




To book or register an interest in any of these events, please visit [www.marion.sa.gov.au/business-news-and-events](http://www.marion.sa.gov.au/business-news-and-events) or contact us at [business.marion@marion.sa.gov.au](mailto:business.marion@marion.sa.gov.au).

Day / Date	Time	Event, Host & Booking Information	Cost
<b>February 2019</b>			
Saturday 16 February	2:00 PM – 3:00PM	<p><b><u><a href="#">Building a Business with Amazon</a></u> - Presented by DIY Digital</b></p> <p>This 1.5-hour free seminar takes you on a tour of Amazon and how it compares with your own e-commerce shop and other online marketplaces such as Etsy, EBAY and Gumtree.</p> <p>It explains drop-shipping and Fulfilment by Amazon and it covers what you need to set up your Amazon Australia account. You'll walk away with a sound understanding of whether Amazon is the right choice for you and your products.</p> 	FREE
Monday 18 February	5:30 PM – 7:30 PM	<p><b><u><a href="#">Record Keeping for Small Business</a></u> – Presented by ATO</b></p> <p>Are you new to business, or thinking of starting a small business? Give your business the best start!</p> <p>This FREE 2 hour introductory workshop is for small businesses who:</p> <ul style="list-style-type: none"> <li>• want to learn how to keep records to claim all entitled deductions</li> <li>• are not registered for GST.</li> </ul> <p>At this event, you will have hands-on experience of recording money in and out of your business. You will also learn timesaving tips allowing you to focus on your business. To get the most out of this workshop, bring a pen and calculator.</p>	FREE
Friday 22 February	9:00 AM – 12:00 PM	<p><b><u><a href="#">Facebook Masterclass</a></u> - Presented by Social Media AOK</b></p> <p>15 million Australians are logging onto Facebook 37 times every week, spending at least 16 minutes scrolling, liking and commenting per session! Trying to market your business or brand on Facebook just for the sake of it can be a huge mistake, costing you lots of time and resources.</p> <p>In this highly interactive Facebook training course we will show you:</p> <ul style="list-style-type: none"> <li>• How to build and grow your organic reach on Facebook</li> <li>• How to use the Facebook video boom for business</li> <li>• Making the most of Facebook advertising</li> </ul> <p><b>What to Bring:</b> A fully charged laptop with admin access to your business Facebook account, and access to a Facebook Advertising account.</p> 	\$55




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Day / Date	Time	Event, Host & Booking Information	Cost
Monday 25 February	9:00 AM – 5:00 PM	<p><b><u>Digital Growth Consultations</u></b> – Presented by Polaris Centre and City of Marion</p> <p>Starting a business and don't know where to begin setting up an effective website? Do you already have a business website and think it could be performing better? Feel like your digital marketing and social media outreach isn't working for you, or just doesn't exist? Need help demystifying SEO or SEM and how they can help your business grow? If YES is your answer to any of these questions, register for a free independent consultation with a digital business advisor.</p> 	FREE
Monday 25 February	6:00 PM –	<p><b><u>Speed Networking</u></b>- Presented by HCBA</p> <p>Join us at our next networking event and experience speed networking! Come along and get to know our local business community and community leaders. Speed networking is a fun way of promoting your business - you will get to do a two minute intro to approximately 10 x businesses on the night. Complimentary nibbles and door prize (members receive a complimentary drink).</p>	Members: FREE
<b>March 2019</b>			
Tuesday 5 March	5:30 PM – 7:00 PM	<p><b><u>Discovery Session - Marketing and Business Development</u></b> – Presented by SABAS</p> <p>Are you struggling to grow and build awareness of your business? This workshop will walk you through six strategies to market your business better.</p>	FREE
Thursday 7 March	7:30 AM -	<p><b><u>Breakfast with Small Business Owners</u></b> – Presented by SBC</p> <p>A great opportunity to hear others openly discuss their business challenges, motivation and plans. What can you learn from others? The two guest speakers, Christine Sharkey from Quoteconvert who will talk about staying true to your core concept. Particularly for start-ups or recently established businesses. The second speaker is Gail Ruth Miller, who became an author to let children know that wheelchair users are just regular people who wheel rather than walk. But books don't sell themselves, so she needed to become a speaker to promote her books. Still, for most authors, they don't fly off the shelves, so what else did she do to move the sales along?</p>	Members: FREE  Non Members: \$25

