



**Are you a small business owner or operator?
Do you need help to grow your business?
Do you want to access free or low cost training
opportunities?**

The Inner West Business Enterprise Centre is a not for profit organisation funded by the three tiers of 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.

Inside this booklet is valuable information about the workshops, seminars and networking opportunities we will be running from July to December 2010.

Many of these sessions are heavily subsidised and 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**

Contents	Page No
Starting a New Business	3
Modern Awards in Plain English Workshop	4
Will your Idea Work as a Business?	5
Business Networking Cocktail Event	6
Business Bites—Pitfalls of Commercial Leases	7
Industrial Relations Seminar	8
Inner West Business Enterprise Centre Membership	9
Successful Tendering Workshop	10
Budgets for Better Business Workshop	11
Networking Breakfast Event—“Rock Solid Marketing”	12
Business Bites—What is My Business Worth?	13
Short Seminar —Building a ‘Saleable’ Business....	14
Creating Advertising that Works	15
Australia Post Seminar—Direct Marketing	16
Business Bites—Photography for your Website	17
ATO Tax Practitioners Seminar	18
ATO Activity Statement Essentials	18
Business Bites—Networking + More Than Just Working the Room	19
The ABC’s of Customer Service Workshop	20
Business Bites—How to Stand Out from the Crowd	21
Effective Telephone Techniques Workshop	22
Business Structures that Make Sense Workshop	23
Business Bites—Customer Relationship Management & Christmas Promotions	24
Business Owners Coaching Program	25
Inner West Business Enterprise Centre	26
Our location map	27
Workshop Summary	28

Starting a New Business	
MONDAY: 5th July 9th August 6th September 11th October 8th November 6th December	IWBEC Training Room 30-32 Stirling Street THEBARTON 9.30 am—11.30 am
MONDAY: 19th July 23rd August 20th September 25th October 22nd November	IWBEC Training Room 30-32 Stirling Street THEBARTON 1.30pm—3.30pm

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

Cost: Complimentary

Modern Awards in Plain English Workshop

Thursday 1st July
10.00am— 12.00pm

IWBEC Training Room
30-32 Stirling St,
THEBARTON

The New Modern Awards System began on 1st January 2010.

Many small business owners and managers are busy working in their businesses and may not fully understand the new system and how it impacts on their legal responsibilities.

- Do you know if your business is compliant?
- Do you know what to do?
- Do you know which award covers your employees?

At this workshop, you will:

- Find out about the legislation in plain English
- Find out about the National Employment Standards
- Learn how to understand your Modern Award
- Discover key HR tools to assist you

**** SPECIAL OFFER:**

Receive a copy of the modern award most relevant to your business.

Presented by: Karen Prevost from Key HR Solutions.

Online bookings: www.bec.org.au

Phone bookings: 8159 8700

Cost: \$30.00

Will your Idea Work as a Business Innovate SA

Thursday 15th July
12th August
9th September
7th October
4th November
2nd December

IWBEC Training Room
30-32 Stirling Street
THEBARTON

5.30pm—7.30pm



This workshop is aimed at entrepreneurs and investors 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 presenters about their product or idea.

Online bookings www.innovatesa.com.au

Phone bookings: Richard Cooper 8113 0707

Cost: Complimentary

Business Networking Cocktail Event

Jointly hosted by

**Westpac
Adelaide Crows
Inner West BEC**

Tuesday 20th July
4.45pm (5.00pm start)— 7.00pm

Westpac Centre
AAMI Stadium
105 West Lakes Boulevard
WEST LAKES SA

The Adelaide Crows Football Club invite you to join us with our sponsors on this occasion, Westpac Banking Corporation and Encore Group to come along and have a personal tour of their new facilities the \$23m Westpac Centre.

Catch all the latest “goss” from a key representative from the Crows, network with other businesses, view the Museum, the Replica Locker Room and the Shed Floor.

The Adelaide Crows Junior Development players will be on hand to showcase the 2500 square metres training arena and test your skills for the next draft!

Bring lots of business cards for networking and great prizes. Enjoy a selection of delicious cocktail food and refreshments.

