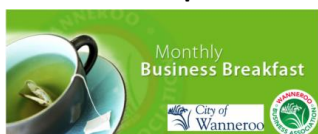




## Exciting Initiatives for Local Businesses

There are many exciting initiatives happening for businesses in the City of Wanneroo!

### Business Breakfast: Economic Development Vision



### Official Partner of the Wanneroo Business Association



### Entrepreneur Series



### SME Marketing Acceleration Program



### FREE Business Advisory Services & Workshops



### FREE Business Basics & Marketing Workshops



### Business Cyber Checks



### Women in Leadership Forum

WEST COAST WORKFORCE SOLUTIONS:  
WOMEN IN LEADERSHIP FORUM

The City's Economic Development Team is working hard to increase the number of local jobs and businesses in the City of Wanneroo to support our growing population, reduce travel to work time and therefore increase leisure and family time. This has led to a number of new partnerships to provide local business and entrepreneurial opportunities for the local business community.

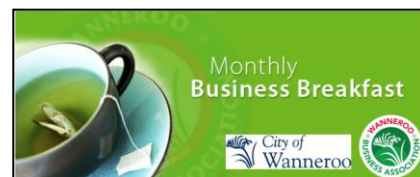
## Business Breakfast: Economic Development Vision for Wanneroo

The City of Wanneroo Mayor Tracey Roberts and Director, Planning and Infrastructure Philip St John will share the Economic Development Vision for the City covering 'the big picture' and 'the specifics' on the 26<sup>th</sup> August 2015 at the Wanneroo Business Association, Business Breakfast.

Venue: Bridgeleigh 198 Mary St, Wanneroo

Time: 7am for 7.30am

For further details and bookings [click here](#)



## Official Partner of the Wanneroo Business Association

The City of Wanneroo is a strong advocate of the Wanneroo Business Association (WBA) and has a long history of working together. This relationship is set to continue for a minimum of three years with the City recently entering into an agreement with the WBA to become the 'Official Sponsor'.

This new agreement means the City and WBA will work together as strategic partners to support, enhance and grow the local business community. The WBA, as representatives of the City's business community, is well-respected, has a strong membership base and exceptional reputation for business education, exposure, collaboration and representation. The City is proud to be the 'Official Sponsor' and is looking forward to achieving outstanding results for our business community over the three years of this partnership.



## Entrepreneur Series, Sprout Alkimos

Lend Lease, the developers of Alkimos Beach, are running an 'Entrepreneurs' Series at Sprout Alkimos between June and September 2015. The series includes for session for entrepreneurs about:

- Ladies who Launch 25 June 2015
- Business Model Canvas 23 July 2015
- Hit your target market 20 August 2015
- Be seen online and onsite 24 September 2015



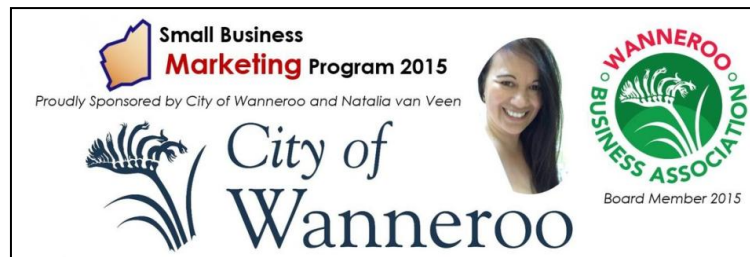
Each session runs from 10am – 12.30pm at Sprout, Alkimos. Bookings are essential, for further details [click here](#).

### Ladies who Launch Event

The City supported the 'Ladies who Launch' session attended by 15 women who have either started, or are looking to start, their own businesses. It was a great opportunity to hear from local women in business, the Wanneroo Business Association and the City's economic development team about the opportunities, challenges, support and connections available to help local women entrepreneurs get started or grow their business.



## SME Marketing Acceleration Program



The City is partnering with Natalia Van Veen, a local Online Marketing Strategist and Business Expert, to trial a 'SME Marketing Acceleration Program'. This program is specifically designed to move business owners, marketers and start-up entrepreneurs beyond advisory and training sessions into implementation... to grow their business.

The trial program is taking 10 small business owners through a six month program to build their marketing capabilities. The program started in July 2015 and is being run from Enterprise House in Wanneroo. The City will follow the journey and progress of each small business participant over the program.

Due to the initial success of this program, fully booked within 2 weeks, a second program is commencing in September at the Clarkson Library on Thursday afternoons. For more details or to register your interest [click here](#)



*Current program participants in action at Enterprise House, Wanneroo*

## Free Business Basics & Marketing Workshops

**"Improve your skills to start, run and successfully grow your business"**

In this workshop, you will learn the basics of running a successful business using proven marketing techniques. By understanding the process of developing a simple business plan and adopting sound business principles, you will greatly increase your profitability. The workshop will provide tips on effectively promoting your business with a limited budget and show you how to focus your resources to achieve maximum results. Most importantly, you will be given the opportunity to ask all those burning questions about what really works in marketing your business in the digital age.