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Day / Date	Time	Event, Host & Booking Information	Cost
Thursday in 7 March	9:30 AM – 12:15 PM	<p><b><u><a href="#">LinkedIn for B2B Sales</a></u> - Presented by Adelaide Business Hub</b></p> <p>Have you heard that LinkedIn is a powerful B2B lead generation and sales tool but don't know how to maximise its potential? Objectives of this workshop are to improve your LinkedIn presence and provide you with practical ideas for generating leads through: online marketing strategy, LinkedIn B2B lead generation strategies and tactics Improving your Personal LinkedIn profile, Improving your Company LinkedIn profile. This is an interactive workshop so bring your laptop/devices so that you can make improvements on the day.</p> 	\$55
Wednesday 20 March	10:00 AM – 12:00 PM	<p><b><u><a href="#">ICN SA Profile Improvement Workshops</a></u> - Presented by the Industry Capability Network</b></p> <p>This interactive workshop will help you to create a comprehensive company profile on ICN Gateway, allow you to put your best foot forward and maximise opportunities for winning work. Our expert team will provide you with inside hints, tips and advice to ensure your profile is looking its best whilst being full of relevant content that will help us and external suppliers find your business and service offering. As well as what improvements you can make to your profile and make those changes on the spot! How you express interest (EOI) in supply opportunities and what happens to your expression of interest (EOI).</p> 	\$30
Monday 25 March	9:00 AM – 5:00 PM	<p><b><u><a href="#">Digital Growth Consultations</a></u> – Presented by Polaris Centre and City of Marion</b></p> <p>Starting a business and don't know where to begin setting up an effective website? Do you already have a business website and think it could be performing better? Feel like your digital marketing and social media outreach isn't working for you, or just doesn't exist? Need help demystifying SEO or SEM and how they can help your business grow? If YES is your answer to any of these questions, register for a free independent consultation with a digital business advisor.</p> 	FREE

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Day / Date	Time	Event, Host & Booking Information	Cost
Monday 25 March	9:30 AM – 12:30 PM	<b><u>Conducting Proactive Performance Management</u> - Presented by Business SA</b> Conducting proactive performance management is a course designed to help you get the best out of your people. Learn how to create clear expectations and enhance workplace relationships. This course will provide you with practical techniques and templates so that performance appraisals are no longer something to avoid, but rather something to embrace	Non Members \$418  Members \$330
Monday 25 March	1:00 PM – 4:30 PM	<b><u>Managing Poor Performance</u> - Presented by Business SA</b> There are times when an employee's performance needs to be closely managed or results in termination. It is important therefore, to learn how to manage this situation fairly and with a respect for all parties involved. Managing poor performance will provide you with the tools to help identify and manage poor performance. You will learn how to deal with difficult conversations, understand the steps that need to be taken to manage poor performance fairly and manage the dismissal process if required.	Non Members \$418  Members \$330
<b>April 2019</b>			
Tuesday 2 April	5:30 PM – 7:00 PM	<b><u>Discovery Session – Coaching for Sales</u> - Presented by SABAS</b> Do you want to become a better sales person? Do you think that coaching for sales will be beneficial for you? Come along and learn sales techniques to help build and improve sales in your business.	FREE
Saturday 6 April	2:00 PM – 4:00 PM	<b><u>You are what you Think</u> – Presented by Gail Ruth Miller</b> 'That always happens to me', 'I'm so stupid', 'I'm a clumsy clutz.', 'I have a terrible memory'. Do you ever say this about yourself? Have you wondered why some people struggle through life and others seem to have an easier time. What we allow into our heads and how we speak to ourselves has a lot to do with it. You are what you think looks at what's going on behind the scenes to create life's outcomes. Join us as we delve into this intriguing topic	\$49 – \$69

