

Hobsons Bay Business Calendar

2019

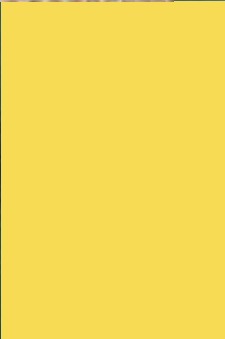


**Events
workshops
networking
and more**



**HOBSONS
BAY CITY
COUNCIL**





Mayor's message



I am delighted to present the 2019 Hobsons Bay Business Calendar.

Council recognises the important role that it plays in creating an environment that facilitates business growth and promotes Hobsons Bay as a place to do business and invest. With a growing number of niche and innovative businesses operating alongside traditional industries such as logistics and manufacturing, doing business in Hobsons Bay has never been more exciting.

Through the annual business calendar, Council supports a program of events, workshops and networking activities with industry partners, local businesses and government agencies. This calendar will encourage interaction between new and established businesses, as well as inspire growth and interaction.

This year, I am particularly excited to be supporting the 2019 Hobsons Bay Business Excellence Awards. This biennial event provides an opportunity to businesses both large and small to be recognised for their achievements, innovation and leading work practices. I am also pleased to announce a new initiative, the Australian Small Business Advisory Services (ASBAS) Digital Solutions Program, which will

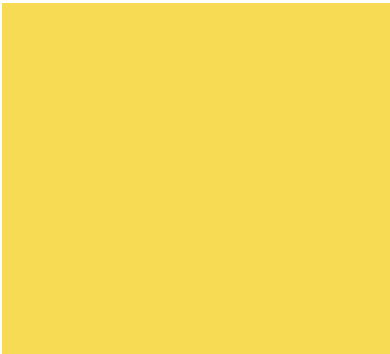
provide local businesses with access to a series of low-cost workshops, mentoring and other online resources over the next three years.

Other highlights for the year include the monthly Discover Your Own Backyard (DYOB) Coffee Connect Business Networking Series, which continues to grow in popularity, monthly #StartWest meetups, and a range of other exciting workshops being delivered by service providers from across Hobsons Bay.

I strongly encourage all local businesses to take advantage of the many free and low cost programs on offer this year, and to consider nominating themselves for the 2019 Hobsons Bay Business Excellence Awards.

Through its Economic Development unit, Council also offers a wide range of other programs and services to assist new and existing businesses. To find out more visit www.hobsonsbaybusiness.com.au or email business@hobsonsbay.vic.gov.au to make an appointment.

Cr Jonathon Marsden
Mayor



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Doing business in Hobsons Bay

Hobsons Bay City Council recognises the important role that it plays in creating an environment that facilitates business growth and retention and promotes Hobsons Bay as a place to do business and invest.

Activities include:

Hobsons Bay Business Excellence Awards, established to highlight and promote leaders in the local business community

an annual calendar of business workshops and seminars

facilitation of the Hobsons Bay Works – Business Networking LinkedIn Group

monthly Hobsons Bay Business e-Works newsletter

regular business networking events

a dedicated Hobsons Bay Business website, including information and resources for starting and running a business in Hobsons Bay

free small business mentoring with the BEC@Kangan

investment and relocation support and assistance

Experience Hobsons Bay tourism website listing places to visit, things to do and accommodation

For more information, or to discuss the specific needs of your business, contact Council's Economic Development team on **9932 1000** or email **business@hobsonsbay.vic.gov.au**

2019 HOBSONS BAY BUSINESS EXCELLENCE AWARDS



NOMINATIONS NOW OPEN

Entries open	29 March
Information session	7 May
Entries close	19 July
Judging	August
Awards gala night	25 October

CATEGORIES

Creative Industry	Business and Professional Services	+ Excellence in Sustainability Award
Home Based	Retail	
Manufacturing and Industrial (small)	Hospitality	+ Business of the Year Award
Manufacturing and Industrial (medium - large)	Tourism	
New/Start Up business (up to 2 years old)	Trades and Construction	
Not for profit	Logistics	

