Planning for a New Economic Development Strategy

The City of Wanneroo is developing a new Economic Development Strategy during 2014 and we are keen to get your input as a member of the local business community. Find out what this means for your business and how you can get involved.

Go to page 2 to read the full article

Is Your Business Cyber Safe?

Is your business safe from a cyber attack?

Cyber Security is a big concern for City of Wanneroo businesses. Learn how to make your business cyber safe by completing a short survey and attending a FREE WORKSHOP run by the ECU Security Research Institute in conjunction with the City of Wanneroo.

Go to page 4 to read the full article

Land for Business – What's Been Happening?

Land for business and employment is critical for the provision of goods and services to the growing local population.

Find out what's happening at Wangara Industrial Area, Neerabup Industrial Area, Alkimos City Centre and Butler District Centre.

Go to page 5 to read the full article

Local Tourism News

• Get your camera's out – the 2014 Capture Your Wanneroo Experience Photography Competition is now open.
• The 2014 Sunset Coast Holiday Planner is now available.
• Get your copy of the new City of Wanneroo Visitor Guide and Business Directory

Go to page 10 to read the full article

Upcoming Business Events & Workshops

Congratulations to Harry Trandos (THG) who was named the 2013 Mayor's Visionary Award Winner at the 2013 Wanneroo Business Awards.

Find out which others businesses won an award plus learn what's happening for businesses between February & May 2014.

Go to page 11 to read the full article
Planning for a New Economic Development Strategy

During 2014 the City of Wanneroo will be developing a new Economic Development Strategy and we will be seeking input from local businesses, the Wanneroo Business Association and other key stakeholders. This will include an online survey designed to make it easy and convenient for business to have a say on local economic development priorities.

What is an Economic Development Strategy?

The City of Wanneroo's Economic Development Strategy will provide a framework for coordinating and implementing economic development initiatives and ensuring the appropriate provision of local employment. Typically, this includes:

- **Strategic Research:** Focusing on specific industries and projects to inform decision makers; with a focus on local government's role.
- **Business Attraction:** Identifying and facilitating business establishment and investment through a variety of services.
- **Business Support:** Providing services to existing businesses to enhance their development potential.
- **Promotion:** Promoting of the municipality and broader region.
- **Advocacy:** Advocating to other tiers of government/political representatives to ensure the priorities, needs and desires of the municipality are known to decision makers.
- **Collaboration:** Participating and engagement with other tiers of government and institutions to ensure a whole of government and a community perspective is considered for developing regional and local strategies, initiatives and projects.
- **Land Development:** Identifying, protecting and developing land for employment purposes.

How will the Economic Development Strategy benefit your business?

The City of Wanneroo is becoming the location of choice for many new residents, with approximately 7,800 new residents moving here each year. This helps to create more consumer demand for goods and services, drives the prosperity of the region and its businesses and provides more local jobs. The City now needs to focus on attracting non-population serving industries with markets outside of the North West Perth metropolitan region.

This will benefit existing businesses by providing additional opportunities to service not only the growing resident population but the growing number of businesses and more diversified industry types. A broader economic base will strengthen our economy, increase productivity and provide skilled job opportunities for our residents.
Developing a Local Economic Development Strategy

The development of the City of Wanneroo Economic Development Strategy (EDS) during 2014 will include opportunities for business and broader community input and comment.

The Economic Development Strategy will take the objectives and strategies identified in the 'Economy' pillar of the City's Strategic Community Plan to the next level by developing achievable actions, associated timeframes and an implementation plan. The 'Economy' pillar objectives and strategies are shown in the following table.