Online bookings: www.bec.org.au

Phone: 8159 8700

All of this for only \$30 00

Remember to bring plenty of business cards for networking.



Business Bites Pitfalls of Commercial Leases	
Friday 30th July 12 noon--1.30pm	IWBEC Training Room 30-32 Stirling Street THEBARTON

This workshop covers what you need to know before you get locked in to a Commercial Lease, and what rights you have as a Lessee.

Presented by: Tom Doman from Doman Lawyers.

Afterwards, enjoy a light lunch while networking with other small business people.

Online bookings: www.bec.org.au

Phone bookings: 8159 8700

Cost: \$ 20.00

The power of networking!
Networking is one of the most crucial skills any business entrepreneur should have.
It is an effective and inexpensive way to grow your business by meeting the key people who could become your clients, suppliers and support systems.

Industrial Relations Seminar

Wednesday 4th August
5.00pm—7.30pm

IWBEC Training Room
30-32 Stirling Street
THEBARTON

The Industrial Relations arena is expected to be particularly challenging in future years to come, with ever changing legislation and compliance requirements. Are YOU as a business owner up to date with these changes?

This seminar will cover important topics such as:

- Overview of the Fair Work Bill
- Unfair dismissal laws
- The new enterprise bargaining environment
- Modern awards and national employment standards

Smart Industrial Relations have grown their team of specialists in Industrial Relations to be well positioned to assist YOU through any changes, challenges and transitions you may face with your staff.

Presenters are:

- Rowen Gransden—Managing Director of Smart Industrial Relations
- Robert Saunders—Commercial Lawyer
- Greg Stevens—Former President—Australian & SA Industrial Relations Commissions
- Nina Walsh—Former Regional Manager & Assessments Manager with the Workplace Authority

Light refreshments will be served, and are included in the cost.

Online bookings: www.bec.org.au

Phone bookings: 8159 8700

Cost: \$25.00 - Members
\$30.00 - Non Members

Inner West Business Enterprise Centre Inc Membership

For only \$55 (including GST) a year (current until April 2011) you can become a part of the Inner West Business Enterprise Centre and support an association that supports small business.

Your Membership entitlements include:

- Reduced registration to our functions with networking opportunities
- Priority contact information with other businesses
- Free 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
- Free subscription to our newsletter and 'My Business' magazine

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

Successful Tendering Workshop

Tuesday 17th August
9.30am - 4.30pm

IWBEC Training Room
30-32 Stirling Street
THEBARTON

The Successful Tendering workshop is designed to enable participants to make informed decisions regarding tendering for Government and large commercial business opportunities. The tendering workshop will address costs involved in tender responses and the decision process of assessing tenders on their suitability to individual businesses.

The workshop addresses key issues such as:

- Becoming 'tender ready'
- Types of tenders and supply requirements
- Identifying tender opportunities
- Researching the market, competition
- Identifying 'unique' offerings
- Registration of interest, capability
- Tender preparation and submission
- Post tender evaluation
- Contract management, variations

At the conclusion of the workshop, participants will have the tools to assess whether or not to respond to tenders, the most likely method of success, how tender responses should look and the business impacts of a successful outcome. The workshop is supported with comprehensive workbooks and tools which are all included in the cost.

Presenter: Neville Woodcock from Woodcock Consulting

Included in the cost is a light lunch, refreshments throughout the day plus comprehensive workbooks & tools.

Online bookings: www.bec.org.au

Phone bookings: 8159 8700

Cost: \$40.00

Budgets for Better Business Workshop

Tuesday 24th August
9.30 am—12.30 pm

IWBEC Training Room
30-32 Stirling Street
THEBARTON

Budgets are an important way of using financial information to control your business. Every business should prepare annual budgets and review and update those budgets regularly.

