



BREED.

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New purpose-driven alliance delivers an education master class

COMMUNITY Broadcast Network (CBN) and BREED Australia have teamed up to design and deliver a suite of successful business education and mentoring programs aimed at aspiring and early-stage entrepreneurs and SMEs.

The alliance of these two Western Sydney based entities will promote the delivery of education programs under the banner of **WEXPO Academy – Powered by BREED Learning For Good** and leverage their respective strengths across networking, marketing, media and content development.

BREED Australia general manager Emmanuel Martin said the education programs are designed to deliver learning and development opportunities backed by mentoring and coaching programs and an environment where businesses can network regularly.

He said partnering with CBN makes sense for BREED Australia. "CBN is able to deliver a large audience of prospective students via their media channels and WEXPO event series. Importantly our values around student development, innovation and community engagement are aligned," Mr Martin said.

The co-branded series will include workshops on trending topics such as Digital Marketing, Strategy and Goal Achievement, Leadership, Legal and Risk Management, Financial Management, Emotional Intelligence, Design Thinking, Project Management, Change Management, HR Management, Grant Writing and Marketing Basics, including Website/ SEO/ Ad words.

Also included is the signature 10-week **Aspiring Entrepreneur Transformation Program** run through BREED Learning for Good.

This high-value program is designed to provide the knowledge, skills, long-term mentoring and, more importantly, the mindset you need to realise your entrepreneurial dreams. The cost is only \$999 INC GST and includes over \$2,300 additional value.

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WEXPO Academy – Powered by BREED Learning For Good will have exhibitor spaces at the upcoming WEXPO events at Blacktown (September 5), Hills (October 11 and Parramatta November 22 – where people can find out more and register for future courses.

CBN Publisher Michael Walls said that with Greater Western Sydney's unprecedented growth, SME owners and managers are looking for high-value and affordable educational programs that deliver content relevant to today's business community environments.

"The programs developed by BREED Australia are unique in that they are delivered by people who have lived the teachings and can share their experience in a format where maximum learning will take place," Mr Walls said.

The parties share common values and ideals in the operation of the collaboration, which are:

- Promote a culture of innovation – encourage and support innovation and collaboration.
- Followers and members to stay informed about the latest trends and technologies through face-to-face and virtual meetings.
- Followers and members will become Champions of their Communities (create pride and social impact in Western Sydney) – staying connected to the community is crucial.

CONTACTS

To learn more about the **10-week- Entrepreneur Transformation Program**, visit: www.breedaustralia.com.au and click on Learning For Good.

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About CBN: CBN publishes the following media brands:

www.parramattatimes.com.au | www.greaterblacktownnews.com.au | www.accessnews.com.au | www.macarthuradvocate.au | www.centralcoastsun.au | www.sydneywest.tv and the WEXPO events series www.wexpo.com.au

Photos of BREED Learning in action.