## The workshop will cover:

- Getting started – fleshing out your idea; writing a business plan; financing your business
- Researching your customers – gender/age/location/needs
- Marketing to your customers – the 4 P's; aligning your business and effectively reaching your customers
- Tools to promote your business – website; social media; business Card; signage
- Networking for referrals to generate positive word of mouth and genuine sales leads

## Presenter:

John Lowe is an experienced Marketing Manager and Consultant with more than 30 years practical experience. Holding senior management positions in companies such as Ferrero Australia, Peters & Brownes and Alberto Haircare, John has developed marketing strategies for household name brands such as Ferrero, Tic Tac, Nutella, Alberto, Panadol, Peters and Cadbury Ice Cream. John has a wealth of experience and is passionate about helping the business community reach its full potential.

## Dates:

- **Hainsworth Community Centre (Girrawheen)**  
Tuesday 15 September 9am to noon
- **Yanchep Community Centre (Yanchep)**  
Thursday 17 September 9am to noon
- **Enterprise House (Wanneroo)**  
Friday 18 September 9am to noon

## RSVP essential as places are limited.

Contact Lynda Sarich: [economic@wanneroo.wa.gov.au](mailto:economic@wanneroo.wa.gov.au) or 9405 5467

## Free Business Advisory Services – Business Station

Business Station Advisors are experienced and passionate about small business. Connect with our team and create a solid foundation for growth with support, direction and assistance.

Business Station Advisors are currently funded through the ASBAS and Business Local Program, to provide complimentary Business Advisory sessions for New Business and Existing Small businesses.

Consultations are conducted by experienced business advisors who have run their own businesses and/or worked with small business over many years. Advisors will assist with businesses at start-up stage or those experiencing growth or other challenges. Whilst the advisors won't "do it for you" they can provide tips and resources to help you on your way. Advisors have access to a wide range of small business resources including government links and professional referrals, information sources, and useful websites and books.

Business advisory sessions are conducted in private and are completely confidential. Initial sessions allow up to one hour each and are fully funded through sponsorship arrangements. Follow up sessions may be scheduled to measure progress.

Business Station advisors are available in Yanchep for appointments on the last Wednesday of each month, and they will soon be available at other City facilities too.

To book a COMPLIMENTARY advisory session [click here](#).

**BUSINESS STATION**



**Need Quality Business Advice  
without breaking the Bank??**

**Look no further, Business Station can help!**

**Meet our Business Advisor ..... Jamie**

*Business Station is pleased to welcome Jamie to the team!*

Jamie has a wealth of knowledge and experience. As a small business owner and an experienced small business trainer, Jamie can provide support and advice on all aspects of running a small business including:

- How to assess your business idea;
- How to set up a new business;
- Start-up advice and business strategy;
- How to run and manage your business (including business growth);
- How to sustain your business; and
- Exit strategies.



**Appointments now available in \*YANCHEP!**  
*(\*once a month - by appointment only)*

**Book your *complimentary* Session Today!**

**Call Paulina Now! (08) 9301 8000**  
Email: [Paulina@BusinessStation.com.au](mailto:Paulina@BusinessStation.com.au)

## Business Cyber Checks - ECU

The Cities of Wanneroo and Joondalup are working in partnership with ECU's Cyber Security Program to provide businesses with FREE Cyber Checks on mobile devices such as mobile phones and android devices. These sessions will be run at shopping centres in the City of Wanneroo. More details will be available shortly.



## Successful Women in Leadership Forum

Three of our region's most influential women leaders recently shared their insights, strategies and skills in "leadership, life and career development" at the Women in Leadership Forum hosted by West Coast Institute and the City of Wanneroo.

City of Wanneroo Mayor Tracey Roberts, WA Police Assistant Commissioner Michelle Fyfe and West Coast Institute Managing Director Michelle Hoad inspired 50 women at the Forum held at the Wanneroo Library & Cultural Centre on Monday 22 June.

The women discussed their challenges of working with authority, power and politics; shared some of their career lessons and provided practical advice on becoming and staying a successful leader.

A panel discussion on '*personal branding, reputation management and self-positioning*' allowed participants to obtain practical advice on how to build a personal brand, manage their reputation and position themselves in the right spot on the career ladder.

*"We often juggle high level work commitments with raising a family and looking after our own physical and mental health so it is vital that we come together to share our challenges and achievements with other women working their way up the ranks."* Michelle Hoad, Managing Director, West Coast Institute

The Forum was followed by a Networking Lunch where participants got the opportunity to network with like-minded women in their business community.

