

Media Statement

1 September 2017

Tom O'Toole – Helping Mid West Business Position for the Future

Businesses are looking to the future in the Mid West. Despite the pressures being felt through the changes to the mining sector and the 2017 dry season, the Shire of Morawa, in conjunction with key business locals and organisations, have extended an invitation to Tom O'Toole to speak on how to face challenges and position for the future – no matter where you are.

Shirley Katona, a Morawa Business stalwart came up with the idea of bringing Tom to Morawa to help all businesses out there. She said "Although some businesses may be struggling and others looking for new strategies and motivation to improve their businesses and their community in general, this event is designed to help invigorate those who need it, or have great ideas for the future, or simply for those who may be interested in attending a novel entertainment event".

Tom's savvy entrepreneurship, drive and innovative business practices saw him create a thriving business by turning around a failing little bakery in a dying country town. The Beechworth Bakery is recognised as a true Australian success story with over 250 staff, a turnover exceeding \$17 million and serving more than 1 million customers per year.

Tom will be at the Morawa Town Hall on Friday, 15 September 2017 to not just tell his story, but to provide key insights on what it takes to manage the fine line between success and failure. "Tom's story is impressive regarding the grit, guts and the reality of turning the Beechworth Bakery in rural Victoria into something truly inspirational" Mr Fletcher said.

The evening with Tom is a collaborative event that is being kindly supported by the Shire of Morawa along with the Morawa Business Community, the Northern Districts Community Support Group Inc., Corporate Bulk Handling (CBH), and the Shires of Mingenew, Perenjori, Carnamah and Three Springs.

Mr Fletcher went on to say: "Even before we advertised that Tom was heading our way, we had 80 business people and others from all over the Mid West say they were coming along".

Story Ends

Event Information

18+ Event commencing at 6PM, 15 September 2017 – Morawa Town Hall

Three course meal

Tickets are \$45 each

Contacts:

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