

## MEDIA RELEASE

Monday February 11, 2019

### **Greater Whitsunday Alliance to support the Isaac business community with new program and survey.**

The Isaac Business Support Program is calling for all businesses in the Isaac region to complete the *Understanding Isaac Business Survey* to help recognise the challenges and needs for businesses in the Isaac community.

Greater Whitsunday Alliance (GW3) with the support of the Local Buying Foundation, has established The Isaac Business Support Program for the Isaac region, to assist businesses in the western rural and resource communities to be successful and sustainable.

The Isaac Business Support Program aims to connect small businesses with a range of resources and support to address key local challenges and build both capacity and resilience.

Working on connecting businesses through The Isaac Business Support Program are The Isaac Business Support and Facilitation Officers Prue Lonergan and Jessie Appleton based in Clermont.

Part of the *Understanding Isaac Business Survey* is to work with all businesses and community groups to begin building healthy and robust Isaac businesses which will lead to economic growth and prosperity.

GW3 CEO Garry Scanlan encourages all Isaac businesses to complete the survey.

“The survey provides an evidence base from which to establish further regional support programs for Isaac businesses.

“It is imperative that GW3 focus its resources on understanding and targeting those areas that will give the best economic return to the Isaac region and this survey is an important tool,” he said.

To review and complete *the Understanding Isaac Business Survey* click on this link:

<https://www.surveymonkey.com/r/BusinessSkillsSelfAssessment>

Greater Whitsunday Alliance is the region’s peak, independent economic development body committed to making the Mackay, Isaac, Whitsunday region strong for generations.

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