Table 1: City of Wanneroo Strategic Community Plan Economic Objectives and Strategies

<table>
<thead>
<tr>
<th>Economic Objectives</th>
<th>Economic Strategies – How we will get there</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Jobs</td>
<td>3.1.1 Increase local employment</td>
</tr>
<tr>
<td></td>
<td>3.1.2 Attract employers</td>
</tr>
<tr>
<td></td>
<td>3.1.3 Support home based work</td>
</tr>
<tr>
<td>Growing Business</td>
<td>3.2.1 Identify, plan and protect land for business</td>
</tr>
<tr>
<td></td>
<td>3.2.2 Make it easier for businesses to operate and grow</td>
</tr>
<tr>
<td>Easy to Get Around</td>
<td>3.3.1 Deliver major transport infrastructure</td>
</tr>
<tr>
<td></td>
<td>3.3.2 Develop local roads and paths</td>
</tr>
<tr>
<td></td>
<td>3.3.3 Improve public transport</td>
</tr>
<tr>
<td></td>
<td>3.3.4 Increase walking and cycling opportunities</td>
</tr>
<tr>
<td>Smart Communities</td>
<td>3.4.1 Provide better access to information and services</td>
</tr>
<tr>
<td></td>
<td>3.4.2 Encourage educational institutions and agencies to locate in the City</td>
</tr>
<tr>
<td></td>
<td>3.4.3 Promote early adoption of innovative technology by business and community</td>
</tr>
</tbody>
</table>

How can you get involved?

Over the next few months the City's Business Development Team will be seeking your input and feedback to help inform the actions and timeframes to be included in the Economic Development Plan.

To start the process, we would like to get your input into identifying which of the Strategic Community Plan economic objectives and strategies are most important to you. To rank the objectives and score the strategies by priority, please follow the link here:

SURVEY – City of Wanneroo Economic Development Strategy

We will be following up over the coming months with another survey to feedback the results and gather some more detail on business needs to help inform the Economic Development Strategy.
Is your business Cyber Safe?

ECU Security Research Institute tackling Cyber-crime

The growth in popularity of personal mobile devices, social-networking sites and cloud-based services, has meant a growing number of organisations and individuals are being exposed to higher-levels of security threats. In fact, Cyber-crime is estimated to cost the global economy over $1.0 trillion each year with the number and sophistication of cyber attacks continuing to grow. The FBI has recently warned U.S. retailers to prepare for more cyber attacks after discovering about 20 hacking cases in the past year that involved the same kind of malicious software used against Target Corp in December 2013 – an attack which ran for 19 days undetected and resulted in the theft of about 40 million credit and debit card records and compromised the personal information of around 70 million customers.

A big concern for City of Wanneroo businesses is that the largest growth area for targeted attacks in 2012 was businesses with fewer than 250 employees - 31 percent of all attacks targeted them. Do you know if your business is safe from attack?

The Cities of Wanneroo and Joondalup are working in partnership with the ECU Security Research Institute to conduct some free workshops for small and medium enterprises focussing on key cyber security issues. In order to target these issues for local business, the Security Research Institute needs an initial survey of businesses to establish a baseline of user knowledge about cyber security and the risk that this presents to business.

Please complete the anonymous 2 minute survey by clicking on the following link:

http://smesec.ecu-sri.org/

Come to the next workshop which will be held in the City if Wanneroo and aims to enable businesses to utilise existing available tools and software to ensure secured and resilient business systems for your business:

Presenter: Professor Craig Valli - Director of the ECU Security Research Institute and Professor (Digital Forensics).

Date and time: 12th February from 5.30pm to 7.30pm

Location: Wanneroo Library and Cultural Centre Theatrette, Cnr Dundebar Road and Rocca Way Wanneroo

RSVP Essential: Emma Burke, 6304 5176 or e.burke@ecu.edu.au (numbers are limited so first in best dressed)

Cost: Free
The ongoing planning and development of existing and new land for employment purposes in the City of Wanneroo is critical to ensuring growth in businesses and jobs to service the growing local population.

On average 2,800 dwellings are built and 7,800 new residents move into the City of Wanneroo every year, which equates to 8 new dwellings and 21 additional residents per day (the size of a school class).

The City of Wanneroo Business Development Team is working closely with developers and the City’s Planning and Sustainability Department to ensure current and future planning for employment land will provide sufficient land for local business creation, attraction, retention and expansion.

