



BAYSIDE BUSINESS NETWORK 2008 SEMINAR SERIES - *Profit from Learning*



The Seminar Series is generally delivered by members of the Bayside Business Network and covers topics ranging from business planning, marketing, website development, business finance and staff management.

Over the years hundreds of Bayside business operators have given overwhelmingly positive feedback about the informative nature of the seminars as well as the impressive expertise of presenters.

The seminars are held at Milanos Brighton Beach monthly on Monday evenings (6.00pm – 8.45pm) from March until November 2008. Cost vary but are free for Bayside Business Network Members.

The opinions expressed in the Bayside Business Network speaker series are those of the individual speakers and are not endorsed by Bayside City Council.

**17 March
6.15pm to 7.15pm**

Structuring Your Business To Maximise Its Value

**Presenter
David Wilson**

The David Wilson
Alliance

David Wilson, Business Advisor and Chartered Accountant will show you:

- The most appropriate business structure
- How to protect and enhance your business and assets
- How to minimize your taxes
- Extracting business profits for private use/investments tax effectively
- Is your business your Superannuation? – Strategies for funding towards retirement/succession

Cost: \$33 Bookings and further information: The David Wilson Alliance
Ph: 9533 6933 Fax 9525 1222 email: info@dwa.net.au
www.dwa.net.au

**17 March
7.30pm to 8.30pm**

How to turn your business into a Commercial Profitable Enterprise that works without YOU

**Presenter
David Guest**

Action Coach
Business Coaching

You'll learn more in one hour than you have in the last two years...including:

- How to gain control of your time, team and money
- How to turn your marketing from an expense into an investment
- How to multiply your customers, revenue and profits
- How to implement the 6 Steps to building a better business
- The skills you need to work ON rather than IN your business.

Veteran Business Coach David Guest has worked with hundreds of business owners giving them the business and lifestyle they have always dreamed of.
Ph: 1300 728 466 now to book or email bookings@actioncoach.com.au

28 April
6.15pm – 7.15pm

Presenter
Brian McDonnell

Master Builders
Association

Building Your Brand to Improve Profitability and Saleability

Brian McDonnell, Business Image Creator and Retailer will discuss with you

- The Value of a Brand Why People Trust (or distrust) brands
- Why you may need to "Take a look at your look"
- The elements of the brand
- Your brand and its internet value

Cost: \$33 Bookings and further information: Brian McDonnell Ph: 9411 4542
Mob: 0400 478 038 Fax: 9592-3081 email: bmcdonnell@mbav.com.au
www.mbavbusinessadvice.com.au

28 April
7.30pm to 8.30pm

Presenter
Ben Nicholls

Elite Strategies

Getting A Better Deal From Your Business Banker

We will arm you with all of the information you need to negotiate a better deal and save valuable dollars in a rising interest rate environment.

A sample tender document, together with a list of Bank contacts will also be provided so that you can get going straight away. Get the better of your banker and attend this important seminar.

Cost: \$20 for non-members. For bookings and further information, contact Ben Nicholls at Elite Strategies. Ph: (03) 9670 7565, Fax: (03) 9600 1723
email: ben.nicholls@elitestrategies.com.au

26 May
6.15pm to 7.15pm

Presenter
Mike Palmer

Success Coaching
International

Take Your Life to the Next Level!

Learn cutting edge strategies to break through limiting beliefs harness the power of focus and effectively set and achieve goals to live the life of your dreams.

Cost: FREE. Bookings and further information: Mike Palmer, Success Coaching International Ph: 9589 1900, mobile 0418 106 522, Fax: 9589 1639
email: mike@successcoaching.net.au

26 May
7.30pm to 8.30pm

Presenter
Dr Adrian Bertolini

Green Innovation

Sustainability: From Threat to Opportunity

This seminar will challenge the thinking of business owners and operators to move them from seeing sustainability as a threat to their time, energy and profitability to one of an opportunity. The general areas covered are:

- What the hell is climate change and sustainability?
- What does this mean for you the business owner / operator?
- What is coming down the pipeline given what is happening in Europe?
- Brainstorm on how you can seize the day and make money while making a difference.

Cost: \$35 for non-members . Bookings and further information: Marcel Merkus
Mob 0408 586 436 Fax: 9598 1169 email: marcel@greeninnovation.com.au

23 June
6.15pm to 7.15pm

Presenter
Sharon Pearson

The Coaching
Institute

Keys to Marketing Success - \$12,000 to \$15million in four years

Special guest: CEO of Australasia's leading coaching school will talk about how to create a successful small business

Cost: \$25 for non-members

Bookings and further information: Mary Gardiner The Coaching Institute
Ph: 9690 9400 email: info@thecoachinginstitute.com.au

23 June
7.30pm to 8.30pm

Presenter
Chris Hewson

Shoestring Marketing

Activate Your Creativity; Build a Marketing Campaign in Less Than 5 Minutes

Have you ever had a mental block?

Do you find it challenging to brainstorm out new and innovative ways to grow your business?

If you answered 'yes' then you're just like 99% of the people in business. In this interactive session you'll be shown how to access the marketing genius within.

Learn how to switch on your creativity in minutes! Create killer marketing campaigns, brainstorm your entire marketing plan in under 1 hour! This is lateral thinking at its best.

Cost: \$35 for non-members .

Bookings and further information: Workshop Co-ordinator Ph: 9556 5446

Fax: 9556 5409 Email: shirley@shoestringmarketing.com.au

28 July
6.15pm to 8.30pm

Compered by Ben Angel (as featured in The Australian),

Business Kits

How to start your own business – doing it the easy way

A panel of specialists will discuss three winning steps in starting your own business:

- Succeeding once your business has started
- Understanding and managing the transition from employment to being in business
- Avoiding those nasty surprises – getting to know what you don't know.

