

Subject: Emailing: August 2009 - NSW DSRD - Illawarra Update



Department of State and
Regional Development



> About Sydney and
New South Wales

August 2009

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**Helping Business
Start and Grow in
the Illawarra.**

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, and
- Southern Highlands Small Business Club

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Wollongong Small Business Club

This month's topic: How Effective is your Website?

Date: Tuesday, August 4

Time: 5.15pm to 7.30pm

Venue: Rydges Hotel, 112 Burelli St,
Wollongong

Cost: Free, catering provided

RSVP: Call Lee on 4227 4500 or email
lee@rdailawarra.com.au by Friday, 31 June
2009

Guest Speakers: Andrew Thornberry from Yuranga and Juliet Scrine from Scrine
Marketing



It is important to realise that a Website is another tool to market your business. It may not replace existing channels you now use, but it can be a vital means of attracting new customers and providing information about your business, its products and services.

At the next meeting of the Wollongong Small Business Club Andrew Thornberry from Yuranga and Juliet Scrine from Scrine Marketing will discuss making your website work effectively for your business using Marketing, Management, Measurement and Optimisation strategies.

Learn from the experts in the business. Come along and hear how you can improve your website and in turn increase your business. Bring plenty of business cards along to make new contacts.

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**Starting a
Business**

Call 1300 650 058

Growing a

Southern Highlands Small Business Club

This month's topic: Writing Great Copy

Business

Call Wollongong:
02 4225 9055

Call Nowra:
02 4421 1000

Date: Wednesday, August 12

Time: 5.15pm for 6.00pm until 7.30pm

Venue: Mittagong RSL Club, Old Hume Hwy, Mittagong

Cost: Free - catering provided

RSVP: Ring Illawarra ITeC on 4223 3100

Guest Speaker: Michelle Spooner from Spoonfed



There's no use having the best product or service if you can't tell people about it in a brochure or advertisement.

Exporting

Call 02 4421 1000

But how do you ensure that your advertisement, brochure or web stands out from the competition? How do you create headlines that get attention? And what is an effective call to action? Writing great copy requires good technique and skill.

Among your varied roles as an owner of a business, you're probably your own advertising agency. This means you need to be able to write compelling messages that get the attention of your target market and position your product. You'll have to be able to write in a range of genres for different communication channels – brochures, online, direct mail or advertising copy.

Michelle Spooner from Spoonfed has spent a career writing and proofing copy. Bring your existing brochures and advertisements and decide whether they need improvement or if you've got it right!

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Kiama Small Business Forum

This month's topic: Google Strategies for Online Marketing Success

Date: Friday, August 21

Time: 8.45am for 9.00am start to 12 noon

Venue: The Pavilion (2 Bong Bong St), Kiama

Cost: Free

RSVP: Call Sue at Kiama Council on 4232 0414, or email your details to suew@kiama.nsw.gov.au

Guest Speaker: David Caruso

This is a half day workshop presented by David Caruso... If you are in business and are serious about making money, then this workshop is for you!

Whether you already have a website or are thinking about developing one, you will be educated and entertained with topics including:

- A live demonstration of how your business can make page 1 of Google!
- Online Marketing demystified
- How to effectively to use a Blog in your everyday business activities
- How to develop an effective on-line marketing campaign
- How to effectively email market
- How to Developing Effective Landing pages
- Secrets to creating a successful Pay Per Click online advertising campaign

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Marketing Workshop

Date: Thursday, July 30

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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Intro to Business Planning

Date: Friday, July 31

Time: 12 noon to 1.30pm

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

Cost: \$33.00 – light lunch included

RSVP: Call Illawarra ITeC on 4223 3100 or email itec@illawarraitec.com.au

or

Date: Thursday, August 20

Time: 9.30am - 12 noon

Venue: Illawarra ITeC - Shoalhaven, 2/4 Nowra Lane, Nowra

Cost: \$33.00 – light lunch included

RSVP: Call Bonnie on 4423 3417 or email BonnieShepherd@illawarraitec.com.au

A good business plan will increase your chances of business success. It will help you identify customers, markets, pricing strategies & operational goals. It is also important for gaining finance from financial institutions.