In addition, the WA Planning Commission is currently working on an updated North-West Corridor Structure Plan which will provide a regional context for more detailed planning decisions and to coordinate investment in regional infrastructure such as roads, drainage and trunk services. It is due for release in mid-2014.

A summary of what’s happening with employment land development is below with more specific details provided on subsequent pages.

<table>
<thead>
<tr>
<th>Employment Centre</th>
<th>Latest Update</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wangara Industrial Area</td>
<td>• Enterprise Park Precinct: Only 3 lots remaining for purchase from the developer.</td>
</tr>
<tr>
<td></td>
<td>• North Link Precinct: Stages 1 &amp; 2 are sold out; stage 3 is now selling for between $325 and $400 per m², lots range from 1,144m² to 11,130m².</td>
</tr>
<tr>
<td>Neerabup Industrial Area</td>
<td>• Meridian Park Precinct: Only 7 lots remaining in stage 1 ranging from 2,635m² to 10,455m² at a cost of approximately $222m².</td>
</tr>
<tr>
<td></td>
<td>• City of Wanneroo land: APP has been commissioned to prepare a business case to assess the development potential of 212ha.</td>
</tr>
<tr>
<td></td>
<td>• Flynn Drive Realignment: The road work for the realignment between Tranquil Drive and Wanneroo Rd was put out to tender in late 2013. Construction will commence soon after the tender is awarded.</td>
</tr>
<tr>
<td></td>
<td>• Mitchell Freeway Extension: The extension of the Mitchell Freeway to Hester Avenue and construction of Neerabup Road from Connolly Drive to Wanneroo Road (into Flynn Drive) is scheduled to commence in 2016 with completion in 2017.</td>
</tr>
<tr>
<td>Alkimos City Centre</td>
<td>• Alkimos City Centre will be a new town centre (larger in scale than Ocean Keys); the Centre is currently in the planning stages.</td>
</tr>
<tr>
<td>Butler District Centre</td>
<td>• Butler District Centre Structure Plan was approved in February 2013. The western precinct is currently under construction; it will house a Masters Improvement store, seven showrooms and smaller retail shops.</td>
</tr>
</tbody>
</table>
Wangara Industrial Area (including Landsdale)

Wangara Industrial Area is one Perth's busiest industrial areas; with over 10,000 people working there. Wangara is situated roughly 20km north of Perth and 10km from Joondalup City Centre.

**Enterprise Park** is an estate within the Wangara Industrial Area, which has been continually developing since its launch in 1989. The Estate is nearing its completion with only 3 lots remaining for purchase from the developer, LandCorp. For further information click here.

**North Link** is a new industrial estate situated in Wangara and Gnangara; the industrial estate can accommodate a wide range of land requirements for investors, developers and owner occupiers with the flexibility to cater for a large range of lot sizes. Stage 1 & 2 are sold out and Stage 3 is now selling for between $325 and $400 per m$^2$; available lots range from 1,144m$^2$ to 1.113ha. For further information click here.
Neerabup Industrial Area

**Neerabup Industrial Area** is located off Flynn Drive north of Wanneroo, 35km from the Perth CBD and 8km from the Joondalup City Centre. It includes 1,005ha of land (more than double the size of the Wangara Industrial Area) and has the potential for up to 20,000 jobs to locate in the area.

Since 2008 there have been some notable investments in Neerabup including a Gas Fired power station (Newgen) completed in 2009 at a cost of $436 million and Wesbeam - a Western Australian owned, unlisted public company operating from a $110 million purpose-built manufacturing plant.

**Meridian Park** is a 400ha estate located within Neerabup Industrial Area. Only 7 lots are remaining in stage 1, ranging from 2,635m² to 10,455m² at a cost of approximately $222 per m². Some of the businesses that have chosen to locate in LandCorp’s Meridian Park development include One Steel, Universal Panel & Paint, Armada Construction, Bunnings Trade Centre, Appliances Online and Trackspares. For further information click here.

