



## Latest News

# Business Breakfast



**Wednesday 26 August** - Gain a thorough understanding of the economic vision for the City from two key players in the local business landscape.

Speakers Mayor Tracey Roberts and Philip St John – the City's Director of Planning and Sustainability, will speak candidly about the City's business and growth future. Learn what's on the City's agenda to promote job growth, support local business and create a thriving place to live and work. Among the topics to be explored are the City's advocacy projects which include making the most of the region's infrastructure and how the City fits into the Perth and Peel strategy.

[Click here for more info.](#)



# Annual Business Awards



Nominations for the 2015 Annual WBA & City of Wanneroo Business Awards **open on the 31 August!** The 2015 Gala presentation dinner will be held on Friday 13 November at Bridgeleigh Reception Centre. For further details contact Bev Letton at the Wanneroo Business Association on 9206 3888.

# New WBA Board



The City of Wanneroo would like to congratulate the new WBA 2015/16 Board which includes Vesna Sampson (President), Trent Carter (Vice-President), Dinesh Aggarwal (Treasurer) as well as Max Wilson, Todd Sainsbury, Janet Simmons, Peter Armstrong, Natalia Van Veen and Le Quy (Board Members) supported by the amazing Bev Letton (Executive Officer) and Karina Bodsworth (Executive Assistant).

WBA Board Members work tirelessly throughout the year to support and represent local businesses on matters affecting the City of Wanneroo business community to local, state and federal agencies. Further to this they have a wealth of knowledge they are willing to share to assist local businesses grow and prosper. For further information visit [www.wanneroobusiness.com](http://www.wanneroobusiness.com)

# Free 3-hour Workshop



**WEST COAST  
INSTITUTE**  
PERTH, WESTERN AUSTRALIA

The City of Wanneroo's Economic Development Team is proud to launch its new series of free business workshops to help local entrepreneurs reach their full potential – 15, 17 & 18 September 2015

## **FREE Business Basics & Marketing Workshop**

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

### 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 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

### The presenter:



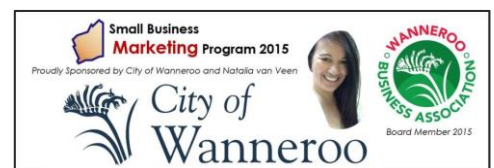
John Lowe is an experienced Marketing Manager and Consultant with more than 30 years practical experience. Holding senior management positions in companies such as Ferrero Australia, Peters & Brownes and Alberto Haircare, John has developed marketing strategies for household name brands such as Ferrero, 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.

### The 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

Please RSVP to [Lynda.Sarich@wanneroo.wa.gov.au](mailto:Lynda.Sarich@wanneroo.wa.gov.au). Hurry as places will fill fast!

# New Partnership



The City of Wanneroo and Natalia van Veen are proud to co-sponsor a new SME Marketing Acceleration Program specifically designed to move business owners, start-up entrepreneurs and marketers beyond advisory and training into successful implementation and execution.

We focus on integrating 6 key end-to-end sales and marketing campaigns, that will accelerate your internal marketing capability and deliver lifelong learning benefits to your business. The aim of this program is to produce tangible results in local business growth and employment opportunities.

Fees are subsidised so you only pay \$200 per month starting on Thursday, 3 Sept and ending on Thursday, 17th December. The venue is Clarkson Library.

This program has already created increased profitability and employment for a mix of B2C and B2B businesses who started with the July 2015 intake of the program. The next round of the program is now open for September registration but hurry as seats are limited.

For more information please call Natalia on 0403 801 693 or [click here](#).

# Free advisory session

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 Station advisor, Jamie Coyne, is available in Yanchep for appointments on the last Wednesday of each month, and they will soon be available at other City facilities too.

Business Station's administration is based in Joondalup at the Business Innovation Centre.

