



Information Booklet

Free and low cost training opportunities
for anyone in small business



Inner West
Business
Enterprise
Centre Inc

July to December
2011 Issue

Contact Information

Ph: 8159 8700

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



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 July to December 2011.

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**

| Starting a New Business | |
|--|--|
| MONDAY: 18 July 15 August 19 September 24 October 21 November Cost: Complimentary | IWBEC Training Room 30-32 Stirling Street THEBARTON 9.30 am—11.30 am |
| MONDAY: 4 July 1 August 5 September 10 October 7 November 5 December Cost: Complimentary | 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

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?

The Inner West BEC has developed 5 sessions 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.

All sessions will be held at IWBEC Training Room, 30-32 Stirling Street, THEBARTON.

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

Session 1 - Clarify Your Future Cost: \$35.00

**Thursday 14 July
3.00pm - 6.00pm**

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 and Team Cost: \$35.00

**Thursday 11 August
3.00pm - 6.00pm**

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 - Controlling Cashflow Cost: \$35.00

**Thursday 15 September
3.00pm - 6.00pm**

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 - The Role of Sales Cost: \$35.00

**Thursday 13 October
3.00pm - 6.00pm**

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

Session 5 - Systems & Sustainability Cost: \$35.00

**Thursday 10 November
3.00pm - 6.00pm**

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.

| End of Financial Year Checklist | |
|--|---|
| Thursday 21 July 2011 9.30am - 11.30 Cost: \$35.00 | IWBECC Training Room 30-32 Stirling St, THEBARTON |

Preparing for year end?

The end of the financial year is different from just another month end. The numbers at the end of the month can have implications on how much tax you pay, so there is a huge emphasis on getting it right and cleaning up issues that you have been putting off as too hard to fix!

With some guidance the preparation for year end can go extremely smoothly. It will also save the last minute rush when you need to have your tax prepared.

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 all workshops on 8159 8700 or www.bec.org.au

| Business Bites First Aid in Your Small Business | |
|--|---|
| Friday 29 July 2011 12.00pm - 1.30pm Cost: \$25.00 | IWBECC Training Room 30-32 Stirling St, THEBARTON |

Do you know what to do in a medical emergency at work?

Bryan Pittavino, from Medi Aide Emergency Training is a highly qualified paramedic with 20 years experience.

Join Bryan for this important first aid session and learn some simple but valuable life saving techniques.

What do you do if you suspect a colleague or workmate is:

- Having a heart attack
- Or bleeding
- Or choking



Learn the importance of having a DRSABCD Action Plan.

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

Will your Idea Work as a Business Innovate SA

Thursday:
28 July
25 August
20 October
17 November
8 December
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: Joe Guarna 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 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 confidential advice on **8159 8700**.

How to Plan for the Future of Your Business

Tuesday 9 August 2011
9.30am - 11.00am
Cost: \$35.00

IWBEC Training Room
30-32 Stirling St,
THEBARTON



Last year the Baby Boomer generation began to retire. The average age of the small-business owner is 58. Yet, only 24% of businesses have succession plans in place.

There is considerable effort involved in transferring the management role and ownership of a business. It is essential that business owners planning to retire in the next few years take appropriate measures to ensure they have a business succession plan in place.

In this presentation, Evan Richards will cover the important tips for business owners planning on retiring within the next few years.

Namely, how to:

- Start planning your exit and eventual sale
- Get the business in order to maximise the sale price
- Identify potential buyers
- Pre-arrange the sale price
- Remember that debts and personal guarantees do not die nor retire
- Seek advice from a succession planning specialist team

Evan Richards from Evan Richards and Associates, has many years experience as a corporate lawyer and is a lecturer in Property Law at Adelaide University Law School.

Includes morning tea and refreshments.

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

Are you a Bank or a SME Business?



If you are owed money and not being paid, there is a good chance that your customers see you as a bank (or even worse, a charity).

