



Department of State and Regional Development



> About Sydney and New South Wales

May 2009

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Illawarra Business

Helping Business Start, Run, Grow and Export

The Department of State and Regional Development is the business development agency of the New South Wales Government. The Department has a range of programs and services to help business Start, Run, Grow and Export.

Keep up to date with what is happening across the region with this free monthly newsletter. It provides useful information on upcoming business seminars and activities. Learn about key business issues and network with other business people at one of the events listed below.

The Department of State and Regional Development is a major sponsor of the following small business networks:

- Wollongong Small Business Club
- Shellharbour City Small Business Network
- Kiama Small Business Forum
- Shoalhaven Small Business Club, and
- Southern Highlands Small Business Club
- Ulladulla Small Business Club

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Managing Through Turbulent Times Workshops

Date: Monday, May 4
Time: 1.00pm - 5.00pm
Venue: Reception Room, Shoalhaven City Council, Bridge Road, Nowra

Date: Tuesday, May 5
Time: 9.00am - 1.00pm
Venue: Wollongong City Council, Burelli Street, Wollongong

Date: Tuesday, May 5
Time: 4.00pm - 8pm
Venue: Kiama Pavilion, 2 Bong Bong Street (Kiama Showground), Kiama

Date: Wednesday, May 6
Time: 9.30am - 2.00pm
Venue: Moss Vale Civic Centre, Elizabeth Street, Moss Vale

Cost: Free
RSVP: Kimella Batkin on 4421 1000 or kimella.batkin@business.nsw.gov.au as soon as possible

The global economic downturn is having an impact on small businesses across Australia. The NSW Department of State and Regional Development is presenting a series of workshops called **Managing through Turbulent Times** designed to provide businesses with the advice and skills to work through the downturn and stay abreast of the challenges.

Chamber Events

Ulladulla Small
Business Lunch
Network

This seminar series will help you to revise your finance and cashflow strategy and consider how to retain your customers and develop more effective long term relationships.

Small Business
Basics Workshop

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Illawarra
Innovation
Showcase

Tourism Development Workshops

Date: Monday, May 18

Time: 8.45am - 4.30pm

Venue: Moruya Golf Club, Evans Street, Moruya

Topics: Practical Marketing for Small Business and Packaging Tourism Products

Date: Tuesday, 19 May

Time: 8.45am - 4.30pm

Venue: Reception Room, Shoalhaven City Council, Bridge Road, Nowra

Topics: Practical Marketing for Small Business and Packaging Tourism Products

Date: Wednesday, May 20

Time: 8.45am - 4.30pm

Venue: Premiers Room Function Centre, WIN Sports & Entertainment Centre, Cnr Crown & Harbour Sts, Wollongong

Topics: Into to Online Marketing and Using the New Net in Your Business

Date: Thursday, May 21

Time: 8.45am - 4.30pm

Venue: Mittagong RSL Club, Old Hume Highway, Mittagong

Topics: Practical Marketing for Small Business and Packaging Tourism Products

Cost: Free

RSVP: Phone Kimella Batkin on 4421 1000 or email

kimella.batkin@business.nsw.gov.au Book early as places are limited

Todd Wright from Threesides Pty Ltd will present a series of full day workshops geared towards the Tourism sector

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Helping Business Start and Grow in the Illawarra.

Starting a Business

Call 1300 650 058

Growing a Business

Call Wollongong:
02 4225 9055

Call Nowra:
02 4221 1000

Exporting

Call 02 4421 1000

Protecting Your Innovation & Establishing Your Brand

Date: Tuesday, May 19 - Wollongong

Venue: iC Function Centre, Innovation Campus, Squires Way, North Wollongong

Date: Wednesday, May 20 - Mittagong

Venue: Mittagong RSL Club, Old Hume Hwy, Mittagong

Date: Thursday, May 21 - Nowra

Venue: Shoalhaven City Council, Bridge Rd, Nowra

Time: 9.15am for 9.30am to 12.30pm (followed by individual appointment)

Cost: Free - light refreshments served

RSVP: To reserve a place at this seminar and book your individual appointment, call Illawarra ITeC on 4223 3100

If you are already in business, or looking to start your own enterprise in the near future, then it is vital that you consider how to develop and/or protect one of your key business assets - your 'Brand'. Careful brand management through the use of appropriate intellectual property rights (IP) can significantly increase the awareness of your products or services in the public domain leading to the increased growth of your business.