Book your free appointment today! Call Business Station Joondalup Office on 9301.8000 or email [Paulina@businessstation.com.au](mailto:Paulina@businessstation.com.au)



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 STATION



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

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

Meet our Business Advisor ..... Tanja

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

Tanja has a wealth of knowledge and experience. As a small business owner and an experienced small business trainer with HR qualifications, Tanja 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;
- How to start your business;
- How to run and manage your business (including business documentation, finances, record keeping and marketing);
- How to sustain your business; and
- How to grow your business into new areas or markets.

**Available by Appointment**  
Book your **complimentary** Session Today!

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

## Work Placements

ECU has around 150 business undergraduates going out on work placement each year. They are currently seeking Expressions of Interest from local companies who may wish to host a student on work placement. Interested employers should contact Dr Denise Jackson on [d.jackson@ecu.edu.au](mailto:d.jackson@ecu.edu.au) for more information.



## Research Week

ECU invites you to celebrate and be inspired during Research Week (14 - 18 September). Meet the people behind the research at a series of presentations, competitions and exhibitions. Discover new science and technology, learn how research is made visible in the creative arts and join the discussion on how university research can innovate industry. Explore their website for more information <http://www.ecu.edu.au/research/week/overview>



## Future Student Information Evenings

ECU's Faculty Future Student Information Evenings are running between August and December 2015. ECU Joondalup Campus Information Evenings include:

- **Medical and Paramedical Sciences**, Tuesday, 25th August, 6.00pm, [Register](#)
- **Exercise and Health Sciences**, Wednesday, 26th August, 6.00pm, [Register](#)
- **Psychology Honours**, Wednesday, 2nd September, 6.00pm, [Register](#)
- **Psychology and Social Science**, Wednesday, 2nd September, 6.00pm, [Register](#)
- **Postgraduate Psychology, Counselling & Social Science**, Tuesday, 15th September, 6.00pm, [Register](#)
- **Postgraduate Information Evening**, Tuesday, 15th September, 6.30pm, [Register](#)
- **Security & Computing**, Tuesday, 22nd September, 6.00pm, [Register](#)
- **Future Student Information Evening**, Wednesday, 23rd September, 6.00pm, [Register](#)
- **Postgraduate Information Morning**, Saturday, 10th October, 09.30am, [Register](#)
- **Business and Law**, Wednesday, 28th October, 6.00pm, [Register](#)
- **Postgraduate Expo**, Wednesday, 4th November, 5.30pm, [Register](#)

For further details go to: <http://www.ecu.edu.au/future-students/events>

**New at  
Sprout Hub,  
Alkimos**

## THE HEART OF BUSINESS

FORTNIGHTLY 2-HOUR BUSINESS MENTORING SESSIONS, FOR LEADING WOMEN WHO ARE READY TO CO-CREATE BUSINESS SUCCESS TOGETHER!

Join us at Sprout Hub, Alkimos Beach for our next Thursday session 10am - 12pm

• 20TH AUGUST 2015 •

For details call Vesna Sampson on 0409-445-631

SPRout.



## Upcoming Events & Workshops

# August

**14 Aug WBA Member Hosted Sundowner hosted by Quality Resorts Sorrento**

FREE

Friday 14<sup>th</sup> August 2015, 5.30pm – 7.30pm

Clarion Suites, 10 Oceanside Promenade, Mullaloo

Cost - FREE, bookings essential, [book online](#)

Contact Bev on 9206 3888 or [info@wanneroobusiness.com](mailto:info@wanneroobusiness.com)



**18 Aug Business Basics**

FREE

Tuesday 18<sup>th</sup> August 2015

12 noon – 2pm

Small Business Development Corporation, 140 William Street  
(cnr Murray Street Mall, above Perth underground train station)

Cost - FREE, bookings essential [book online](#)



**18 Aug ECU Enterprise Tuesday Series "Creating Star Teams – The Importance of People to the Developing New Venture"**

FREE

Tuesday 18<sup>th</sup> August 2015, 5pm – 7.15pm

ECU Joondalup Campus

Cost – FREE, [Click here to register](#)