The **City of Wanneroo** owns 212ha of land in the Neerabup Industrial Area. In December 2013 the City of Wanneroo commissioned APP to prepare a Business Case to assess the development potential of 212ha of City of Wanneroo land at Neerabup Industrial Area. The City anticipates the Business Case will be complete by late 2014.

**Flynn Drive**, the main access road into Neerabup Industrial Area, is being realigned between Tranquil Drive and Wanneroo Road. The project will include traffic signals on Wanneroo Road to improve exit and entry into the industrial area. The road works for the realignment were put out for tender in late 2013. Construction will commence soon after the tender contract is awarded.

The **Mitchell Freeway Extension** from Burns Beach Road to Hester Avenue and construction of Neerabup Road from Connolly Drive to Wanneroo Road (into Flynn Drive) is scheduled to commence in 2016. Completion of this project in 2017 will be a big boost to businesses in Neerabup making access significantly easier. The improved connections will link Neerabup directly to the Clarkson activity centre, the rail station as well as the Joondalup Strategic Centre.

**Neerabup Industrial Area**
Alkimos City Centre

Alkimos City Centre will be a new town centre (larger in scale than Ocean Keys Town Centre) featuring a regional shopping centre with multiple supermarkets, department stores and specialty stores, connected with a future rail station and surrounded employment generating businesses and education facilities.

The Alkimos City Centre is currently in the planning stages. The Structure Plan has been lodged with the City of Wanneroo and it was advertised for public comment between the 21 October and 3 December 2013. City of Wanneroo administration is now assessing comments received with the aim of processing the Structure Plan as soon as possible. The subsequent planning and development process for the Alkimos City Centre is shown in the diagram below. Once the Structure Plan is endorsed by the City of Wanneroo it will then be submitted to the WA Planning Commission for their endorsement.


### Alkimos City Centre Planning & Development Approval Process

1. City of Wanneroo Endorsement of Alkimos City Centre Structure Plan
2. WA Planning Commission Endorsement of Alkimos City Centre Structure Plan
3. Subdivision Application
4. Preparation of Detailed Area Plans
5. Clearance of Subdivision Conditions
6. Creation of Certificate of Titles
7. Development Application/Building Licence

### Alkimos Beach Master Plan

[Map of Alkimos Beach Master Plan with City Centre highlighted]
Butler (Brighton) District Centre

The Butler District Centre (also known as Brighton District Centre) is a 1km mixed use corridor extending along Butler Boulevard from Marmion Avenue at the western edge to the future Mitchell Freeway extension at the eastern edge, with the Butler rail station located in the centre. The Centre will comprise retail, business, mixed use, residential, entertainment, community and recreational uses.

The Butler District Centre Structure Plan was approved in February 2013 (available here). The eastern precinct (labelled 'boulevard' on the below map), was initially subject to future planning and the City of Wanneroo is currently finalising an amendment for this area to become an 'Industrial Precinct'.

The 'western' precinct is the first area being constructed. It will house a Masters Home Improvement store (13,600m²), seven showrooms (ranging from 430m² to 1,788m²) and smaller retail shops (150m²).

Satterley is developing the Butler District Centre; for further information click here.

Butler District Centre

Butler District Centre – Precinct Map
Local Tourism News

2014 Photography Competition – Capture Your Wanneroo Experience

The annual photography competition is now open and residents, visitors and business owners are encouraged to submit attractive images taken anywhere within the City of Wanneroo. Great cash prizes are on offer for Adult and Youth age groups, across two subject categories:

- Beaches & Maritime
- Heritage & Nature

There will also be a special overall prize for the best Adult and Youth photographs, as selected by our judging panel.

The images will be used for destination promotion of the area, across a range of publications and media including the City of Wanneroo Community Calendar, Visitor Guide and street pole banners.

Further information can be found on the City's website and all entries can be submitted via the web form. [www.wanneroo.wa.gov.au/photography](http://www.wanneroo.wa.gov.au/photography)

Sunset Coast Holiday Planner 2014

The 2014 Sunset Coast Holiday Planner is now ready for 2014 and is full of places to visit, activities for the whole family, and other information to help plan your next holiday or day out. It also features a new Sunset Coast tourism map. The booklet will be distributed through the state, interstate and selected tourism promotion expos throughout Asia. This publication is the result of collaboration between the Cities of Wanneroo, Joondalup and Stirling along with Experience Perth, who are the Regional Tourism Organisation.

