



Media Release

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ANZ launches national workshops program for small businesses

ANZ today announced its latest series of free small business workshops in every capital city across Australia to help support business operators manage and grow their businesses during the economic downturn.

ANZ Group Managing Director Commercial, David Hisco, said the small business workshops follow ANZ's commitment to provide \$8 billion in new lending to small and medium-sized businesses. ANZ has also provided access to dedicated small business specialists through every ANZ branch in Australia and tailored banking solutions to businesses facing financial difficulty.

The small business workshops will feature industry experts from Google™, Marketing Angels®, businessplans.com.au and C.A.D Partners, and ANZ's own specialists. The workshops will include an overview of: online and email marketing, improving brand awareness, generating and nurturing leads, developing effective business plans and targeted cash flow solutions.

Mr Hisco said ANZ had offered the workshops since 2005, reflecting ANZ's commitment to supporting small business operators and the industry.

"Given current economic conditions, effective cash flow management techniques are crucial for small business owners, yet it is equally important for businesses to continue to market themselves to ensure they keep attracting new customers for the future," Mr Hisco said.

"The vast majority of Australia's small businesses are well-managed and in a sound financial position. However, we know there is more we can do to help our customers not only manage but grow during the current economic downturn."

Mr Hisco said the tailored sessions would be available to both ANZ and non-ANZ small business owners. The workshops are designed to provide business operators with information about important aspects of running a small business, such as new cash flow and marketing techniques and are a good opportunity to meet like-minded business operators.

The workshops commence in Queensland in May with sessions taking place nationwide in every major capital city until November, including Brisbane, Sydney, Melbourne, Adelaide, Perth, Hobart and Canberra. For more information, or to register for ANZ's Small Business Workshops visit www.thesbhub.com.au

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