



TCFWA NEWS UPDATE - AUGUST 2016



Let your business shine brightly

Celebrating the 23rd Belmont Small Business Awards

NOMINATE NOW

REMINDER - 23rd Belmont & Western Australia Small Business Awards 2016- – Entries Closing September

Congratulations to those businesses and organisations that have been nominated and entering the 2016 Awards, a great opportunity to promote your business and gain recognition for your achievements in small business. 23 categories are available (19 being statewide categories). Like support with your entry? Email for a Free Award Submission Kit; Request a Free Award Online Webinar or request an Award mentor to assist with your submission. [Contact us](#) View all Award details at www.belmontbec.com/awards **Award Gift:** All award entrants will receive a copy of Kym Illman's book, 'The Future is Customer Service'.



LAST CHANCE - Free Seminar: Opportunities in Asia

Forum on Thursday, 4th August, 10am-11.30am

Meet with HKTDC from Sydney to gain insights into: How to reduce your Risk when doing business in Asia; How to Source Sustainably; Gain insights into China's One Belt One Road initiative; The advantages of using Hong Kong to access China and Asian region; Join TCF Buying Mission to Centrestage HK; Exhibit or attend as buyer to HK Fashion Week Jan, 2017. Network with members of the HK WA Business Association.

Venue: Function Room, The Belmont, 174 Wright St., Cloverdale (incl. morning tea). Book online www.tcfwa.com/events



LAST CHANCE - The Keys to Getting Publicity for Your Business Free publicity on TV, radio, newspapers, magazines, online and create more sales.

Workshop on - Thursday, August 4th 2pm-3pm

Belmont BEC - Unit 3/216 Belmont Ave., Cloverdale

Cost: \$49 (special BBEC price).

[Contact - www.belmontbec.com/events](http://www.belmontbec.com/events)



FREE Tax for Small Business Workshop - August 22, Monday, 1pm-4pm

available for you or your staff to understand your taxation and superannuation obligations associated with starting and/or operating your small business. Includes business structures, GST, claiming deductions, BAS and record keeping. Refreshments provided.

Book Now – limited spaces www.belmontbec.com/events



Beware of emails claiming to be from the (ACCC)

The **Australian Competition and Consumer Commission (ACCC)** is warning businesses to watch out for scam emails that claim to be from the ACCC but contain links that can infect your computer with malware.

The email asks businesses to respond to a complaint that has been made about them, or seek payment for an infringement notice for breach of copyright. Legitimate emails from government agencies will always have an email address that ends in .gov.au. To read

more: [ACCC's Scamwatch website](#)



Belmont Business 'Ask An Expert' Sundowner – 31ST August, 5-7pm

You and your staff are invited to promote your business, listen to our great speakers and meet many other small businesses on the night. You will be invited to introduce yourself and your business to all attendees. Venue: The Belmont, 174 Wright Street, Cloverdale. Door Prizes. Free Entry. Register www.belmontbec.com/events



National Bank Microenterprise Loan Program

Belmont BEC can assist eligible new and existing businesses access up to a \$20,000 loan for your small business. Like more information? - [contact Belmont BEC](#) Accredited Partner of the NAB Microenterprise Loan Program



Order NOW - 2016-2017 Entertainment Book or Digital Book

Support TCFWA and order your Digital 2016-2017 Entertainment Book for \$65 and access up to \$20,000 in discount savings on fine dining, cafes and entertainment. Makes a great office gift to benefit you or your staff. Order <http://www.entbook.com.au/8k3726>



LAST CHANCE - CENTRESTAGE - Asia's Fashion Spotlight, Hong Kong, 7-10 Sept

Join our TCF Buyer Mission with 3 nights sponsored accommodation available to attend this new fashion trade and public exhibition – contact us for your [Buyer Registration Form](#). The inaugural CENTRESTAGE will be a living showcase of trend-setting fashion icons, stellar international brands, breakout design talent and a world of blossoming glamour that will define the ever-evolving fashion scene to come.



