

# Womentrepreneurs

Dear Readers

I hope this newsletter finds you well and enjoying the start of spring. Footy madness is upon us and Christmas is just around the corner. Soon it will be time to dust off those decorations and fluff up the tree ready for a roaring Christmas trade. Feel free to touch base with me or any of my colleagues' state wide for any assistance you may require in your business and check our website regularly for complimentary networking sessions being held around the state.

Shelley Aherne  
Small Business Consultant

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## INSIDE THIS ISSUE

- Workshops & Seminars
- Current news

## DIARY OF EVENTS & WORKSHOPS

### Kick Start Your Own Small Business

This program is invaluable for women thinking of starting up a business in Northern Tasmania. There will be great learning opportunities and an ongoing network for emerging women entrepreneurs.

Topics covered include:

- Business planning basics
- Market research and planning
- Tax and record keeping for small business
- Finance and loan options
- Small Business and the Law
- How to manage people and network

Please [click here](#) to view our flyer.

## Advertising Channels

Presented by David Counsell, Inferno Marketing & Design.

David Counsell began his professional career as part of the original “on air” team for TTT-FM (now Sea-FM) and quickly earned himself a cult-following. David’s insatiable appetite for learning eventually took him from the airways to the boardrooms and after several years of making other people rich, David branched out into his own Advertising Agency. From those humble beginnings he founded two very successful advertising agencies, and is now the Managing Director of his own company

Topics covered in this presentation include:

- How to profit from effective advertising
- Understanding your customers
- Customer attitudes and buying behaviours
- How to talk to your customers
- Marketing mistakes
- Discovering your Unique Selling Proposition
- The Media Maze

Please [click here](#) to view our flyer.

## The R & D Tax Incentive Information sessions

The Australian Government has passed the R & D Tax incentive legislation, commencing 1<sup>st</sup> July 2011. The R & D Tax incentive is a major part of the Australian Government’s investment in research and development (R & D) activities. The program is broad-based, market driven and accessible to companies in all industry sectors. It provides a tax offset to support Australian companies to be more innovative, productive and competitive in the global marketplace. As part of the commencement of the R & D Tax incentive, AusIndustry and the ATO are holding a series of public information sessions.

There are a number of information sessions available as follows:

### Hobart -

Pepperz: 20 College Road, Sandy Bay.  
Tuesday October 4, 9:30am - 1:20pm

### Launceston -

Tailrace Centre: 1 Waterfront Drive, Riverside.  
Wednesday 12 October, 2:00pm - 3:30pm

### Devonport -

Gateway Hotel: 16 Fenton Street, Devonport.  
Thursday 13 October, 9:30am - 11:00am

### Burnie -

Wellers Inn: 36 Queen Street, Burnie  
Thursday 13 October, 2:00pm - 3:30pm

Please **RSVP** by visiting [www.ausindustry.gov.au](http://www.ausindustry.gov.au) and click the R & D Tax Incentive information session link or call the **AusIndustry Hotline** on **13 28 46**.



## Family Business Australia

Family Business Australia is offering a series of interactive events designed to educate those in a family business or those with the intention of becoming a family business.

### AGES - What FBA will cover over the series:

#### Architecture Session:

- Creating strong foundations for your family business!
- What are the opportunities of working with family?
- What are the 3 circles; balancing family, business and owners and how does it affect me?
- Developing systems to professionalise your family and business

#### Governance Session:

- Establishing structures to separate family and business issues
- Ensuring accountability, fairness and transparency
- Family meetings, tools not rules
- External advisers and directors; what are the roles?

#### Entrepreneurship Session:

- Family business evolution; what stage is your business at?
- Importance of a shared vision and a strategic plan
- Harnessing ideas and passions
- How to build a stronger business and a happier family
- Exit options and strategies for family businesses

#### Stewardship Session:

- Moving from a 'Family Business' to a Family in Business
- Creating a family business that lasts
- Stepping back from a lifetime of work; what now?
- Evaluating and entrusting the next generation

### Event Program details 2011 / 2012

LAUNCESTON, BURNIE and HOBART

Book events online now: [www.fbastore.org.au](http://www.fbastore.org.au)\*

Book all 4 Education Sessions now & receive one free!

\$15 per session for FBA members

\$20 per session for non members

\*Select Tasmania from the directory and select member or non member and follow the instruction or email [fbatas@fambiz.org.au](mailto:fbatas@fambiz.org.au) or phone 03 9687 5322 for more info

## Womentrepreneurs Business Networking

The Women Entrepreneurs network invites you to take a long lunch to join us for a catch up with like minded business women.

- Date:** Tuesday 4<sup>th</sup> October 2011  
**Time:** Between 12:00noon - 2:00pm  
**Venue:** The Lime Tree Cafe, Shop 2/76 Mersey Main Road, Spreyton  
**RSVP:** Friday 30<sup>th</sup> September, 2011  
**Cost:** Complimentary networking session (Lunch is at your own expense)

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## CURRENT NEWS

**Publication Date: 20 September 2011**

The Department of Economic Development, Tourism and the Arts (DEDTA) has conducted extensive industry consultation to properly understand the needs and challenges of Tasmanian small businesses and what role government can play in addressing these. The state's small business community has provided significant input into this strategy, through a series of focus groups, an industry forum, and one-on-one meetings with small business representative groups, associations and chambers of commerce. DEDTA has also conducted a review of existing data on small business, as well as considered the small business policy and program initiatives across Australia and overseas.

This Small Business Strategy has been developed as part of the Economic Development Plan for Tasmania. The Tasmanian Government is committed to the strategic development and sustainable growth of small business in Tasmania as part of its broader strategy for development that is economically, environmentally and socially sustainable.

On 20<sup>th</sup> September, the Small Business Strategy was officially launched by Rebecca White, Parliamentary Secretary for Small Business.

For more information please visit:

[http://www.development.tas.gov.au/widgets/news\\_widget/business\\_point/small\\_business\\_strategy](http://www.development.tas.gov.au/widgets/news_widget/business_point/small_business_strategy)

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