarantee attendees will take away 10 actions or pieces of top information to implement in to their businesses.

“If a small business person attends all eight workshops, they will gain 80 golden nuggets of priceless information to help improve and grow their business,” said Paula.

“Small businesses do BETTER business when they band together, and have a strong voice.

“It does not have to be a struggle, and the Expo's theme reflects the need for all stakeholders to COLLABORATE to ensure we all SUCCEED.”

For more information, visit: www.goldcoastbusinesssexpo.com.au

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