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**SPARK IGNITES SMALL BUSINESS TRAINING PROGRAM IN PORT STEPHENS**

Spark CoWork is excited to announce the launch of a series of small business training programs being held during Term 2 in Port Stephens. The training, designed specifically for small business and current and future start ups, has been developed after consultation and feedback was given from a number of different business groups such as Port Stephens Women in Business, BNI, Tomaree Business Chamber and Port Stephens Council to identify potential training gaps and opportunities to further enhance and improve business efficiencies and outcomes. In addition, the existing community of Spark CoWork, that now features 25 small businesses, was also given the opportunity to provide feedback on what type of training might be needed.

“The program has been designed to allow small business to access cost effective, affordable training programs that don’t interfere with the day to day running of their business.” says Naomi Farrelly, of Spark CoWork. “There are many business training options available but usually they require a trip into Newcastle or a day out of the office to attend. Many of our small business community are working in their businesses all day and cannot afford to leave – this is why we have made the sessions available after hours and only for a duration of 2 hours each.”

Beck Morley, also of Spark CoWork adds “We have and will continue to listen to our local business community about their training needs. We are prepared to source the best of the best trainers in a bid to upskill our local business owners. We envisage that the gain in new skills will help improve and enhance small businesses around Port Stephens – making them more successful as well as providing a much better customer experience.”

General Manager of The Retreat at Anna Bay, Michelle Carter was excited to see the training become regularly available in her own backyard (Port Stephens) and intends on sending some of her frontline customer staff to the sessions. “Quite often, as a Manager, I am able to attend training but my team can’t – we just cannot be out of the business during office hours and then it becomes a challenge on how to best deliver the information to everyone at the same time. I like the fact that this training will take place after hours so my team can attend together. When I was asked what training I would benefit from as a small business, the first topic that sprung to mind was customer service training as I think there

is always room for improvement in this area in any business. Here at The Retreat we strive to provide the best customer experience for our guests and this requires continuous improvement through feedback and of course, training.”

All training sessions will be held between 5.30pm – 7.30pm every Tuesday evening during the term at Spark CoWork. All sessions are \$45 per person (inclusive of GST) and include training materials. Training topics include:-

Tuesday 1 <sup>st</sup> May	Starting Your Own Business – Part 1
Tuesday 8 <sup>th</sup> May	Starting Your Own Business – Part 2
Tuesday 15 <sup>th</sup> May	Customer Service Training 101
Tuesday 22 <sup>nd</sup> May	Building Your Business Profile
Wednesday 23 <sup>rd</sup> May	Understanding REMPLAN
Tuesday 29 <sup>th</sup> May	Digital Marketing Mastery (Organic) – Part 1
Tuesday 5 <sup>th</sup> June	Recruiting Staff for Your Business
Tuesday 12 <sup>th</sup> June	Crash Course in Xero
Tuesday 19 <sup>th</sup> June	Xero – Beyond the Basics
Tuesday 26 <sup>th</sup> June	Funding Options for Business Growth
Tuesday 3 <sup>rd</sup> July	Professional Growth through Personal Development

For bookings please visit [www.sparkcowork.com.au/events](http://www.sparkcowork.com.au/events) or contact Spark CoWork for further information.

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