



GLEN EIRA
CITY COUNCIL

MEDIA RELEASE

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Local businesses and students working together

Glen Eira City Council's *BusEd Program* matches local business owners with university students who then work together to develop a website or database system for the business.

The *Program* is run in partnership with Monash and Swinburne Universities and Holmesglen Institute as part of their curriculum to enable students to apply the skills and knowledge they have acquired during their course to real-life situations.

Glen Eira Mayor Cr Margaret Esakoff said more than 400 student projects have been facilitated through the *BusEd Program*.

"IT projects are a great way for businesses to kickstart their journey into the digital space and begin to adopt digital marketing strategies, interact with their clients online and improve the way they manage and use information," she said.

"The only cost to businesses is a commitment to devote their time, ensuring the best possible outcome for their business and for the students' experience and overall program results."

Businesses can get first-hand information from the universities at a recruitment event on Thursday 13 February from 2pm to 7pm in the function room at Duncan Mackinnon Reserve, corner Murrumbeena and North Roads, Murrumbeena. Each university will be represented at the event and businesses will have the opportunity to register for the *BusEd Program*.

Council's library branches will also have pop-up *BusEd* information sessions in February. For further information, contact Council's *BusEd Program* co-ordinator on 9524 3333 or visit www.gleneira.vic.gov.au

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