



# Innovative Small Business Skills Summit delivered direct to regional business

Making skills accessible

From the family farm to the local fish and chip shop, small business is at the heart of Australia's rural and regional communities. Now an innovative Small Business Skills Summit aims to deliver the latest small business insight and expertise direct to their door.

This August, networking community Business Business Business will host its inaugural skills summit, offering participants access to 60 of the best minds in small business courtesy of a summit delivered entirely online.

Over 11 days, the skills summit will cover all the essential topics of business, ranging from social media strategy to accounting, recruitment and growth. Attendees can log in to view the presentations live then participate in Q&A sessions, or access seminars pertinent to them at their own leisure for three months after the event.

Summit organiser and Business Business Business founder Linda Reed-Enever said the ethos of the online event was all about accessibility. It was devised to ensure small business owners had the best skills at their fingertips regardless of location.

"We know how critical small business is to regional Australia. We also understand how hard it is for these busy operators to take time away from their business to access skills and seminars that are often confined to major metropolitan areas," she said.

Ms Reed-Enever noted statistics indicate in some regional areas, up to one in five income earners derive their livelihood from small business. Meanwhile in 2016-17, there were 2,238,299 actively trading businesses throughout the nation.

In cold hard financial terms, the sector generates 44 per cent of the nation's employment, 33 per cent of Australia's GDP, and pays around 12 percent of total company tax revenue.

"Small business is the quiet achiever of Australia's economy and employment landscape, and often that achievement is the major source of jobs and income in small communities," Ms Reed-Enever said. "Knowledge and skills can be the very real difference between this lifeblood of regional areas just surviving or truly thriving."

The Small Business Skills Summit is created for business owners by business owners, offering a no-nonsense approach to the issues they commonly face.

"Whether they're in central Sydney or Outback Queensland, the summit offers small business owners the tools and insight they need to sustain themselves and the communities they serve."

The Small Business Skills Summit runs from August 6 to 16, with enrollments open now at <https://enevergroup.thinkific.com/courses/small-business-skills-summit>

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About Business Business Business - Business Business Business is a hub of information, made for business owners, by business owners. With the mantra "Learn, Connect, Network and Do" it is an arena dedicated to supporting and offering essential resources and skills to small business operators.

For further information or to arrange an interview, contact:

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<https://enevergroup.thinkific.com/courses/small-business-skills-summit>

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