



# Building local business *together*

Small Business Month 2022





# Friday Night Networking

Friday, 25 March, 2022

Mid Mountains Neighbourhood Centre, New Street, Lawson

6 – 8pm

Panel of Local Business owners and Q&A followed by networking.  
Light refreshments provided. Please RSVP for catering purposes to  
<https://fridaynightbusinessnetworking.floktu.com>.

# Saturday, 26 March, 2022

Mid Mountains Neighbourhood Centre, New Street, Lawson

Free workshop program 9 - 3pm plus Business Development Expo

9 – 10am *Choice of two workshops*

**Finding and Writing Grants**

OR

**Getting ahead in 2022**

10 – 10.15am

15 minute break for networking

10.15 - 11.15am

*Choice of two workshops*

**Simple Social  
Media for  
Small Businesses  
and Creators**

OR

**How to attract  
your best customers:  
Strategies to zero  
in on your target  
market**

11.15 – 12noon

45 minute break for networking  
and Business Support Expo

10 – 12noon

BusinessBM and C2c session

**Rebuild, Recharge and Renew: Do Tank**

12 – 1pm

LUNCH (catered)

1 – 2pm

**Introduction to Negotiating Skills**

2 – 3pm

Business Expo / networking /  
informal breakout chats

1 – 3pm

BusinessBM and C2c session

**Rebuild, Recharge and Renew:  
What is Business tourism?**

3pm

Program concludes

# Workshop 1

## Finding and Writing Grants

**Time** 9 – 10am

**Presenter** Anke Timm, Askoholics

**Venue** Mid Mountains Neighbourhood Centre Workshop Room 1



As a philanthropic Executive, Board Director and Facilitator, Anke has empowered and connected individuals, teams, organisations and causes for collective impact for more than 25 years across projects in Europe and Australia, including the not-for-profit sector, creative industries, venture philanthropy and impact investment.

Collaborative learning is a powerful tool for sharpening skills and developing successful fundraising plans and actions. This “Finding & Writing Grants” workshop introduces participants to the six pillars of fundraising and to the “Grants” pillar in particular. We will explore practical tools to build a grants plan, and look at case studies from different industries. A Q&A will enable all participants to highlight their individual circumstances and to briefly discuss challenges and solutions.

The workshop’s aim is to encourage participants to start formulating strategies to build long-term grant funding partnerships for organisational success, and is suited for a variety of not-for-profit and social enterprise business models.

### Who is this workshop suited to?

Social enterprises and Creatives

### Booking

<https://findingandwritinggrants.floktu.com/>

# Workshop 2

## Getting ahead in 2022

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|                  |  |
|------------------|--|
| <b>Time</b>      | 9 – 10am   |
| <b>Presenter</b> | Graham Fitzpatrick, Western Sydney Business Centre |
| <b>Venue</b>     | Mid Mountains Neighbourhood Centre Workshop Room 2 |



Graham is a Business Connect Advisor with the Western Sydney Business Centre. He loves to share his knowledge of marketing, advertising and business planning with small business. Graham has worked with hundreds of SME's and franchise owners for over 30 years.

Graham's "Getting Ahead" workshop will explore the importance of contingency planning for small businesses and what to include.

It will guide you in creating a plan to ensure your business remains adaptable and prepared for future disruption – be it pandemic outbreaks, bushfires, storms, floods, drought or any disaster threatening business viability. Graham will also provide some insights and tips on getting a better understanding of your customers and optimising your advertising.

### Who is this workshop suited to?

This workshop is useful for all businesses across all sectors

### Booking

<https://gettingaheadin2022.floktu.com/>

# Workshop 3

Business BM, Katoomba and Springwood Chambers

## Rebuild, Recharge and Renew: Do Tank

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**Time** 10am – 12noon

**Presenter** Renae Hanvin, corporate2community will chair a panel-led discussion

**Venue** Mid Mountains Neighbourhood Centre Workshop Room 3



Renae Hanvin is the founder and director of corporate2community and is known for 'doing disasters differently'. Renae is motivated by her personal experience of disasters and understanding of the role businesses can play in helping Australian communities before, during and after impacts.

Do Tank: how do we empower Blue Mountains small businesses in food, beverage & retail to thrive in the current era of disasters?

