



Melton Shire Council

2011 Small Business Training Schedule

helping business

GROW

through professional development

& training

MELTON SHIRE COUNCIL
ECONOMIC DEVELOPMENT



grow your business

If you're a business owner who wants to boost your competitive edge, business training is a great way to do so. Undertaking business training and professional development courses are cost effective ways to give you and your employees the tools and business environment you need to become a high-functioning business entity that can react quickly to both opportunity and obstacles.

Staying competitive is the key to sustainability. Training keeps you motivated and up-to-date with industry trends and new technologies, and is essential to achieving your business goals.

Staff benefit too, learning new skills and becoming a valued asset in any organisation. Training brings direct benefits to business and can be calculated as a return on investment.

As well as impacting on business profit margins, training can improve:

- staff morale and satisfaction
- 'soft skills' such as communication and leadership
- time management
- customer satisfaction.

At Melton Shire Council, we encourage our local businesses to participate in training and professional development to ensure future business success and sustainability in all economic climates.

As part of the Melton Shire Council's commitment to inspiring and equipping local businesses with up-to-date business information, a variety of small business training workshops and seminars are being held in 2011.

Topics range from time management and organisational skills, through to leadership development, customer service, marketing, pricing and taxation... there's something for everyone!

Seminars and workshops are very reasonably priced and some are even offered free of charge.

In addition, members of the Greater Melton Chamber of Commerce (GMCC) and the Women in Business Network (WIBNET) will enjoy substantial discounts in course fees when they enrol in one of our exciting workshops or seminars. Check course descriptions for more details.

registering is easy

Registering for any of the workshops, seminars and information sessions run by Melton Shire Council is easy! Simply complete the registration form at the end of this directory and return it to:

1 email: rosar@melton.vic.gov.au

2 phone: 9747 7200

3 fax: 9743 9970

4 post: Att: Rose Romeo
Business Growth & Sustainability Unit
Melton Shire Council
PO Box 21
Melton VIC 3337

2011 TIMETABLE

at a glance

January	February	March	April	May	June
	<p>16 February Starting your Business Workshop 6.00pm – 9.30pm (Caroline Springs)</p>	<p>11 March Grow your Business Group Program 3 sessions (finishes 8 April) (Melton)</p>	<p>29 April Powercor Melton Business Excellence Awards 6.00pm (Rockbank)</p>	<p>12 May Grow, Diversify & Outmanoeuvre your Competition 8.30am – 11.00am 6.30pm – 9.30pm (Caroline Springs)</p>	<p>15 June Get your Business Organised Seminar 6.00pm – 8.00pm (Melton)</p>
		<p>16 March Business Planning Basics Seminar 6.00pm – 8.00pm (Melton)</p>		<p>18 May Marketing Basics Seminar 6.00pm – 8.00pm (Caroline Springs)</p>	<p>29 June The Price is Right... or is it? Pricing for Profit Workshop 6.00pm – 9.00pm (Melton)</p>
		<p>24 March Developing the Entrepreneurial Mindset 8.30am – 11.00am 6.00pm – 9.30pm (Melton)</p>			
July	August	September	October	November	December
<p>13 July Grant Writing for Not-for-Profit Organisations 9.30am – 12.30pm (Melton)</p>	<p>11 August Melton Small Business Professional Development Day (Melton)</p>	<p>7 September 4 Pillars of Profit: Marketing for Growth Workshop 6.00pm – 9.00pm (Melton)</p>	<p>19 October Marketing for Growth Workshop 6.00pm – 9.30pm (Melton)</p>	<p>5 November Melton EXPOsed Small Business Expo (2011 Djerriwarrh Festival) (Melton)</p>	
<p>20 July Starting your Business Workshop 6.00pm – 9.30pm (Melton)</p>		<p>21 September Business Planning Basics Seminar 6.00pm – 8.00pm (Caroline Springs)</p>		<p>16 November Get your Business Organised Seminar 6.00pm – 8.00pm (Caroline Springs)</p>	



marketing

mar-ket-ing [mahr-ki-ting] –noun

1. the act of buying or selling in a market.
2. the total of activities involved in the transfer of goods from the producer or seller to the consumer or buyer, including advertising, shipping, storing, and selling.

4 Pillars of Profit workshop

Do you feel like there are just not enough hours in the day to work on your business? Unclear as to what marketing activities you should be focusing on? Feeling as though your profits are falling short of your effort? It might be that you are working in areas that don't make a difference to your bottom line.

