

55 Empowering Creative Rural Women Through Enterprise Webinar, May 18, 12-1pm Free

TCF Global provides opportunities for rural women in regional locations & developing countries to develop small business skills and access global fashion networks associated with TCF Global, Belmont BEC, BPW International and the International Fashion Incubator Network.

56 TCF Global-Sourcing Databases & Offshore Linkages Webinar, May 18, 2-3pm \$20

Understand how to source from Hong Kong, China and India. TCFWA Buying Mission opportunities re airfare & accommodation sponsorship. Presented by Carol Hanlon, TCFWA

57 TCF Global Community Sewing projects Workshop, May 18, 4-5pm Free

Update on TCF Ormoc, Philippines Village sewing centres and linkages with TCF Afghanistan, TCF Sri Lanka, hand weaving opportunities. Presented by Carol Hanlon, TCFWA. **Venue: Belmont BEC, WA**

58 Protect your Business from Disaster Webinar, May 21, 12-1pm \$20

To improve small business responsiveness to the effects of natural disasters, economic downturns, or any major variables that can impact on production, productivity and sustainability, it is necessary to have plans in place to be able to "manage" the impact.

59 BPW Networking and Dinner, May 21, 7-9pm \$10/Dinner own cost

A networking evening for business & professional women and guests. Guest speaker: WA Minister Helen Morton MLA. **Venue: Silks Bar & Bistro, Belmont, WA**

60 Importing & Exporting Webinar, May 22, 12-1pm \$20

Lower the risks of failure when you are importing or exporting. Topics include market research, freight forwarding, international trade finance, legalities, quarantine and where you can seek help.

61 Marketing for Small Fashion Business Webinar, May 22, 2-3pm \$20

Developing a Fashion marketing strategy. Includes researching your market, evaluating your choices from the mix of marketing strategies

62 Connect Your Business to the Women's Empowerment Principles Workshop, May 22, 5.30-6.30pm Free

Find out what the 7 WEP principles are about and how you can introduce them into your business "Equality Means Business". Presented by BPW Business Incubator and BPW WA. **Venue: Belmont BEC, WA**

63 How to write a Tender or Grant Submission Webinar, May 23, 12-1pm \$20

Develop your expertise at writing and submitting tenders. How to approach writing the tender bid, coordinating key people in your organization, what to look for in the tender, tips for writing good Tender and Grant submissions/proposals.

64 Fashion Industry IP Webinar, May 23, 4-5pm \$20

Gain a better understanding on how to protect your fashion IP with its Branding, Trade Marks, Design, Licensing, Copyrights. Presented by Watermark.

65 Global Platform for Action on Sourcing from Women Vendors Webinar, May 23, 5-6pm Free

Find out about the International Trade Centre (ITC) project to Source from Women Owned Small Businesses globally and how Multinational Fortune 500 companies are providing supply chain opportunities to women in business.

66 Preparing your business for Sale Webinar, May 24, 10-11am \$20

Learn how to think like a buyer and look at the sale of your business through the eyes of the buyers. Presented by Up-To-Date Accounting Service.

67 Understanding Freight Logistics of Importing/Exporting Webinar, May 24, 11.30am-12.30pm \$20

How to enhance your importing and exporting capabilities from an Industry specialist. Includes exporting from Australia, importing from overseas, shipping terms explained, ecommerce logistics, duties and taxes, order fulfilment and freight forwarder or express courier and more.

68 Recruit and Retain the right employees Webinar, May 24, 1-2pm \$20

Includes Employment Lifecycle, recruitment methods, development, engagement, and more Human Resources techniques.

69 How to Start a Small Business Webinar, May 24, 2-3pm \$20*

Ten basic steps to starting a small business. Includes conducting a SWOT, start-up options, market research, licenses and regulations, insurance, taxation, finance management, marketing and business planning.

70 Legal Issues for Small Business Webinar, May 24, 3.30-4.30pm \$20

Understanding the legal aspects of small business when preparing your business for growth, identifying different types of legal structure and protecting your personal assets from risk. Presented by Tang Legal.

