

## Results

In 2006, 167 women graduated from the Women in Business Regional program at six locations. At the end of the program:

- 100 per cent improved growth strategies for their business
- 100 per cent increased their overall business
- 100 per cent increased their access to business networks
- 45 per cent increased their turnover
- 27 per cent hired new staff.



For more information on the Women in Business Regional program, contact:

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# women in business

## Women in Business Regional program



Department of State and  
Regional Development



New South Wales Government

## Do you operate a small business in regional NSW, and do you want to take full advantage of its potential?

If the answer is 'yes', then this is your chance to be part of an exciting program for women business operators in regional NSW.

### **Join a group of businesswomen in your area and learn practical business strategies, network and improve your business success.**

Participation in the Women in Business Regional program offers many benefits including:

- opportunities to develop business skills
- tips and advice from experienced business people on how to manage and grow a business
- the chance to explore options to reduce costs and attract new business
- an understanding of business assistance and support available locally
- the development of local business networks.

The program runs over three months and requires a maximum of 35 hours of time.

The program involves three full-day or six half-day business skills workshops, two networking events, and a minimum of three small group mentoring sessions. The cost of the program is \$165 (including GST).

The program benefits businesswomen who:

- operate a small business in one of the nominated regions
- draw at least 50 per cent of their income from the business
- have been in business between one and five years
- are serious about achieving commercial success.

### **Sophie Czerwaniw – Kalamazoo Kidz, Gosford**

Kalamazoo Kidz, owned by Sophie Czerwaniw of Gosford, sells armchairs, couches and wooden furniture designed specifically for toddlers and young children.

"The Women in Business Regional program has been an amazing journey for me both professionally and personally," Sophie said.

"I now operate out of a fully-coordinated home office, much to the delight of my family," she said.

After completing the program, Sophie recognised the importance of working on her business, not just in it.

"The Women in Business Regional program helped me understand the importance of outsourcing some of the necessary business services.

"I now have more structure, more confidence, and find decision making much easier," she said.

For more information visit [www.kalamazookidz.com.au](http://www.kalamazookidz.com.au)

### **Janet Hay, Curves, Broken Hill**

Janet Hay was managing a company that helped people buy regional properties when she signed up for the Women in Business Regional Mentor program in Broken Hill.

Janet said the positive experience with the program encouraged her to take on a franchise with the Curves fitness group.

"Curves is a women's gym, and the program inspired me. Women motivate each other," Janet said.

Before the end of the program, Janet had hired 11 new staff to work at Curves Broken Hill.