



# Small Business Month

OCTOBER 2019



Camden Council recognises the local small business sector as a vital contributor to our community and economy. This October, Camden Council will actively be promoting, supporting and sponsoring a range of business related events and training to the Camden business community.

## Yesterday Stories Video Project

Presented by Director, Sandra Pires,  
Founder of Why Documentaries

FREE  
EVENT

Thursday 3 October | 11am - 1pm

The Space - Digital Studios, Narellan Library  
19 Queen Street, Narellan

A community workshop for an exciting new video project. Discover themes of uniqueness and richness of place for Camden through shared history and diverse stories and a new way for promoting tourism and education.

Registration: [www.stickytickets.com.au/92421](http://www.stickytickets.com.au/92421)

Email: [creative.camden@camden.nsw.gov.au](mailto:creative.camden@camden.nsw.gov.au) or call 4645 5129

## Start Me Up Workshop

Tuesday 8 October | 10.30am - 12.30pm

Camden Region Economic Taskforce (CRET),  
19 Queen Street, Narellan

FREE  
EVENT

In this workshop you will learn everything you need to know from business registration, legal requirements, Council requirements, insurance, market research, business planning and setting some realistic goals to kick start your business.

Registration and information: [www.cret.com.au/events](http://www.cret.com.au/events)

## The Greater Narellan Chamber of Commerce Dinner

With guest speaker Cr Theresa Fedeli,  
Mayor of Camden

Wednesday 9 October | 5.30pm - 9pm

Camden Council Administration Building,  
70 Central Avenue, Oran Park

Features guest speaker Cr Theresa Fedeli, Mayor of Camden presenting on Council initiatives followed by the general meeting for members only.

Registration and information: [www.narellanchamber.com.au](http://www.narellanchamber.com.au)

\$55  
MEMBERS

\$99  
NON-MEMBERS

## Business Accelerator Using Social Media Marketing

Presented by Marketing Transformers

FREE  
EVENT

Monday 14 October | 6pm

Oran Park Smart Work Hub  
Oran Park Podium, 351 Oran Park Drive, Oran Park

This workshop will look at the building blocks of an effective social media strategy and help you to deliver content that will resonate with your customers.

You will also be taught how to test, evaluate and improve your strategy as you go and ensure you are getting return on investment for your efforts.

Register and information: [bit.ly/businessmonthcamden](http://bit.ly/businessmonthcamden)

## Reboot Your Business

Presented by Colin Potts - The Local Business Network

FREE  
EVENT

Tuesday 15 October | 6pm

Oran Park Smart Work Hub  
Oran Park Podium, 351 Oran Park Drive, Oran Park

Uncover your IDEAL (and not just "okay") business, work on the "BE" project and pick up some cool tools from our Time Toolkit.

You'll work with like-minded business owners who want to get ahead and believe in the power of helping each other to get there.

You'll get a workbook on a key topic and learn the best strategies and an action plan to implement.

Register and information: [bit.ly/businessmonthcamden](http://bit.ly/businessmonthcamden)



4654 7777



[www.camden.nsw.gov.au](http://www.camden.nsw.gov.au)

## Healthy Eating For A Healthy Workplace

Presented by **Tanisha Tottman-Martin**

**Wednesday 16 October | 6pm**

**Camden Council Administration Building  
70 Central Avenue, Oran Park**

There is a huge amount of confusion around food, eating, how much to eat and when to eat today.

This interactive and informative workshop is designed to help you understand how to eat in a healthy way with a busy lifestyle.

Registration and information: [bit.ly/businessmonthcamden](http://bit.ly/businessmonthcamden)

FREE  
EVENT

## Australian Taxation Office Tax Essentials Workshop

**Tuesday 22 October | 10.30am – 12.30pm**

**Camden Region Economic Taskforce (CRET),  
19 Queen Street, Narellan NSW 2567**

Are you a new small business, or thinking of starting a small business? Give your small business the best start.

You'll learn the basics about common business structures, business registrations and reporting, expenses you may be able to claim including motor vehicle, depreciation and home-based business expenses and where to go for help and information when you need it.

ATO staff will show you online tools and resources that can help you and you'll have the chance to ask questions.

This is also a great opportunity for you to network.