This workshop will discuss the key areas of budgeting for business including:

- Using budgets as a planning tool to set a course for your business for the next 12 months
- How to prepare detailed budgets for your business using a 5 step approach
- Monitoring budgets against actual results using your accounting software

Presented by Chris Whelan, a chartered accountant and the principal of CL Whelan & Associates

Online bookings: www.bec.org.au

Phone bookings 8159 8700

Cost: \$25.00

Networking Breakfast Event “Rock Solid Marketing”

Wednesday 25th August
7.15am—9.30am

Argentinian Restaurant
46 Port Road
HINDMARSH SA

“Rock Solid Marketing” provides audiences with clear, practical and easy to implement ‘how to’ strategies to improve marketing delivery. Through this presentation by Paul McCarthy, your people will learn why they need to be more innovative, how to make doing business with you more fun and the secret to creating an unforgettable experience for the client.

Effective marketing is central to the success of any business. In this power-packed session, Paul McCarthy, Australia’s RockStar Marketer, will provide a template to marketing success.

This presentation has received an outstanding response from participants all over Australia and is guaranteed to provide you and your people with lots of great ideas on how to leverage your marketing activities to produce maximum results . This is a must attend event!

Remember to bring plenty of business cards to this event for networking purposes!

Online bookings: www.bec.org.au

Phone bookings: 8159 8700

Enjoy a delicious cooked breakfast over an opportunity to network with other likeminded business people at your table.

Cost: \$30.00 - Members
\$35.00 - Non Members

Business Bites

What is my business worth?

Friday 27th August
12.00 noon—1.30pm

IWBEC Training Room
30-32 Stirling Street
THEBARTON

This workshop is designed to help you discover how you could value your business. It will address questions about what someone might pay you for your business if you sold it. You will learn what you need to do to prepare a business for sale, or make it more sellable and how to assess the value of your Value Proposition.

Presenter: Bevan Roberts from Dale Wood Business Brokers

Afterwards enjoy a light lunch over networking with other small business people.

Online bookings: www.bec.org.au

Phone bookings: 8159 8700

Cost: \$20.00

Business Bites

C31 Adelaide Community TV Program

The Inner West Business Enterprise Centre has developed a series of television programs called “Business Bites”, which will be aired on C31 Adelaide Community TV station during the month of September 2010.

The programs are designed to provide information on starting and running a small business in SA. In conjunction with the TV series we have developed a website you can check out www.businessbites.org.au and download videos & podcasts if you miss any of the episodes.

We would like to thank all those that contributed to the first TV series.

Series 2 will go to air this September. If you are interested in finding out more about becoming a sponsor, please call us on 8159 8700.

Seminar Building a 'Saleable' Business	
Tuesday 7th September 4.30pm—7.30pm	IWBECC Training Room 30-32 Stirling Street THEBARTON

..... what does it take to make a million?

Selling a business is one of the most common ways for business owners to generate significant personal wealth. Whilst owning a profitable, cash flow positive business might make you feel wealthy, your business hasn't realised its true value until it is sold.

At this seminar, Tania Sargent from Xacumen, Astute Business Acceleration will show you how to build your business through value and uniqueness. Tania will also cover topics such as:

- Why do business owners sell?
- Why do you buy a business?
- Why do business owners want to expand?
- What does a potential investor/buyer look for?

Tania believes that often, business owners come to a point where they wish to exit the business but have not planned to do so.... hence, it is critical to get it right and actually exit at a far greater premium than you ever would have on your current path!

Find out how by coming to this seminar!

A light supper will be provided.

On line bookings: www.bec.org.au

Phone bookings: 8159 8700

Cost: \$25.00 - Members
\$30.00 - Non Members

Creating Advertising that Works

Tuesday 14th September
9.30am—12.30 pm

IWBEC Training Room
30-32 Stirling Street
THEBARTON

“Half the money I spend on advertising is wasted, and the trouble is, I don’t know which half” Lord Leverhulme: (1851—1925 founder of Lever Brothers soap and detergent empire)

If you can relate to this quote, then find out how to put the odds more in your favour. You will learn practical tips on creating advertising that works.

Some of what you will learn is:

- How to create headlines that grab attention
- Which types of advertisements require a lot of detail
- which ones don’t
- What is most effective in printed advertising
- How to differentiate yourself from your competitors

Presented by: Paul Hedges from Hedges Corporation

Online bookings: www.bec.org.au

Phone bookings: 8159 8700

Morning tea is included in the cost.

