



TCFWA NEWS UPDATE - DECEMBER 2016

**Merry
Christmas**

We would like to take this opportunity to wish all our members and readers a very Merry Christmas and a Successful 2017 - and beyond...
TCFWA will be closed from 19th December to 3rd January



Buying Mission to Hong Kong Fashion Week for Fall/Autumn, 16-19 January 2017

***3 nights Free Accommodation Sponsorship to first time buyers**
TCFWA, TCF Australia & BEC Global are hosting a **Buying Missions to Hong Kong Fashion Week (Fall/Winter)** on behalf of the Hong Kong Trade Development Council. **The buying mission is suitable for: Retailers - Manufacturers - Designers - Industry - New Businesses** - To apply for free hotel sponsorship – [Contact us](#)



Australians lost over \$229 million to scams in 2015

Scams target people of all backgrounds, ages and income levels across Australia. There's no one group of people who are more likely to become a victim of a scam. It's not only the naïve and gullible who fall victim; all of us may be vulnerable to a scam at some time. Scams succeed because they look like the real thing and catch you off guard when you're not expecting it. They also exploit your desire to be polite and respectful, as well as your generosity, compassion and good nature. To learn more - [contact us](#)



Mercedes-Benz Fashion Week Australia, 14-19 May, 2017

IMG has opened applications for Project NextGen, a program to support and mentor emerging Australian designers. The program has helped discover and launch the careers of designers such as Kate Sylvester, Gorman, sass and bide, and Akira at Mercedes-Benz Fashion Week Australia since 1996. Project NextGen Application visit: <http://www.mbfashionweek.com/project-nextgen>



BPW Business Incubator
ONLINE Retirement Income Planning for Women Project
www.bpwbusinessincubator.com/retirement



New Opportunity for Women to Learn About Retirement Income Planning

BPW Business Incubator ONLINE Retirement Income Planning for Women Project will provide mentoring, online training and forums for women in home-based, micro, small business, management or an employee. The Project aims to assist women in Western Australia to gain a better understanding of retirement planning issues, acquire better networking skills, improve financial self-assessment, develop goal setting skills and ultimately have retirement plans for their future. To register for the BPW Business Incubator Retirement Income Planning for Women Training & Mentoring Project complete the Expression of Interest form at www.bpwbusinessincubator.com/retirement or [email us](#)



**Invitation to the 59th Bangkok Gems & Jewellery Fair
22-26 February, 2017 at IMPACT Challenger, Exhibition & Convention Centre**

The Fair is a dynamic place to interact, providing a comprehensive business networking environment comprising over 1,800 exhibitors and attracting over 30,000 international visitors and jewellery traders from all over the world. [Contact us](#) for more details.



60% of small businesses will close within 6 months of a cyber attack

What would it mean to your company if you lost all your data? Qbit has standby servers so you're your business can be recovered within minutes, in the event of a virus or hardware failure on your main server. Contact Qbit to claim your free I.T. Health Check to ensure your systems are secure. [Contact Qbit](#) for more info.



TCFWA Mentors, Business Advisors, Business Coaches

Discuss your business issues and concerns with your confidential advisor and develop your action plan for success. \$99 per hour
Book by the Hour – Online / Face to Face – Phone
www.tcfwa.com/mentoring



Why Twitter? An introduction guide to entrepreneurs

You will have heard of Twitter, you might have wondered: "What is the big deal anyway?" Social networking has become a powerful way to connect on a global business level. Twitter is a part of the social networking world and is growing faster than any site out there. To learn some reasons why you, as a small business owner, want to be an active Twitter user and to learn some tips from *Excelle (networking for career-minded women)* to help get you started, [contact us](#).



On line business ideas

The benefits of operating on line include: it's cheap and passive, operates 24 hours a day / 7 days a week, low stress and requires no special sales skills. For the detailed article featuring a range of options using existing websites - [contact us](#).



Small businesses fear being the next target of bad financial advice

Small businesses fear they could be the next target of bad financial advice and predatory lending under a proposed low-regulation scheme for start-ups. The scheme, being considered could allow financial services start-ups to operate unlicensed for six months in the name of supporting innovation. To read the article from *The Sydney Morning Herald* - [contact us](#).



No employees!

According to the Australian Bureau of Statistics: In June 2015: 61% of actively trading businesses in Australia had no employees, 28% had 1-4, 9% had 5-19, 2% had 20-199, and less than 1% had 200 or more. And: Financial corporations were the most likely to survive from June 2011 to June 2015. And: In June 2015, most actively trading businesses had annual turnover under \$200,000 To read more fascinating facts about business in Australia [contact us](#).



Your competitors are going mobile - are you?

As more and more consumers begin to rely on their mobile devices for personal and business use, instead of a more traditional means like a desktop computer, the need for a mobile app is rapidly growing. With 2015 being dubbed the Year of the Mobile, small businesses without a mobile app planned for the future will continue to fall farther and farther behind. There's typically only one reason that is causing these businesses to continue to hold out: money. To learn more - [contact us](#).



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



Thinking like a customer increases sales

Solo operators spend a lot of time thinking like business owners. To increase sales, however, you need to think more like the people you want to serve. To read the article describing five ways to increase sales - [contact us](#).



What is 'Network Marketing' and 'Multi-Level Marketing'?

Network Marketing is easily one of the most misunderstood and misrepresented business models. Those involved in the Network Marketing Industry understand that there is low risk to joining a new Network Marketing company; however, because of the structure of a network marketing business, many people mistakenly believe that all multi level marketing companies (even the best) are illegal pyramid schemes. To read the detailed article - [contact us](#).



How to survive a business drought

Regardless of how long you have been in business, you are bound to experience a business drought at some time or another. If we could all have the multitude rushing in to purchase our product or service without ceasing, it would make business so much easier and, no doubt, cash flow a lot better. The fact is, slow periods are a part of business whether we like it or not. To read more - [contact us](#)



96 Business Ideas you could start today.

The website **Stay At Home Mum** has compiled a list of 96 ideas for little home businesses that you could start right now. All you need is a willingness to work, a bit of business acumen, and an ability to look for new opportunities at every turn. To read the article - [contact us](#).



FOR HIRE - Training & Meeting Rooms at Belmont BEC

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



Five ways to get mall shoppers into your store

Rumors of the mall's demise have been greatly exaggerated. In fact, a recent study shows shoppers are spending more time at the mall than they have in years — not only to shop, but also for entertainment, dining out and socializing. Sure, we're about to enter the time of year when mall traffic is heaviest — back-to-school season and the winter holidays — but malls are enjoying consistent, solid traffic all year long. How can you take advantage of that traffic and attract more shoppers to your store? Here's what you need to know. To read the tips - [contact us](#).



Welcome to our new TCF Members - Don't Do Pretty; Eloise Houseman

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



Reduce your small business energy costs by 20% - 40% FREE Access to all nine topics Energy Efficiency Webinars www.tcfaustralia.com/webinars

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* Free webinars

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