This interactive workshop explores the four key areas that are key to running a successful business. The workshop focuses on how business owners utilize their **time**, what they are **spending** their money on, overall **profitability** of the business and how **sustainable** the business is. Using real business examples interwoven with humour, the workshop allows participants to reflect on the way they run the business and how they can make changes to increase their profitability. Throughout the workshop there will be lots of practical tips on how to get more out of your marketing and your effort.

WORKSHOP DETAILS

FACILITATOR: Ailsa Page
(AP Marketing Works)

DATE 7 September 2011

TIME 6pm – 9.30pm

VENUE Civic Room 1 & 2
Melton Civic Centre
232 High Street
Melton VIC 3337

COST \$90
\$50 (GMCC & WIBNET members)

Marketing for Growth workshop

Marketing your business more effectively

If you're a business owner and have a basic understanding of marketing but want to know more, this workshop is for you. You'll learn how to **launch new products** successfully, how to conduct **market research** that reveals niches previously unknown, why **knowing your customers** better can aid your marketing efforts, and much more.

WORKSHOP DETAILS

DATE 19 October 2011

TIME 6pm – 9.30pm

VENUE Civic Room 1 & 2
Melton Civic Centre
232 High Street
Melton VIC 3337

COST \$30
\$20 (GMCC & WIBNET members)

Marketing Basics seminar

Good marketing can win you more business

Understand what marketing *really* is in this hands-on and results-oriented seminar for those with little marketing knowledge. You'll learn how to develop a **marketing plan**, why a **Unique Selling Proposition** will separate you from the pack, who to target and why, plus tips on **cost-effective** marketing strategies to promote your business.

SEMINAR DETAILS

DATE 18 May 2011

TIME Meeting Room 3 & 4
Caroline Springs Library
193 – 201 Caroline Springs
Bvd
Caroline Springs VIC 3023

COST \$20
\$10 (GMCC & WIBNET members)

planning

plan (plæn) – *noun*

1. A scheme, program, or method worked out beforehand for the accomplishment of an objective
2. A proposed or tentative project or course of action

Get your Business Organised seminar

Do away with poor time management in your business by attending this seminar. You'll learn how to identify and remove distractions, how to prioritise effectively, useful strategies for productivity, and other tips on how to create more time in your day. If you know you waste time but don't know why, this seminar is for you.

SEMINAR DETAILS

DATE 15 June 2011
TIME 6pm – 9pm
VENUE Civic Room 1 & 2
Melton Civic Centre
232 High Street
Melton VIC 3337

DATE 16 November
TIME 6pm – 9pm
VENUE Meeting Room 3 & 4
Caroline Springs Library
193 – 201 Caroline Springs Bvd
Caroline Springs VIC 3023

COST \$20
\$10 (GMCC & WIBNET members)

The Price is Right... or is it? Pricing for Profit workshop

Pricing is serious business and one part of marketing that can make or break your business. Find out if you've got it right or wrong! There are three methods that can be used for pricing. Discover which method is best for your business. In this seminar presented by Ailsa Page from AP Marketing Works you will get answers to some of these hardest marketing questions and - who knows? You may leave knowing that you can put up your prices and instantly increase your profits.

WORKSHOP DETAILS

FACILITATOR: Ailsa Page
(AP Marketing Works)

DATE 29 June 2011
TIME 6.00pm -9.00pm
VENUE Civic Room 1 & 2
Melton Civic Centre
232 High Street
Melton VIC 3337

COST \$45
\$25 (GMCC & WIBNET members)

Business Planning Basics seminar

Plan to succeed in business

This practical short course on business planning will set your business on the right path from the very beginning. Ideal for those just starting out or those thinking about it, you'll learn how to write a one page business plan, how to implement it, why you need one and how to set goals that'll put you on the track to success.

SEMINAR DETAILS

DATE 16 March 2011
TIME 6.00pm -9.00pm
VENUE Civic Room 1 & 2
Melton Civic Centre
232 High Street
Melton VIC 3337

DATE 21 September 2011
TIME 6.00pm -9.00pm
VENUE Brookside Community Centre
Federation Way
Caroline Springs VIC 3023

COST \$20
\$10 (GMCC & WIBNET members)

growth

grow-th

[grohth] – noun

1. A scheme, program, or method worked out beforehand for the accomplishment of an objective
2. A proposed or tentative project or course of action

Grow, Diversify and Outmanoeuvre your Competition workshop

This entrepreneurial workshop will help you discover the right strategies for successful business development, to ensure your business achieves growth in 2011 and beyond.