Cost: \$25.00



Business Helpline is a confidential, free telephone counselling service that offers a mix of financial and business advice with emotional support to small business owners during times of difficulty and crisis.

Several professional services are available. If appropriate, you may be referred to an accountant, lawyer, property valuer or relationship counsellor within our network of professional helpers. Although the service is FREE, time may be restricted and some eligibility criteria may apply.

Phone: 1300 360 306

Australia Post Seminar Direct Marketing

Wednesday 15th September
9.30am—12 noon

IWBEC Training Room
30-32 Stirling Street
THEBARTON

This Direct Marketing seminar has gained a reputation for quality and usefulness that's second to none.

This workshop provides a practical step by step insight into Direct Marketing thinking, structures and methods that could be applied to any business.

Topics covered will be:

- Data and Targeting - Where to find new prospects and how to gather your own data
- Creating Offers - What are the elements of a good offer and how to boost response
- Creative - Hints and Essentials on how people read and assess your communications
- Timing - When and how often to send your communications

Online bookings www.bec.org.au

Cost: \$20.00

Phone bookings: 8159 8700

Extensive information packs will be given out at no extra cost.

Business Bites Photography for your Website

Friday 24th September
12 noon—1.30pm

IWBEC Training Room
30-32 Stirling Street
THEBARTON

At this short seminar Commercial Photographer, Maggie Elliott will show you how good photography can help promote your business better in so many ways. You will learn how to put your business in a place of being noticed more readily because it has an attractive image.

- Is your website a bit drab?
- Are your business cards just ordinary?
- Do your brochures go unnoticed?

If you answer yes to any of these questions, then this workshop is tailored to you.

Afterwards, enjoy a light lunch while networking with other small business people.

Online bookings: www.bec.org.au

Phone bookings: 8159 8700

Cost: \$20.00

IWBEC Website

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

If you, or any of your staff are interested in participating in the activities you will be able to 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 free confidential advice on **8159 8700**.

ATO Tax Practitioners Seminar	
<p>Tuesday 5th October 9.00am—11.00am or 3.00pm—5.00pm</p>	<p>IWBEC Training Room 30-32 Stirling Street THEBARTON</p>

This tax update for tax practitioners is designed to provide you with an update on current tax technical, compliance and administrative matters. The seminar will help bring you up to date on a number of key areas including:

- Related administrative matters
- Compliance—partnership and trust distributions, property issues, employer responsibilities
- Technical - superannuation, new return labels, temporary tax break, small business benchmarks
- New legislation—non-commercial losses, reforms to income tests
- What's new—Tax Practitioners Board, standard business reporting, pre-filling for 2010, change program etc.

Cost: Complimentary

Phone bookings: 1300 61 104

ATO Activity Statement Essentials Seminar	
<p>Thursday 25th November 5.30pm—7.30pm</p>	<p>IWBEC Training Room 30-32 Stirling Street THEBARTON</p>

This seminar facilitated by the Australian Taxation Office, covers the following topics:

- A comprehensive look at completing your activity statement
- The purpose and layout of an activity statement
- GST, PAYG withholding and instalments etc
- How you can use activity statement data to plan and budget

Cost: Complimentary

Phone bookings: 1300 61 104

Networking More than just working the room

Thursday 14th October
9.30am—12.30 pm

IWBECC Training Room
30-32 Stirling Street
THEBARTON

Have you ever sat in your office staring at a pile of business card you have collected at networking events not knowing what to do next?

Networking is about so much more than simply 'working the room' or having a catchy introductory line. This workshop reveals the secret behind being a GREAT networker.

You don't need to be confident, socially skilled or popular. In fact you don't even need to speak to more than 2 or 3 people at a networking event.

You just need to know the secret!

So, if you want to

- significantly increase the generation of new business from networking events
- create an easy to use and effective networking plan
- develop mutually beneficial, lifelong business relationships
- overcome your nerves when attending networking events
- stop standing in a room full of strangers, not knowing what to do or say

..... then you must attend this event.