Contact Nik on 6304 2498 or [n.malane@ecu.edu.au](mailto:n.malane@ecu.edu.au)



**18 Aug Inspiring Entrepreneurship Luncheon 2015 "Celebrating women in business and enterprise"**

\$50

Tuesday 18<sup>th</sup> Aug 2015, 12pm-2.30pm

Parmelia Hilton Hotel

14 Mill St, Perth

Cost – \$50

Email [events@dlgc.wa.gov.au](mailto:events@dlgc.wa.gov.au) for more information



Government of Western Australia  
Department of Local Government and Communities



Government of Western Australia  
Department of State Development

**19 Aug Instagram for Business Information Session**

FREE

Wednesday 19<sup>th</sup> August 2015

12 noon – 1.30pm

ECU Business Innovation Centre,  
Barron Parade, Joondalup

Cost - FREE, bookings essential [book online](#)



**19 Aug Spreading the Word – Marketing your business**

**\$50**

Wednesday 19<sup>th</sup> August 2015

10am- 1pm

Small Business Development Corporation, 140 William Street  
(cnr Murray Street Mall, above Perth underground train station)

Cost - \$50, bookings essential [book online](#)



**19 Aug WBA 'Ask An Expert Session' with Helen Kay from Rise Legal**

**FREE**

Wednesday 19<sup>th</sup> August 2015, 1pm – 2.30pm

Enterprise House, 935 Wanneroo Rd, Wanneroo

Further details to be released out soon

Contact Bev on 9206 3888 or [info@wanneroobusiness.com](mailto:info@wanneroobusiness.com)



**20 Aug Sprout Hub Alkimos Beach – In partnership with Vesna Sampson  
“The Heart of Business, 2-hour business mentoring session for leading women who  
are ready to co-create business success together”**

Thursday 20 August, 10am – 12pm

Sprout Hub, Alkimos Beach

Escarpement Park, Bristlebird Circuit, Alkimos

For details call Vesna on 0409 445 631



**20 Aug Sprout Hub Alkimos Beach - Entrepreneur Series  
“Hit your Target Market”**

**\$5**

Thursday 20 August, 10am – 12.30pm

Escarpement Park, Bristlebird Circuit, Alkimos

Cost – \$5 commitment fee donated to Seedling Fund

Email Bridie for more info [hello@sprouthub.com.au](mailto:hello@sprouthub.com.au) - Bookings essential [book online](#)



**21 Aug Sales Tips & Techniques Workshop**

**\$9.50**

Friday 21 August 2015, 7am-9am

Big Brew Café, Unit 12/9 Inspiration Dr, Wangara

Cost – \$9.50

Click [here](#) to register with District 32



**25 Aug Pinterest for Business Information Session**

**FREE**

Tuesday 25<sup>th</sup> August 2015

10am – 11.30am

ECU Business Innovation Centre,

Barron Parade, Joondalup

Cost - FREE, bookings essential [book online](#)



**25 Aug Business Basics**

**FREE**

Tuesday 25<sup>th</sup> August 2015

12 noon – 2pm

Small Business Development Corporation, 140 William Street  
(cnr Murray Street Mall, above Perth underground train station)

Cost - FREE, bookings essential [book online](#)



**25 Aug Facebook for Business Information Session**

**FREE**

Tuesday 25<sup>th</sup> August 2015, 12noon – 1.30pm

ECU Business Innovation Centre,  
Barron Parade, Joondalup

Cost - FREE, bookings essential [book online](#)



**26 Aug WBA Business Breakfast**  
“City of Wanneroo Economic Development Breakfast” with  
Mayor Tracey Roberts and Director Planning & Sustainability  
Phil St John

**\$55**

Wednesday 26<sup>th</sup> August 2015, 7.00am – 9am

Bridgeleigh, 198 Mary St, Wanneroo

Cost - \$55 to \$65, bookings essential, [book online](#)

