



Free and low cost training opportunities for business owners and key managers in small to medium businesses who want to grow or defend their business in challenging times.



Inner West
Business
Enterprise
Centre Inc

January to June
2012 Issue

Contact Information

Ph: 8159 8700

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Are you a small business owner or operator?

Do you need help to grow your business?

The Inner West Business Enterprise Centre is a not for profit organisation funded by the Federal and Local government to assist small to medium business owners and operators.

We provide practical training specifically for small to medium businesses on a variety of topics, at affordable prices.

All of our training sessions are run by business people with practical experience in business issues. Participants will learn skills they can use immediately in their businesses.

Other services include:

- Business planning assistance
- Marketing advice
- Business advice and services from lawyers, accountants, HR specialists, bookkeepers and mediators (conditions apply)
- Business coaching and mentoring
- Import/Export information
- Networking opportunities
- Access to business literature, resources and information
- New product or service development

This booklet contains valuable information about the workshops, seminars and networking opportunities we will be running from January to June 2012.

Numbers are limited, so you will need to book in early to avoid disappointment.

**Phone 8159 8700 for more information
or visit our website: www.bec.org.au**

The services provided by Inner West Business Enterprise Centre Inc. are partially funded by the Federal Government



Starting a New Business

<p>MONDAY 6 February 5 March 2 April 7 May 4 June</p> <p>Cost: Complimentary</p>	<p>IWBEC Training Room 30-32 Stirling Street THEBARTON</p> <p>9.30 am—11.30 am</p>
<p>MONDAY 20 February 19 March 16 April 21 May</p> <p>Cost: Complimentary</p>	<p>IWBEC Training Room 30-32 Stirling Street THEBARTON</p> <p>1.30pm—3.30pm</p>

These complimentary 2 hour workshops are for people who are thinking about starting their own successful business.

Covering the basics of setting up a new business, these workshops will answer questions such as:

- Is self employment for me?
- What are my legal requirements?
- What do I need to start a business?
- How much will it cost?
- Will my idea work as a business?
- Do I need a business plan?
- How do I construct a cash flow budget?

Workshops include free templates and fact sheets.

Bookings are essential.

Online bookings: www.bec.org.au

Phone bookings: 8159 8700

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Darryl Hogan Government Consultant
Chris Ellis Fleet Consultant
John Carroll Fleet Consultant

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Book a time to visit and we'll wash your car with our state-of-the-art car wash for *FREE*.

www.metroholden.com.au



IWBEC Business Growth Program

With the right information, who knows how far your business could go!

Are you dealing with **all** the elements of your business that are **important** or are you focused on the **urgent** matters only?

We have developed a program of 5 workshops targeted at the core elements of your business. The program will give strategies for use specifically in your business, to boost your profits and free up your time. These sessions are designed to reset your focus onto the **important** activities that will give you greatly improved results.

Session 1 - Goals and Planning

**Tuesday 7 February
10.30am - 3.30pm**

If you don't know where you're going how are you going to get there? During this session you will set your goals, the foundation stone of business. You will be planning the next steps for your business and developing clarity around the appropriate actions needed.

Session 2 - People Team and Culture

**Tuesday 28 February
10.30am - 3.30pm**

The performance of the people in your business both professionally and personally is critical if you are to achieve your goals. Learn how to become a great leader to inspire them each and every day and drive the culture in your business.

Session 3 - Cashflow and Profit

**Tuesday 20 March
10.30am - 3.30pm**

You will learn about the critical nature of cashflow and how to focus a relevant amount of your business energy consistently in this area. This workshop will assist you in developing simple tools to control cashflow.

Session 4 - Systems & Sustainability

**Tuesday 24 April
10.30am - 3.30pm**

Develop the structures and systems that run your business. Discover the importance of working **on** your business not just **in** it. Establish your personal and business action habits that will sustain your business over time.

Session 5 - Sales and Customers

**Tuesday 15 May
10.30am - 3.30pm**

Learn about the different types of salespeople and customers. This session will help you build a sales process that will increase your effectiveness.

Program Cost: \$750 includes lunch and refreshments.

Talk to Rick on 8159 8700 for further information.

Using Technology to Market Your Business

Tuesday 14 February 2012
9.30am - 11.00am
Cost: \$25.00

IWBEC Training Room
30-32 Stirling St,
THEBARTON

Regardless of the size of your business, technology is a tool that is here to stay. Choosing to utilise it is a smart move, choosing to ignore it could leave you left behind or out of business. Instead of trying to “Push” market to your customers have you tried “Pull” marketing?

