



TCF AUSTRALIA NEWS UPDATE - AUGUST 2016



Beware of emails claiming to be from the (ACCC)

The **Australian Competition and Consumer Commission (ACCC)** is warning businesses to watch out for scam emails that claim to be from the ACCC but contain links that can infect your computer with malware. The email asks businesses to respond to a complaint that has been made about them, or seek payment for an infringement notice for breach of copyright. Legitimate emails from government agencies will always have an email address that ends in .gov.au. To read more: [ACCC's Scamwatch website](#)



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LAST CHANCE - CENTRESTAGE - Asia's Fashion Spotlight, Hong Kong, 7-10 Sept

Join our TCF Buyer Mission with 3 nights sponsored accommodation available to attend this new fashion trade and public exhibition – contact us for your [Buyer Registration Form](#). The inaugural CENTRESTAGE will be a living showcase of trend-setting fashion icons, stellar international brands, breakout design talent and a world of blossoming glamour that will define the ever-evolving fashion scene to come.



REMINDER - Intertextile - Shanghai - October 13 - 15, Shanghai, China

Join our TCF Buying Mission to attend one of the world's biggest textile trade exhibitions including 3,000 exhibitors from 23 countries. Pavilions from Japan, Korea, Taiwan, India, Pakistan and Asia. [Contact Us](#) for registration



REMINDER - Global Sources Fashion, Hong Kong, October 26-29

Join our TCF Mission to visit Global Sources Fashion, AsiaWorld-Expo. Source from experienced suppliers, 85% exhibit exclusively at this show! TCF Member Buyers receive VIP Privileges; HK\$100 Octopus card; free daily power breakfast; shuttle; free data sim card (by advance request); up to 3 night's accommodation sponsorship for eligible TCF buyers; shopping discounts; networking and invites to events; [Contact Us](#) for registration



Choosing a location for your business

One of the basic concepts taught in every marketing course is The Four Ps: Price, Product, Promotion and Place. 'Place' refers to where your customer evaluates and receives your product or service. Ironically, while 'place' is often the most permanent of the four Ps, it's also often the most overlooked. Like the full article [Contact us](#)



4 easy steps to business success

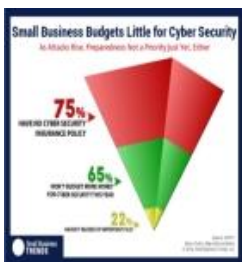
Everybody is scared going into their first business. That's why you need a business plan, to demystify the process. To create a business plan you need to understand cash flow, and people starting their first business seldom do. They confuse cash flow with sales or with having money in the bank. They believe that to be successful, all you have to do is generate sales. In fact, what you need is the right kind of sales. The wrong kind can drive you straight into bankruptcy. Like the full article [Contact us](#)

Or join the Belmont BEC Business Planning ONLINE Webinar – Listen 24/7 includes handbook www.belmontbec.com/webinar



Seven tips for motivating your employees

Any CEO knows that employee motivation is a key to individual performance, group productivity, and maintaining a pleasant office culture. So how do you do it exactly? For a dose of inspiration on how to motivate those who work for you, Inc. magazine compiled the best recent pointers on the subject. Like the full article [Contact us](#)



75% of small businesses do not have cyber-risk insurance - or aren't sure

Small business today are prone to the same hazards as yesteryear. But they're largely unprepared to handle 21st century threats to their companies.

Flood, fire or any other natural disaster could spell doom for a lot of businesses but, for a lot of those events, having a good insurance policy and a plan for dealing with them could help keep the business going through the difficult time ahead.

BUT - small business are not preparing themselves in the event of a new kind of potential disaster: a cyber attack. Like to speak with IT Consultant to discuss your cyber security issues. [Contact us for your personal referral to Infinite IT](#) or Visit www.8it.com.au



5th India International Silk Fair, New Delhi, 15-17 October, 2016

TCF Mission meet over 150 manufacturers and exporters of Silk & Silk Blend Garments: Scarves, textiles, homewares, manchester. Sponsored airfare and accommodation to eligible buyers. [Contact Us](#) for registration forms



Origin Africa 2016, 3-5th November, Antananarivo, Madagascar

TCF invites you to attend Origin Africa – celebrating the spirit, style and innovation. Over 180 exhibitors from 25 African countries as well as Senior Government officials (including COMESA, EAC and SADC), international trade policy specialists, international NGO's, trade, investment and support institutions. TCF Mission includes VIP Lounge, Seminars, Business to Business Meetings, Factory visits. Like further information [Contact us](#)



Rethink your email strategy based on 2016 email trends

Many companies fail to put a reasonable amount of effort into their email marketing, and contact with their customers can purely be auto-generated responses.

However, there are many more opportunities to take effective email marketing further. This article considers some of the trends to consider to breathe new life into your email marketing strategy. Like further information [Contact us](#)



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* Free webinars

** Special Offer to TCF Members – two webinars for the price of one during August save \$30 –
[Contact Us](#)

To book for upcoming events visit www.tcfaustralia.com/calendar or contact us on 61 8 9479 3777.

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TCF Australia
Textile Clothing Footwear Resource
Centre of WA

PO Box 370
Cloverdale WA 6985
Ph. 08 9479 3777
Fax. 08 9479 3888
www.tcfwa.com