



St George &
Sutherland Shire



RUNNING A WORLD CLASS BUSINESS FROM HOME

Wednesday 27 May

9:30 – 4:30

Club Menai

44-66 Allison Cres

Menai

Morning Session

Emcee: **Camille Valvo**

9:30 Registration & Coffee

10:00 Official Welcome from DSRD Major Sponsors of Home Based Business Week - **Garry Ferris DSRD**

10:10 BEC Presentation on services & support offered by Business Enterprise Centre – St George & Sutherland Shire -including networking opportunities and the importance of business planning and professional advice.

Speaker: Maria Cook, Executive Officer BEC- St George & Sutherland Shire

10:50 Setting the Scene on Local HBB – Characteristics of HBB locally using Sutherland Shire Council's HBB Survey results.

Speaker: Glenn Holdstock, Manager, Economic Development Sutherland Shire Council

11:20 Morning Tea Networking / & Expo

11:50 How to Provide Excellent Customer Service and Drive Sales – Learn how exceeding your customers' expectations can improve your bottom line and start a word of mouth referral virus that attracts new customers.

Speaker, Lara Kilborn Business, Development Manager BEC

12:20 Using DIY Publicity & Public Relations to grow your Business – All businesses need to build brand identity and attract new customers yet many cannot afford expensive advertising. Learn how to implement professional, cost- effective strategies that help drive business to you.

Speaker: Philippa Lowe, Just Go Write

12:40 Networking Lunch & Expo

Afternoon Session

1:40 Legal issues & pitfalls of running an On Line Business – If like many other businesses you trade on line and across countries, it is very important that you understand the legal trading framework within which you are operating and ways to protect your business.

Speaker Craig Pryor, Warren McKeon Dickson Lawyers

2:00 Hiring Staff to Grow Your Business – Learn the What, How & When of Employment - To grow a business you need help. Identifying when you need to hire staff, what staff do you need and how to do it well so that you attract a business asset and not a business nightmare.

Speaker: Karen Aldridge HR Fix

2:20 Panel Discussion Leaving Home – What are the signs that you should be leaving Home and how do you make the transition?

Panel Members

- **SSHED (Business incubator)** - Craig Doyle, Manager SSHED
- **Shared Offices** – Susan Parris Synergy Business Centres
- **Commercial Real Estate Agent** – Matthew Matthews, Laing Simmons Hurstville
- **Local Government Regulations** – Craig Edmondson, Hurstville Place Manager, Hurstville City Council

3:00 Afternoon Tea Networking / & Expo

3:30 Could exporting be an option for me in this challenging economic environment?

- Local business, global market
- You don't have to be big to be a successful exporter
- Opportunities for niche Australian products, services and expertise in offshore markets
- Who can help me to become export ready?
- What assistance is available to me?

Speaker: Monique Donaldson, Export Advisor Austrade TradeStart

3:50 From Home Based to Award Winning Exporter – Hear from an inspirational young woman who owns, Sasy n Savy Pty Ltd 100% Australian made native Australian natural skin care & wellbeing products, aromatherapy and spa products and winner of numerous awards including Ethnic Business Award Winner 2007

Speaker Samea Maakrun, Sasy n Savy

4.15: Wrap up & Close / Networking & Expo