Led by national resilience experts, this two-hour session will guide local participants in identifying the existing barriers to networking and participation for the Blue Mountains business community and brainstorming immediate and lasting solutions. This is not your normal 'think tank', the Do Tank is focused on delivering ideas that make a real difference and can be activated immediately.

Be a part of the change you want to see.

### Who is this workshop suited to?

All small businesses, including Social Enterprise and Creatives

### Booking

<https://rebuildrechargeandrenewdotank.floktu.com/>

## Workshop 4

# Simple Social Media for Small Businesses and Creators

**Time** 10.15 – 11.15am

**Presenter** Mel Nassif and Ngaire Buckley, Focus and Flourish

**Venue** Mid Mountains Neighbourhood Centre Workshop Room 1



Mel and Ngaire of Focus and Flourish are two women on a mission to make marketing easy for impact-driven businesses.

Stop running the content hamster wheel and start making social media work for you and your business! This workshop will provide practical tips and tools to make your social media more effective and feel less stressful.

### **Who is this workshop suited to?**

All small businesses, including Social Enterprise and Creatives

### **Booking**

<https://simplesocialmediaforsmallbusiness.floktu.com/>

## Workshop 5

# How to attract your best customers Strategies to zero in on your target market

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**Time** 10.15 – 11.15am

**Presenter** Andrea Turner-Boys, Women With Altitude

**Venue** Mid Mountains Neighbourhood Centre Workshop room 2



Andrea Turner-Boys is passionate about enabling small businesses to have more success. For over 22 years Andrea has worked with businesses, building sustainable customer communities and linking entrepreneurs to the right people through effective marketing.

Marketing has evolved. Target markets are no longer lofty demographics. The most successful businesses deep dive into defining and understanding who their target market really is and how to communicate effectively with them. In this workshop Andrea will show you how to attract more of the people you want as customers or wish to work with, over and over again.

### **Who is this workshop suited to?**

Any small businesses who wants more clients or has gaps in their marketing - including Social Enterprises and Creatives

### **Booking**

<https://howtoattractyourbestcustomers.floktu.com/>



## Workshop 6

# Introduction to Negotiating Skills

|                  |  |
|------------------|--|
| <b>Time</b>      | 1 – 2pm  |
| <b>Presenter</b> | Amanda Phillips of APA Training and Development    |
| <b>Venue</b>     | Mid Mountains Neighbourhood Centre Workshop room 1 |



Amanda Phillips of APA Training and Development has over 20 years of experience in designing and delivering innovative training in various sectors, partnering with business owners to increase organisational effectiveness and performance. She works in both Australia and New Zealand and is a highly respected local trainer.

Understanding what goes on in negotiations and how to participate ethically and effectively is a skill and insight we all need in multiple aspects of our business and personal lives.

This session will provide the first phase of tools and understanding of how to plan for, anticipate and close negotiations. The one-hour interactive session will give you an introduction to the longer program, Negotiation and Influencing Skills which is planned for later this year, as part of the BMCC Free Business training program.

While this course will be a brief sample of what will be covered and discussed in the longer session, you will leave with an improved knowledge of the why, and how to approach situations and the essential steps to work through.

### **Who is this workshop suited to?**

All small businesses, including Social Enterprise and Creatives

### **Booking**

<https://introductiontonegotiationskills.floktu.com/>

# Workshop 7

Business BM, Katoomba and Springwood Chambers

## Rebuild, Recharge and Renew: What is Business tourism?

**Time** 1- 3pm

**Presenter** James Douglas, BusinessBM

**Venue** Mid Mountains Neighbourhood Centre Workshop room 3



James Douglas is a Director of BusinessBM, a regional business network committed to building connections, community, and a common voice across the Blue Mountains region.

He is also a high performing experienced senior manager, leading organisations through change, diversification, revitalization and growth. James has most recently been focusing on Small Business Mentoring in rural communities.

What is “business tourism” and what can it mean for my small business? Join BusinessBM as we explain the flow-on benefits of drawing large conferences, exhibitions, and events to the Blue Mountains region. Business tourism has a deep impact on local economies. And your small business stands to benefit when large corporates look west to the Blue Mountains as a business destination.

Join us to find out more!

### Who is this workshop suited to?

All small businesses, including Social Enterprise and Creatives

### Booking

<https://rebuildrechargeandrenuewbusinesstourism.floktu.com/>



Supported by the



**Small Business Month**  
1 - 31 March 2022



**BusinessBM**