We provide affordable, effective and commercially minded debt recovery services for small and medium sized businesses.

We know that you work hard for your money.
We will work equally as hard to ensure you actually receive it.

SCL | **Andreyev
Doman**

Lawyers to entrepreneurs and investors
Call 1300 654 590 | www.sclad.com.au

Productivity Places Program

Want to manage your small business better?

Do you want your staff to understand how a small business operates?

Do you have outlets that operate as small businesses?

Certificate IV in Small Business Management

Designed for anyone working in small business, or a business unit in a larger organization, this course will give you or your staff the skills and confidence to work more efficiently and effectively.

The proposed course starts in August and will be heavily subsidized by the State Government.

Numbers are very limited so register your interest today.

Core Units

Establish Legal Requirements
Market the Business
Plan Small Business Finances
Undertake Small Business Planning

Elective Units

Co-ordinate Customer Service Strategies
Monitor and Manage Small Business Operations
Establish Networks
Develop Work Priorities
Monitor a Safe Workplace
Manager a Small Team

For more information contact:

Inner West Business Enterprise Centre on 8159 8700

New Exporters Network

A regular monthly series of workshops promoting best practice for intenders and early stage exporters in traditional and online markets. After each workshop enjoy a light lunch while networking with other business operators.

All workshops will be held at IWBEC Training Room, 30-32 Stirling Street, THEBARTON.

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

International IP

Cost: \$50.00

Friday 19 August

12.00pm - 1.30pm

Ownership of Intellectual Property (IP) rights here in Australia helps protect important intangible assets within our borders. But for those businesses looking to conduct their business outside Australia, what does this mean?

International Expos

Cost: \$50.00

Friday 23 September

12.00pm - 1.30pm

International Expos and Trade Shows can be a highly effective method of building your brand and selling to potential consumers, trade customers, distributors and retail customers. This presentation provides an overview of the key planning and decision areas associated with making your next Expo or Trade Show involvement profitable and successful.

Managing Export Risk

Cost: \$50.00

Friday 21 October

12.00pm - 1.30pm

Managing export risk - It is not an export sale, unless you get paid! Many companies start their export ventures, without truly understanding the additional risks they are taking compared to a domestic sale. Make sure you get paid and you make the money you expected to make. Don't let your first export sale, be your last.

International Trade Banking

Cost: \$50.00

Thursday 18 November

12.00pm - 1.30pm

Understanding export trade, the risks, pitfalls and a way around them from a finance prospective can appear to be a tricky thing. At the end of this presentation you will have a greater understanding of the role the international banking systems plays in facilitating, supporting & funding the export cycle.

Business Bites Can I Franchise My Business?

Friday 26 August 2011
12.00pm - 1.30pm
Cost: \$25.00

IWBEC Training Room
30-32 Stirling Street
THEBARTON

Presenter, Stephen Haarsma is one of Australia's leading franchise and business lawyers with over 30 years of business and franchise experience. Stephen has worked extensively with start up and ongoing businesses, existing businesses that wish to franchise and more mature franchise systems and he provides assistance at all stages of the franchising process.

This informative presentation will cover:

- Is my business franchisable?
- Should my business be franchised?
- What are the benefits and disadvantages of franchising my business?
- What I should do first if I want to franchise my business?



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

How To Read and Understand MYOB Reports

Thursday 8 September 2011
9.30am - 11.30am
Cost: \$ 35.00

IWBEC Training Room
30-32 Stirling Street
THEBARTON

Are you diligently entering all your data into MYOB and printing reports but don't understand how to read them?

If you answer yes, then come along to this session, where you will learn to:

- Define the terms, assets, liabilities, income, and 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 years

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.

| | |
|--|---|
| How to Protect Your Business Premises | |
| Tuesday 20 September 8.00am - 9.30am Cost: \$25.00 | IWBEC Training Room 30-32 Stirling Street THEBARTON |

With the crime rate toward 'soft targets' on the increase, what security measures can you take to protect your staff and business premises?