Presenter Donna Hanson, from Prime solutions will show you how to promote your business using **low to no cost** tools to drive prospects to your business and how to make it happen – even when you don’t know what to do.

In this fun and engaging session, Donna explores ways you can use technology to market your business at **low to no cost**, how to get the ball rolling when you don’t know where to start, how using technology can make connecting with prospects and clients faster and easier, and more.

Includes morning tea and refreshments.

Introduction to MYOB

Wednesday 22 February 2012
9.30am - 11.30am
Cost: \$55.00

IWBEC Training Room
30-32 Stirling St,
THEBARTON

Now that you have decided on your accounting package, what do you do next? Loading the program, setting up the chart of accounts, how do I use the package, do you need external help – what a minefield to navigate!

Come along to this session and Julie Allerton - Chartered Accountant and Business Advisor, will teach you how to; read a chart of accounts and why you need them, make headers and sub accounts, make sub totals in your financials make recurring transactions.

All these things when set up correctly will make your data entry quicker and your reports easier to read. You will learn how to set passwords and access rights to each user and how to customise your sales invoices.

There are only 10 places available for this workshop and you will need to bring a laptop.

Includes morning tea and refreshments.

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Local support and expert advice from the best in the business

At the Telstra Business Centre Adelaide North, you can get face-to-face advice at your place or ours. Chat to the experts who understand the unique communication needs of local businesses. With exclusive offers for ABN holders, get the right business solution tailored to suit your needs now and as you grow.

For all of your business communication needs, visit the team at:

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LEVEL 1, 215 PORT ROAD, HINDMARSH SA 5007
CALL 8241 8566 FOR AN APPOINTMENT
INFO@TBCADELAIDENORTH.COM.AU

IT'S HOW
WE CONNECT



Will your Idea Work as a Business? Innovate SA

Thursday
16 February
15 March
19 April
17 May
21 June
Cost: Complimentary

IWBEC Training Room
30-32 Stirling Street
THEBARTON
5.30pm—7.30pm

This workshop is aimed at entrepreneurs and inventors who have an idea or a product but as yet have not established a business and/or achieved meaningful level of sales.

This workshop looks at the steps needed to ensure success including the following:

- Market Research
- Identifying your Team
- Intellectual Property
- Developing a Prototype
- Preparing your Business Model
- Commercialising your Product/Service
- The Five P's of Product Commercialisation



After the workshop, participants are able to talk one on one with the presenter about their product or idea.

Phone bookings: Tim Richardson 8113 0714

Website bookings: www.innovatesa.com.au

IWBEC Website

Check out our informative website at www.bec.org.au for up-to-date information about low cost training opportunities, networking events, functions and the other services we offer.

If you, or any of your staff are interested in participating in activities you can pre-book online. Keep checking our website for details. Some of the workshops are limited in numbers so don't leave your booking until the last minute or you may miss out!

If we can assist you with any of your business needs, please contact us for confidential advice on **8159 8700**.

Business Bites

10 Tips on Marketing

Friday 24 February 2012
12.00pm - 1.30pm
Cost: \$33.00

IWBEC Training Room
30-32 Stirling St,
THEBARTON

A marketing plan need not be a 'heavy duty' time-consuming document. Rather, your marketing plan should summarise the most important strategic marketing objectives and decisions that you have defined for your business and your brands. An effective marketing plan will also provide a 'road map' clearly listing the key steps that you need to implement in order to achieve your objectives.

Some of the tips covered by Patrick Baker from Baker Marketing include:

- Develop your key communication messages before you spend money
- Research your marketplace and customers
- Select the most attractive target markets

The presentation will last approx 45 minutes followed by a light lunch and networking with other small business owners and operators.

Budgets for Better Business

Tuesday 6 March 2012
9.30am - 12.30pm
Cost: \$55.00

IWBEC Training Room
30-32 Stirling St,
THEBARTON

Presented by Chris Whelan from CL Whelan & Associates, this workshop will discuss the key areas of budgeting for business.

Why Prepare Budgets?

Budgets are an essential form of control information for your business. Every business should prepare annual budgets and here are the reasons why:

- Budgets are a planning tool
- Budgets reflect your business goals over the next 12 months
- Budgets are not set in concrete
- Monitoring actual results against budgets on a regular basis allows you to exercise greater control over revenue and expenses
- Monitoring actual results against budgets on a regular basis provides information for decision making

Includes morning tea and refreshments.