71 Commercial Leasing Webinar, May 28, 10-11am \$20

General issues relating to retail leases and Amendments to be made to the CTA – to be introduced coming into force in 2012 but not all pursuant to the Commercial Tenancy (Retail Shops) Agreements Amendment Act 2011. Presented by Havilah Legal.

72 Business valuations Webinar, May 29, 10-11am \$20

Methods of determining the value of your business, if you are thinking of selling or wish to know the value of your business. Presented by Byfields.

73 Effective Credit Management & Debt Collection Webinar, May 29, 12-1pm \$20

Find out about an efficient debt collection system to manage your credit better to minimise late payment of invoices/bills.

74 Licensing Webinar, May 29, 4-5pm \$20

Licensing basics for your business presented by Watermark Intellectual Asset Management: What can be licensed, Overview of intellectual assets/ intellectual property, Types of licenses and Common licensing issues.

75 Creating an Online Shop Webinar, May 29, 5-6pm \$20

Learn how to build your business online: The Art of Selling Online, Example eTailers, eCommerce Best Practices, eCommerce Usability, eCommerce Software, Postage and Delivery, Payment Gateways, Finding Customers, and more.

76 Buying or Selling a Small Business Webinar, May 30, 12-1pm \$20

Discover how to find out if the business you want to buy is a good one and what checks need to be done: Advantages, Disadvantages, Due Diligence, Assets & Stock, Financial, Valuing the Business, Buying a Franchise, Contract of Sale.

77 Belmont Business Sundowner, May 30, 5-7pm Free

This is a great opportunity for you or your staff to meet local, business owner's, develop new contacts and meet our business experts. You are invited to bring any brochures or business cards you would like to circulate about your business or products. **Venue: 150 East Riverside Bar Restaurant, 150 Great Eastern Hwy, Ascot, WA**

www.facebook.com/belmontbec www.facebook.com/tcfaustralia
www.twitter.com/belmontbec www.twitter.com/tcfaustralia

If you run a Small Business which has been 'directly' or 'indirectly' affected by natural disasters since October 2010 the webinars listed above may be available free-of-charge. To find out if you are eligible contact 08 9479 3777 or support@belmontbec.com

The Workshops & Webinars indicated with a () are Complimentary for current members of Friends of Belmont BEC, TCFWA or TCF Australia.

All our webinars are live presentations that require you to have internet access with audio or can be accessed via telephone linkage. When booking please check your local time as all webinars are live and indicated according to Australian Western Standard Time (AWST) Belmont BEC workshops venue: 7 Fairbrother Street, Belmont WA.

\$200 TRAINING VOUCHERS - NOW AVAILABLE

BOOK ONLINE www.belmontbec.com/calendar
Enquiries: Ph.(08)9479 3777 or workshops@belmontbec.com
All booking and payment facilities are available online

designedge innovation FESTIVAL 2012

Designedge Innovation Festival 2012 will run from 16th April through to 31st May with events, workshops, webinars, networking forums and displays being staged in Western Australia, Queensland and New South Wales and broadcasted nationally ONLINE. Over seventy events will be presented during the festival bringing together small business owners, inventors, innovators, fashion designers and community groups. The 2012 Designedge Innovation Festival is an associate festival of the Australian Innovation Festival and is supported by the Belmont BEC, MY Business Incubator, TCFWA, TCF Australia, MY Fashion Incubator, sponsors, supporters and volunteers.

www.ausinnovation.org
www.belmontbec.com/2012innovation

Designedge Innovation Festival

Supported by



Giovanna Dellavalle



www.mybusinessincubator.com.au



www.ausinnovation.org



www.tcfwa.com



www.belmontbec.com



www.designedge.net.au



designedge innovation FESTIVAL 2012

www.designedge.net.au/2012innovation

1 Official Launch - Designedge Innovation Festival & Belmont Small Business Awards, April 16, 6-8pm By Invitation Only

Action packed launch featuring fashion parade and guest speakers. **Venue: Civic Centre, City of Belmont, WA**

2 How to write a Tender or Grant Submission Webinar, April 16, 10-11am \$20

Develop your expertise at writing and submitting tenders. This Webinar covers: How to approach writing the tender bid, Coordinating key people in your organization, what to look for in the tender, Tips for writing good Tender and Grant submissions/proposals"

