



Department of State and Regional Development



> About Sydney and New South Wales

April, 2007

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Helping Business Start and Grow

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

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Ulladulla Small Business Club

This month's topic: Weathering the Financial Storm: A Business Survival Guide

Date : Tuesday, March 31

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 27 March. **Registration is essential**

Guest Speaker: Perrie Croshaw (see "Read More" section below for Perrie's extensive credentials.)

You are cordially invited to attend the first Ulladulla Small Business Club meeting. Perrie Croshaw will be the guest speaker for this inaugural meeting and will give tips on how you and your business can manage through these turbulent times.

The Sub prime crisis, a possible recession, rate rises, declining profits, a slowing economy its enough to make a small business operator turn up their toes in despair! But Perrie Croshaw has some essential survival advice to help small business adapt and not perish during these stressful times.

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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

Southern Highlands Small Business Club and Wollongong Small Business Club

This month's topic: Making Google PPC (Pay Per Click) Pay for your Business

Southern Highlands Small Business Club

(PLEASE NOTE NEW DATE FOR SOUTHERN HIGHLANDS MEETING DUE TO SCHOOL HOLIDAYS)

Date: Wednesday, April 1

Time: 5.15pm – 6.00pm for networking then presentations through to 7.30pm

Venue: Mittagong RSL Club, Old Hume Hwy, Mittagong

Cost: FREE to attend – finger food served

RSVP: Ring 1300 650 058 or email itec@illawarratec.com.au



Wollongong Small Business Club

Date: Tuesday, April 7

Time: 5.15pm – 6.00pm for networking then presentations through to 7.30pm

Venue: Rydges Hotel, 112 Burelli St, Wollongong

Cost: FREE to attend – finger food served

RSVP: Ring 42274500 or email lee@rdailawarra.com.au



Guest Speaker: David Caruso

In a crowded advertising world how does small business compete with large business in getting there 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!

The next meeting of the Southern Highlands Small Business Club and Wollongong Small Business Club you will be able to hear David Caruso speak on how to *Make Google PPC (Pay Per Click) Pay for your Business*.

These Small Business Club meetings are open to all business owners / operators and are free to attend.

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Kiama Small Business Forum

This month's topic: Professional Development Workshop

Date: Friday, April 3

Time: 9 am - 12 noon (8.45 am registration)

Venue: The Pavillion, Kiama (2 Bong Bong Street, Kiama)

Cost: Free

RSVP: Call Krystin on 4232 0414 or email krystinh@kiama.nsw.gov.au Places in the seminar & demonstration are limited, so please register your attendance

Guest Speaker: Andrew Thornberry (see 'Read More' section for details of Andrew's professional credentials)

This is a half day package presented by Andrew Thornberry.

You may not have a big IT budget, but you can still track and organise your customer contacts to:

- * Target your marketing activities effectively,
- * Strengthen your relationships with existing customers, and
- * Attract new customers.

Having effective Customer Relationship Management (CRM) processes & systems can add valuable dollars to your profits – we'll explain how !

Following Andrew's presentation will be a demonstration of the [FREE](#) web based CRM system—Zoho.

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Small Business Basics

Date: Thursday, April 2 / Tuesday, April 28

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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Innovation Advisory Service

Intellectual Property Advice - Free Assessment Interview

Date: Friday, April 3

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

Cost: Free

Contact: Virginia Wren on 1300 650 058

Do you have a new product that you want to commercialise, but don't know where to start? Do you need legal advice on Trade Marks, Patents or Design Registration?

Book in for a free assessment interview with Virginia Wren from the Innovation Advisory Service. Also - FREE interview with Patent / Trade Mark Attorney.

Book in now for your free half hour interview with our IP Attorney. Next appointments for the IP Attorney are on Friday, 3 April.

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Ulladulla Small Business Lunch Network

Date: Friday, April 3

Time: from 12.30pm

Venue: Boardwalk Cafe, Princes Hwy, Ulladulla

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

Please RSVP prior to COB Thursday 2nd April for staffing and catering purposes.

The Ulladulla Small Business Lunch Network is set to meet from 12.30pm on Friday 3rd April at the Boardwalk Cafe, Ulladulla .