Senior Constable Tamara Schwark from the South Australian Police and Tania Jolley from DNA Security Solutions have some great solutions to your security issues.

Senior Constable Tamara Schwark's presentation will cover:

- Theft and the elements of theft
- Powers to apprehend
- Powers to search
- Compensation
- Court

Tania Jolley's presentation will cover:

- The cost of crime to business
- Various DNA solutions to their problems
- DNA success stories around Australia
- History on the success of criminal marking technology around the world

Includes a delicious light breakfast and networking opportunities.



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

| Business Bites You and Your Bank | |
|--|---|
| Friday 30 September 12.00pm - 1.30pm Cost: \$35.00 | IWBEC Training Room 30-32 Stirling Street THEBARTON |

Banks are a big part of being in business. One of their most important roles is helping business owners achieve their goals. This seminar is designed to help you understand the different ways that a bank support business owners with services, finance, education and advice.

The topics that will be covered are:

- Introduction to business banking
- The role your bank can play in your business
- What clients need for an application
- Security values



Presenter, Kathryn Graves is the Local Business Banker at Westpac and has extensive experience in the banking and finance industry.

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

| The Importance of Estate Management for Business Owners | |
|--|---|
| Tuesday 11 October 9.30am - 11.00am Cost: \$35.00 | IWBEC Training Room 30-32 Stirling Street THEBARTON |

Having your will and estate planning taken care of is a crucial element for your business. Without proper estate planning, your business will become subject to the state's intestacy laws upon your death. This can result in your business going to someone other than who you intended, or split up and sold off.

Other things to consider are:

- What happens if you die without a will?
- Do you have a defacto partner?
- Do you have dependants or children under 18?

Evan Richards from Evan Richards and Associates, has many years experience as a corporate lawyer and is a lecturer in Property Law at Adelaide University Law School.

Includes morning tea and refreshments.



Will your business recover from a fire?

- **Do you have enough fire equipment?**
- **Does your fire equipment work?**

**If not Fire & Emergency Services SA
can help!**

Contact us for a free review and report.



**Fire & Emergency
Services SA Pty Ltd**

Freecall (24 hours) 1800 009 240

Is The Price Right For Your Service?

Tuesday 18 October 2011
9.30am - 12.30pm
Cost: \$40.00

IWBEC Training Room
30-32 Stirling Street
THEBARTON

This workshop is relevant to all businesses that charge an hourly rate or fixed fee for their service.

The type of services that can apply the costing and pricing techniques covered in this workshop include:

- Consultancy services
- Trades services
- Contractors that use people and machines to perform a service
- Any other business that charge for their service using hourly rates or set fees

Areas covered in the workshop include:

- Calculating chargeout rates for your business
- Pricing your services
- Monitoring your time
- Key Performance Indicators

A detailed manual will be provided with case studies.

Presented by Chris Whelan who is a chartered accountant and an authority in the area of costing. Chris is acknowledged as a skilled presenter with a great sense of humor and relevant, interesting case studies.

Includes morning tea and refreshments.



Instant Clients

Thursday 27 October
10.00am - 11.30am
Cost: \$50.00

InterContinental Adelaide
North Terrace
Adelaide

If you are ready to put your client attraction strategies into overdrive, then this no nonsense presentation reveals exactly what a business needs to do to reach highly targeted prospects and convert them into high paying and loyal customers.

Instant Clients looks at how business owners can innovate their client attraction strategies to generate a wave of targeted prospects enquiries, a clear process to convert these enquires into clients and finally how to build a fence around your clients and maximise their loyalty and profitability.

No matter what industry you are in, every company needs to be in the business of client attraction. Mastering the areas of client attraction, conversion and retention are central to your success.