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Day / Date	Time	Event, Host & Booking Information	Cost
Saturday 6 April	2:00 PM – 3:30 PM	<b><u>Wix or Wordpress</u> – Presented by DIY Digital</b> Are you about to build your first website and don't know if you should choose Wix or Wordpress? Wix and Wordpress are two of the most popular website platforms for do-it-yourself website developers. This seminar will cover the pro's and cons of self-hosted sites vs all-in one hosted platforms. Although Wix will be the focus of the seminar, if you are considering Weebly or SquareSpace you'll be able to follow along and gain useful information	FREE
Wednesday 10 April	6:00 PM - 8:30 PM	<b><u>Imagining the Future of Food</u> – Tasting Australia</b> What does the future of food look like? Join our expert panel of speakers and discover what we can expect our food to look like in the future! Visit 'Curiosity Lane' and meet people working in organisations dedicated to technology and innovation in the future of our food. Speakers include Professor Andrew Lowe, Ugly vegetables, AgTech, bee pollination and native foods. Dr Caitlin Byrt sharing a molecular view of what we eat. Kristen Messenger, could eating insects be an alternative source of protein in the future?	\$20
Saturday 27 April	2:00 PM – 3:30 PM	<b><u>Squirrels and Squatters – the masterminds of great social media content</u> – Presented by DIY Digital</b> Do you scratch your head looking around for stuff to write and post about your business on Facebook? If so, this free seminar is for you. We'll share our "squirrels and Squatters" technique for finding content for your site.	FREE
<b>May 2019</b>			
Tuesday 7 May	5:30 PM – 7:00 PM	<b><u>Discovery Session – Improving Your Social Media</u> – Presented by SABAS</b> Do you struggle to keep up with millennial trends? Understand how social media can help your business and how it can be effective for you.	FREE



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Day / Date	Time	Event, Host & Booking Information	Cost
Monday 20 May	9:00 AM – 5:00 PM	<p><b><u><a href="#">Mental Health Fundamentals For Managers</a></u> – Presented by Business SA</b></p> <p>With one in five Australians experiencing a mental health illness in any one year, it is highly likely that as a manager, you will supervise a worker with mental illness at some point in your career. This course addresses the most common challenges that people managers are likely to encounter, from recognising the early warning signs of poor mental health to managing the complexities of workplace legal obligations around managing mental health.</p>	<p>Non Members \$418</p> <p>Members \$330</p>
Saturday 11 May	1:00 PM – 3:30 PM	<p><b><u><a href="#">Cracking the SEO Google Code</a></u> – Presented by DIY Digital</b></p> <p>Search engine Optimisation (SEO) is the name given to the techniques and activities undertaken to get your website on page one for Google. We start with a no holds barred real life exercise where you find out how your business website stacks up. We'll then cover what and how you can optimize texts and links to get your page to rank higher on google and other search engines .</p>	\$40.00- \$60.00
Tuesday 21 May	5:30 PM – 7:30 PM	<p><b><u><a href="#">Tax Essentials for Small Business</a></u> – Presented by the ATO</b></p> <p>Are you new to business, or thinking of starting a small business? Give your business the best start and register to come along to this FREE introductory workshop run by ATO staff. In this session, learn about:</p> <ul style="list-style-type: none"> <li>• business structures and their different rules, tax rates and obligations</li> <li>• tax and non-tax business registrations</li> <li>• allowable deductions, including motor vehicle deductions, depreciation and home-based business expenses</li> <li>• annual and quarterly reporting requirements</li> <li>• record keeping principles</li> </ul> <p>where to go for help and information when you need it.</p>	FREE
Tuesday 28 May	5:30 PM – 7:30 PM	<p><b><u><a href="#">Record Keeping for Business (Not GST registered)</a></u> – Presented by the ATO</b></p> <p>Are you new to business, or thinking of starting a small business? Give your business the best start!</p> <p>This FREE 2 hour introductory workshop is for small businesses who:</p> <ul style="list-style-type: none"> <li>• want to learn how to keep records to claim all entitled deductions</li> <li>• are not registered for GST.</li> </ul> <p>At this event, you will have hands-on experience of recording money in and out of your business. You will also learn timesaving tips allowing you to focus on your business. To get the most out of this workshop, bring a pen and calculator.</p>	FREE

