

## DIGITAL GROWTH WORKSHOPS MOVING BUSINESSES FORWARD

Regional Development Australia Far North (RDAFN) has partnered with the Polaris Business and Innovation Centre and Department of State Development to hold a series of Digital Growth Workshops for businesses in Quorn and Roxby Downs.

The program offers businesses free advice on building their digital presence through websites and social media.

Claire Wiseman, Chief Executive Officer has said that the program has proved popular with all sessions being fully booked, “Eight sessions are being held over two days in both Quorn and Roxby Downs, with Quorn already being held on the 4 & 5 July. It is positive to see businesses taking advantage of the free advice offered and using it to improve on and expand their presence in the digital space, which is a very important promotional medium for businesses.”

“The sessions consist of a stocktake of what the business currently has in terms of website and social media presence, the effectiveness of this presence and how to improve and build on it to better the business into the future.”

The Digital Growth sessions are being held in Roxby Downs on the 25 & 26 July 2017.

“Due to the popularity of the program and the positive outcomes for businesses, we are looking at options to expand this program to other areas within the region.” Ms Wiseman concluded.

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Media enquiries: Claire Wiseman,

Regional Development Australia Far North

0417 862 174