



TCFWA NEWS UPDATE - OCTOBER 2016



Let your business shine brightly

Tickets Now Available
October 26th, 6pm

BOOK NOW



I have a business idea. What do I do now?

Compare your business idea to an aspirin. If your customer doesn't have a headache, why would she take your aspirin? There must be some pain. Also, ask yourself whether you're starting a business you love. If not, find something you are more passionate about.

To read this article from *Excelle* for career-minded women briefly examines four elements to consider next - [contact us](#).



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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



Ten ways to update your online marketing

Marketing methods for small business are constantly changing. You need to be able to keep up with customers who are using technology that's always evolving. To update your online marketing efforts, take a look at the following tips from members of the online small business community. Like the full article? [Contact us](#)



yourcompanyname.au

The auDA (the board governing the use of .au in internet addresses) have announced their decision to accept direct registrations in .au domains. For example, use of: **yourcompanyname.au** instead of **yourcompanyname.com.au**.

While the process is yet to be finalised, the recommendation is to register the .com.au and/or .net.au of your domain in order to have peace of mind in knowing that this could potentially give priority in protecting domains for direct .au registration. To learn more - [contact us](#).



Welcome to our new TCF Members - Tropice La Mode, Margaret Talbi; The Textile Institute Southern Australia (TISA), Mike Clifford;

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



What's YOUR workplace survival skill?

Even the best jobs can be like a savage jungle sometimes, right? Want to know how you're going to stay alive and employed? Here's a quick 12 question quiz designed by *Excelle* (Networking for Career-minded Women) to help you find out? Like the full

article? [Contact us](#)



10 Clever ways to improve your small business mobile strategy

We're living in a golden age of business technology. Evolving ecommerce solutions are making it simpler than ever to reach customers across the globe, while new apps and social trends are constantly popping up and shifting the goalposts in terms of marketing strategy. Crafting an effective mobile marketing strategy is really about common sense - but to help you get started, here's a list of quick tips that will enable your business to join the rest of the twenty-first century. Like the full article? [Contact us](#)



Don't make these fatal PowerPoint errors

We all use PowerPoint at some point. It's become the backbone presentation tool at school, work and business meetings around the world. Unfortunately, not all presentations are created equal. It only takes a few tiny errors to lose your audience and transform a well-prepared presentation into a disaster.

To read some tips to improve YOUR next PowerPoint presentation - [Contact us.](#)



101 Small business ideas

A list of small business ideas to get you inspired....

If you are looking for a new small business opportunity, you are in the right place. This list of 101 small business ideas includes everything from personal services, to retail opportunities, to environmental services, to pet-related ideas, to technology businesses. Use this list to identify the business idea that is perfect for your situation. To see the list - [contact us.](#)



Thirteen simple online business ideas

Starting an online business requires a lot less risk than investing in an office or store. You can reach a wide national (sometimes international) customer-base and work from anywhere. With only a basic knowledge of website maintenance and a knack for communication, you can have an online business up and running in days. If you're ready to take the plunge into becoming an online entrepreneur, here are 13 ideas to help you get off the ground - [contact us](#) for details.



Life as an entrepreneur - what no one tells you

As an entrepreneur, no two days are the same and routine seems to go out the window. For those thinking about dipping their toes in the water and creating a start-up, here are a few things that no one may have told you yet. [Contact us.](#)



Best home business ideas 2016

If you are looking to start a home-based business then you are certainly not alone! Nearly 1 in 10 Australians are making extra money from home through a home business or side business. This article from **Home Business Today** shows you the best home business ideas for 2016 and beyond. Like the full article [Contact us](#)



Demystifying 'the cloud' in layman's terms

For several years, cloud technology has been one of the most talked about subjects in business technology circles. By now, most small-to-medium sized business owners have heard that cloud computing is transforming the way their peers do business, and they've been inundated with talk of how the cloud enables small businesses to cut IT costs and operate more efficiently. Like to know more and read the full article? [Contact us](#) Source: Infinite IT www.8it.com.au



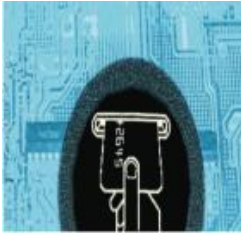
ASIC

Australian Securities & Investments Commission

Dealing with businesses and companies

Australian Securities & Investment Commission (ASIC) have set out general steps you can take to reduce the risks of being swindled by unreliable operators and fly-by-night businesses. It is not personal advice. As a consumer or small business owner, you need to ensure that your interests are protected when you deal with other businesses. You can take four steps to help protect your interests:

1. Ask questions 2. Verify information 3. Seek help 4. Monitor and report. To read the full article - [contact us.](#)



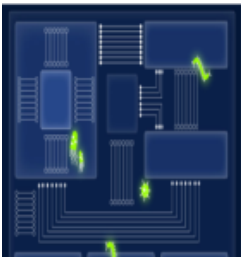
Australian businesses pay high price for country's gambling addiction

"About 100 of the cases involved small to medium-sized enterprises (SMEs) and the most prevalent type of fraud committed against them was theft of cash, EFT fraud and false invoices. Hospitality, manufacturing and medical industries were hit particularly hard. The length of time served by an employee was no guide to when they started stealing. 'Some commenced the frauds within a few weeks and others took more than 15 years before they started'." To read more - [contact us.](#)



Can You Spot a Fake Customer Review of Your Business?

Companies would prefer to have only good reviews, and performance is motivated by feedback because it helps businesses thrive. Reviews play an important role - 85% of consumers read them to determine if local businesses are good or not. However, just how many fake reviews really exist, posted everywhere from company websites, Google reviews, and social media. Some companies have actually taken to paying for them, and even more have cashed in on the need by creating review mills. To read the article - [contact us.](#)



How to Tell If You're Infected with Malware

You start your computer and wait. And wait. And wait some more. When your desktop finally shows its face, things don't get any better. Your internet is sluggish, your programs are taking forever to load and your cursor is dragging 20 seconds behind your mouse. You might have tried to open too many programs at once - or: YOU MIGHT BE INFECTED.

Sometimes malware infection is as plain as day. Other times it's a silent killer. If you want to know whether or not your machine is sick, you first need to understand the symptoms. To learn about the telltale signs - [contact us.](#)



Is your job on the 2030 hit list?

A discussion paper on the future of the Australian workforce offers a dramatic picture of how much things will change over the next 10-15 years, with nearly 5 million jobs – about 40% of the workforce – on the chopping block due to automation, from AI to robotics. To read the details - [contact us.](#)



Things no one tells you about podcasting

Podcasting is the new black – businesses are jumping on the bandwagon in droves because it seems like an easier alternative to blogging when it comes to demonstrating expertise, building relationships and extending reach. But it's not all sunshine and lollipops.

To read seven things you're probably not hearing from podcasting enthusiasts: [contact us.](#)



LAST CHANCE to participate

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

TCF invites you to attend Origin Africa—celebrating spirit, style and innovation. Africa is frequently being described by industry specialists and decision makers as "the Next Major Sourcing Destination" for textiles and apparel products, Origin Africa 2016 provides the ideal opportunity to explore this dynamic and rapidly expanding region. Over 180 exhibitors from 25 countries as well as Senior Government officials from multiple African countries and Regions (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](#)



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