ATO - Tax Basics

Wednesday 14 March 2012
9.30am - 12.30pm
Cost: Complimentary

IWBEC Training Room
30-32 Stirling St,
THEBARTON

You will learn about tax issues relevant to owning and operating a small business and receive practical tips for your business.

Some of the topics covered are:

- getting started in business
- income and expenses
- goods and services tax (GST)
- employing people
- reporting and paying
- record keeping
- dealing with the Tax Office

Applicants may access the Registration page online www.ato.gov.au/seminars.
Alternatively call the session coordinator on 1300 661 104

New Exporters Network Expos Around the World

Friday 16 March 2012
12.00pm - 1.30pm
Cost: \$33.00

IWBEC Training Room
30-32 Stirling St,
THEBARTON

Expos around the world - Which one would you choose?

There are hundreds of industry expos around the world and choosing the right one to spend your valuable marketing resources on is worth getting right! With a focused strategy and enough market research, choosing the right one will be very rewarding for your business.

In this workshop, Patrick Baker from Baker Marketing, will show you how to select the right expo in the right market for your business.

At the conclusion of this workshop talk to Tania to book a free 1 hour one-on-one mentoring session with Patrick.

The presentation will last approx 1 hour followed by a light lunch and networking with other small business owners and operators.

Bookings essential for workshops and events on 8159 8700 or www.bec.org.au

Are you a Bank or a SME Business?



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End of Month/Year Checklists

Thursday 22 March 2012
9.30am - 11.30am
Cost: \$40.00

IWBEC Training Room
30-32 Stirling St,
THEBARTON

There are many financial things that need to be done at the end of each month to have useful and reliable financial reports.

Do you have balances in your financials that you have been meaning to clean up, but don't know how? If you are making decisions on your monthly financials, then you need to ensure that they are correct.

At year end the results become even more critical as these impact on how much tax you pay! The Financial Year End Checklist is a great tool to assist you in the process to gain better financial management.

At the conclusion of this session you will take away Month End and Financial Year End Checklists.

Julie Allerton - Chartered Accountant and Business Advisor, specialises in assisting small business owners to streamline their in-house accounting processes to ensure accurate financial information.

Includes morning tea and refreshments.

Bookings essential for workshops and events on 8159 8700 or www.bec.org.au

ATO - Business Deduction Essentials

Friday 23 March 2012
9.30am - 11.30am
Cost: Complimentary

IWBEC Training Room
30-32 Stirling St,
THEBARTON

This session covers some of the more common business income tax deductions in some detail, with worked examples to illustrate the calculations.

The topics covered include:

- income tax deductions - general
- expenses you can claim immediately
- expenses you can claim over time
- some expenses you can never deduct
- trading stock and other special deductions
- tax losses
- keeping proper records.

Applicants may access the Registration page online www.ato.gov.au/seminars. Alternatively call the session coordinator on 1300 661 104

Networking Breakfast

Small Businesses Future in a Changing Australian Economy

Thursday 29 March 2012
7.45am - 9.30am
Cost: \$55.00

Botanic Gardens Restaurant
North Terrace
ADELAIDE



Macquarie Private Wealth

Join guest speaker Riccardo Briganti, Division Director and Head of Research for Macquarie Private Wealth at the Botanic Gardens Restaurant for a delicious breakfast in picturesque gardens.

Riccardo Briganti and his team are responsible for providing research support to Macquarie's advisers and retail clients on financial markets and the economy. He is also the Chairman of the Macquarie Investment Committee which reviews managed funds and other investment opportunities to ensure their suitability for Macquarie's retail clients.

Riccardo has more than 20 years experience in the economics and finance sectors. He joined Macquarie in 1995 as International Economist in the Institutional Research Team. He subsequently held senior positions within the Equity Strategy and Quantitative Strategy teams.

In these roles he formulated and conducted research on asset allocation, country selection and quantitative strategies and managed relationships with institutional clients. Prior to joining Macquarie, Riccardo worked at the Commonwealth Department of Finance, the Victorian Chamber of Commerce and Syntec - as Leading Economic Consultant.