Contact Bev on 9206 3888 or [info@wanneroobusiness.com](mailto:info@wanneroobusiness.com)



**28 Aug Friday Night Sundowner**

**FREE**

Friday 28 August 2015, 5pm-7pm

Torch Bar, 1 Scarborough Beach Rd, Scarborough

Cost – FREE

Click [here](#) to register



**31 Aug 2015 WBA & City of Wanneroo Business Awards Launch**

Monday 31<sup>st</sup> August 2015, 3pm – 5pm

Contact Bev on 9206 3888 or [info@wanneroobusiness.com](mailto:info@wanneroobusiness.com)



# September

## 2 Sept Understanding Your Business Financials

\$50

Wednesday 2<sup>nd</sup> September 2015

10am- 1pm

Small Business Development Corporation, 140 William Street  
(cnr Murray Street Mall, above Perth underground train station)

Cost - \$50, bookings essential [book online](#)



## 2 Sept WBA Casual Coffee Catch-Up Big Brew Coffee Roasters Wangara

FREE

Wednesday 2<sup>nd</sup> September 2015, 10am – 11am

Unit 12, 9 Inspiration Dr, Wangara

Cost - Free, bookings not essential

Contact Bev on 9206 3888 or [info@wanneroobusiness.com](mailto:info@wanneroobusiness.com)



## 3 Sept Launch of new SME Marketing Acceleration Program In partnership with Natalia Van Veen, Online Marketing Strategist & Business Expert

\$200  
per month

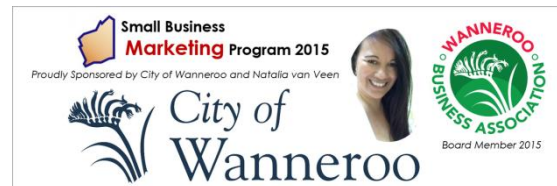
Thursday 3<sup>rd</sup> Sept 2015, 3.30pm-6.30pm

*(The program will run every 1<sup>st</sup> and 3<sup>rd</sup>  
Thursday of the month until 17 Dec 2015)*

Clarkson Library (TBC)

Cost – \$200+GST/month

Click [here](#) for more info or call Natalia on 0403 801 693



## 3 Sept The 12 Step Business Plan

\$50

Thursday 3<sup>rd</sup> September 2015, 10am- 1pm

Small Business Development Corporation, 140 William Street  
(cnr Murray Street Mall, above Perth underground train station)

Cost - \$50, bookings essential [book online](#)



## 4 Sept District 32 & Business Station SME Spectacular

From \$49

Friday 4 September 2015, 5pm-10pm

Lakeview Ballroom, Joondalup Resort

Cost – from \$49 to \$129

Click [here](#) to register





8 Sept

**ECU Enterprise Tuesday Series**  
"Vision, Plans and Making It Happen – The Importance of Strategy & Planning in the Development of the Early Venture"

FREE

Tuesday 8<sup>th</sup> September 2015, 5pm – 7.15pm

ECU Joondalup Campus

Cost – FREE, [Click here to register](#)

Contact Nik on 6304 2498 or [n.malane@ecu.edu.au](mailto:n.malane@ecu.edu.au)



9 Sept

**Website Basics**

\$50

Wednesday 9<sup>th</sup> September 2015, 10am- 1pm

Small Business Development Corporation, 140 William Street  
(cnr Murray Street Mall, above Perth underground train station)

Cost - \$50, bookings essential [book online](#)



10 Sept

**Online Marketing – Doing It Yourself**

\$50

Thursday 10<sup>th</sup> September 2015, 10am- 2pm

Small Business Development Corporation, 140 William Street  
(cnr Murray Street Mall, above Perth underground train station)

Cost - \$50, bookings essential [book online](#)