Presented by the entertaining and challenging Keith Arnold of Loud Communications.

Online bookings: www.bec.org.au

Phone bookings: 8159 8700

Cost: \$25.00

The ABC's of Customer Service Workshop

Wednesday 20th October
6.00pm—8.00pm

IWBEC Training Room
30-32 Stirling Street
THEBARTON

This workshop will inform you of how the simple stuff can dramatically improve your customer relationships.

Customer service allows you to stand out from the crowd, and it's important that everyone in your organization understands what customer service means and how to deliver it.

This workshop will cover :

- Learn the 7 C's of customer service
- Understand how and why customer service is so important to your business
- Learn to build rapport with all types of customers
- Learn to interpret non-verbal communication
- Be able to develop and practice better communication skills relevant to the customer and the type of service situation

The presenter for this workshop is Audrey Thomas from Ajile Focus who will cover the 'need to knows' of customer service and equip participants with 10 top tips for delivering excellent customer service.

A light meal and refreshments will be served and is included in the cost.

Online booking: www.bec.org.au

Phone bookings: 8159 8700

Cost: \$25.00 Members

\$30.00 Non-Members

Business Bites How to Stand Out from the Crowd	
Friday 29th October 12.00 noon—1.30pm	IWBECC Training Room 30-32 Stirling Street THEBARTON

When you are asked to present yourself and your business, how well do you do?

- Do you knock the audience's socks off so they rush you with orders and enquiries?
- Do you have a system for utilizing the contacts you make?
- Do you get follow up enquiries?
- Do you have the resources to provide sufficient information?
- Is what you offer clear?
- Most importantly do you position yourself as unique?

If you can't answer yes to all of these questions, then this workshop is for you.

Presenting your business and yourself should be a golden opportunity for you to win more business. If you're not properly prepared and don't make an impressive impact, you will probably lose credibility and potential sales.

The presenter is the dynamic Kerrie Akkermans from Akkermans Consulting.

Afterwards enjoy a light lunch while networking with other small business people.

Online bookings: www.bec.org.au

Phone bookings: 8159 8700

Cost: \$20.00

Effective Telephone Techniques Workshop

Wednesday 17th November
6.00pm—8.00pm

IWBEC Training Room
30-32 Stirling Street
THEBARTON

How NOT to lose your customers at 'Hello'

When was the last time you had outstanding customer service over the telephone? Maybe it has been a while ... perhaps you can't remember?

So, what would your customers say about their telephone contact with your organisation?

For many of us, the majority of our professional interactions—whether with customers or colleagues—take place over the phone. The communication skills used during a telephone conversation are very different from those used in person ... or at least they should be.

In this workshop, participants will learn to provide high quality customer service over the telephone by improving their listening and questioning skills to clarify customer needs. We will uncover the **differences that make a difference** when dealing with customers. These differences will help your business to stand out from your competition.

By the end of the workshop, participants will :

- Focus on doing the basics better
- Learn simple tips for communicating more effectively on the phone
- Discover the art of asking questions
- Learn to interpret non-verbal communication
- Understand the importance of listening actively

The presenter of this workshop is Audrey Thomas from Ajile Focus.

Online bookings: www.bec.org.au

Phone bookings: 8159 8700

A light supper will be provided.

Cost: \$25.00 - Members

\$30.00 - Non Members

Business Structures that Make Sense Workshop

Thursday 25th November
9.30am—12.30pm

IWBEC Training Room
30-32 Stirling Street
THEBARTON

Are you unclear as to how to best structure your business? (Or not really sure as to why your business is structured the way it is?) Do you know the difference between a Family Trust and Discretionary Trust?

This workshop provides an overview of common privately owned business structures, such as:

- Sole Trader
- Partnerships
- Associate ships
- Discretionary Trusts
- Fixed Trusts
- Companies

The presenter of this workshop, Steve Fimmano from BDO Kendalls, Chartered Accountants, will contrast their features from a tax and privately owned business perspective.

This workshop is best suited to privately owned business owners or those who are contemplating establishing their own business.