The aim of this Workshop is to provide an overview of the business planning process and increase the skills of participants to enable them to complete a business plan for their business. Business Plan templates will be provided.

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Small Business Basics

Date: Tuesday, August 4

Time: 12 noon to 1.30pm

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

Cost: Free

RSVP: Call ITeC on 1300 650 058 or email ibec@illawarraitec.com.au

or

Date: Thursday, August 6

Time: 9.30am to 11.00am

Venue: Illawarra ITeC - Shoalhaven, 2/4 Nowra Lane, Nowra

Cost: Free

RSVP: Call Bonnie on 4423 3417 or email BonnieShepherd@illawarraitec.com.au

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. You will also be provided with a plethora of free small business resources.

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Basic Bookkeeping Workshop

Date: Monday, August 10

Time: 9.00am to 12 noon

Cost: \$45.00 per person – light refreshments provided

Venue: Illawarra ITeC Wollongong

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

Business After Hours

Date: Wednesday, August 26

Venue: City Beach Function Centre , Marine Drive, City Beach, Wollongong

Time: 5:30pm - 7.30pm

Cost: Free

RSVP: 4229 4722

Come and join our Co-Hosts, Peoplecare Health Insurance, for this month's Business After Hours



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Office of Industrial Relations and Human Resources

Industrial Relations in NSW

Date: Thursday, August 6

Venue: Shellharbour - Shellharbour Workers Club, Cnr Wattle & Shellharbour Rds OR

Date: Thursday, August 13

Venue: Nowra - Shoreline Restaurant & Function Centre, Cnr Kinghorne & Douglas Sts

Time: 9.00am - 12.00pm

Cost: Free

RSVP: For enquiries, phone (02) 9020 4612, or visit

www.industrialrelations.nsw.gov.au and click on Workshops

It is important that you understand current industrial relations legislation and how this affects your business whether you are covered by state or federal law. Do you understand the changes proposed under Fair Work Australia? Do you have questions about legislated employee entitlements such as parental leave, long service leave, award entitlements? This workshop will be regularly updated throughout the year as additional Fair Work Australia information becomes available.

Workplace Arrangements - understanding awards and agreements

Date: Wednesday, August 5

Time: 9.00am - 12.00pm

Venue: Hotel Ibis Wollongong, Cnr Market & Church Sts

Cost: Free

RSVP: For enquiries, phone (02) 9020 4612, or visit

www.industrialrelations.nsw.gov.au and click on Workshops

This workshop is designed to provide employers with a general introduction to awards, and the various types of agreements that can be made in both the state and federal jurisdiction. This workshop will explain: the purpose and application of the award/agreement that applies to your workplace; the difference in entitlements under the state and federal system; types of workplace agreements; how to calculate entitlements such as wages, overtime payments, allowances, sick leave, annual leave and long service leave; where to go for further information and assistance.

Workplace Policies

Date: Wednesday, August 26

Time: 9.00am - 1.00pm

Venue: Hotel Ibis Wollongong, Cnr Market & Church Sts

Cost: \$99.00

RSVP: For enquiries, phone (02) 9020 4612, or visit

www.industrialrelations.nsw.gov.au and click on Workshops

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.

Recruit. Retain. Retrench

Date: Thursday, August 27

Time: 9.00am - 1.00pm

Venue: Shellharbour Workers Club, Cnr Wattle & Shellharbour Rds

Cost: \$99.00

RSVP: For enquiries, phone (02) 9020 4612, or visit

www.industrialrelations.nsw.gov.au and click on Workshops

What do you need to do in difficult economic times? Is it a good time to recruit from a larger than usual pool of job seekers? Do you need to adopt specific strategies to ensure you retain your best staff for when things improve? If there is no choice, how do you ensure a fair process if retrenching staff? We will look at specific strategies you may wish to adopt to ensure you retain key employees until conditions improve. We will also discuss the most effective processes to follow if you have no alternative but to retrench staff.

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