



designedge innovation FESTIVAL 2014

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The 10th designedge Innovation Festival 2014 will run from 1st May through to 29th May with events, workshops, webinars, networking forums and displays being staged in Belmont, Western Australia and broadcasted nationally ONLINE. Over 50 events will be presented during the festival, bringing together small business owners, inventors, innovators, fashion designers, creatives and community organisations. The 2014 Designedge Innovation Festival is an associate festival of the Australian Innovation Festival and is supported by the Textile Clothing Footwear Resource Centre of WA Inc. (TCFWA) TCF Australia ONLINE Energy Efficiency Training & Mentoring Project, Belmont BEC, MY Business Incubator Project, BPW Business Incubator Project, sponsors, supporters and volunteers.

- www.belmontbec.com/2014innovation
- www.tcfwa.com/2014innovation
- www.ausinnovation.org
- www.tcfaustralia.com/2014innovation
- www.designedge.net.au/2014innovation

Designedge Innovation Festival Supported by



Sustainable Sourcing - Webinar 27 May, 10.30am, *\$30

Sustainable Sourcing through HKTDC.

Starting Your New Business - LIVE Workshop 27 May, 12noon, \$30

Basic steps on how to start a new business.

Marketing on a Budget - Webinar 27 May, 2pm, \$30

Marketing strategies for businesses starting out or with a limited budget, and we show you how to make the most of your marketing dollars.

Reduce Lighting Costs in Your Business - Webinar 28 May, 9.30am, FREE

An office that spends \$2000 per quarter on electricity typically spends around \$800 per quarter on lighting. New lighting technologies can reduce energy consumption by up to 90%.

Reduce Office Equipment Energy Costs - Webinar 28 May, 11am, FREE

Learn how to reduce costs and save money within your business.

Belmont Business Sundowner 28 May, 5-7pm, FREE

Network with local business owners, guest speakers, develop new contacts and meet energy business experts.
Venue: 150 East Riverside Bar Restaurant, Ascot, WA

www.facebook.com/belmontbec
www.facebook.com/tcfaustralia

www.twitter.com/belmontbec
www.twitter.com/tcfaustralia

The Workshops & Webinars indicated with a () are FREE for small business registered in the TCF Australia ONLINE Energy Efficiency Project and/or current members of Friends of Belmont BEC, TCFWA or TCF Australia.

All our webinars are presentations that require you to have internet access with audio or can be accessed via telephone linkage. If you can't make the scheduled session, please request a pre-recorded session.

Belmont BEC workshops venue: 7 Fairbrother Street, Belmont WA.

BOOK ONLINE www.belmontbec.com/calendar
Enquiries: Phone (08) 9479 3777
or email workshops@belmontbec.com
All booking and payment facilities are available online

Writing your Business Plan - Webinar 20 May, 9.30am, \$30

At the conclusion of the webinar you will have your Business Plan Outline largely done.

Preparing a Business for Sale - Webinar 20 May, 11am, \$30

Learn how to think like a buyer and look at the sale of your business through the eyes of the buyers.

Buying or Selling a Small Business - Webinar 20 May, 12.30pm, \$30

How do you know if the business you want to buy is a good one, what checks need to be done? How do you maximise the value presented to a buyer if you are selling?

Energy Usage in Your Supply Chains - Webinar 21 May, 9.30am, FREE

Discover the opportunities for making your Business Energy Efficient.

Reduce Costs in Air Conditioning - Webinar 21 May, 11am, FREE

Discover low cost actions to help reduce Energy usage.

License your Trademarks & Designs - Webinar 21 May, 12.30pm, \$30

Basic steps of preparing your business to enter into license agreements.

TESTEX - Accreditation & Labelling - Webinar 22 May, 9.30am, *\$30

Learn more about the testing, auditing and certification system for textiles and environmentally friendly operations.

Get noticed by the Media - Webinar 22 May, 11am, \$30

Learn how to make full use of online tools when planning for your media strategy.

Establishing your Label in the USA - Webinar 22 May, 12.30pm, *\$30

Provides a solid foundation to establish your companies goals in the USA including good management skills, financial expertise and knowledge of the market.

How to Grow your Business - Webinar 27 May, 9.30am, \$30

Ways to grow your business to the next stage, finding the capacity to grow, and developing your growth plan and action plan.

www.designedge.net.au/2014innovation

Starting a Fashion Label - Webinar
1 May, 9.30am, \$30

Discover the 10 Steps to starting your own fashion label. Taking you through the steps of SWOT, sourcing, costing, marketing and fashion cycles.

Manufacturing Pitfalls - Webinar
1 May, 11am, \$30

With the correct guidance and total diligence you can minimise manufacturing problems before they become a major issue.

Specification Sheets for Apparel Manufacturing - Webinar
1 May, 12.30pm, \$30

Improve your manufacturing results by developing professional Specification Sheets for the Fashion Industry.

Quality Control in Apparel Manufacturing - Webinar
1 May, 2pm, \$30

The session will cover the many aspects of quality control which will enable you to achieve this end goal as well as improving your business relationship with your suppliers.

Fashion Incubators. The Next Social Catalysts - Webinar
2 May, 9.30am, \$35

This presentation explores the possibility of socially repositioning how we think of Fashion Incubators and the impact they can have in their local communities as social enterprises.