The seminar will help you to:

- Identify your Intellectual Property Rights
- Register those rights, i.e. Patents, Designs and Trade Marks
- Use your Intellectual Property to develop and protect your 'Brand'
- Maintain and grow your brand in the Public domain
- Gain insight from other successful Australian Brands
- Better understand the services available

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Wollongong Small Business Club

This month's topic: Marketing - How Effective Are You?

Date: Tuesday, May 5

Time: Networking starts at 5.15pm

Venue: Rydges Wollongong, 112 Burelli Street, Wollongong

Cost: Free

RSVP: Call Lee on 4227 4500 or email lee@rdaillawarra.com.au For catering purposes, please RSVP by Friday, 1 May 2009.

Guest Speaker: Dr Kati Jacobs - Advantage Professional Services Australia (see "Read More" section for details of Dr Jacobs experience)



Would you like to learn how to market your self more effectively? As we all know, people are not likely to remember your company unless you have personally made a strong, positive impression.

Dr Kati Jacobs from Advantage Professional Services Australia gives you simple, practical techniques to sell your business by selling yourself:

- Make powerful first impressions that get you remembered
- Exude confidence without appearing arrogant, and,
- Network effectively in 60 seconds or less

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Shellharbour City Small Business Network

This month's topic: Stress Busting Laughter Lawyer

Date: Wednesday, 20 May 2009

Time: 5.30 - 7.30pm

Venue: Seaspray Function Centre, Junction Road (Adjacent to Shellharbour North Beach Surf Club at Shellharbour)

Cost: Free - light refreshments included

RSVP: Corporate Planning, Shellharbour City Council, fax: 4221 6097 or email: cps.support@shellharbour.nsw.gov.au by Friday, 15 May 2009

Guest Speaker: Jackie Curran - Laughter Lawyers



Come take a break from the doom and gloom surrounding the economy and learn how to reduce your stress levels.

Jackie Curran is one of Australia's foremost leaders on laughter and the benefits that it brings to all levels of our health. Jackie's has more than 20 years of experience as a lawyer in all areas of the legal practice and courts. She is a qualified and experienced mediator and arbitrator and a qualified family and relationship counselor, conflict coach and group trainer.

Laughter Lawyers is an innovative concept, created by Jackie Curran, training Laughter Lawyers around the world. Backed with scientific and medical research, Laughter Lawyers programs have developed into a fun, playful series of exercises with enormous benefits such as stress reduction, health improvements, emotional balance and social benefits all contributing to the amazing growth of this practice.

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Shoalhaven Small Business Club

This month's topic: Make Google Pay Per Click Work for your Business

Date : Monday, May 25

Time : 5.15 for 5.30pm to approx 8pm

Venue: Shoalhaven Ex Servicemen's Club, Junction Street, Nowra

Cost : FREE - fingerfood provided

RSVP : Email bonnie@illawarratec.com.au or phone Bonnie on Ph: 4423 3417 by 21 May. **Registration is essential**

Guest Speaker: David Caruso

In a crowded advertising world how does small business compete with large business in getting their message heard? Many small business owners today believe this feat is getting harder and harder.

In fact new technology has enabled small business to compete on equal grounds as big business – if you know how! Those who are embracing new technology are now reaping the immediate rewards – those who aren't are quickly falling behind.

Google Pay Per Click (PPC) advertising brings immediacy, specific targeting and monitored results. Most people have heard of, or are doing Google PPC campaigns, either managed by a third party or self managed. For those who are doing PPC campaigns – that is all that they are doing. PPC is only one third of the overall equation in a successful online marketing equation. Learn what the other 2/3 of the equation is!

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Ulladulla Small Business Club

This month's topic: Marketing in a Recession

Date : Tuesday, May 26

Time : Networking starts at 5.30pm - 6.00pm - finishes at approx 8pm

Venue: Mollymook Golf Club

Cost : FREE - finger food provided

RSVP : Email bonnie@illawarratec.com.au or phone Bonnie on Ph: 4423 3417 by 22 May. **Registration is essential**

Guest Speaker: Juliete Scrine, Scrine Marketing Services and Ian McColm, Eaton Gorge Theatre Company.

You are cordially invited to the next Ulladulla Small Business Club meeting where Juliet Scrine, Director of Scrine Marketing Services, and Ian McColm from The Eaton Gorge Theatre Company will look at cost effect strategies for Marketing in a Recession.

This interactive session will explore simple ways to communicate with your customers and give you seven take home strategies you can implement in your business tomorrow.