You will:

- Learn how to increase your sales, profitability, and general productivity
- Brainstorm new ideas and explore viable business opportunities within the relevant market-place
- Assess any current limitations within your business
- Learn practical and effective ways to think more and perform like an 'Entrepreneur'
- Set priorities, goals and targets for 2011 and beyond
- Plan and develop an 'Action Plan' for the future of your business

The current economic environment is bringing new and exciting opportunities to the small business sector.

Those who look ahead and plan for the future will continue to grow, diversify and out-manoeuvre their competition.

WORKSHOP DETAILS

FACILITATOR: Federico Re

DATE 12 May 2011

TIME 8.30am – 11.00am

VENUE Meeting Rooms 1 & 2
Caroline Springs Library
193 – 201 Caroline Springs
Bvd
Caroline Springs VIC 3023

TIME 6.30pm -9.30pm

VENUE Meeting Rooms 3 & 4
Caroline Springs Library
193 – 201 Caroline Springs
Bvd
Caroline Springs VIC 3023

COST \$65
\$50 (GMCC & WIBNET
members)

Grow Your Business Group Training Program

This four week group training program will help business to prepare a "12 Month Growth Plan" which identifies up to five strategies to bridge the financial "GAP" between where the business currently sits from a profit perspective and the business profit objective.

The program runs over four weeks and consists of seven sessions:

3 x half day (5 hour) Group Workshops which explore the key strategies available to drive business growth.

4 x 2 hour Individual Consultations where the application and impact of these strategies on the individual business is explored.

PROGRAM DETAILS

FACILITATOR: SustainedAbility

DATE 28 February 2011
(4 week program)

TIME 6.00pm -9.00pm

VENUE Civic Room 1 & 2
Melton Civic Centre
232 High Street
Melton VIC 3337

COST \$500
\$300 (GMCC & WIBNET
members)

starting out

start-

[stahrt]– verb (used without object)

1. to begin or set out on a journey or activity

Starting your Business workshop

Find out what you need to know to make sure your new business gets off to a sound start. This comprehensive workshop covers topics that include how to assess the viability of your idea, identifying the best business structure for your needs, what financial considerations you need to make, pointers and tips on preparing a business plan, what resources are available to assist and support new business operators and more. A voucher for one free mentoring session is provided for participants in this workshop.

WORKSHOP DETAILS

DATE	16 February 2011
TIME	6.00pm -9.00pm
VENUE	Meeting Rooms 3 & 4 Caroline Springs Library 193 – 201 Caroline Springs Bvd Caroline Springs VIC 3023
DATE	20 July 2011
TIME	6.00pm -9.00pm
VENUE	Civic Room 1 & 2 Melton Civic Centre 232 High Street Melton VIC 3337
COST	\$30 \$20 (GMCC & WIBNET members)

Developing the Entrepreneurial Mindset workshop

This workshop program is most suited for the enterprising individual / business owner, aspiring to reach new heights of performance with their business venture.

Participants will discover what it takes to think and perform like an 'entrepreneur'. The program will explore the entrepreneurial mindset and ways to apply this important skill-set to their business on a day-to-day basis.

Fundamentally, the program will uncover why 'entrepreneurship' is not just a fancy word, but an integral and vital ingredient to the success of every business owner.

Participants will explore the common traits of well known entrepreneurs, and how their attitude and philosophies to business building has shaped their overall success in life.

Participants will then have the opportunity to understand the fundamentals of 'entrepreneurship', and how this can be applied and integrated within their own business.

This will also include understanding how the 'entrepreneurial mindset' can be fostered and utilised on a day to day basis, to achieving long term business growth.

At the end of the program, participants will grasp a solid understanding on how to work more 'on' the business and less 'in' it, to accelerate their business growth.

WORKSHOP DETAILS

FACILITATOR:	Federico Re
DATE	24 March 2011
TIME	8.30am – 11.00am
VENUE	Civic Rooms 1 & 2 Melton Civic Centre 232 High Street Melton VIC 3337
TIME	6.00pm -9.00pm
VENUE	Community Meeting Room 4 Melton Community Hall 232 High Street Melton VIC 3337
COST	\$65 \$50 (GMCC & WIBNET members)

grant writing

Grant Writing for Not-for-Profit and Community Organisations

Preparing a grant or funding application can often be a daunting and, sometimes overwhelming exercise. This intensive, 3 hours workshop will provide you with all the information and skills you need to complete funding and grant applications with confidence and ease.

