



## Learning Program Overview

### Topic 1: Emerging issues of sustainability in a small business context

Introduce participants to the sustainability concepts such as triple bottom line, carbon trading, 'environmental footprint' etc. in terms of the social, environmental and economic performance of their business.

### Topic 2: Thinking creatively about sustainability

Introducing the entrepreneurship side of the program, this topic encourages you to think 'outside the box' by adopting creative thinking strategies. You will reconsider how increasingly limited resources and the potential impact of regulatory controls can be turned into business opportunities.

### Topic 3: Strategies for sustainable growth

Using some of the latest strategy tools, this topic will take you through a critical analysis of your products and processes and help you develop strategies to improve your bottom line.



### Topic 4: Marketing for sustainable growth

An importance aspect of this topic is measuring what matters in marketing your company. Knowing where you fit, who your competitors are, what customer think about you, and how you communicate about your products or services, is critical to your growth strategy.

### Topic 5: Creating a triple bottom line action plan

Identify opportunities to improve the social, environmental and economic outcomes of your business and develop an environmental action plan to achieve specific improvements in these areas.

### Topic 6: Financing growth and planning

Growth requires financial resources. In this topic you bring together all of the aspects of previous topics and develop a plan to determine what financial resources you need and

ensure that the growth does not outrun your capacity to finance your company's growth.

### **Topic 7: Developing a common code of practice**

This topic is about developing, adopting, and implementing quality assurance processes for both business and environmental sustainability. The topic will outline how the principles of adopting common standards and quality processes for both users and suppliers of green products/services will enhance your reputation as a green company.

### **Topic 8: Collaboration and networking**

The aim of this topic is to analyse how you currently work both internally and externally with staff, partners, contractors, suppliers and competitors. You will identify opportunities for increased efficiency and explore benefits of collaboration to rapidly access new business opportunities and get them to the market more quickly.

### **Topic 9: Working together**

This area gives you the opportunity to post and discuss new business models and ideas with your fellow participants for "open source" type refining and collaboration on new business ventures.



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