Cost: \$25 for non-members. Online bookings: www.businesskits.com.au

Ph 1300 249 548 or email seminars@businesskits.com.au

25 August
6.15pm to 8.30pm

Presenter
Laurent Poirier

Felix Solutions

What X Inc mortgage brokers can do for you

Nearly half of Australian homebuyers now use a mortgage broker to find them the best home loan. And there are plenty of great deals around if you know where to look and who to ask.

Every day, across Australia, X Inc Mortgage Brokers help families with the home loan finance to buy their own homes, investors expand their portfolios; and business people develop smarter structures at better interest rates. X Inc Finance aspires to be the premier mortgage brokerage of choice for all Australians.

Cost: Free. Bookings and further information: Laurent Poirier, Senior Finance Consultant Ph: 9598 6464 Mobile: 0408 549 370 Fax: 9598 6461 Email: laurent@felixsolutions.com.au Web: www.xinc.net.au/vic/laurentpoirier.html or www.felixsolutions.com.au

25 August
7.30pm to 8.30pm

Presenter
Pollyanna Lenkic & Vicki Crowe

Perspectives Coaching & Cannon Recruitment

They say that you only see 20% of a person's personality during an interview, the other 80% is hidden under the table.

Learn some of the secrets in successfully recruiting staff and in being able to identify that missing 80%. Consolidate the learning with tips and strategies on how to truly develop and maintain relationships - the core to business success.

Pollyanna is a Certified Coach, a Certified Practitioner of NLP and a Clinical Hypnotherapist. Specialising in leadership development and supporting people through change and Vicki Crowe, Director of Cannon Recruitment. Vicki has 16 years experience in HR and Recruitment and has been awarded a Certificate in 'Using the Enneagram in Psychological Assessment & Practice' by JFK University, the only global accreditation given by the American Psychological Association (APA).

Cost: \$30 Bookings merrin@cannonrecruitment.com.au or Ph: 9521 0900.

<p>22 September 6.15pm to 7.15pm</p> <p>Presenters Stephen Wood Vesna Grubacevic</p> <p>Success Enterprises Consulting & Qt</p>	<p>How to Create Strategies Guaranteed to Boost your Sales and Profit</p> <p>Learn about the business and sales actions you can take that will generate increased sales and profit for your business!</p> <p>Review the business, work the plan, make more sales. This is the challenge. Warning – only committed business owners who are prepared to put in serious effort should attend.</p> <p>Cost: \$35 non-members. Bookings and further information: Stephen Wood (Success Enterprises Consulting Pty Ltd) Mob: 0424 325 763 or email: steve@success-ltd.com Vesna Grubacevic (Qt) Mob: 0411 479 256 or email: vesna@qttransformation.com</p>
<p>22 September 7.30pm to 8.30pm</p> <p>Presenter Mark Garbelotto</p> <p>Wealth Empowerment Institute</p>	<p>10 Steps 2 Starting a Business</p> <p>Learn the Keys to Successfully Starting a Business.</p> <p>Cost: \$25 for non-members. Bookings online at www.10steps2business.com/ticket Further information call Mark Garbelotto on 1300 795 129 or email mark@10steps2business.com</p>
<p>27 October 6.15pm to 7.15pm</p> <p>Presenter Jania Warner</p> <p>Warner Institute of Business</p>	<p>Aligning people and business development to create customer value and a better bottom line</p> <p>Let us share some tools with you – we work with organisations to achieve this alignment.</p> <p>Cost: Free. Bookings or further information: Debbie De Merlo [Warner Group] Ph: 9555 9100 Email: administration@warnergroup.com.au www.warnergroup.com.au</p>
<p>27 October 7.30pm to 8.30pm</p> <p>Presenter John Magar</p> <p>John Magar & Associates</p>	<p>Innovation- the key to profit growth</p> <p>John Magar, one of Australia's foremost authorities on Innovation, will discuss cutting edge strategies to help your organisation grow.</p> <p>Cost: \$35 for non-members Bookings and further information: John Magar, John Magar & Associates Pty Ltd Ph: 9502 3557 mob 0411 084 616 email johnmagar@jmassociates.com.au</p>
<p>24 November 6.15pm to 7.15pm</p> <p>Presenter Mike O'Hagan</p> <p>Mini Movers</p>	<p>MiniMovers Success Story : Insider tips on starting a business</p> <p>The founder and owner of MiniMovers started with \$200 and a ute and today has a \$30 million a year turnover with over 500 employees. To be able to repeat his success you will need to attend and learn his secrets. If you are passionate and hardworking Mike can help you.</p> <p>Cost: Free. Bookings and further information: Jade Frazer (MiniMovers), Ph: 0439 11 11 68 email: events@minimovers.com.au</p>
<p>24 November 7.30pm to 8.30pm</p> <p>Presenter Action COACH Business Coach Bruce Doyle</p> <p>Total Freedom Group</p>	<p>How To Turn Your Business Into A Commercial Profitable Enterprise That Works Without YOU</p> <p><i>You'll learn more in one hour than you have in the last two years...</i></p> <ul style="list-style-type: none"> • How to gain control of your time, team and money • How to turn your marketing from an expense into an investment • How to implement the 6 Steps to building a better business • Learn the skills you need to work ON rather than IN your business. <p>Bruce Doyle has worked with hundreds of business owners giving them the business and lifestyle they have always dreamed of.</p> <p>Cost Free. Ph 1300 728 466 to book or email bookings@actioncoach.com.au</p>