Bookings essential for workshops and events on 8159 8700 or www.bec.org.au

Business Bites

Sales Secrets of Peak Performers

Thursday 30 March 2012
12.00pm - 1.30pm
Cost: \$33.00

IWBEC Training Room
30-32 Stirling St,
THEBARTON

Increase your Sales - Increase your Cashflow

Peter Daniels has conducted training for many organisations including, Bank SA, AFG, Origin Energy and RM Williams. His skills are in helping people improve their sales productivity and balance their lives so that they can achieve their goals with ...an economy of effort!

Peter will show you how to find more business, that doesn't cost advertising money, close more sales, give people great reasons to buy **now** and how to increase your average dollars per sale.

The presentation will last approx 45 minutes followed by a light lunch and networking with other small business owners and operators.

ATO - Tax Practitioner Update

Tuesday 3 April 2012
9.30am - 11.30am
Cost: Complimentary

IWBEC Training Room
30-32 Stirling St,
THEBARTON

Our *Tax practitioner: Real Property and Superannuation* seminar is a two-hour session focusing on issues that are important to tax professionals. Discussing real property and superannuation issues allows us to examine two areas of our compliance program.

Our Real Property focus will be on:

- business real property
- rental properties
- main residence

In Superannuation, we will examine:

- recent changes
- self-managed super fund investments
- self-managed super fund reporting and administrative obligations

Finally, we will provide a compliance update.

Applicants may access the Registration page online www.ato.gov.au/seminars. Alternatively call the session coordinator on 1300 661 104

ATO - Activity Statement Essentials

Wednesday 11 April 2012
9.30am - 11.30am
Cost: Complimentary

IWBEC Training Room
30-32 Stirling St,
THEBARTON

This session provides a more detailed look at the role of the activity statement, and details of the specific activity statement labels that small businesses may need to complete.

The topics covered include:

- the purpose of an activity statement
- the layout of an activity statement
- the GST labels
- the PAYG withholding labels
- the PAYG instalments labels
- other activity statement labels
- how you can use activity statement data to plan and budget

Applicants may access the Registration page online www.ato.gov.au/seminars. Alternatively call the session coordinator on 1300 661 104

Self Managed Super Funds

Thursday 19 April 2012
9.30am - 11.30am
Cost: \$40.00

IWBEC Training Room
30-32 Stirling St,
THEBARTON

The SMSF sector of the superannuation “industry” now represents the largest single pool of invested funds in superannuation in Australia. The average SMSF balance stands at approximately one million dollars, and there are now over 400,000 Self Managed Super Funds in Australia.

Presenter, Robert Thiele is a Chartered Accountant and Member of the Tax Institute. His presentation on this significant sector will include:

- Who should consider setting up an SMSF
- Establishing a fund – getting it right
- Your investment strategy
- Member contributions, no room for error
- Investments – what’s allowed and what’s prohibited
- Audit & compliance
- Borrowing to invest in real estate in an SMSF
- SMSF tax strategies – the last great tax shelter?

Includes morning tea and refreshments.



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Business Bites

Cloud Accounting

Friday 4 May 2012
12.00pm - 1.30pm
Cost: \$33.00

IWBEC Training Room
30-32 Stirling Street
THEBARTON

Most of the major suppliers of accounting software to small business now offer a product “in the cloud”. The accounting programs and data are held in servers operated and controlled by the supplier rather than the business owner. Is this the right solution for you?

Robert Thiele is a Chartered Accountant and Member of the Tax Institute, his presentation will cover some of the aspects to consider. If you are considering a change or wondering what the cloud accounting field is all about come and listen to some of the key issues; access your accounting information anywhere, anytime, no program installation or IT maintenance, engage with your accountant or bookkeeper in real time, no file transfers and more.

The presentation will last approx 45 minutes followed by a light lunch and networking with other small business owners and operators.

How to Read & Understand MYOB Reports

Thursday 10 May 2012
9.30am - 11.30am
Cost: \$40.00

IWBEC Training Room
30-32 Stirling Street
THEBARTON

Are you diligently entering all your data into MYOB, printing reports but don't really understand what they mean. Do you understand the difference between the profit and loss statement and balance sheet?

No, then come along to this session, where you will learn to:

- Define the terms, assets, liabilities, income, expenses?
- Recognise a profit and loss statement versus balance sheet?
- What standard MYOB reports should be printed each month?
- How to read these reports and interpret how your business is performing?
- Calculating various ratio's to compare trading year's

Julie Allerton - Chartered Accountant and Business Advisor, specialises in assisting small business owners to streamline their in-house accounting processes to ensure accurate financial information.