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Day / Date	Time	Event, Host & Booking Information	Cost
<b>June 2019</b>			
Saturday 1 June	1:00 PM – 4:00 PM	<p><a href="#"><u>Zero to Hero: Session One –Presented by DIY Digital</u></a></p> <p>This is a <b>hands-on, intensive course and business owners will benefit from reserving time between classes to put into practice their classroom learning.</b> The presenter will be available for phone and email support between classes to support participant's learning.</p> <p>Over the four sessions you will learn: Basicl Google Analytics, Beginners search engine optimization (SEO), website platforms and hosting, Facebook Advertising, Google ads, Email Marketing, Finding and using image for online use, online trade directories (eg, Hi-Pages, Online market places (eg Amazon) and prioritizing your online marketing activities.</p>	\$450 for all 4 sessions
Tuesday 4 June	5:30 PM – 7:00 PM	<p><a href="#"><u>Discovery Session - The People Issue – Presented by SABAS</u></a></p> <p>How do you attract the right people to your business? And more importantly, how can you move the wrong ones on? Learn some simple strategies to manage your tram more effectively.</p>	FREE
Saturday 8 June	1:00 PM – 4:00 PM	<p><a href="#"><u>Zero to Hero: Session Two –Presented by DIY Digital</u></a></p> <p>This is a <b>hands-on, intensive course and business owners will benefit from reserving time between classes to put into practice their classroom learning.</b> The presenter will be available for phone and email support between classes to support participant's learning.</p> <p>Over the four sessions you will learn: Basicl Google Analytics, Beginners search engine optimization (SEO), website platforms and hosting, Facebook Advertising, Google ads, Email Marketing, Finding and using image for online use, online trade directories (eg, Hi-Pages, Online market places (eg Amazon) and prioritizing your online marketing activities.</p>	\$450 for all 4 sessions

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Day / Date	Time	Event, Host & Booking Information	Cost
Saturday 15 June	1:00 PM – 4:00 PM	<p><b><u><a href="#">Zero to Hero: Session Three –Presented by DIY Digital</a></u></b>            This is a <b>hands-on, intensive course and business owners will benefit from reserving time between classes to put into practice their classroom learning.</b> The presenter will be available for phone and email support between classes to support participant's learning.</p> <p>Over the four sessions you will learn: Basicl Google Analytics, Beginners search engine optimization (SEO), website platforms and hosting, Facebook Advertising, Google ads, Email Marketing, Finding and using image for online use, online trade directories (eg, Hi-Pages, Online market places (eg Amazon) and prioritizing your online marketing activities.</p>	\$450 for all 4 sessions
Monday 17 June	9:30 AM – 12:30 PM	<p><b><u><a href="#">Conducting Proactive Performance Management</a></u> – Presented by <b>Business SA</b></b>            Conducting proactive performance management is a course designed to help you get the best out of your people. Learn how to create clear expectations and enhance workplace relationships.            This course will provide you with practical techniques and templates so that performance appraisals are no longer something to avoid, but rather something to embrace.</p>	Non Members \$418  Members \$330
Monday 17 June	1:00 PM – 4:30 PM	<p><b><u><a href="#">Managing Poor Performance</a></u> – Presented by <b>Business SA</b></b>            There are times when an employee's performance needs to be closely managed or results in termination. It is important therefore, to learn how to manage this situation fairly and with a respect for all parties involved.            Managing poor performance will provide you with the tools to help identify and manage poor performance. You will learn how to deal with difficult conversations, understand the steps that need to be taken to manage poor performance fairly and manage the dismissal process if required.</p>	Non Members \$418  Members \$330