Registration and information: [www.cret.com.au/events](http://www.cret.com.au/events)

FREE  
EVENT

## Creative Clusters - A Collaborative Approach

**Thursday 17 October | 10am - 12pm**

**Camden Civic Centre  
Corner of Mitchell and Oxley Streets, Camden**

Be inspired and learn more about creative clusters and the role they can play in Camden's local economy.

Registration and information: [www.stickytickets.com.au/92417](http://www.stickytickets.com.au/92417)

Email: [creative.camden@camden.nsw.gov.au](mailto:creative.camden@camden.nsw.gov.au)

Tel: **4645 5129**

FREE  
EVENT

## Master Your Online Marketing

Presented by **Colin Potts - The Local Business Network**

**Tuesday 22 October | 6pm**

**Oran Park Smart Work Hub  
Oran Park Podium, 351 Oran Park Drive, Oran Park**

5 ¾ hours a day now spent online...

That's the average for NZ and Australia's entire population... including the grannies and the babies. As Business Owners, how do we take advantage of this with online marketing? We're running a FREE Workshop to get you in the game... in 90 minutes you'll learn:

1. The best way to turn your prospects into hot leads that ask you for immediate help
2. The step-by-step approach for how to create killer content to engage your audience
3. The one-page template you'll need for your Techie to launch your campaign

Registration and information: [bit.ly/businessmonthcamden](http://bit.ly/businessmonthcamden)

FREE  
EVENT

## Creativity and Business

**Thursday 17 October | 5.30pm - 7pm**

**Alan Baker Art Gallery  
37 John Street, Camden**

Join us for an Art after Dark session with Gallery Curator, tour the Gallery and be inspired through a portrait drawing experience.

Perfect for your next team building or corporate event.

Registration and information: [www.stickytickets.com.au/92467](http://www.stickytickets.com.au/92467)

[alanbakerartgallery@camden.nsw.gov.au](mailto:alanbakerartgallery@camden.nsw.gov.au)

Tel: **4645 5191**

FREE  
EVENT

## Marketing and Profit Plan

Presented by **Lisa Penson**

**Monday 21 October | 6pm - 8pm**

**Camden Region Economic Taskforce (CRET),  
19 Queen Street, Narellan**

Businesses only thrive by understanding their customers and using marketing strategies to meet their needs. Today's consumers are overwhelmed by promotional 'noise' (in both on and off-line environments), so it's essential that your message is the one that 'cuts through'.

Smart business owners know that planning is the key to higher profits.

But creating that kind of long-term plan doesn't come naturally for many people. You have to not only have a vision for where you want your business to go, but you also have to know what you need to create (and when), be able to assign the tasks to do yourself or to outsource, work in some additional promos for complementary products, and still leave room for last minute offers.

Registration and information: [www.cret.com.au/events](http://www.cret.com.au/events)

\$25 PP

## Workplace Wellbeing

**Tuesday 29 October**

**7am - 9am | 10am - 12pm**

**Lifeline Macarthur  
13 McPherson Road, Smeaton Grange**

Did you know that employers can reduce absenteeism by improving mental health in the workplace.

2hr workshop with a focus on pro-active ways to improve wellbeing in the workplace.

Registration and information: [www.cret.com.au/events](http://www.cret.com.au/events)

FREE  
EVENT

## Upgrade Your Sales Influence

Presented by **Colin Potts - The Local Business Network**

**Tuesday 29 October | 6pm**

**Oran Park Smart Work Hub  
Oran Park Podium, 351 Oran Park Drive, Oran Park**

The trouble with many sales situations is getting a customer to switch who they buy from. You'll know this is a problem if you're thinking, "How do I get people to switch? They'll get a way better deal from me anyway so why won't they?"

If we get it right, we should get more of the right customers by knowing how to influence their buying decision. In effect, we get more customers by upgrading our skills.

Registration and information: [bit.ly/businessmonthcamden](http://bit.ly/businessmonthcamden)

FREE  
EVENT



CAMDEN  
REGION  
ECONOMIC  
TASKFORCE



Small Business Month  
1 - 31 October 2019

An opportunity to build your future in the Camden region



4654 7777



[www.camden.nsw.gov.au](http://www.camden.nsw.gov.au)