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Xerocon Sydney, taking place in Sydney on 23-24 August 2023.

Isaac M. O'Bannon • Jul. 06, 2023



Coinciding with Xero Day 2023 – the day of Xero’s founding 17 years ago – [Xero](#), the

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customers in Australia, New Zealand, Singapore, South Africa, the United States, Canada and the United Kingdom.

Customers in each country will be eligible to apply for the following funding categories that best suit their needs.

- **Innovating for sustainability:** For small businesses who want to take the next step on their sustainability journey. It could be to move to sustainable packaging, implement energy-efficient equipment or carbon neutral transport.
- **Trailblazing with technology:** For small businesses seeking to take the next step to supercharge their business by digitalising parts of their operations or integrating new emerging technologies.
- **Strengthening community connection:** For small businesses or non-profits striving towards community connection. It could be to contribute to philanthropy, social good, or make an impact on the community in a meaningful way.
- **Upskilling for the future:** For small businesses seeking to support upskilling for themselves or their employees so they can access training and development to further grow.

For each category, there will be seven regional winners identified by a regional judging panel. The pool of regional winners in each category will then be evaluated by a global judging panel and the winner of each category will receive an additional global prize.

Sukhinder Singh Cassidy, Xero CEO said: “Xero Day – the anniversary of when it all started for Xero – is our opportunity to connect and celebrate our small business customers all around the world. This year, we are pleased to be launching the *Xero Beautiful Business Fund* to allocate funds to back small businesses in their future aspirations and help them achieve whatever success means to them.

“We believe small businesses run the world and as champions of small business, Xero

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Information on the *Xero Beautiful Business Fund* can be found at xero.com/beautiful-business-fund. Full terms and conditions including eligibility criteria will be available when entries open.

Small Business

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