Includes morning tea and refreshments.

Networking Breakfast

Wednesday 16 May 2012
7.30am - 9.00am
Cost: \$25.00

Metro Holden
1 Port Road
THEBARTON



Inner West BEC invite you to join us for a delicious cooked breakfast and a great opportunity to network with other business owners and operators, hosted by Metro Holden, South Australia's longest serving Holden Dealer.

- See the new Holden models
- Get a free car wash
- Great prizes in business card draw
- Tour one of the best, most modern car dealerships in Adelaide

Remember to bring plenty of business cards for networking.

Bookings essential for workshops and events on 8159 8700 or www.bec.org.au

New Exporters Network

7 Steps for Exporting

Friday 18 May 2012
12.00pm - 1.30pm
Cost: \$33.00

IWBEC Training Room
30-32 Stirling St,
THEBARTON

Darren White has over 13 years experience working with exporters, importers, a shipping line and freight forwarders. He established Export Assist in 2008 to assist small to medium exporters and importers ensure their ventures in international trade were successful.

Darren will guide you through crucial steps to export success - knowing your customer, knowing the market, how important is it to visit the market, how do you make sure your costs are right, how will you get paid and more.

At the conclusion of this workshop talk to Tania to book a free 1 hour one-on-one mentoring session with Darren.

The presentation will last approx 1 hour followed by a light lunch and networking with other small business owners and operators.

Business Bites

Legal Issues for Your Website

Friday 25 May 2012
12.00pm - 1.30pm
Cost: \$33.00

IWBEC Training Room
30-32 Stirling Street
THEBARTON

Do you have a website? Are you thinking about a website?

There are several important legal issues to consider.

Join Evan Richards from Evan Richards and Associates, who will provide you with important legal information so that you get your website right.

Topics that Evan will cover include; copyright infringement, trademark infringement, linking and framing concerns, obtaining and protecting your domain name and defamation or misleading information or making false statements

These are all important issues which should be addressed prior to putting up your website.

The presentation will last approx 45 minutes followed by a light lunch and networking with other small business owners and operators.

ATO - Record Keeping

Wednesday 30 May 2012
9.30am - 1.00pm
Cost: Complimentary

IWBEC Training Room
30-32 Stirling St,
THEBARTON

Small business operators will gain a better understanding of the basic concepts of record keeping for their business. The workshop involves a mixture of hands-on, practical exercises and some general record keeping principles.

Please note - These workshops do not cover commercial accounting software programs. Practical exercises will cover:

- keeping good records
- how money flows through a business
- typical business transactions
- recording your income and sales
- expenses and purchases records
- motor vehicles and log books
- income tax records
- recording wages in a wages book
- completing a business activity statement (BAS)
- record keeping evaluation tool
- bank accounts and records

Applicants may access the Registration page online www.ato.gov.au/seminars. Alternatively call the session coordinator on 1300 661 104

ATO - Employer Update Seminar

Wednesday 13 June 2012
9.30am - 11.30am
Cost: Complimentary

IWBEC Training Room
30-32 Stirling St,
THEBARTON

This session is intended to provide you with information on a number of issues around employees and contractors.

The information presented will address

- what is meant by 'level playing field'
- contracting versus employment in relation to a businesses' tax and super responsibilities for workers
- Australian business number (ABN) issues, and payments to contractors
- Also to be covered will be information on responsibility for remitting pay as you go (PAYG) withholding
- making superannuation guarantee payments

Applicants may access the Registration page online www.ato.gov.au/seminars. Alternatively call the session coordinator on 1300 661 104

Inner West Business Enterprise Centre Inc Membership

For only \$65 a year you can become a Member of the Inner West Business Enterprise Centre and support an association that supports small business.

Your Membership entitlements include:

- Discount on Training Room hire
- Priority contact information with other businesses
- Exposure in our newsletters
- Your business information displayed in our office
- Website pointers and links to your website
- Profile of your business on our web site

Plus the assurance of knowing you are assisting businesses in the Inner Western area. To find out more, or register your membership with us, visit our website at:

www.bec.org.au

or call us on 8159 8700

Inner West Business Enterprise Centre Inc Training Room

Are you looking for somewhere to hold your next training session or meeting?

Our great training room is available for hire. This training room is suitable for all your function, event or training needs.