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Kiama Small Business Forum

This month's topic: How to Sell During Tough Times

Date: Friday, May 29

Time: 9.00am - 12 noon

Venue: Kiama Pavilion, 2 Bong Bong Street (Kiama Showground), Kiama

Cost: Free

RSVP: Kimella on 4421 1000 or email kimella.batkin@business.nsw.gov.au

Guest Speaker: Tony Gattari (see "Read More" section for Tony's achievements)

In this workshop you will take away the following strategies:

- Master the 6 steps of the Achievers Group 'Sales Cycle'
- 21 strategies on how to get immediate sales results
- Learn powerful psychological profiling techniques that allow you to sell to any personality type
- Transform from being a salesperson to being a problem solver, through the art of

communication and getting others to see your point of view

- The 101 sales tips that will give you an advantage over your competition
- Learn how to build an immediate relationship with your customers

Plus you will also receive a comprehensive 70 page workbook which can be used for immediate results in your business.

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Small Business Marketing Workshop

Date: Friday, May 1

Time: 9.30am to 12 noon

Venue: Illawarra ITeC, 1/336 Keira Street, Wollongong

Cost: \$40.00 – light refreshments included

RSVP: Virginia Wren on 4223 3100 or email itec@illawarraitec.com.au

It is not enough to just have a fantastic product or service, you also need to be able to understand how to market your product or service to potential customers and clients. This two and a half hour workshop will help you understand the different aspects of marketing and how you can market your business more effectively. We will investigate:

- Conducting Market Research
- Who is Your Target Market / Competitors
- The Four P's of Marketing
- SWOT Analysis
- Requirements of Developing a Marketing Plan

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Shoalhaven Women's Conference

Inspired 2009

Date: Wednesday, May 6

Time: 9am - 3pm

Venue: Bomaderry Bowling Club

Cost: \$55 per person, includes morning tea and lunch

RSVP: Contact Lynnette or Bonnie on 4423 3417

You are invited to attend a day of inspiration and enjoy great company with like-minded women wanting to be inspired!

Guest speakers will include:

- Joanna Gash MP, Member for Gilmore
- Maxine McKew MP, Member for Bennelong
- Deborah Wallace, Commander, Middle Eastern Crime Squad
- Carmel Krogh, Director, Shoalhaven Water
- Rosie Cupitt, Proprietor, Cupitt's Vineyard
- Michelle Collison, Proprietor, Shady Fig
- Terrie Baxter JP, Former International President of Toastmistresses & author of "What the Heck"
- Juliet Scrine, Director of Marketing Company, Eaton Gorge

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Southern Highlands Business Womens Network

This month's topic: Three Questions that Matter Now

Date: Wednesday, May 6

Time: 7.00am sharp - 9.00am

Venue: Centennial Vineyards, Centennial Road, Bowra

Cost: Members - \$27.50 pp, Non-members - \$37.50 pp (No GST)
RSVP: Email bnw@bnwsh.com or through website www.bnwsh.com
Guest Speaker: Anthony Eid - AME Now, Strategic Consultants

In any market conditions (especially today) you want to know how to improve your business, how to get an edge, not just survive but to make your mark in a different way. To create and win new business and where ever possible keep it.

The answers to these questions will assist you now, improving your business, your life and your relationships- almost immediately- definitely within a short period of time. Anthony is the director of AME Now, strategic consultants. He has developed a unique and successful method that when applied will, without exception, improve the profitability, performance and overall effectiveness of any organization.

(Cameo Speaker: Barbara Smith: Barbara will be speaking about her Truffles)

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Basic Bookkeeping for Small Business Workshop

Date: Thursday, May 7

Time: 9.00am to 12 noon

Venue: Illawarra ITeC , Suite 1/336 Keira Street, Wollongong

Cost: \$45.00 per person – light refreshments provided

RSVP: Virginia Wren on 4223 3100 or email ibec@illawarraitec.com.au

It is very important for any small business owner to know how to keep sound financial records but more importantly understand how to use those financial reports to make informed decisions.

This workshop is designed to provide an overview of record keeping responsibilities and provides practical exercises in the tasks required to manage a business through record keeping.

By attending this workshop, you will develop an understanding of financial control and the importance of cash flow. Practical exercises demonstrate how to treat petty cash, cash payments, cash receipts, daily bank balances and bank reconciliations.

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Illawarra Business Chamber Events

50 Great Marketing Ideas on a Shoestring Budget

Date: Thursday, May 7

Venue: Bomaderry Bowling Club

Time: 9.30am - 11.00am

Date: Thursday, May 7

Venue: Wollongong Golf Club

Time: 2.30pm - 5.30pm

Costs: Free for Illawarra Business Chamber members

Non member: \$50.00 per person (incl. GST)

RSVP: 4229 4722 Spaces are limited, so register soon.