10 Sept

**WBA Member Hosted Sundowner hosted by Satterley Property Group**

FREE

Friday 10<sup>th</sup> September 2015, 5.30pm – 7.30pm

Eden Beach, TBC

Cost – FREE. Further details to be released out soon

Contact Bev on 9206 3888 or [info@wanneroobusiness.com](mailto:info@wanneroobusiness.com)



11 Sept

**2015 WBA & City of Wanneroo Business Awards Info Session #1**

FREE

Friday 11<sup>th</sup> August 2015, 8am – 10am

Enterprise House, Wanneroo

Contact Bev on 9206 3888 or [info@wanneroobusiness.com](mailto:info@wanneroobusiness.com)



14 Sept

**Business & Law Postgraduate Information Session Joondalup Campus**

FREE

Monday 14<sup>th</sup> September 2015, 10.30am – 11.30am

ECU Joondalup Campus

Cost – FREE, [Click here to register](#)



**15 Sept Postgraduate Information Evening  
Joondalup Campus**

**FREE**

Tuesday 15<sup>th</sup> September 2015 – 6.30pm  
ECU Joondalup Campus  
Cost – FREE, [Click here to register](#)



**15 Sept Business Basics and Marketing Workshop sponsored by City of Wanneroo  
“Improve your skills to start, run & successfully grow your business” - GIRRAWHEEN**

**FREE**

Tuesday 15<sup>th</sup> Aug 2015, 9am-12noon  
Girrawheen  
Hainsworth Community Centre  
Cost – Free but booking is essential  
Email [economic@wanneroo.wa.gov.au](mailto:economic@wanneroo.wa.gov.au) for more information



**16 Sept WBA Business Breakfast  
“How to rule the roost with Twitter” with Charlie Gunningham,  
CEO Business News**

**\$45**

Wednesday 16<sup>th</sup> September 2015, 7.00am – 9am  
Venue TBC  
Cost - \$45 to \$55, bookings essential, [book online](#)  
Contact Bev on 9206 3888 or [info@wanneroobusiness.com](mailto:info@wanneroobusiness.com)



**16 Sept Spreading the Word – Marketing your business**

**\$50**

Wednesday 16<sup>th</sup> September 2015  
10am- 1pm  
Small Business Development Corporation, 140 William Street  
(cnr Murray Street Mall, above Perth underground train station)  
Cost - \$50, bookings essential [book online](#)



**17 Sept Business Basics and Marketing Workshop sponsored by City of Wanneroo  
“Improve your skills to start, run & successfully grow your business” - YANCHEP**

**FREE**

Thursday 17<sup>th</sup> Aug 2015, 9am-12noon  
Yanchep  
Yanchep Community Centre  
Cost – Free but booking is essential  
Email [economic@wanneroo.wa.gov.au](mailto:economic@wanneroo.wa.gov.au) for more information



**18 Sept Business Basics and Marketing Workshop sponsored by City of Wanneroo**  
"Improve your skills to start, run & successfully grow your business" - WANNEROO

FREE

Friday 18<sup>th</sup> Aug 2015, 9am-12noon

Wanneroo

Enterprise House

Cost – Free but booking is essential

Email [economic@wanneroo.wa.gov.au](mailto:economic@wanneroo.wa.gov.au) for more information



**18 Sept Sales Tips & Techniques Workshop**

\$9.50

Friday 18 September 2015, 7am-9am

Big Brew Café, Unit 12/9 Inspiration Dr, Wangara

Cost – \$9.50

Click [here](#) to register with District 32



**21-23 Sep WA Tourism Conference**  
Organised in conjunction with Caravan Industry

Monday 21<sup>st</sup> to Wednesday 23<sup>rd</sup> August 2015

Cost – from \$155

Bookings essential [book online](#)