Fabpad. Growth of a Fashion Network - Webinar
2 May, 11.30am, \$35

Explaining the growth of a creative network.

Fashion Sustainability. Diverse Perspectives - Webinar
2 May, 2pm, \$35

How can garment producers in developing countries adopt ethical and environmental values. Key influencers who are making a difference.

Design Options Colour Trends – USA Spring 2015 - Webinar
2 May, 4pm, \$35

Spring 2015. Fabrics, prints and key colour direction.

Infusing Design with Traditional Skills - Webinar
5 May, 9.30am, \$35

Examining the pros, cons and process of working with traditional artisans.

Ethical Fashion - Webinar
5 May, 10am, \$30

Ethical Fashion and triple bottom line.

Social Media & Fashion Entrepreneurship - Webinar
5 May, 11.30am, \$35

Social Media and Fashion Entrepreneurship.

Dealing with Difficult Clients - Webinar
6 May, 9.30am, \$30

Presented by The Australasian Institute of Enterprise Facilitators (AIEF).

Tips on Using Social Media in your Business - Webinar
6 May, 11am, \$30

An introduction to promoting your business on Facebook, Twitter and LinkedIn.

Creating an Online Store - Webinar
6 May, 12.30pm, \$30

Learn to build your business online.

How to Brief a Website Developer - Webinar
6 May, 2pm, \$30

Discover how to brief your Website Developer to your maximum advantage.

Measuring Energy Usage - Webinar
7 May, 9.30am, FREE

Save money by making your business Energy Efficient.

Monitoring Energy Bills in Your Business - Webinar
7 May, 11am, FREE

Learn how to interpret your Energy Business Bills.

Linking with Agents & Retailers - Webinar
8 May, 9.30am, \$30

Get valuable tips & insights. Special focus on the Fashion Industry.

What Buyers are Really Looking For - Webinar
8 May, 11am, \$30

Understand Fashion Buyers, their needs and how to reach them.

Preparing for a Trade Event - Webinar
8 May, 12.30pm, \$30

Will cover the various steps before, during and after a Trade Show.

Marketing for a Small Fashion Label - Webinar
8 May, 2pm, \$30

Learn how to approach developing a Fashion Marketing Strategy and Plan.

Fashioning Sustainability - Webinar
8 May, 3pm, *\$30

Designing a green collection, the use of green materials, technologies and appealing to the green consumer.

Official Launch - 10th designedge Innovation Festival & 21st Belmont Small Business Awards
8 May, 6-8pm By Invitation Only

Action packed launch featuring fashion parade, entertainment & speakers. **Venue Civic Centre, City of Belmont WA**

Designing and Developing a cohesive & marketable collection while building impacting company processes - Webinar
9 May, 11.30am, \$35

Designing and developing a cohesive and marketable collection while building impacting company processes.

Giving Back (CSR) - Webinar
9 May, 2pm, \$35

Learn about corporate social responsibility with regards to fashion.

Top Five Retail Concepts for Emerging Designers - Webinar
9 May, 4pm, \$35

Innovative retail concepts from the USA and ideas to help generate sales.

Moving Fashion Forward. Influence and Ignition - Webinar
12 May, 9.30am, \$35

Exploring collaborative growth strategies for fashion businesses and organisations.

Virtual Fashion Incubator – Webinar
12 May, 11.30am, \$35

Virtual Fashion Incubation – Online fashion business training & mentoring.

TCF Global Sourcing Opportunities - Webinar
12 May, 2pm, *\$35

Opportunities for global sourcing missions, exhibitions and village artisan projects.

International Fashion Incubator Network - Webinar
12 May, 4pm, \$35

Gain some insights into this growing creative fashion incubator network.

App your Business - Webinar
13 May, 9.30am, \$30

How to get your business into the pocket of your client.

Starting Your New Business - Webinar
13 May, 11am, \$30

Basic steps on how to start a new business.

Pricing, Costing & Cash Flow - Webinar
13 May, 12.30pm, \$30

Ensure you have correctly calculated the cost of your goods or services.

Tips on Saving Energy in Your Business - Webinar
14 May, 9.30am, FREE

How to make your business Energy Efficient using quick & easy steps.

Energy Efficiency Accreditation - Webinar
14 May, 11am, FREE

Tips in behavioural, low & no-cost initiatives to lower your energy costs.

How to Write a Tender or Grant Submission - Webinar
14 May, 12.30pm, \$30

Develop your expertise at writing and submitting tenders.

Why are you Busy and Poor? How your website can break that cycle – Webinar, 15 May, 9am, \$30

Discover how you to increase your number of customers and profit without working harder. All in 3 Easy Steps.

Strategies for Off Shore Sourcing - Webinar
15 May, 11am, \$30

Discover the strategies to successful sourcing and effective risk management.

Importing & Exporting - Webinar
15 May, 12.30pm \$30

Lower the risk of failure when you import or export.

Global Platform - Sourcing from Women in Business - Webinar, 15 May, 2pm, FREE

International Trade Centre (ITC) project to Source from Women Owned Small Businesses globally and how companies are providing supply chain opportunities to women in business.

BPW Networking & Dinner
19 May, 7-9pm, \$10,

Networking evening for business, professional women and guests. (Dinner at own cost) **Venue: The Belmont WA**