MARKETING MAKEOVER PROGRAM

SMALL PROGRAM. BIG ECONOMIC IMPACT

WHAT IT DELIVERS FOR COUNCIL

- Demonstrates commitment to economic development
- Aligned with the strategic plan
- Low admin burden—we handle the delivery
- Full post-program reporting
- Strong business engagement
- Community connection + retention

WHAT IT OFFERS LOCAL BUSINESSES

- Help define their ideal client and brand messaging
- Competitor insights to find their niche
- A realistic, custom-fit marketing plan
- Confidence to take action
- Practical outcomes, not theory

Participant Ratings / 10

9.3	9.5	9.7
Content	Resources	Delivery

AMONGST

"I finally feel confident talking about what I do, and how to market it."

"A well-paced and informative course, with easy to implement solutions that are practical."

"The Program helped us work out marketing priorities for business , stuff we need to do first and what can be done later"

95% of participants were satisfied with the program content

AMONGST

PROGRAM SNAPSHOT

4 weeks (face-to-face)
Small group format 10–15 local businesses.
All communication, EOI processes and logistics are handled by us.
Council just provides the venue and promotes the opportunity.

Running since 2022 with multiple councils (many coming back for more).
Available in metro, regional, and interstate locations

SUPPORT LOCAL BUSINESS WITHOUT STRETCHING COUNCIL RESOURCES

A proven, council-funded initiative that gives small business owners clarity, confidence and growth - while helping
councils deliver on their strategic economic goals.

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