**23 Sept WBA 'Mentoring Session'**

FREE

Wednesday 23<sup>rd</sup> September 2015, 1pm – 2.30pm

Enterprise House, 935 Wanneroo Rd, Wanneroo

Further details to be released out soon

Contact Bev on 9206 3888 or [info@wanneroobusiness.com](mailto:info@wanneroobusiness.com)



**24 Sept Sprout Hub Alkimos Beach - Entrepreneur Series**  
"Be seen online and onsite"

\$5

Thursday 24 September, 10am – 12.30pm

Escarpement Park, Bristlebird Circuit, Alkimos

Cost – \$5 commitment fee donated to Seedling Fund

Email Bridie for more info [hello@sprouthub.com.au](mailto:hello@sprouthub.com.au) - Bookings essential [book online](#)



**25 Sept 2015 WBA Corporate Golf Day**

TBC

Friday 25<sup>th</sup> September 2015, 11am

Contact Bev on 9206 3888 or [info@wanneroobusiness.com](mailto:info@wanneroobusiness.com)



**25 Sept Friday Night Sundowner**

FREE

Friday 25 September 2015, 5pm-7pm

Torch Bar, 1 Scarborough Beach Rd, Scarborough

Cost – FREE

Click [here](#) to register



# October

**2 Oct 2015 WBA & City of Wanneroo Business Awards Info Session #2**

FREE

Friday 2<sup>nd</sup> October 2015, 8am – 10am

Enterprise House, Wanneroo

Contact Bev on 9206 3888 or [info@wanneroobusiness.com](mailto:info@wanneroobusiness.com)



**7 Oct 2015 WBA & City of Wanneroo Business Awards Info Session #3**

FREE

Wednesday 7<sup>th</sup> October 2015, 3pm – 5pm

Enterprise House, Wanneroo

Contact Bev on 9206 3888 or [info@wanneroobusiness.com](mailto:info@wanneroobusiness.com)



**16 Oct Sales Tips & Techniques Workshop**

\$9.50

Friday 16 October 2015, 7am-9am

Big Brew Café, Unit 12/9 Inspiration Dr, Wangara

Cost – \$9.50

Click [here](#) to register with District 32



**20 Oct ECU Enterprise Tuesday Series  
"Commercialising University Research – The Importance of Good IP Management"**

**FREE**

Tuesday 20<sup>th</sup> October 2015, 5pm – 7.15pm

ECU Joondalup Campus

Cost – FREE, [Click here to register](#)

Contact Nik on 6304 2498 or [n.malane@ecu.edu.au](mailto:n.malane@ecu.edu.au)



**21 Oct WBA Business Breakfast with Hon Joe Francis MLA – Minister for Small Business**

**\$65**

Wednesday 21<sup>st</sup> October 2015, 7.00am – 9am

Bridgeleigh, 198 Mary St, Wanneroo

Cost - \$65 to \$75, bookings essential, [book online](#)

Contact Bev on 9206 3888 or [info@wanneroobusiness.com](mailto:info@wanneroobusiness.com)



**23 Oct Friday Night Sundowner**

**FREE**

Friday 23 October 2015, 5pm-7pm

Torch Bar, 1 Scarborough Beach Rd, Scarborough

Cost – FREE

Click [here](#) to register



**28 Oct WBA 'Ask An Expert Session' with City of Wanneroo  
"Tender Application Process"**

**FREE**

Wednesday 28<sup>th</sup> October 2015, 1pm – 2.30pm

Enterprise House, 935 Wanneroo Rd, Wanneroo

Further details to be released out soon

Contact Bev on 9206 3888 or [info@wanneroobusiness.com](mailto:info@wanneroobusiness.com)



**30 Oct WBA Member Hosted Sundowner hosted by Sea Trees Bed & Breakfast**

**FREE**

Friday 30<sup>th</sup> October 2015, 5.30pm – 7.30pm

Two Rocks, TBC

Cost – FREE. Further details to be released out soon

Contact Bev on 9206 3888 or [info@wanneroobusiness.com](mailto:info@wanneroobusiness.com)