ENTER ONLINE AT:

www.hobsonsbaybusiness.com.au/awards

MEDIA PARTNER



**HOBSONS
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AWARD SPONSORS



print design websites
Snap Warrimount/Albany
21 Cabool Drive, Albion North VIC 3022



March

Monday 4 March One – Page Business Plan

6pm to 7.30pm

Free

**Modoras,
39 Cabot Drive, Altona North**

A good business plan should be no more than one page. It should set your strategy for the year ahead, outline opportunities to grow your business and keep you accountable along the way. Presented by Modoras, this workshop will provide you with the key information and tools required to gain focus and direction for your business.

Wednesday 6 March DYOB Coffee Connect

7.30am to 8.30am

Free

**Orange Hat Café,
16 Harrington Square, Altona**

Delivered as part of the DYOB Coffee Connect business networking series, this informal event is a great opportunity to enjoy a coffee, promote your business and share ideas, while meeting business people from a range of different industries.

Tuesday 12 March BEC@Kangan Small Business Consultations

Free

By appointment

**Williamstown Town Hall,
104 Ferguson Street,
Williamstown**

Book in for a free one-on-one session with an experienced business counsellor from the BEC@Kangan. These consultations are available to new and existing businesses and are a chance for you to discuss any issues you have in regards to commencing your business or improving the performance and operation of your existing business. Appointments are essential as places are limited.

Thursday 14 March

Small Business Bus

By appointment

Borrack Square, Altona North

Operated by Small Business Victoria, the Small Business Bus visits Melbourne and regional Victoria as a 'travelling office on wheels'. It offers friendly, professional assistance from an information officer and specialist advice from an experienced business mentor from the Small Business Mentoring Service. Bookings are essential.

Free

Friday 29 March

2019 Hobsons Bay Business Networking Breakfast

7am to 9am

**The Substation,
1 Market Street, Newport**

Join Hobsons Bay Mayor, Cr Jonathon Marsden and guest speaker Justin Giddings (CEO, Avalon Airport) for the first major business event for 2019. Proudly sponsored by Deakin University and Avalon Airport, this popular event is an opportunity to meet with other business leaders and influencers from across Hobsons Bay and beyond.

Free

#START WEST

**CALLING ALL INNOVATORS,
CREATIVES AND
ENTREPRENEURS!
WELCOME TO A PROGRAM
DESIGNED FOR YOU!**



#StartWest is a collaborative, multi-Council program that brings together founders, startups and industry experts from across Melbourne's west, to encourage collaboration and build capacity.

For more information and upcoming events visit www.startwest.org

April

Wednesday 3 April

DYOB Coffee Connect

7.30am to 8.30am

**Chocolate Dip,
177 Nelson Place,
Williamstown**

Delivered as part of the DYOB Coffee Connect business networking series, this informal event is a great opportunity to enjoy a coffee, promote your business and share ideas, while meeting business people from a range of different industries.

Free

Thursday 4 April

ASBAS Series: Social Media Marketing 101

9am to 12pm

**Hobsons Bay Civic Centre,
115 Civic Parade, Altona**

Delivered as part of the Australian Small Business Advisory Services (ASBAS) Digital Solutions Program, learn which social media platforms are best for finding your target audience, the intricacies of each channel for business, and how to increase brand loyalty and boost web traffic. Learn about the various social media platforms, create a content distribution strategy and improve the online reach of your small business.

See page 17 for more information about the ASBAS program.

Free
for members



**Wednesdays,
7:30am to 8:30am**

6 March	Orange Hat Café 16 Harrington Square, Altona
3 April	Chocolate Dip 177 Nelson Place, Williamstown
1 May	Hangar Café at Altona Gate 124 Millers Road, Altona North
5 June	Cheeky Chewies 18 Aviation Road, Laverton
3 July	85 Espresso 85 Hudsons Road, Spotswood
7 August	Da Moose Café 1 Kimpton Way, Altona (off Kororoit Creek Road)
4 September	Choks Pot 88 Ferguson Street, Williamstown
2 October	Venue to be confirmed
6 November	Bezirk Café 1 Millers Road, Altona

Hobsons Bay City Council invites business professionals from across Hobsons Bay to come together for DYOB* – Coffee Connect business networking.