Marketing is essential to thriving during tough times. Why? Because to increase the sales drive, you must fuel the engine. This seminar is a must for small businesses needing to boost sales with practical marketing that is cost efficient and results driven.

Benefits from attending include:

- > Tap into knowledge and advice from our expert guest speaker
- > Receive practical tips and ideas to boost your marketing and sales
- > Walk away with an action plan for your business
- > Learn about cost effective marketing methods such as mobile, email, online and word of mouth
- > You'll have the opportunity to network and hear case studies and examples of



marketing initiatives that got results!

IBC Federal Budget Lunch

Date: Wednesday, May 13

Venue: Villa D'Oro Function Centre, 41 Flinders St, Wollongong

Time: 12.15pm for 12.30pm - 2.30pm

Cost: Members \$77.00, Non-Members \$99.00, IRIS/KPMG Clients \$77.00

RSVP: By 6 May, phone Branka Zugnoni on 4229 4722

The IBC, along with our co-hosts - NSW Business Chamber, KPMG & the Illawarra Regional Information Service (IRIS), would like to invite you to attend our debrief on the Federal Budget which is due to be released the evening prior to our lunch.

Come join us and hear the latest analysis, find out the latest official forecasts and understand the Budget and its impact on your organisation and the region.

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Ulladulla Small Business Lunch Network

Date: Friday, May 8

Time: from 12.30pm

Venue: Ulladulla Palace Chinese & Thai, Upstairs - The Plaza, Princes Hwy, Ulladulla

RSVP: Greg Fellows on 0419 970 394 or Greg.Fellows@dynamicsolutions.net.au

Please RSVP prior to COB Thursday 7th May for staffing and catering purposes.

The Ulladulla Small Business Lunch Network is set to meet from 12.30pm on Friday 8th May at Ulladulla Palace Chinese & Thai, The Plaza Ulladulla.

All business proprietors or representatives are invited to attend. **Make sure you bring your business cards!**

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Small Business Basics Workshop

Date: Wednesday, May 13

Time: 12 noon to 1.30pm

Venue: Illawarra ITeC, Suite 1/336 Keira Street, Wollongong

Cost: Free

RSVP: Call ITeC on 1300 650 058



Are you thinking of starting a small business but confused about where to start? The Small Business Basics information session outlines the steps that you need to take to properly research your business idea and establish your business.

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Illawarra Innovation Showcase

Date: Monday, May 25

Time: from 2pm to 8pm

Venue: Innovation Campus, Squires Way, Fairy Meadow

Getting there: Use the new Gong Shuttle Bus service. The service operates every 10 minutes between 3pm and 6pm on Monday and every 20 minutes at off peak times between 7am and 10pm. It's frequent and it's free!

Program:

COMMUNITY TOUR OF INNOVATION CAMPUS

The University of Wollongong will run two separate community tours.

The Innovation Campus (iC) Tour - The iC is an enterprising business and technology

precinct that is home to businesses including Commonwealth Bank, employment specialists The DMW Group, the Illawarra Regional Information Service, IT company iTREE, geospatial and hydrographic consultants L3 Corporation and engineering consultants Beca.

30 minutes tours will be held at 2pm, 3pm and 4pm

Intelligent Polymer Research Institute Tour - Professor Gordon Wallace and his team at Institute are recognised internationally as world leaders in the development of 'intelligent' materials and nanotechnology.

30 minute tours will be held at 2pm, 2.30pm, 3.00pm, 3.30pm and 4.00pm.

Bookings for Intelligent Polymer Research Institute Tour are essential and numbers are limited. Participants are required to wear flat, covered shoes and safety glasses will be provided. To make a booking for either tour please call the Office of Community and Partnerships at the University of Wollongong on (02) 4221 5131

SEMINAR PRESENTATIONS

As a way of showcasing the innovation occurring in the Illawarra and surrounds, a series of presentations are being staged at the Innovation Campus. Members of the Illawarra community are invited to come and share our wealth of inventiveness and how it will impact our future. Our innovation will enhance our lives and those of all around the world.

Time: 4.30pm to 6.45pm

Location: Innovation Campus, Main building.