The Planner is available online, as an e-book or PDF; you can also request a hard copy from us via email [economic@wanneroo.wa.gov.au](mailto:economic@wanneroo.wa.gov.au). To get involved with Experience Perth and the many promotional opportunities they offer, contact them by email [tourism@experienceperth.com](mailto:tourism@experienceperth.com).

City of Wanneroo Visitor Guide

The new Visitor Guide is now available from the City's libraries, Civic Centre and selected Visitor Centres, as well as online. You can also request a copy directly from us via email [economic@wanneroo.wa.gov.au](mailto:economic@wanneroo.wa.gov.au)
Congratulations

To all winners and finalists in the
City of Wanneroo Business Awards 2013!

Wanneroo’s businesses were on show Friday 22 November at the 10th Anniversary of the City of Wanneroo Business Awards, hosted by the Wanneroo Business Association. Winners were announced to a sold out crowd of 200 guests at the Australian Themed Gala Presentation Dinner. It was an amazing night; guests entertained by Frill Necked Lizards, and the Wadumbah Aboriginal Dance Group and Harry Trandos, founder of Trandos Hydroponic Growers Pty Ltd was honoured as the 10th Mayor’s Visionary Business Person Award.

<table>
<thead>
<tr>
<th>Award</th>
<th>Winner</th>
<th>Runner Up</th>
</tr>
</thead>
<tbody>
<tr>
<td>Best Business Award 20 and Over Employees</td>
<td>MJ &amp; CM West Transport Services</td>
<td>Roads 2000</td>
</tr>
<tr>
<td>Business Award Over 5 and Under 20 Employees</td>
<td>Chocolate Drops</td>
<td>Kingsway City</td>
</tr>
<tr>
<td>Business Award 5 and Under Employees</td>
<td>The Source Hairdressing</td>
<td>Talent Co Dance &amp; Entertainment</td>
</tr>
<tr>
<td>Most Innovative Business Award</td>
<td>Rise Legal</td>
<td>Blueprint Interiors</td>
</tr>
<tr>
<td>Home Based Business Award</td>
<td>Mini Care Mates</td>
<td>Grants Empire</td>
</tr>
<tr>
<td>Environmental Sustainability Business Award</td>
<td>Ausind Solar International</td>
<td>Next Power</td>
</tr>
<tr>
<td>Tourism &amp; Hospitality Business Award</td>
<td>Chocolate Drops</td>
<td>Cosmic Cocktails</td>
</tr>
<tr>
<td>Training Business Award</td>
<td>Chrysalis Beauty Clinic</td>
<td>MJ &amp; CM West Transport Services</td>
</tr>
<tr>
<td>New Business Award</td>
<td>Mini Care Mates</td>
<td>Fullworks Fire &amp; Safety</td>
</tr>
<tr>
<td>Marketing Business Award</td>
<td>The Source Hairdressing</td>
<td>Go Bananas OSHC Banksia Grove</td>
</tr>
<tr>
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<td>The Source Hairdressing</td>
<td>MJ &amp; CM West Transport Services</td>
</tr>
<tr>
<td>Manufacturing Business Award</td>
<td>Roads 2000</td>
<td>Blueprint Interiors</td>
</tr>
<tr>
<td>Mayor’s Visionary Business Person Award</td>
<td>Harry Trandos, Trandos Hydroponic Growers (THG)</td>
<td></td>
</tr>
</tbody>
</table>
February

6 Feb  
**Ahead in the Cloud**
Discover how you can put technology and systems to work in your business.
Thursday 6th February 2014
9.30am – 12.30pm
Training Room, ECU Business and Innovation Centre
15 Barron Parade, Joondalup
Cost $147.40, bookings essential
Contact Christina on 9300 1418 or admin@sbcnorthwestmetro.com.au

