

Tuesday 3 October 2023

Celebrating NSW Small Business Month

The seventh annual NSW Small Business Month is being held throughout October and there will be a number of events happening in the City of Ryde to help promote and assist this vital economic sector.

Co-ordinated by the NSW Small Business Commission, NSW Small Business Month brings together small businesses with local chambers, industry associations, other not-for-profits, large businesses, and all levels of government.

The theme for October 2023 is 'My Small Business' and is focused on providing help and tips on how small businesses can strengthen their business in seven key areas – branding and marketing, cyber security, business health, ecommerce, current market conditions, resilience, and teams.

“NSW small businesses employ 1.7 million people and generate \$465 billion a year in sales and services income,” said NSW Minister for Small Business Steve Kamper.

“Small Business Month is a unique opportunity for them to hear from a range of experts and leaders on how to make their business better.”

City of Ryde already has two great events planned, with more to be added to the calendar.

On Tuesday 3 October between 9am and 11am a Business Trade Presentation & Brunch is being held at the Macquarie University Incubator in Macquarie Park.

The event will feature speakers from Investment NSW – Export team, Service NSW for Business, and the City of Ryde Council, City Economy team.

Presentations will cover how businesses can connect with Council and State Government to improve their trade opportunities, at domestic and international levels.

The event will also include opportunities for networking over brunch before and after presentations, as well as have discussions with staff from Investment NSW, Service NSW and Council.

On Thursday 19 October from 5.30-7.30pm, a free Google Map My Business workshop is being held at the Macquarie University Incubator.

This informative session will teach business owners how to boost their search engine results the easy way by being listed on Google Maps.

City of Ryde Mayor Clr Sarkis Yedelian urged local small businesses to get involved in the activities happening across the City in October.

“Our City has many successful and hard working small businesses and the events happening across NSW Small Business Month give owners and staff a great opportunity to expand their knowledge and make new connections,” he said.

“Small businesses are the life blood of our community – they play a vital role in our City economy and it’s wonderful to be able to give something back to them.”

Click [here](#) to keep up with all the Small Business Month events happening in the City of Ryde.

**Media Contact: Brett Thomas, City of Ryde Communications m • 0466 479 556
e • BrettT@ryde.nsw.gov.au**