

Business Growth & Marketing Program

Set your business up for success

This three-part workshop series is designed to help small business owners build a strong foundation for sustainable growth by aligning their business strategy with practical, data-informed marketing.

Across the program, you will move from clarifying your business positioning and structure, through to building a clear and measurable marketing pipeline, and finally learning how to use your existing data to make more confident, informed decisions.

By the end of the program, you will have a clearer business direction, a defined marketing framework, and the skills to use data to support ongoing growth and decision-making.

This program is suitable for business owners and marketing managers in small teams.

You will need to have an established website and access to Google Analytics to fully benefit from this program.

Places are limited, register your interest



For more information

melvillecity.com.au/our-city

[/business-hub/business-events](https://melvillecity.com.au/our-city/business-hub/business-events)

City of
Melville

Workshop 1 – Wednesday 6 May, 9am to 11am

Compete Successfully

This workshop will explore the connection between business model and positioning, and why both are critical to building a business that stands out and grows sustainably.

Participants will be invited to reflect on how well their business is aligned across four key areas: product, market, experience, and pricing.

Business success is not just about having a strong product or service – it's about making deliberate choices, creating alignment, and building a clear position in the market.

This workshop will cover:

- Understanding the link between business model and positioning
- Reflecting on the alignment between product, market, experience, and pricing
- Identifying gaps and opportunities to strengthen market position and support sustainable growth

When these elements are out of sync, growth can stall. When they work together, your business will be better placed to attract the right customers, communicate your value and compete with confidence.

Presented by Olivia Dunmille

Workshop 2 – Wednesday 13 May, 9am to 11am

Forecasting Your Marketing: Building a Data-Led Sales & Lead Pipeline

Before diving into marketing data, and understanding what's working across your marketing and sales, there's a critical first step many businesses skip, defining clear, measurable business and marketing goals. Without this, marketing can quickly become reactive, inconsistent, and difficult to measure.

This workshop will lay the strategic foundation required before analysing how you're your marketing is working.

In this practical session, you will learn how to map your business goals into a clear, measurable sales and lead pipeline. The focus is on building a structured approach to forecasting, defining SMART marketing objectives, and creating clarity around what success actually looks like.

This workshop will cover;

- From Business Goals to Marketing Clarity
- Building Your Sales & Lead Pipeline
- Defining SMART Marketing Objectives
- The P&L Marketing Calculator (Practical Application)
- Defining Your Next Steps

This session builds the foundation for workshop 3 where you will work with your own marketing data to inform decisions with clear intent, context, and measurable outcomes in place.

Presented by Brooke Huckerby

Workshop 3 – Wednesday 20 May, 9am to 11am

Get Started with The Data You Already Have.

Many small business owners are investing time and money into marketing but aren't always sure what is actually working. Most businesses already have access to valuable marketing data, and information through tools like Google Analytics, and customer feedback, but they often don't know where to look or how to interpret what they're seeing to take action and inform their marketing efforts.

This practical workshop is designed to introduce you to the marketing data you already have available and will show you how to use it to guide marketing decisions. You will learn how to move beyond guessing and start identifying clear signals in your data that can help focus your marketing efforts more effectively.

The workshop will cover

- Understanding Your Audience & Marketing Signals
- Getting Started in Google Analytics (GA4)
- Quick Wins: What Your Data Can Tell You Right Now

The session will focus on simple, practical starting points that will help you understand your customers, identify which marketing channels are driving website visits, and discover which content resonates with them.

Presented by Brooke Huckerby

Meet the presenters

Olivia Dumaille



Olivia Dumaille is the founder of AvantGarde and an experienced business coach who supports small and medium-sized business owners to lead with greater clarity, confidence, and alignment. With a background spanning business strategy, HR expertise, and people development, she works with businesses to strengthen their foundations, support their teams, and grow in a more focused and sustainable way. Drawing on experience shaped across Perth and Paris, Olivia brings a practical and people-centred perspective to business.

Brooke Huckerby



Founder of Penn & Lytics, Brooke Huckerby is an experienced Marketing Analytics Strategist with a decade of hands-on expertise in e-commerce, digital marketing, and data interpretation. Specialises in transforming complex marketing data into clear, strategic insights that help businesses and business owners to grow with confidence. Committed to making data approachable, Brooke empowers business owners to understand, own, and act on their marketing metrics without the overwhelm.