Bring your project idea along, and you'll walk away with a draft funding application that will set yours apart from all the rest.

COURSE DETAILS

DATE	13 July 2011
TIME	9.30am – 12.30pm
VENUE	Civic Room 1 & 2 Melton Civic Centre 232 High Street Melton VIC 3337
COST	FREE



business events

e-vent
[ih-vent] – *noun*

1. something that happens or is regarded as happening; an occurrence, esp. one of some importance.

2011 Powercor Melton Business Excellence Awards

Now in its fifth year, the Powercor Melton Business Excellence Awards is an outstanding opportunity for you to showcase your business, and be assessed by our panel of experienced judges, all business professionals and experts in their fields.

Winners will be announced at the Powercor Melton Business Excellence Awards Presentation Gala on Friday 29 April 2011, to be held at the spectacular Witchmount Estate Winery, Rockbank.

Nominations open in October each year and close in the February of the following year.

Don't hesitate. Take the challenge and nominate your business in the Powercor Melton Business Excellence Awards... your business could be the next Powercor Melton Business of the Year!

For more information about nominating your business for the Powercor Melton Business Excellence Awards, please contact Rose Romeo on 9747 7200 or email: rosar@melton.vic.gov.au

Melton Business EXPOsed Small Business Expo

An outstanding promotional opportunity!

The Melton Business EXPOsed small business expo is part of Melton Shire Council's *think local... buy local* initiative and features two, one-day expos that showcase local businesses and community groups to our local residents and beyond.

Taking place in November 2011 (Melton) and January 2012 (Caroline Springs), the Melton Business EXPOsed small business expo will run in conjunction with key community events, Djerriwarrh Festival and Lakeside Live, attracting crowds of over 30 000 people per event.

Melton Business EXPOsed small business expo showcases businesses from across the Shire of Melton and is an unprecedented opportunity to promote and raise awareness of your business's brand to local residents and beyond.

For more information about participating in the Melton Business EXPOsed small business expo, please contact Rose Romeo on 9747 7200 or email: rosar@melton.vic.gov.au

Skilled Up... Melton Small Business Professional Development Day

This information packed Professional Development Day is a must for business owners looking to improve their skills and propel their businesses into an exciting growth phase.

Featuring keynote speakers combined with practical workshops, attendees will learn more about high impact marketing and branding, delivering outstanding customer service and a host of other topics designed to stimulate your creativity and help improve your business skills.

Places are limited to 50 participants, so be sure to register your interest soon!

For more information about participating in the Skilled Up... Melton Small Business Professional Development Day, please contact Rose Romeo on 9747 7200 or email: rosar@melton.vic.gov.au

our presenters

Ailsa Page (AP Marketing Works)

AP Marketing Works Pty Ltd was established in 1999 and is a dynamic, results-oriented marketing and business services consultancy based in Yarraville, Melbourne. AP Marketing Works customer portfolio includes; Minerals Council of Australia, Victoria University, Local Councils in Victoria and NSW, Area Consultative Committees in NSW and Victoria, Best Chance, SME Specialist Centre at Box Hill Institute of TAFE, Greater Western Chamber of Commerce & Industry, Australian Retailers Association of Victoria, Telstra Country Wide, Strategic Data and over 200 small businesses.

AP Marketing Works helps businesses determine what is the best marketing for their business, their customers, the business owners and their budget.

Ailsa Page has 18 years Marketing Experience and expertise in the services, education and small business sectors. Ailsa is an associate member of the Australian Marketing Institute and a highly sought after guest speaker around Australia. She has authored the Shoe String Marketing Kit for Small Business, is a former Vice President of the Greater Western Chamber of Commerce, a Small Business Counsellor and lecturer at Victoria University. Ailsa was a judge on the Telstra Business Awards and Telstra Women's Business Awards 2007, 2008, 2009 and a finalist panel judge for the Telstra Women's Business Awards 2008, 2009. Ailsa consistently receives outstanding feedback on workshops, seminars and presentations.

Ailsa recently won the Star Women in Business Professional and Business Services category 2009.

www.apmarketingworks.com.au

SustainedAbility

SustainedAbility is a partnership of highly experienced, successful senior managers who combine their expertise to deliver integrated high performance business solutions to customers. Believing that consistent, high quality performance will motivate the leveraging of successful business relationships, the SustainedAbility partners bring the best of their discipline skills and knowledge to work as a team with their peers to deliver greater profitability for their customers.