REMINDER - Intertextile - Shanghai - October 13 - 15, Shanghai, China

Join our TCF Buying Mission to attend one of the world's biggest textile trade exhibitions including 3,000 exhibitors from 23 countries. Pavilions from Japan, Korea, Taiwan, India, Pakistan and Asia. [Contact Us](#) for registration



REMINDER - Global Sources Fashion, Hong Kong, October 26-29

Join our TCF Mission to visit Global Sources Fashion, AsiaWorld-Expo. Source from experienced suppliers, 85% exhibit exclusively at this show! TCF Member Buyers receive VIP Privileges; HK\$100 Octopus card; free daily power breakfast; shuttle; free data sim card (by advance request); up to 3 night's accommodation sponsorship for eligible TCF buyers; shopping discounts; networking and invites to events; [Contact Us](#) for registration



Choosing a location for your business

One of the basic concepts taught in every marketing course is The Four Ps: Price, Product, Promotion and Place. 'Place' refers to where your customer evaluates and receives your product or service. Ironically, while 'place' is often the most permanent of the four Ps, it's also often the most overlooked. Like the full article [Contact us](#)



4 easy steps to business success

Everybody is scared going into their first business. That's why you need a business plan, to demystify the process. To create a business plan you need to understand cash flow, and people starting their first business seldom do. They confuse cash flow with sales or with having money in the bank. They believe that to be successful, all you have to do is generate sales. In fact, what you need is the right kind of sales. The wrong kind can drive you straight into bankruptcy. Like the full article [Contact us](#)

Or join the Belmont BEC Business Planning ONLINE Webinar –

Listen 24/7 includes handbook www.belmontbec.com/webinar



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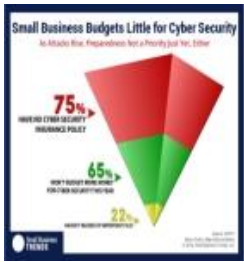
Discuss your business issues and concerns with your confidential advisor and develop your action plan for success. \$99hr

Book by the Hour – Online / Face to Face – Phone
www.tcfwa.com/mentoring



Seven tips for motivating your employees

Any CEO knows that employee motivation is a key to individual performance, group productivity, and maintaining a pleasant office culture. So how do you do it exactly? For a dose of inspiration on how to motivate those who work for you, Inc. magazine compiled the best recent pointers on the subject. Like the full article [Contact us](#)



75% of small businesses do not have cyber-risk insurance - or aren't sure

Small business today are prone to the same hazards as yesteryear. But they're largely unprepared to handle 21st century threats to their companies.

Flood, fire or any other natural disaster could spell doom for a lot of businesses but, for a lot of those events, having a good insurance policy and a plan for dealing with them could help keep the business going through the difficult time ahead.

BUT - small business are not preparing themselves in the event of a new kind of potential disaster: a cyber attack. Like to speak with IT Consultant to discuss your cyber security issues. [Contact us for your personal referral to Infinite IT](#) or Visit www.8it.com.au



5th India International Silk Fair, New Delhi, 15-17 October, 2016

TCF Mission meet over 150 manufacturers and exporters of Silk & Silk Blend Garments: Scarves, textiles, homewares, manchester. Sponsored airfare and accommodation to eligible buyers. [Contact Us](#) for registration forms



Origin Africa 2016, 3-5th November, Antananarivo, Madagascar

TCF invites you to attend Origin Africa – celebrating the spirit, style and innovation. Over 180 exhibitors from 25 African countries as well as Senior Government officials (including COMESA, EAC and SADC), international trade policy specialists, international NGO's, trade, investment and support institutions. TCF Mission includes VIP Lounge, Seminars, Business to Business Meetings, Factory visits. Like further information [Contact us](#)



Rethink your email strategy based on 2016 email trends

Many companies fail to put a reasonable amount of effort into their email marketing, and contact with their customers can purely be auto-generated responses.

However, there are many more opportunities to take effective email marketing further. This article considers some of the trends to consider to breathe the new life into your email marketing strategy. Like further information [Contact us](#)



Join your TCF Industry Association - receive buying mission opportunities, supply chain linkages, free training vouchers and access to fashion business mentoring for your business; Bronze, Silver & Gold Levels available; Membership is tax deductible. www.tcfwa.com/membership



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FOR HIRE - Training & Meeting Rooms at Belmont BEC

Unit 3, 216 Belmont Ave., Cloverdale (free parking) [Contact Us](#)



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* Free webinars

** Special Offer to TCF Members – two webinars for the price of one during August save \$30 –

[Contact Us](#)

To book for upcoming events visit www.tcfwa.com/calendar or contact us on 61 8 9479 3777.

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