In this power-packed session, Paul McCarthy, Australia's RockStar Marketer, will discuss:

- The 3R's of business
- How to magnetise your marketing
- How to create a sequential marketing campaign
- How to create a fool proof conversion process
- How to make every client more profitable
- How to quarantine your clients from your competitors

Includes morning tea and refreshments.

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

Business Bites Self Managed Super Funds

Friday 28 October
12.00pm - 1.30pm
Cost: \$25.00

IWBEC Training Room
30-32 Stirling Street
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.

Robert Thiele’s presentation on this significant sector will include:

- Who should consider setting up an SMSF
- Establishing a Fund – getting it right
- Your investment strategy
- The “sole purpose test” – why can’t I hang that painting on my wall?
- Member contributions, no room for error
- Investments – what’s allowed and what’s prohibited
- Audit & compliance (briefly)
- Borrowing to invest in Real estate in an SMSF. An opportunity, but get it right
- SMSF tax strategies – the last great tax shelter?

Presenter, Robert Thiele is a Chartered Accountant and member of the Tax Institute. Robert is a director of ICL Accountants (previously Thiele & Co) and has been engaged in Professional Practice, advising a wide range of small business clients for many years.

Afterwards enjoy a light lunch while networking with other small business owners and operators.

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



Give yourself the advantage.

Set the bar high?

We can help! Talk to Bowdens about how we can help you achieve your marketing goals...

No matter how big they are!



A. 26 Hindmarsh Avenue, Welland SA 5007

T. 08 8340 3588 F. 08 8340 3533

E. bowden@bowdengroup.com.au

W. bowdengroup.com.au

Developing A Marketing Strategy

Tuesday 1 November
9.30am - 12.30pm
Cost: \$40.00

IWBEC Training Room
30-32 Stirling Street
THEBARTON



One of the most valuable assets your business can ever have is your Brand – yet surprisingly many businesses do not take a planned approach to developing the marketing strategies required to develop a strong brand.

This workshop provides an easy to implement step-by-step process for identifying the most effective approach to developing a marketing strategy for the customers that you are targeting.

Topics covered in this workshop include:

- An introduction to branding for small business owners
- Selecting the most attractive target markets
- Determining the best brand and price positioning for your business
- Selecting the best market channels
- Developing your key communication messages
- Developing your marketing and promotions action plan

Patrick Baker, from Patrick Baker & Associates leads a specialist team of professional marketers with experience and skills in marketing strategy, branding, exporting, distribution development and online/web 2.0 marketing.

Includes morning tea and refreshments.

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

| | |
|---|---|
| Business Bites Marketing Your Website | |
| Friday 25 November 12.00pm - 1.30pm Cost: \$25.00 | IWBEC Training Room 30-32 Stirling Street THEBARTON |



This session involves reviewing all aspects of your website to ensure that it achieves two important outcomes, namely, being search engine optimised to ensure that as much traffic of selected target markets is generated and also ensuring the site is highly effective at converting customers once they reach the site.

This will require significant consideration to be given to written content to ensure that it is most relevant to intended target markets.

Topics covered in this session include the following:

- Using social media to drive traffic
- Onsite optimisation
- Link cultivation
- Search engine optimisation and Search engine marketing
- Banner advertisements
- Other website marketing techniques

Presented by Patrick Baker from Patrick Baker & Associates is a specialist team of professional marketers with experience and skills in marketing strategy, branding, online/web 2.0 marketing and exporting.

Afterwards enjoy a light lunch while networking with other small business owners and operators.