The hire fee includes use of :

- Laptop
- Data Projector
- Broadband connection
- Overhead Projector
- Whiteboard
- Whiteboard markers
- Flip chart
- Complementary tea, coffee and biscuits (Price negotiable for more than 15 participants)

For bookings and to discuss your needs phone Debbie on 8159 8700

Locality Guide

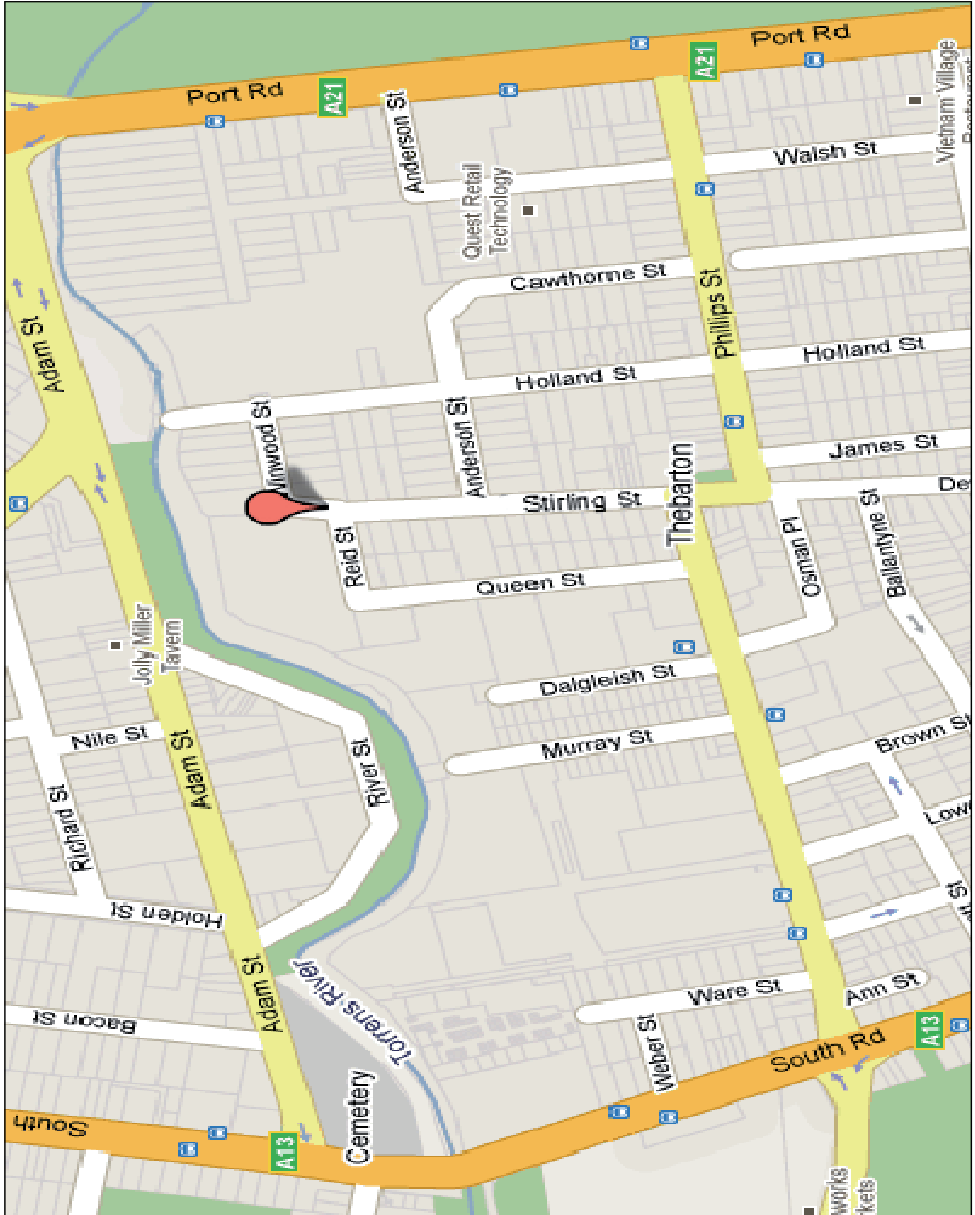
Inner West Business Enterprise Centre Inc.

Adelaide University Research Park

30-32 Stirling Street

THEBARTON SA 5031

Parking available in car park located on Winwood Street.



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