12 Feb  
**Social Media Platforms**
Wednesday 12th February 2014
9.00am – 12.00pm
Enterprise House, 935 Wanneroo Rd, Wanneroo
Cost $108.90, bookings essential
Contact Christina on 9300 1418 or admin@sbcnorthwestmetro.com.au

12 Feb  
**Facebook Use & Management**
Wednesday 12th February 2014
1.00pm – 4.00pm
Enterprise House, 935 Wanneroo Rd, Wanneroo
Cost $108.90, bookings essential
Contact Christina on 9300 1418 or admin@sbcnorthwestmetro.com.au

12 Feb  
**Cyber Security Workshop**
Wednesday 12th February 2014
5.30pm – 7.30pm
Theatrette, Wanneroo Library & Cultural Centre
Cnr Dundebar Rd and Rocca Way
Free, bookings essential
Contact Emma on 6304 5176 e.burke@ecu.edu.au

19 Feb  
**WBA Business Breakfast**
**Purely Networking**
Facilitated by JR Ross
Wednesday 19th February 2014
7.30am – 9.00am
Venue - TBA
Cost $45.00, bookings essential
Contact Bev on 9206 3888 or info@wanneroobusiness.com
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Title</th>
<th>Date</th>
<th>Time</th>
<th>Location</th>
<th>Cost</th>
<th>Bookings</th>
<th>Contact Information</th>
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</thead>
<tbody>
<tr>
<td>20 Feb</td>
<td>Boosting Business Growth Tips and tricks to boost your business’ growth</td>
<td>Thursday 20th February 2014</td>
<td>9.30am – 4.30pm</td>
<td>Enterprise House, 935 Wanneroo Rd, Wanneroo</td>
<td>$260.70</td>
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<tr>
<td>26 Feb</td>
<td>Facebook Use &amp; Management</td>
<td>Wednesday 26th February 2014</td>
<td>9.00am – 12.00pm</td>
<td>Unit 4/189 Lakeside Drive, Joondalup</td>
<td>$108.90</td>
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<td>26 Feb</td>
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</tr>
<tr>
<td>5 Mar</td>
<td>The Ultimate Recruitment, Selection &amp; Induction Toolkit</td>
<td>Wednesday 5th March 2014</td>
<td>9.30am – 12.30pm</td>
<td>Unit 4/189 Lakeside Drive, Joondalup</td>
<td>$150.70</td>
<td>Essential</td>
<td>Christina on 9300 1418 or <a href="mailto:admin@sbcnorthwestmetro.com.au">admin@sbcnorthwestmetro.com.au</a></td>
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Contact Christina on 9300 1418 or admin@sbcnorthwestmetro.com.au

12 Mar  Facebook Ad's – The Investment
Wednesday 12th March 2014
1.00pm – 4.00pm
Enterprise House, 935 Wanneroo Rd, Wanneroo
Cost $108.90, bookings essential
Contact Christina on 9300 1418 or admin@sbcnorthwestmetro.com.au

18 Mar  Search Engine Optimisation (SEO) Onsite
Tuesday 18th March 2014
9.30am – 4.30pm
Venue – TBC
Cost - TBC, bookings essential
Contact Christina on 9300 1418 or admin@sbcnorthwestmetro.com.au

19 Mar  WBA Business Breakfast
Guest speaker: TBA
Wednesday 19th March 2014
7.30am – 9.00am
Venue - TBA
Cost $45.00, bookings essential
Contact Bev on 9206 3888 or info@wanneroobusiness.com

20 Mar  Search Engine Optimisation (SEO) Off-site
Thursday 20th March 2014
9.30am – 4.30pm
Venue – TBC
Cost - TBC, bookings essential
Contact Christina on 9300 1418 or admin@sbcnorthwestmetro.com.au