	<i>Ocean Room</i>	<i>City Room</i>
4.30 - 5.00pm	BUSINESS John Grace/Jane Robinson - "Economic Gardening - What it Means for Business"	SPORTS
5.00 - 5.30pm	SOCIAL INNOVATION Peter Quarmby, Executive Director of Community Sector Banking (CSB)	BIONICS Prof. Gordon Wallace, Organic Bionics - "Linking the World of Electronics & Biology to Produce Revolutionary Medical Devices"
5.30 - 5.45pm	REFRESHMENTS	REFRESHMENTS
5.45 - 6.15pm	CREATIVE ARTS Simon Hinton, CEO & Artistic Director, Illawarra Performing Arts Centre	ENGINEERING
6.15 - 6.45pm	INTERNET TECHNOLOGY Andrew Connery - "Innovations in Local Search"	HEALTH & AGEING Prof. Jan Potter

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Office of Industrial Relations and Human Resources

Better Workplace Management Series

The Better Workplace Management Series consists of three separate workshops: Recruitment and Retention, Workplace Policies and Managing Employees, which together cover the main issues facing businesses today.

Each interactive workshop is a separate complete unit, so choose to attend the full series (at a discounted rate), or just the workshop that suits your particular requirements. **SPECIAL OFFER** - Enrol in all three workshops from this series at a discounted price of just \$225 (incl. GST) - a saving of \$75 - and also receive a Certificate of Attendance

Managing Employees - Problem-Free Workplace**Date:** Wednesday, May 13**Time:** 9.00am - 1.00pm**Venue:** Wollongong Golf Club, Cnr Corrimal & Bank Sts**Cost:** \$99.00**RSVP:** Email win@oir.commerce.nsw.gov.au or call 131 628, extension 4612

Managing staff is often the most difficult part of a business owner/manager's job. This workshop helps employers implement good employment practices to deal with the challenge of keeping staff motivated and performing well.

Recruitment and Retention**Date:** Thursday, May 14**Time:** 9.00am - 1.00pm**Venue:** Mittagong RSL, Cnr Hume Highway & Bessemer Street**Cost:** \$99.00**RSVP:** Email win@oir.commerce.nsw.gov.au or call 131 628, extension 4612

Recruiting staff can be a very expensive process. This interactive workshop explains the recruitment process and the issues to consider, to not only attract, but to retain good staff. Employers will be provided with information to develop strategies to assist them in this process and to share their experiences with other participants.

Workplace Policies - Write Your Rules**Date:** Thursday, May 28**Time:** 9.00am - 1.00pm**Venue:** Training Masters, 1/44 Manning Street, Kiama**Cost:** \$99.00**RSVP:** Email win@oir.commerce.nsw.gov.au or call 131 628, extension 4612

Well written workplace policies help employers manage more effectively by setting out what is acceptable and unacceptable in the workplace. This intensive workshop helps employers and managers plan, write and apply workable policies to suit their individual workplaces.

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The third **IBC Business Expo – "Illawarra on Show" 2009** will be held on **Wednesday 27th May 2009** at the **WIN Entertainment Centre, Wollongong**.

In just two short years, the Expo has become the largest "business to business" exhibition in regional NSW. This year's programme will again feature a series of exciting and informative events which will bring together some of the region's most innovative businesses and speakers.

The IBC has announced that Channel Nine personality Ross Greenwood will be conducting a workshop at the "Illawarra on Show" Business Expo. 2009 - "Illawarra on Show". Ross Greenwood is Channel Nine's Business and Finance Editor and, until recently, the Executive Producer of Nine's flagship business program - Business Sunday. He regularly appears on the Today Show, Nine News and Nightline.

The IBC will also take advantage of the event and host a **"Super Business After Hours"** on the night where 5 of our members in the small business category will be able to showcase their business.

Companies wanting to find out more about attending the workshops throughout the day or to register as a Sponsor/Exhibitor can contact either Branka Zugnoni, Events Manager, Illawarra Business Chamber on 4229-4722 or Carole Johnston, Director, JAI Events on 4237-5554.

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Upcoming Events in June - check our next newsletter for further details.

Date	Event	Location	Contact
June 16	Southern Highlands Jobs Careers Expo	Mittagong RSL	Cate Hutchison 4885 2845
1st Tuesday every month	Wollongong Small Business Club	Rydges Hotel Wollongong	Lee Cooper 4227 4500 or Virginia Wren 4223 3100
3rd Wednesday every month	Shellharbour City Small Business Club	Seaspray Function Centre	Jane Robinson 4221 6041
Bi-monthly 3rd Friday of the month	Kiama Small Business Forum	Kiama Pavilion	Megan Hutchison 4232 0472
4th Monday every month	Shoalhaven Small Business Club		Lynette Kearney 4423 3417
4th Tuesday every month	Ulladulla Small Business Club		Lynette Kearney 4423 3417
Bi-monthly, 2nd Wednesday of the month	Southern Highlands Small Business Club	Mittagong RSL	Virginia Wren 4223 3100

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