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

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Export Market & Development Grant

Date: Friday, April 17

Time: 10 am - 12 noon

Venue: Austrade Wollongong, Terrace Level, 200 Crown St, Crown Central, Wollongong

Cost: Free

RSVP: Register at

[http://www.austrade.gov.au/EventViewBookingDetails.aspx?](http://www.austrade.gov.au/EventViewBookingDetails.aspx?Bck=Y&EventID=1895)

[Bck=Y&EventID=1895](http://www.austrade.gov.au/EventViewBookingDetails.aspx?Bck=Y&EventID=1895) or call 13 28 78



Australian Government

Austrade

The Export Market & Development Grant (EMDG) is a key Australian Government financial assistance program for exporters. These small-group, personalised sessions will help you get EMDG ready and maximise your grant entitlement. Sessions will be run by senior grants staff and will cover a range of topics including:

- introduction to EMDG,
- how to plan for EMDG,
- how to apply for EMDG and
- how to get the best out of the EMDG scheme.

Attend this small-group, personalised session in Wollongong to help you prepare for EMDG and maximise your grant entitlement.

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Tendering for Government & Defence Contracts

Date: Wednesday, April 22

Time: 9.30 am - 4.00 pm

Venue: Committee Rooms 1 & 2, Shoalhaven City Council, Bridge Road, Nowra

Cost: \$175 incl. GST per person (The NSW Government has subsidised each position directly by \$375, including GST). Numbers are strictly limited.

RSVP: Call Paul Fisher on 02 6239 1488 or email

paul.fisher@australianbusiness.com.au

Australian Business Defence Industry Unit and Lange Consulting and Software, in conjunction with the NSW Department of State and Regional Development (DSRD), will be conducting a one-day tender training workshop that is aimed at improving tendering by individuals/companies to all levels of Government but with a defence focus.

The workshop will cover

- Bid Strategy,
- Scene Setting,
- Writing,
- Financials,
- Commercial Strategy
- Bid Management,
- Solution Design,
- Reviews and Publishing

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Illawarra Business Chamber Events

IR Workshops

Date: Thursday, April 23

Time: 9.30am for 10.00am start - 12.30pm

Venue: Illawarra Master Builders Club, Wollongong



Date: Thursday, April 23

Time: 2.00pm for 2.30pm start - 5.00pm

Venue: Bomaderry Bowling Club

Date: Friday, April 24

Time: 8.00am for 8.30am start - 11.00am

Venue: Milk Factory Gallery, Bowral

Cost: Free

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

Come and hear from NSW Business Chamber and IBC experts regarding the new legislation.

Business After Hours

Date: Wednesday, April 29

Venue: The Illawarra Grammar School

Time: 5:30pm - 7.30pm

Cost: Free

RSVP: 4229 4722

Come and join our Co-Hosts, The Illawarra Grammar School for this month's Business After Hours.

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AussieHost Workshops

Upcoming AussieHost workshop:

6 April 2009, Batemans Bay

AussieHost is a nationally recognised customer service training program that focuses on interpersonal communications, customer relations and service. It builds personal, professional and community pride and inspires a greater commitment to providing better service.

The content of the one day program covers the following topics:

- What is quality customer service?
- The importance of workplace and personal presentation
- Excelling in telephone communications
- Handling customer complaints and dissatisfaction
- Who are your customers and how to best serve them

For more information on AussieHost or to find out when the next AussieHost workshop will be held in your region, contact AussieHost@dynamicssolutions.net.au phone 1300 766 510 or visit the website at www.aussiehost.info

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Upcoming Workshops

Upcoming Workshops in May - check our next newsletter for further details.

Date	Topic	Location	Contact
May 1	Small Business Marketing Workshop	Wollongong ITeC	Virginia Wren 1300 650 058
May 4	Managing Through Turbulent Times Workshop	Nowra	Kimella Batkin 4421 1000
May 5	Managing Through Turbulent Times Workshop	Wollongong/Kiama	Kimella Batkin 4421 1000
May 6	Managing Through Turbulent Times Workshop	Moss Vale	Kimella Batkin 4421 1000
May 7	Basic Bookkeeping for Small Business	Wollongong ITeC	Virginia Wren 1300 650 058
May 7	50 Great Marketing Ideas on a Shoestring Budget	Nowra / Wollongong	Brad Carter 4229 4722
May 18-21	Tourism Development Workshops	TBC	Kimella Batkin 4421 1000
May 27	IBC Business Expo - Illawarra On Show	Wollongong	Louise Dwyer 4229 4722
TBC	Regional Innovation Advisory Service Workshops	Wollongong / Nowra	
May 25-29	Home Based Business Week	All NSW	

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[WEBSITE](#) | PH: 4225 9055 | [EMAIL](#)
 PO Box 5106, Wollongong NSW 2500 AUSTRALIA

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