3 Bribe Better Business Networking Event, April 16, 6-8pm, \$5 donation

If you are in Business, just starting or considering starting then you should not miss this event in Queensland. **Venue: Bribie Island Hotel, Bellara QLD**

4 First Click- Get Started with Computers, Wednesdays & Fridays, 18 - 25 April, 9:30-11:30am or 12:30-2:30pm Free

Learn the basics in a 4 week course of using a computer, word processing, send & receive emails and surf the net. **Venue: Jacaranda Community Centre Inc., 146 Epsom Av. Belmont WA**

5 Second Click- Develop Your Computer Skills, Tuesdays & Thursdays, 17 - 24 April, 9:30-11:30am or 12:30-2:30pm Free

Improve your use of the computer with 4 week course of email, managing documents and using the internet. **Venue: Jacaranda Community Centre Inc., Belmont WA**

6 Importing and Exporting Webinar, April 17, 12-1pm \$20

Lower the risks of failure when you are importing or exporting. Topics include market research, freight forwarding, international trade finance, legalities, quarantine and where you can seek help.

7 Cloud Computing Webinar, April 17, 5-6pm \$20

What is Cloud?, Who is using Cloud?, Providers of Cloud Networks, Private Clouds, Example Applications on the Cloud, Using Cloud Computing in My Business & How to protect your business data offsite.

8 How to Start a Small Business Workshop, April 18, 10-11am \$20*

Ten basic steps to starting a small business. Includes conducting a SWOT, start-up options, market research, licenses and regulations, insurance, taxation, finance management, marketing and business planning. **Venue: Belmont BEC, WA**

9 Business Planning Simplified Webinar, April 18, 1-2pm \$20

An easy way to write your Business Plan, or reviewing and updating it if you already have one.

10 Understanding Contracts Webinar, April 18, 2-3pm \$20

What constitutes a Contract, Ending a contract, Privity and damages, Breach of contract, implied conditions and warranties in contracts. Presented by Colin Garber & Associates.

11 Fashion Industry IP Webinar, April 18, 4-5pm \$20

Gain a better understanding on how to protect your fashion IP with its Branding, Trade Marks, Design, Licensing, Copyrights. Presented by Watermark.

12 Google Tools Webinar, April 18, 5-6pm \$20

Google keywords tools - Create a Google Adwords campaign - Brief overview of other helpful tools Google offer.

13 Belmont Business Sundowner, April 18, 5-7pm Free

This is a great opportunity for you or your staff to meet local, business owner's, develop new contacts and meet our business experts. You are invited to bring any brochures or business cards you would like to circulate about your business or products. **Venue: 150 East Riverside Bar Restaurant, 150 Great Eastern Hwy, Ascot, WA**

14 Starting a Fashion Label Webinar, April 19, 10-11am \$20

Discover the 10 Steps to starting your own fashion label. Includes conducting a SWOT, Sourcing, Costing, Marketing and Fashion Cycles.

15 Avoiding Manufacturing Pitfalls Webinar, April 19, 11.30am-12.30pm \$20

With the correct guidance and total diligence you can minimise manufacturing problems before they become a major issue. Includes ascertain if the manufacturer is right for you, specification sheets, sampling specifications, and more.

16 Linking with Retailers and Agents Webinar, April 19, 1-2pm \$20

Have you ever wondered what are retailers and Agents really looking for? Includes product evaluation, promotions and PR, how to represent your label, the Australian Fashion Industry Life Cycle, research, agents contract and agents payment terms.

17 How to Start a Small Business Webinar, April 20, 12-1pm \$20*

Ten basic steps to starting a small business. Includes conducting a SWOT, start-up options, market research, licenses and regulations, insurance, taxation, finance management, marketing and business planning.

18 Commercial Leasing Webinar, April 23, 10-11am \$20

General issues relating to retail leases and Amendments to be made to the CTA – to be introduced coming into force in 2012 but not all pursuant to the Commercial Tenancy (Retail Shops) Agreements Amendment Act 2011. Presented by Havilah Legal.

19 Buying or Selling a Small Business Webinar, April 23, 12-1pm \$20

Discover how to find out if the business you want to buy is a good one and what checks need to be done: Advantages, Disadvantages, Due Diligence, Assets & Stock, Financial, Valuing the Business, Buying a Franchise, Contract of Sale and more.