On the first Wednesday of each month, businesses are invited to meet in a different location for a morning of networking and knowledge sharing.

This is a great opportunity to enjoy a free coffee, promote your business and share ideas, while meeting business owners from a range of different industries. At the same time – you will get to experience (and perhaps even discover) some of the many fabulous cafes and hospitality venues in Hobsons Bay.

Attendance is free, but places are limited. RSVP to avoid disappointment and don't forget to bring your business cards!

Registrations open four weeks prior to each DYOB Coffee Connect event.
*Discover Your Own Backyard



May

Wednesday 1 May

DYOB Coffee Connect

Free

7.30am to 8.30am

**Hangar Café at Altona Gate,
124 Millers Road, Altona North**

Delivered as part of the DYOB Coffee Connect business networking series, this informal event is a great opportunity to enjoy a coffee, promote your business and share ideas, while meeting business people from a range of different industries.

Monday 6 May

Employer Essentials for Small Business

Free

9.30am to 11.00am

**Hobsons Bay Civic Centre,
115 Civic Parade, Altona**

Do you have employees, or are you thinking of employing workers? Understand your tax and super obligations as an employer.

Delivered by the Australian Tax Office, this introductory workshop will provide you with all the information you need, including what to do when you hire workers, PAYG withholding annual reports and payment summaries, superannuation and more.

Tuesday 14 May

BEC@Kangan Small Business Consultations

Free

By appointment

**Hobsons Bay Civic Centre,
115 Civic Parade, Altona**

Book in for a free one-on-one session with an experienced business counsellor from the BEC@Kangan. These consultations are available to new and existing businesses and are a chance for you to discuss any issues you have in regards to commencing your business or improving the performance and operation of your existing business. Appointments are essential as places are limited.

Friday 24 May

Deakin Digital Transformation Forum

Free

9am to 12pm

**Hobsons Bay Civic Centre,
115 Civic Parade, Altona**

Presented by Deakin University this forum will provide some valuable insights into the benefits and challenges your business is likely to experience when embarking on the journey of digital transformation and help you minimise opportunities for your business. Hear from a panel of digital transformation experts and business owners who are now reaping the rewards of their efforts.

Places are limited. For more information or to register, visit www.hobsonsbaybusiness.com.au



Thinking about investing, developing or relocating your business to Hobsons Bay?

Hobsons Bay City Council takes a proactive approach to attracting and facilitating investment across the municipality.

For more information or to chat to us about your investment project or idea, contact the Hobsons Bay City Council Economic Development team on **9932 1000** or business@hobsonsbay.vic.gov.au



**HOBSONS
BAY CITY
COUNCIL**



June

Monday 3 June

The Essentials of Starting a Business

Free

6pm to 8pm

**Modoras,
39 Cabot Drive, Altona North**

If you are thinking of starting a business, or are new to business, learn everything you need to know and walk away with a clear vision of what steps you need to take to turn your idea into reality. Join Modoras in this session packed with practical tips and tools to give your business the best chance of success.

Wednesday 5 June

DYOB Coffee Connect

Free

7.30am to 8.30am

**Cheeky Chewies,
18 Aviation Road, Laverton**

Delivered as part of the DYOB Coffee Connect business networking series, this informal event is a great opportunity to enjoy a coffee, promote your business and share ideas, while meeting business people from a range of different industries.

Thursday 6 June

ASBAS Series: Engage Real Followers on Instagram

Free
for members

9.30am to 12.30pm

**Maribyrnong City Council,
61 Napier Street, Footscray**

There's a difference between being on Instagram and using Instagram to boost business. Delivered as part of the ASBAS Digital Solutions Program, this workshop will care the tools and tactics you can use to engage with your audience and how to turn conversations into conversions.