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
- 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**

Inner West Business Enterprise Centre Inc Training Room

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

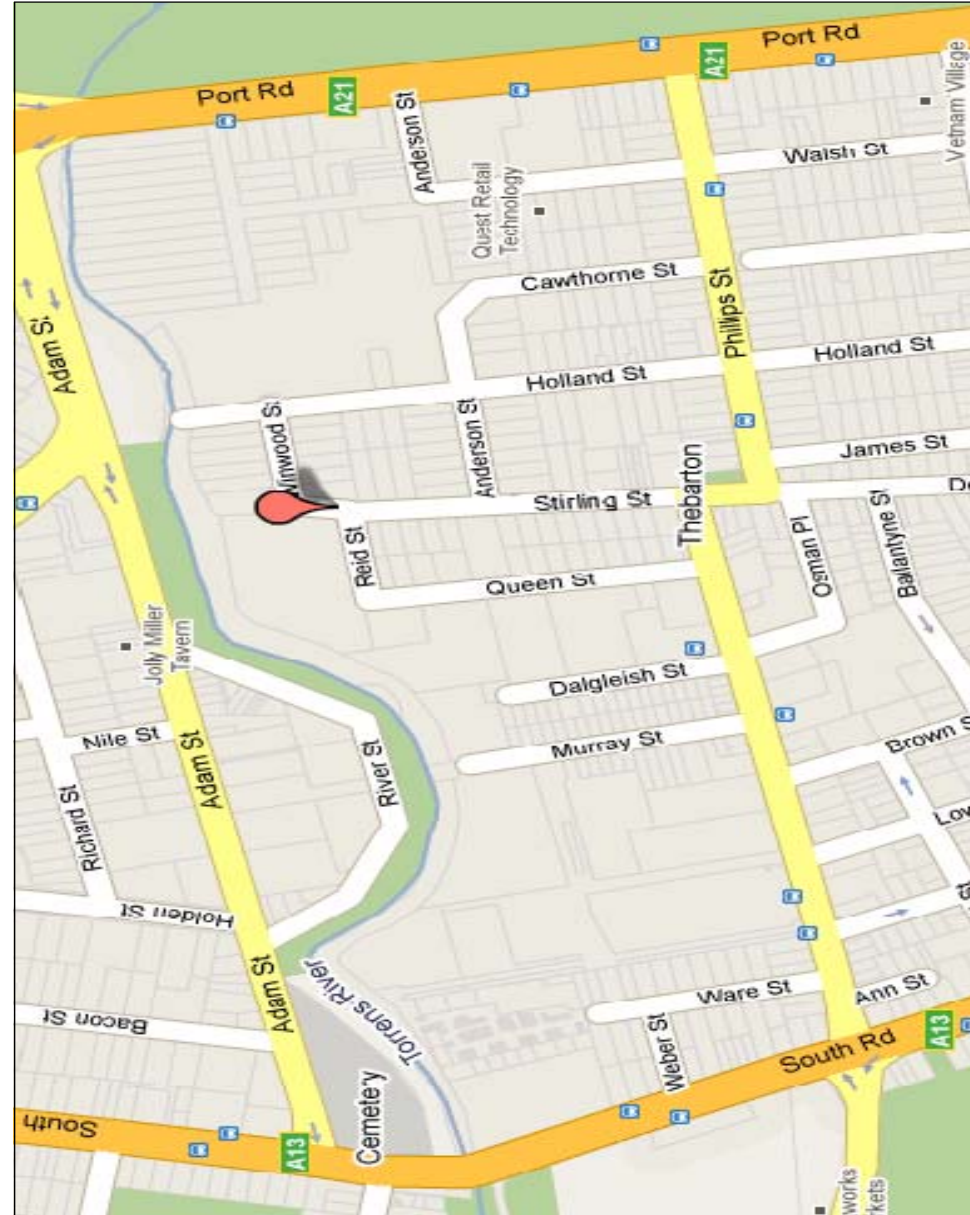
Our great training room is available for hire. This training room is suitable for all your function, event or training needs.

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.



Workshop Summary

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| 26 | Business Bites - Can I Franchise My Business? |

September

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| 5 | Starting a New Business |
| 8 | How to Read and Understand MYOB Reports |
| 15 | IWBEC Business Growth Program - Controlling Cashflow |
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| 20 | How to Protect Your Business Premises |
| 23 | New Exporters Network - International Expos |
| 30 | Business Bites - You and Your Bank |

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