

# **Tourism and sustainability advisors join business mentoring team**

Advisors in tourism and environmental sustainability have joined the team of mentors provided free of charge by the Southern Business Mentoring Program.

The mentors add to the skill set already on offer in the program which is available to residents and businesses operating within the Cities of Marion, Onkaparinga, and Holdfast Bay and the District Council of Yankalilla.

The Southern Business Mentoring Program is an initiative developed and implemented by the four sponsoring councils to support local businesses in a rapidly changing economic environment.

Eligible businesses who apply to the program are given the opportunity to meet once with an advisor from eight business disciplines to obtain advice on topics such as HR, workforce planning, strategic marketing, digital marketing, social media, retail and now tourism and environmental sustainability.

All mentors involved in the program are local business owners. Their insights are born from experience dealing with all aspects of running and growing a business.

The one-hour mentoring sessions are primarily delivered through Skype, zoom and phone but eligible applicants can arrange a face-to-face appointment.

Various mentoring dates are available, and spaces are filling up fast. Learn more about the program and book your free advisory session at [www.southernbusinessmentoring.com.au](http://www.southernbusinessmentoring.com.au)

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