

WORKSHOPS AIMED AT GROWING SMALL FIRMS OPENS FOR BUSINESS

A network comprising more than 1200 years worth of hands-on, practical knowledge in running successful companies has begun instructing others not only how to grow their businesses, but how to gain entry into critical overseas markets.

This initiative is called Mentre (an amalgamation of the words mentor and entrepreneurs) and has begun running workshops aimed at commercialisation, market entry and global expansion, as part of the State Government's VicStart Technology Commercialisation program.

"Many recent studies have shown that the vast majority of new enterprises fail as a result of poor managerial skills and insufficient understanding of the marketplace," said Robert Crompton, Executive Director of Information City Australia (ICA), a leading business network group in Melbourne, and organiser of the Mentre – Commercialisation & Growth Workshops.

"Our network of surrogate mentors and entrepreneurs helps participants gain greater insight into how to become more effective managers along with obtaining far more practical understanding of just how various markets operate and what it takes to succeed in each one," Crompton said.

He added that the Mentre workshops are designed not as conventional teaching classes, but as hands-on workshops with plenty of one-on-one attention for participants. "While good skills' training in the classroom is important, we've learned from experience that the most effective approach is one that incorporates a good deal of hands-on, one-on-one coaching."

Crompton said that the Mentre network featured strongly in ICA's achievements to date, which include incubating more than 80 companies from hundreds of formal Expressions of Interest; raised more than \$35 million in external funds; generation of several million dollars worth in revenues; and created hundreds of new jobs.

For more information, contact: Robert Crompton on 61 3 86655200 or go to www.informationcity.com.au

The Mentre – Commercialisation & Growth Workshop series receives strong support from the State Government's VicStart Program, Information City Australia, Piper Alderman, Perspective Solutions and Robert Weller & Associates.