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Day / Date	Time	Event, Host & Booking Information	Cost
Saturday 8 June	1:00 PM – 4:00 PM	<p><a href="#"><u>Zero to Hero: Session Four –Presented be DIY Digital</u></a> This is a <b>hands-on, intensive course and business owners will benefit from reserving time between classes to put into practice their classroom learning.</b> The presenter will be available for phone and email support between classes to support participant's learning.</p> <p>Over the four sessions you will learn: Basicl Google Analytics, Beginners search engine optimization (SEO), website platforms and hosting, Facebook Advertising, Google ads, Email Marketing, Finding and using image for online use, online trade directories (eg, Hi-Pages, Online market places (eg Amazon) and prioritizing your online marketing activities.</p>	\$450 for all 4 sessions
Friday 28 June	10:00 AM – 12:00 PM	<p><a href="#"><u>Photography for Instagram – Presented by Heidi Who</u></a> Everyone needs photos to show off their business. Problem is... we don't always have the budget for a photographer. Learn simple techniques from Heidi, award-winning photographer from Heidi Who Photos. Tips and tricks on how to get better pics simply - with a camera or phone. Lighting, composition and story - not techy talk. Bring your photo capturing device and practice as we chat.</p> 	\$25
<b>July 2019</b>			
Saturday 27 July	12:00 PM – 4:00 PM	<p><a href="#"><u>Let's get found on Etsy</u></a> Do you have an Etsy shop, but just not enough sales? Maybe you are ready to open a shop, and want to do things correctly, right from the get-go? In this 4 hour workshop we will work on strategies for getting your products found on Etsy. We'll also look at ways to measure whether what we are doing is heading us in the right direction. Please bring along a laptop so you can access your Etsy Store.</p>	\$25

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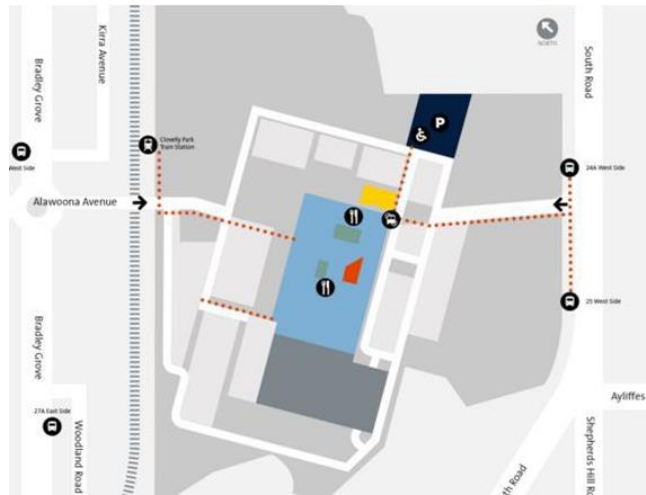
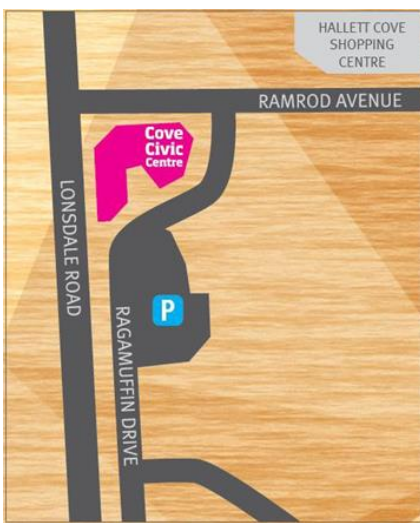
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### Cove Business Hub

### Tonsley Innovation District



Want to keep up-to-date with your business community?  
 Register your [email address](#) to receive our monthly e-newsletters

## Southern Adelaide Business Advisory Service

The City of Marion, City of Onkaparinga and the Department for Industry and Skills have joined forces to fund a service aimed at helping small businesses in Southern Adelaide to develop and grow.

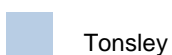
#### THE FREE SERVICE OFFERS:

- One-on-one consultations with a business advisor at a location suitable to you
- A review of your business plans and operations
- Advice tailored to your business
- Business workshops and seminars

#### BOOK YOUR FREE SESSION:

T 7228 6208      E [businessadvisor@ransgroup.com.au](mailto:businessadvisor@ransgroup.com.au)

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