Online bookings: www.bec.org.au

Phone bookings: 8159 8700

Morning tea is included in the cost.

Cost: \$25.00

Business Bites Customer Relationship Management & Christmas Promotions	
Friday 26th November 12 Noon—1.30pm	IWBEC Training Room 30-32 Stirling Street THEBARTON

This is the last Business Bites workshop for 2010.

At this event, we will be looking at whether or not to spend money on giving clients and customers Christmas gifts - the advantages and disadvantages to your business and your marketing strategies plan.

Some of the topics that will be covered:

- Develop a 12 month calendar of Customer Relations Activity
- Build long-term customer relationships
- Maximise the opportunities for growth within your existing customer base
- Share in the joy of Christmas and strengthen your business relationships at the same time

This workshop will be presented by Patrick Baker from Patrick Baker & Associates.

Come along and join us for this workshop with a Christmas theme and a delicious celebration lunch.

Online bookings: www.bec.org.au

Phone bookings: 8159 8700

Cost: \$20.00

Business Owners Coaching Program

With a coach, who knows how far your business could go!

A small business owner has one of the most demanding roles around.

Luckily, you don't need to face the challenges of running and growing your business in isolation...

The Business Owners Coaching Program gives you the opportunity to meet regularly with your coach, who is an experienced business owner, and a small group of business owners to share your ideas and experiences.

Each meeting is your opportunity to focus on your business, to sort through major issues and to stimulate ideas. Think of your group as a sounding board you can bounce your ideas around and learn from others experiences.

You will form part of a group of up to 10 business owners, led by your coach. Over a period of 10 months, you attend three-hour monthly group sessions. Each month, you will also be able to meet with your coach for a one-hour, one-on-one session.

You will be assigned a coach:

- Whose strengths match your business profile
- Who will encourage the exploration of ideas
- Who will stimulate discussion
- Who can help you identify the issues you need to work on to grow your business
- Who will also work to inspire and motivate you to implement the changes you need to grow your business
- Who will facilitate problem solving

The meetings are not training sessions - they are forums to assist you to improve your business. Some of the topics you may discuss are:

- Marketing
- HR
- Profitability
- Structuring your business
- Identifying new customers
- Motivation
- Success measures

If you would like more information call Tania on 8159 8700.



The Inner West BEC is part of a national network of organisations that provide free, confidential and independent counselling and advice for small business owners and operators.

Our services include:

- Business planning assistance
- Marketing advice
- Seminars, forums and workshops on current business issues
- Free 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