20 Ways to Grow your Business Webinar, April 23, 2-3pm \$20

Discover the steps to grow your small business. Includes the need to plan - why grow your business, how to diversify your business, defining customers, identifying the capacity to grow and developing a funding plan.

21 Appropriate Structure for Small Business Webinar, April 24, 10-11am \$20

Advantages and Disadvantages of Sole trader, Partnership, Company and Trust. This Webinar will help you to decide on the best structure and provide other considerations when going into business. Presented by Byfields.

22 Marketing for Small Business Webinar, April 24, 12-1pm \$20

Marketing strategies for businesses starting out or with a limited budget, and show you how to make the most of your marketing dollars.

23 Marketing for Small Fashion Business Webinar, April 24, 1.30-2.30pm \$20

Developing a Fashion marketing strategy. Includes researching your market, evaluating your choices from the mix of marketing strategies

24 Keeping your Customers in Difficult Times Webinar, April 24, 3-4pm \$20

How to keep customers coming back and use them as a leverage to boost your business. Includes marketing vs selling, steps to increasing your sales, sales skills and keeping up with competitors.

25 Preparing a Business for Sale Webinar, April 26, 10-11am \$20

Learn how to think like a buyer and look at the sale of your business through the eyes of the buyers. Presented by Up-To-Date Accounting Service.

26 Understanding Freight Logistics of Importing/Exporting Webinar, April 26, 11.30am-12.30pm \$20

How to enhance your importing and exporting capabilities from an Industry specialist. Includes shipping terms explained, ecommerce logistics, duties and taxes, order fulfilment and more.

27 Fair Work Webinar, April 26, 1-2pm \$20

Is your business a Pty Ltd company? Then the national industrial relations system applies to you. Find out what this means for your business.

28 Legal Issues for Small Business Webinar, April 26, 3-4pm \$20

Understanding the legal aspects of small business when preparing your business for growth, identifying different types of legal structure and protecting your personal assets from risk. Presented by Tang Legal.

29 Licensing Webinar, April 30, 4-5pm \$20

Licensing basics for your business presented by Watermark Intellectual Asset Management: What can be licensed?, Overview of intellectual assets/ intellectual property, Types of licenses and Common licensing issues. Presented by Watermark.

30 How to Start a Small Business Webinar, May 1, 12-1pm \$20*

Ten basic steps to starting a small business. Includes conducting a SWOT, start-up options, market research, licenses and regulations, insurance, taxation, finance management, marketing and business planning.

31 How to Brief your Website Develop Webinar, May 1, 5-6pm \$20

Website Purpose, Measuring Return on Investment (ROI), Build your own website, Choosing a Web Developer, Brochure Websites, CMS, E-Commerce, Payment Gateways, Domain Names and IP & Choosing a Developer.

32 Insights into the European Fashion Industry Webinar, May 2, 2-3pm \$20

Marketing, events and manufacturing Paris, Portugal, Spain and Italy; including Prêt a Porter / Who's Next, Paris. Presented by Clarisse Reynoso, TCFWA.

33 Blogging Webinar, May 2, 5-6pm \$20

An introduction to blogging: Learn its purpose, content sourcing and how to link it to your business.

34 Pricing, Costing & Cash Flow Webinar, May 3, 12-1pm \$20

Ensuring you have correctly calculated the cost of goods or services is vital for your business survival. Includes developing a Cash Flow Projection.

35 Using Twitter to Grow Your Business Workshop, May 5, 5.30-7.30pm \$35

Promote your brand through being seen my masses of people, get feedback from your customer base and offer support. Learn to find and track what other people are saying about services/products you offer, your business or brand and to promote events/create a buzz. Funnel Twitter Followers to your Facebook, LinkedIn, website or blog. **Venue: 32-48 Denison Street, Bondi Junction, NSW**

36 Meet the Inventors, 7 May - 10 May, 9-5pm Free

Meet the inventors & innovators of some great new and exciting products that cover areas of water saving, household, safety, health and medical developments. Supported by Inventors Assistance Australia. **Venue: Belmont Forum Shopping Centre, Cloverdale WA**

37 Marketing for Small Business Webinar, May 7, 12-1pm \$20

Marketing strategies for businesses starting out or with a limited budget, and show you how to make the most of your marketing dollars.

