



**MEDIA RELEASE - Friday 4 Sept**

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### **Three Canberra small businesses set for a make-over**

The *Canberra Business Blitz* is part of the ACT's government's *Business in Focus Month* and will provide the opportunity for three local small businesses to take themselves to the next level with the expert assistance of Link Digital, Schmooze Network and Threesides Marketing during September.

"Following a call for applications last month, we've selected three businesses who will challenge themselves over four weeks and will be able access to up to \$10,000 in professional services from experts in marketing, PR, networking, design and digital communication," says Link's Director Steven De Costa.

"During the Blitz we'll each work with the companies on a key business challenge. We'll assist them in a personalised and focused way with targets and workshops each week." he says.

The three companies that have been selected are GPT Audio Visual, Therapy Masters and Striped Mouse Business Support. They were chosen from a very competitive field and represent three different scales of small business ranging from a one person operation, to a company getting export ready.

Each business has a distinct challenge that the Blitz team will focus on. The business that achieves the most during the four week Blitz, as voted for by the business community via the website [www.canberrabusinessblitz.com.au](http://www.canberrabusinessblitz.com.au), win additional professional services

"The Blitz concept is new to Canberra and is the initiative of three like minded small businesses," says Schmooze's founder, Phillip Jones, "by working with these three businesses in a collaborative way we can really make a difference in a short space of time. The challenge for us will be to ensure they achieve what they are aiming for by focusing their energies on one or two key aspects of their business."

Nearly a hundred applications were received from a very wide range of businesses. The winners were selected based on their need for the Blitz treatment and their willingness to be open to constructive advice and perhaps be challenged in the way they do business.

“By engaging with the local business community through social media and the website, the participating companies will be able to tell their story as they progress through the Blitz,” says Threesides Director, Clint Wright. “We’ll be posting weekly progress reports from both the companies as they work through their challenges and also our thoughts on how they are going.”

The Blitz website will be updated weekly with progress reports including comments by the judges and the competing companies on their experience. The Business Blitz will run till the end of September with a call for votes in the final week of the program.

## **BACKGROUND INFORMATION - About the Participating Blitz Businesses**

### ***GPT Design Pty Ltd***

GPT Design is the manufacturer of I-Amp is an Australian manufacturer of induction loop amplifiers for the hearing impaired. These listening devices assist the hearing impaired significantly and the company has just begun to get export ready to take the technology global. Their Blitz challenge will be to develop a compelling story to tell to industry and the community about the benefits and requirements of the technology in preparation to their export push.

### ***Therapy Masters***

Therapy Masters is a professional massage clinic located in Canberra City that was established in 2004. They specialise in a wide range of massage styles including remedial, relaxation, eastern and sports massage. Their Blitz challenge will be to let people know that they offer some of the best massage therapists in Canberra providing the best possible services that really do help.

### ***Striped Mouse Business Support***

This small company works with businesses to provide administration and financial solutions though services such as bookkeeping and other administrative record keeping systems. Their Blitz challenge is to repackage their image, website and get networked to attract more clients.

## **About the Canberra Business Blitz Partner Companies**

### ***Link Digital***

Link Digital is a creative and technical services company, concurrently offering specialised strategic advice: all to help our client's thrive, through various online, design and technical applications, and in the greater business community. Directors Steven De Costa and Jessica Salvage are driven by creativity and innovation and grounded by their strong customer focus, integrity and accountability. [www.linkdigital.com.au](http://www.linkdigital.com.au)

### ***Schmooze Network***

Schmooze was established in 2003 this professional network offers a very comprehensive environment for its members to promote their expertise and services, and cultivate mutually rewarding professional relationships. Schmooze’s founder, Phillip Jones, will assist Blitz participants on a range of communication and marketing areas including professional interpersonal skills, developing a networking strategy and how to use events and networking to drive their business. [www.schmooze.net.au](http://www.schmooze.net.au)

***Threesides Marketing***

Threeside co-director Clint Wright is an innovative marketing professional with strengths that lie in online marketing, strategy development, brand development, research and project management. An outside the square thinker, delivering on time and budget, he has the skill set necessary to transform the marketing approach of the businesses he works with. His diverse range of experience spans both the government and private sectors and includes: property, tourism, IT, professional services, retail, the arts, local government and industry associations. [www.threesides.com.au](http://www.threesides.com.au)

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