26 Mar  Facebook Ad’s – The Investment
Wednesday 26th March 2014
9.00am – 12.00pm
Unit 4/189 Lakeside Drive, Joondalup
Cost $108.90, bookings essential
Contact Christina on 9300 1418 or admin@sbcnorthwestmetro.com.au
26 Mar  Social Media Platforms
Wednesday 26th March 2014
1.00pm – 4.00pm
Unit 4/189 Lakeside Drive, Joondalup
Cost $108.90, bookings essential
Contact Christina on 9300 1418 or admin@sbcnorthwestmetro.com.au

27 Mar  Boosting People Performance for Business Growth
Thursday 27th March 2014
9.30am – 4.30pm
Unit 4/189 Lakeside Drive, Joondalup
Cost $260.70, bookings essential
Contact Christina on 9300 1418 or admin@sbcnorthwestmetro.com.au

April

1 Apr  Word Press Basics
Tuesday 1st April 2014
9.30am – 4.30pm
Venue - TBC
Cost TBC, bookings essential
Contact TBC, bookings essential
Contact Christina on 9300 1418 or admin@sbcnorthwestmetro.com.au

2 Apr  Word Press Advanced
Wednesday 2nd April 2014
9.30am – 4.30pm
Venue - TBC
Cost TBC, bookings essential
Contact Christina on 9300 1418 or admin@sbcnorthwestmetro.com.au

3 Apr  Ahead in the Cloud
Discover how you can put technology and systems to work in your business.
Thursday 3rd April 2014
9.30am – 12.30pm
Training Room, ECU Business and Innovation Centre
15 Barron Parade, Joondalup
Cost $147.40, bookings essential
Contact Christina on 9300 1418 or admin@sbcnorthwestmetro.com.au
4-5 Apr  Kingsway Business Expo
Friday 4th – Saturday 5th April 2014
All day
Kingsway City Shopping Centre
Stall Costs: TBA, bookings essential (max. 30 stalls)
Contact Bev on 9206 3888 or info@wanneroobusiness.com

9 Apr  Facebook Use & Management
Wednesday 9th April 2014
9.00am – 12.00pm
Enterprise House, 935 Wanneroo Rd, Wanneroo
Cost $108.90, bookings essential
Contact Christina on 9300 1418 or admin@sbcnorthwestmetro.com.au

9 Apr  Social Media Platforms
Wednesday 9th April 2014
1.00pm – 4.00pm
Enterprise House, 935 Wanneroo Rd, Wanneroo
Cost $108.90, bookings essential
Contact Christina on 9300 1418 or admin@sbcnorthwestmetro.com.au

16 Apr  WBA Business Breakfast
Guest speaker: TBA
Wednesday 16th April 2014
7.30am – 9.00am
Venue - TBA
Cost $45.00, bookings essential
Contact Bev on 9206 3888 or info@wanneroobusiness.com

17 Apr  Professional Development to Maximise Business Success
Thursday 17th April 2014
9.30am – 4.30pm
Enterprise House, 935 Wanneroo Rd, Wanneroo
Cost $260.70, bookings essential
Contact Christina on 9300 1418 or admin@sbcnorthwestmetro.com.au

30 Apr  The 3 C's: Create, Content & Conversation
Wednesday 30th April 2014
9.00am – 12.00pm
Unit 4/189 Lakeside Drive, Joondalup
Cost $108.90, bookings essential
Contact Christina on 9300 1418 or admin@sbcnorthwestmetro.com.au
### 30 Apr  Facebook Use & Management
- **Wednesday 30\textsuperscript{th} April 2014**
- 1.00pm – 4.00pm
- Unit 4/189 Lakeside Drive, Joondalup
- Cost $108.90, bookings essential
- Contact Christina on 9300 1418 or admin@sbcnorthwestmetro.com.au