Sustained Ability exists to improve business growth through strategic planning and implementation. Our vast knowledge and experience ensures an empathetic, professional and down-to-earth approach to sustainable business improvement. We believe that a well thought out plan, implemented well is integral to business success.

SustainedAbility partners come from a range of diverse backgrounds; from private to public companies, small business enterprises to multinational corporations, government and not for profit. Each Partner provides thought leadership and capability in one of the key business disciplines of Strategy, Sales and Marketing, Operations, Finance, Technology and Risk and Human Capital.

This enables SustainedAbility to provide you with a total performance solution

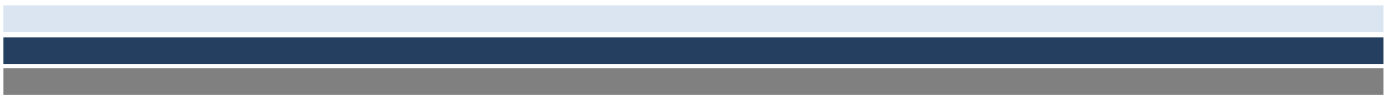
www.sustainedability.com.au

Federico Re (Creative Entrepreneur)

Passionate, motivated and experienced Federico Re has 15 years experience in business development, management, and coaching. He considers himself to be an „entrepreneur“, having successfully built his reputation as a business development specialist, entrepreneur, business coach, mentor, motivational speaker, and retail expert across numerous market sectors including homewares, fashion, stationery, giftware, childrenswear, and cosmetics.

Highly regarded by „BRW Magazine“, „My Business Magazine“, „Telstra Business“, „CPA Congress“, and Reed Exhibitions“, Federico uses his business acumen and entrepreneurial skills to help businesses create and nurture long-term business partnerships across all industries.

www.creativeentrepreneur.com.au



registration form

Attendee details

Contact name

Business name

phone: mobile:

email:

Payment details

Credit Card Visa Mastercard

Card number

Expiry date /

Cardholder name

Signature

Cheque Please make payable to Melton Shire Council

Money order Please make payable to Melton Shire Council

Cash Payable 1 week prior to course commencement*

(*Note: cash payments can be made at Melton Shire Council Customer Service Centres located at 232 High Street, Melton and 193 – 201 Caroline Springs Bvd, Caroline Springs)

Course name

Cost

Full GMCC/WIBNET

- | | | |
|--|-------|-------|
| <input type="checkbox"/> Starting your Business workshop | | |
| <input type="checkbox"/> 16 February | \$30 | \$20 |
| <input type="checkbox"/> 20 July | \$30 | \$20 |
| <input type="checkbox"/> Grow your Business Group Program (4 sessions) | \$500 | \$300 |
| <input type="checkbox"/> Business Planning Basics seminar | | |
| <input type="checkbox"/> 16 March | \$20 | \$10 |
| <input type="checkbox"/> 21 September | \$20 | \$10 |
| <input type="checkbox"/> Developing the Entrepreneurial Mindset | | |
| <input type="checkbox"/> 24 March (AM) | \$65 | \$50 |
| <input type="checkbox"/> 24 March (PM) | \$65 | \$50 |
| <input type="checkbox"/> Grow, Diversify & Outmanoeuvre Your Competition | | |
| <input type="checkbox"/> 12 May (AM) | \$65 | \$50 |
| <input type="checkbox"/> 12 May (PM) | \$65 | \$50 |
| <input type="checkbox"/> Marketing Basics Seminar | \$20 | \$10 |
| <input type="checkbox"/> The Price is Right... or is it? | \$45 | \$25 |
| <input type="checkbox"/> Get your business organised seminar | | |
| <input type="checkbox"/> 15 June | \$20 | \$10 |
| <input type="checkbox"/> 16 November | \$20 | \$10 |
| <input type="checkbox"/> Skilled Up! Small Business Professional Development Day | \$95 | \$65 |
| <input type="checkbox"/> Four Pillars of Profit workshop | \$90 | \$50 |
| <input type="checkbox"/> Marketing for Growth workshop | \$30 | \$20 |
| <input type="checkbox"/> Grant Writing for not for profit orgs | | FREE |



further INFORMATION

Esther Clark

Economic Development Officer

Business Growth and
Sustainability Unit

Melton Shire Council

p: 9747 7200

e: estherc@melton.vic.gov.au

MELTON SHIRE COUNCIL
ECONOMIC DEVELOPMENT

