

# GROW YOUR BUSINESS IN THE NARROMINE REGION

Narromine is a family focused town with a strong sense of community spirit. Opportunities for investment and employment are driven by our growing mineral resource industry, extensive agricultural sector and aviation. The Region is at the centre of a growing freight network and is supported by fantastic highway and rail linkages

The Narromine Region including Narromine, Trangie and Tomingley is renowned for its agricultural diversity, friendly community and excellent tourist attractions.

Nestled on the banks of the Macquarie River, Narromine Region covers an area of 5,224km<sup>2</sup> and offers— space, freedom and climate. People looking to move to our Region love the ‘feel’ of our communities and the country charm of our residents. We offer an opportunity to, set up your own small business, indulge in your favourite hobbies and interests and enjoy the relaxed lifestyle you have always wanted.

Residents of the Narromine Region enjoy a fantastic work/life balance and a strong sense of community spirit. The Region features affordable housing; excellent retail, trade and financial services; modern health services; outstanding sporting facilities; unique natural attractions and excellent educational facilities.

The Region is a popular location for fishing, water skiing, canoeing, swimming and other water activities as well as picnics and outdoor activities.

The Narromine Region offers residents the opportunity to own their family home with schools around the corner and a 5-minute commute between work, the supermarket and leisure activities.

Council provides library services in Narromine and Trangie, there is a strong interest in local history and a growing arts community provides cultural opportunities.

With nature-based activities in abundance, there will be no shortage of pursuits for you and your family to experience, regardless of your age or expertise.

There is no better place to do business, than the Narromine Region!

## Learn, Innovate and Grow Workshops

Narromine Shire Council has developed a series of FREE workshops to empower our Region's businesses with tools and strategies to promote business growth and development.

The workshops focus on;

- Developing an online presence for our local businesses through Google for Business, social media advertising and brand management
- Recruiting staff through skillset and RDA Orana
- Understanding your profit margins, breakeven points and cashflow
- Attracting the right client for your business
- Writing and understanding tender submissions
- Developing your capability statements

Workshop registration is FREE with plenty of tips to take home! Register here

<https://narromineregionbusiness.localised.com.au/events/>

## NDF Ag Design

NDF Ag-Design is a niche manufacturer of farming machinery, thriving in a market dominated by imports. The company makes disc planters that are pulled behind a tractor to plant seeds directly into the soil.

With the Australian market for these machines dominated by mass produced imports, NDF builds and designs its own disc planters, which can be adjusted to minimise soil disturbance and for different sowing depths.

NDF has more than 150 disc planters in the field on farms in all mainland Australian states and employs 20 workers in its Narromine factory.

## The biggest advantages of being based in the Narromine Region:

It would have to be the availability and affordability of land to establish the business and the ongoing support of the local business community.

Our skilled workforce, using state-of-the-art machinery allows us to make a lot more components in-house giving us better quality control.

While our location in the heart of rural Australia means we are close to the people who use our products and we can provide back-up and training for our customers.

## What you love about having a business in Narromine Shire:

There is nothing better than living in the country. Narromine Shire offers my family and our employees a great place to live and work. It has good services and facilities, a quiet rural environment, excellent real estate options, welcoming communities and an enviable work/life balance – the opportunities are endless.

To stay competitive, we regularly invest in factory upgrades, and with low overheads in Narromine we can afford to do this and keeps jobs in the local community.



## Narromine Transplants

Narromine Transplants is a containerised nursery situated on the north-eastern side of the Macquarie River. It is a family-owned business specialising in forestry seedlings and cutting grown forestry clones and revegetation seedlings. More recently, the business has entered the retail and commercial markets for fruit trees, blueberries and nut tree production.

The nursery location affords ideal weather conditions for the production of high-quality plants, has access to good water and other services and is a major employer of casual labour in the area in the height of the season. Narromine Transplants' customers are situated in all eastern states, South Australia and Tasmania.

## The biggest advantages of being based in the Narromine Region:

The community of Narromine offers us the availability of full-time and casual staff and is a place where our employees like to live and work. We find it an excellent town in which to carry on our business with good availability of land, water and general services. It is our intention to continue expanding on our current two sites as demand increases for our products.

## What you love about having a business in Narromine Shire:

We find that the town of Narromine, which sits adjacent to the main north-south highway, the Newell, gives us excellent access to clients in four states and we enjoy favourable freight rates. It is also within easy reach of Sydney where we have a number of large retail clients and suppliers of raw materials, with this route also being well serviced for overnight freight.



## LEARN, INNOVATE AND GROW

#growingnarromine

## Narromine Business and Community Workshop Events

### OCTOBER

#### Social Media Advertising | Alex&ria Digital

8 October | Trangie Golf Club | 6pm - 7pm

Learn how to set up and manage your social media ads, target audiences, budgets and goals across a number of channels.

#### Brand Development | Alex&ria Digital

13 October | Council Chambers | 6pm - 7pm

Learn about the importance of your brand, how to establish guidelines, and managing your brand across platforms.

#### Powerful Positioning | Beau Robinson

14 October | Trangie Golf Club | 6pm - 7.30pm

Learn how to attract clients that you want to work with that won't choose their tradie based just on price.

#### Content Creation | Alex&ria Digital

15 October | Council Chambers | 6pm - 7pm

Learn about identifying your target market and what platforms to use, tricks, tools and apps you can use to create and schedule your posts.

#### Powerful Positioning | Beau Robinson

20 October | Council Chambers | 6pm - 7.30pm

Learn how to attract clients that you want to work with that won't choose their tradie based just on price.

#### Social Media Advertising | Alex&ria Digital

21 October | Council Chambers | 6pm - 7pm

Learn how to set up and manage your social media ads, target audiences, budgets and goals across a number of channels.

#### Google for Business | Central NSW Business HQ

22 October | Council Chambers | 6pm - 7pm

Get started! Learn how to add your business to Google Business and how to utilise Google Drive, Google Analytics and Google Sites for your business.

#### Skillset Recruitment Services | Skillset

27 October | Council Chambers | 6pm - 7pm

Recruiting the right people for your business can be a difficult process. Learn about how Skillset can assist and identify different recruitment options.

#### Hiring Migrants | RDA Orana

29 October | Council Chambers | 6pm - 7.30pm

Are you interested in hiring migrants for your business? Learn about addressing skills shortages, conditions of employment, visa restrictions and more.

### NOVEMBER

#### Write a Tender Submission | iClick2Learn

3 November | Council Chambers | 6pm - 7.30pm

Join Natalie Bramble for an information rich session on how to strategically analyse Tenders and the structure you need to write a successful submission

#### Mastering your Money | Beau Robinson

5 November | Council Chambers | 6pm - 7.30pm

Learn how to increase the cash flow and profit in your business. Master your break-even point and understand how to reach your financial goals.

#### Capability Statement | TNT Professional

10 November | Council Chambers | 6pm - 7.30pm

Do you need a Capability Statement? Learn about the purpose of your capability statement. Capture your core competencies and experience in one document.