### May

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>1 May</td>
<td>Ahead in the Cloud</td>
<td>Discover how you can put technology and systems to work in your business.</td>
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<td>Thursday 1\textsuperscript{st} May 2014</td>
<td>9.30am – 12.30pm</td>
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<td></td>
<td>Training Room, ECU Business and Innovation Centre</td>
<td>15 Barron Parade, Joondalup</td>
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<td></td>
<td>Cost $147.40, bookings essential</td>
<td>Contact Christina on 9300 1418 or <a href="mailto:admin@sbcnorthwestmetro.com.au">admin@sbcnorthwestmetro.com.au</a></td>
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<td>6 May</td>
<td>Search Engine Optimisation (SEO) Onsite</td>
<td>Tuesday 6\textsuperscript{th} May 2014</td>
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<td></td>
<td>Venue - TBC</td>
<td>9.30am – 4.30pm</td>
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<tr>
<td></td>
<td>Cost TBC, bookings essential</td>
<td>Contact Christina on 9300 1418 or <a href="mailto:admin@sbcnorthwestmetro.com.au">admin@sbcnorthwestmetro.com.au</a></td>
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<tr>
<td>8 May</td>
<td>The Ultimate Recruitment, Selection &amp; Induction Toolkit</td>
<td>Thursday 8\textsuperscript{th} May 2014</td>
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<td></td>
<td>Enterprise House, 935 Wanneroo Rd, Wanneroo</td>
<td>9.30am – 12.30pm</td>
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<td></td>
<td>Cost $150.70, bookings essential</td>
<td>Contact Christina on 9300 1418 or <a href="mailto:admin@sbcnorthwestmetro.com.au">admin@sbcnorthwestmetro.com.au</a></td>
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<tr>
<td>9 May</td>
<td>WBA Annual Fundraiser</td>
<td>Friday 9\textsuperscript{th} May 2014</td>
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<td></td>
<td>Evening</td>
<td>Venue - TBA</td>
</tr>
<tr>
<td></td>
<td>Cost - TBA, bookings essential</td>
<td>Contact Bev on 9206 3888 or <a href="mailto:info@wanneroobusiness.com">info@wanneroobusiness.com</a></td>
</tr>
</tbody>
</table>
13 May  **Search Engine Optimisation (SEO) Off-site**
Tuesday 13th May 2014
9.30am – 4.30pm
Venue - TBC
Cost TBC, bookings essential
Contact Christina on 9300 1418 or admin@sbcnorthwestmetro.com.au

14 May  **Facebook Ad’s – The Investment**
Wednesday 14th May 2014
9.00am – 12.00pm
Enterprise House, 935 Wanneroo Rd, Wanneroo
Cost $108.90, bookings essential
Contact Christina on 9300 1418 or admin@sbcnorthwestmetro.com.au

14 May  **The 3 C’s: Create, Content & Conversation**
Wednesday 14th May 2014
1.00pm – 4.00pm
Enterprise House, 935 Wanneroo Rd, Wanneroo
Cost $108.90, bookings essential
Contact Christina on 9300 1418 or admin@sbcnorthwestmetro.com.au

15 May  **Word Press Basics**
Thursday 15th May 2014
9.30am – 4.30pm
Venue - TBC
Cost TBC, bookings essential
Contact Christina on 9300 1418 or admin@sbcnorthwestmetro.com.au

20 May  **Word Press Advanced**
Tuesday 20th May 2014
9.30am – 4.30pm
Venue - TBC
Cost TBC, bookings essential
Contact Christina on 9300 1418 or admin@sbcnorthwestmetro.com.au

21 May  **WBA Business Breakfast**
Guest speaker: TBA
Wednesday 21st May 2014
7.30am – 9.00am
Venue - TBA
Cost $45.00, bookings essential
Contact Bev on 9206 3888 or info@wanneroobusiness.com
28 May  Social Media Platforms
Wednesday 28th May 2014
9.00am – 12.00pm
Unit 4/189 Lakeside Drive, Joondalup
Cost $108.90, bookings essential
Contact Christina on 9300 1418 or admin@sbcnorthwestmetro.com.au

28 May  Facebook Ad's – The Investment
Wednesday 28th May 2014
1.00pm – 4.00pm
Unit 4/189 Lakeside Drive, Joondalup
Cost $108.90, bookings essential
Contact Christina on 9300 1418 or admin@sbcnorthwestmetro.com.au