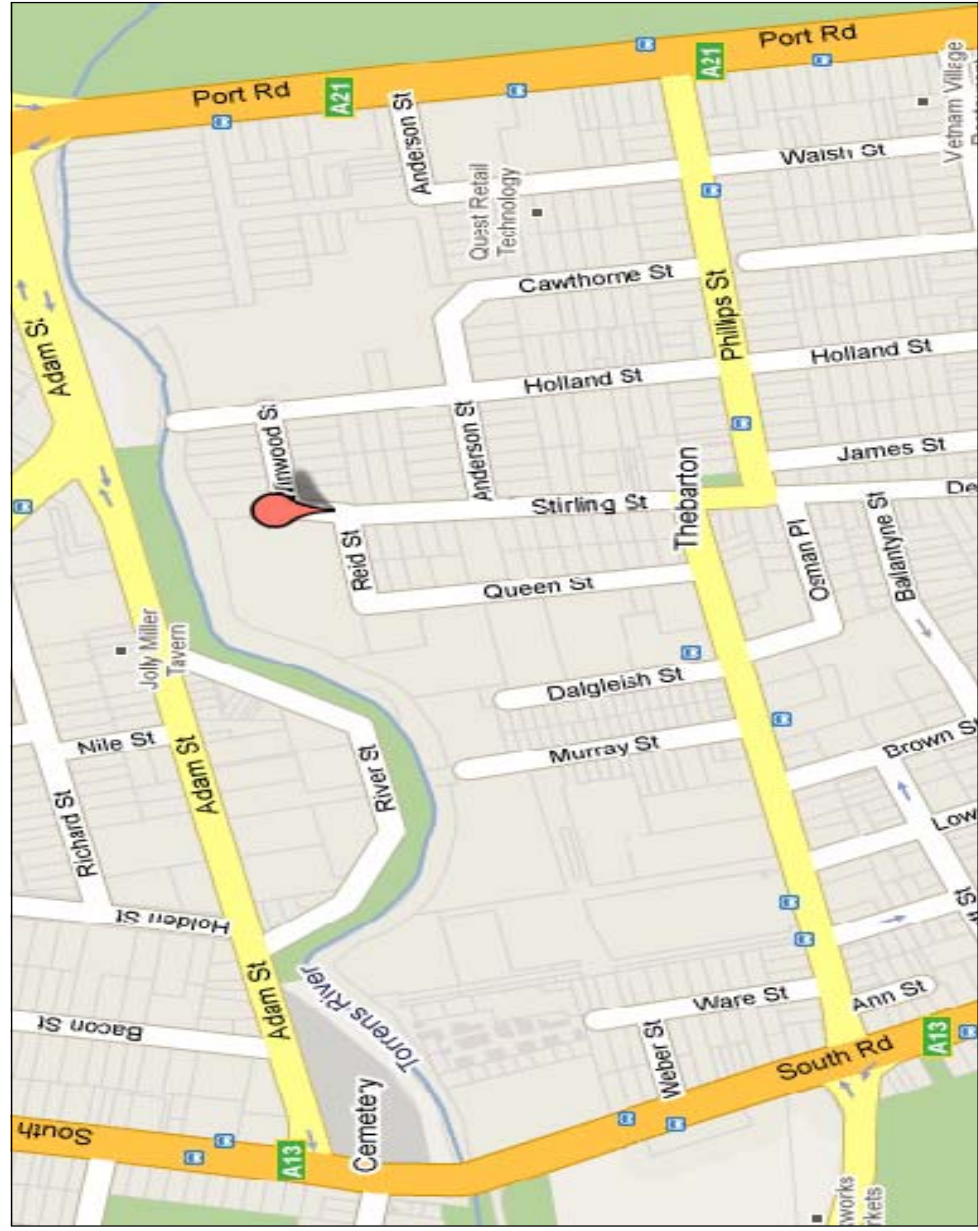
New product or service development

At the Inner West BEC we provide a wide range of services for small businesses located in the West Torrens and Charles Sturt Council areas, so give us a call on **8159 8700** to find out how we can assist you and your business.



Locality Guide

Inner West Business Enterprise Centre Inc.
Adelaide University Research Park
30-32 Stirling Street
THEBARTON SA 5031



Workshop Summary

July

1	Modern Awards in Plain English
5	Starting a New Business
15	Will your Idea Work as a Business?
19	Starting a New Business
20	Business Networking Cocktail Event
30	Business Bites—Pitfalls of Commercial Leases

August

4	Industrial Relations Seminar
9	Starting a New Business
12	Will your Idea Work as a Business?
17	Successful Tendering
23	Starting a New Business
1	Budgets for Better Business Workshop
2	Networking Breakfast Event—"Rock Solid Marketing"
27	Business Bites—What is my Business Worth?

September

6	Starting a New Business
9	Will your Idea Work as a Business?
6	Seminar—Building a 'Saleable' Business ...
14	Creating Advertising that Works
15	Australia Post Seminar—Direct Marketing
20	Starting a New Business
24	Business Bites—Photography for your Website

October

5	ATO Tax Practitioners Seminars
7	Will your Idea Work as a Business?
11	Starting a New Business
14	Networking + More than just Working the Room
20	The ABC's of Customer Service
25	Starting a New Business
11	ATO Activity Statement Essentials
29	Business Bites—How to Stand Out from the Crowd?

November

4	Will your Idea Work as a Business?
8	Starting a New Business
17	Effective Telephone Techniques
22	Starting a New Business
25	Business Structures that Make Sense
26	Business Bites—Customer Relationship Management & Christmas Promotions

December

2	Will your Idea Work as a Business?
6	Starting a New Business