38 Social Media: LinkedIn/Twitter Webinar, May 09, 5-6pm \$20

Getting started with LinkedIn & Twitter - using social media to promote your business & combining all your social networking accounts and maximise your coverage.

39 Strategies for Successful Sourcing Webinar, May 10, 11am-12pm \$20

Discover the strategies to sourcing and effective risk management in the fashion industry: Process, Product Development, background screening, Contracts, Mode of Transport, Banking & Finance, Risk Management, Irrevocable Letter of Credit, Insurance. Presented by Hiti Kakani - PHR Procurement and Supply Chain Specialist

40 Ways to Grow your Business Webinar, May 10, 2-3pm \$20

Discover the steps to grow your small business. Includes the need to plan - why grow your business, how to diversify your business, defining customers, identifying the capacity to grow and developing a funding plan.

41 Belmont Clothes Library Workshop, May 11, 10-11am Free

Update on the Belmont Clothes Library, "Wear it, Share it" project of corporate dressing for the unemployed and disadvantaged. Reuse-Recycle-Donate. Presented by Carol Hanlon, TCFWA. **Venue: Belmont BEC, WA**

42 Empowering Creative Rural Women through Enterprise Workshop, May 11, 12-1pm Free

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Understand how to source from Hong Kong, China and India. TCFWA Buying Mission opportunities re airfare & accommodation sponsorship. Presented by Carol Hanlon, TCFWA. **Venue: Belmont BEC, WA**

44 Indigenous Textiles and Design Workshop, May 11, 4-5pm Free

Uncover opportunities for new product development & linkages with Australia's indigenous designers by Carol Hanlon, TCFWA. **Venue: Belmont BEC, WA**

45 Business Planning Simplified Webinar, May 14, 12-1pm \$20

An easy way to write your Business Plan, or reviewing and updating it if you already have one.

46 Keeping your Customers in Difficult Times Webinar, May 15, 12-1pm \$20

To improve small business responsiveness to the effects of natural disasters, economic downturns, or any major variables that can impact on production, productivity and sustainability, it is necessary to have plans in place to be able to "manage" the impact.

47 The Path to Australian Energy Security Workshop, May 15, 12-1pm Free

David Archibald B.Sc, Perth-based scientist & author, will describe how the rise in the oil price will change the make-up of energy demand with price-driven inter-fuel substitution. He will also develop on Coal use increase to produce liquid fuels via the Fischer-Tropsch process; and how Solar and wind will have their place as prices rise.

48 Media Strategy: Using Online Tools Webinar, May 15, 2-3pm \$20

How to write a Press Release, distribute it and complement it with other online tools.

49 Understanding Contracts Webinar, May 16, 2-3pm \$20

What constitutes a Contract, Ending a contract, Privity and damages, Breach of contract, implied conditions and warranties in contracts. Presented by Colin Garber & Associates.

50 Social Media: Facebook Webinar, May 16, 5-6pm \$20

Learn how to Creating a Facebook Profile, Creating a Facebook Page, Finding relevant "Friends" & "Fans" and Creating a Facebook Ad Campaign.

51 Starting a Fashion Label Webinar, May 17, 10-11am \$20

Discover the 10 Steps to starting your own fashion label. Includes conducting a SWOT, Sourcing, Costing, Marketing and Fashion Cycles.

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With the correct guidance and total diligence you can minimise manufacturing problems before they become a major issue. Includes ascertain if the manufacturer is right for you, specification sheets, sampling specifications, and more.

53 Linking with Retailers and Agents Webinar, May 17, 1-2pm \$20

Have you ever wondered what are retailers and Agents really looking for? Includes product evaluation, promotions and PR, how to represent your label, the Australian Fashion Industry Life Cycle, research, agents contract and agents payment terms.

54 International Fashion Incubator Network Webinar, May 18, 11am-12pm Free

My Fashion Incubator providing an update on global fashion networks that your design label can link with to improve your strategy. Presented by Carol Hanlon, TCFWA.