



wise**foundation**



09.14.10 | South Pacific Business Development (SPBD) Announces Partnership with The Body Shop Australia and The Wise Foundation

The Body Shop provides coaching to SPBD's women micro entrepreneurs in Samoa to Help Grow Small Retail Stores

APIA and MELBOURNE, 14 September 2010 – [South Pacific Business Development \(SPBD\)](#), [The Body Shop Australia](#) and [The Wise Foundation](#) have teamed up to launch a small business training and mentoring program in the South Pacific.

This partnership will target SPBD's women micro entrepreneurs who are currently operating small retail stores on the islands of Samoa. The Body Shop Australia will provide individual business mentoring and training to help them gain the knowledge and insights to grow their micro businesses to the next level of profitability.

The Wise Foundation provided a grant of \$A30,000 to support SPBD's micro-enterprise loan program and The Body Shop Australia will send mentors into the field in Samoa to work alongside the women store owners. The Body Shop Australia staff will train Samoan micro entrepreneurs in service excellence, marketing, and sound financial and business planning to empower them to build strong and sustainable businesses.

The program will officially start in October 2010.

SPBD is very excited about this new collaboration and the potential it brings to greatly benefit these women and their families in Samoa.

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About SPBD:

South Pacific Business Development (SPBD) improves the quality of life of families living in poverty by providing unsecured credit, training, and ongoing motivation and guidance to help them start, grow and maintain micro-businesses, build assets, as well as finance home improvements and childhood education. Our vision is to create a network of micro-enterprise development organizations in the South-Pacific and neighboring regions to empower women through financial access and economic development to lift themselves and their families permanently out of poverty and improve self-esteem. For more information, visit www.spbd.ws

About The Body Shop:

The Body Shop® Australia is a fully Australian owned company. Owned by the Wise family, Graeme Wise opened our first Australian store in Melbourne in 1983 - since then we've opened more than 80 stores across Australia and Mark Kindness, Chief Executive, continues to grow the company. We believe business has the power to make the right kind of difference to the world, and the best way to convince others is to lead by example. All our products are made with a love of life and the world we live in, individuality, community spirit and a commitment to trading fairly. For more information, visit www.thebodyshop.com.au

About The Wise Foundation:

Based in Melbourne, Australia, the Wise Foundation was formed in April 2008 to further the community development and social commitments of The Body Shop Australia, the Adidem group of companies and the Wise family. The Wise Foundation believes that all people and communities should have the opportunity to achieve economic independence through business. Our core mission is, 'To strengthen communities through assisting the creation of innovative economic models.' The Wise Foundation is a registered Tax Concession Charity for the purpose of assisting marginalised people achieve meaningful participation in the community. For more information, visit www.wisefoundation.com.au