See page 17 for more information about the ASBAS program.

Wednesday 12 June

The Ten Steps to Marketing Success

\$12
Early Bird

6pm to 8pm

**Newport Community Hub,
13-15 Mason Street, Newport**

\$28
Full Price

Want to know the secrets of great marketing success? Whether you are just starting out or have an established market, this workshop by Marketing Entourage will tell you all the secrets and help you create more impact from the marketing activity you implement, ensuring you get more bang for your buck or build a business on a budget. Book before 12 April to get your early bird price.

Places are limited. For more information or to register, visit www.hobsonsbaybusiness.com.au



July

Wednesday 3 July

DYOB Coffee Connect

7.30am to 8.30am

Free

**85 Espresso,
85 Hudsons Road, Spotswood**

Delivered as part of the DYOB Coffee Connect business networking series, this informal event is a great opportunity to enjoy a coffee, promote your business and share ideas, while meeting business people from a range of different industries.

Wednesday 24 July

ASBAS: Digital Marketing Essentials

5.30pm to 8.30pm

Free
for members

**Maribyrnong City Council,
61 Napier Street, Footscray**

Marketing is one of the most important ways to drive new business and communicate your value proposition. This accessible digital marketing workshop, delivered as part of the ASBAS Digital Solutions Program, will give you the skill, tools and practical advice you need to create and execute an effective marketing strategy and drive sales for your small business.

Australian Small Business Advisory Services (ASBAS) Digital Solutions Program Hobsons Bay/Maribyrnong

Low cost, high-quality, digital advisory service for
Australian small businesses.

The program has a one-off membership fee of \$55.
As a member, you will have access to:

Group Workshops

Register and attend face-to-face workshops run by leading digital experts across Melbourne's Western suburbs. Membership entitles participants access to all locations.

Online Learning Platform & Webinars

Learn step-by-step how to bridge the gaps in your business with our comprehensive online learning platform. Interactive group webinars will also be available through the program.

1:1 Mentoring

Receive 2 hours of 1:1 mentoring with industry experts to determine the unique challenges facing your small business and develop a digital engagement plan for online growth.

For any enquiries
about the program
please contact:

HOBSONS BAY

Tel (03) 9932 1000

MARIBYRNONG

Tel (03) 9688 0200

**MELBOURNE
INNOVATION
CENTRE**

Tel (03) 9490 1402

Visit: asbas.melbourneinnovation.com.au

THIS PROGRAM IS DELIVERED BY:



THIS PROGRAM IS SUPPORTED BY:



August

Wednesday 7 August

DYOB Coffee Connect

7.30am to 8.30am

Free

**Da Moose Café,
1 Kimpton Way, Altona**

Delivered as part of the DYOB Coffee Connect business networking series, this informal event is a great opportunity to enjoy a coffee, promote your business and share ideas, while meeting business people from a range of different industries.

Tuesday 13 August

BEC@Kangan Small Business Consultations Williamstown

By appointment

Free

**Williamstown Town Hall,
104 Ferguson Street,
Williamstown**

Book in for a one-on-one session with an experienced business counsellor from the BEC@Kangan. These consultations are available to new and existing businesses and are a chance for you to discuss any issues you have in regards to commencing your business or improving the performance and operation of your existing business. Appointments are essential as places are limited.

Thursday 15 August

ASBAS series: Facebook for Small Business Simplified

9am to 12pm

**Free
for members**

**Hobsons Bay Civic Centre,
115 Civic Parade, Altona**

A Facebook business page enables direct communication with your audience. Don't be daunted or confused by this popular social media platform. Delivered as part of the ASBAS Digital Solutions Program, learn how to use Facebook to reach a target audience, build brand loyalty, increase your web traffic and expose your business to potential customers and clients.

Places are limited.

*For more information or to register, visit
www.hobsonsbaybusiness.com.au*

September

Wednesday 4 September DYOB Coffee Connect

7.30am to 8.30am

Free

**Choks Pot,
88 Ferguson Street,
Williamstown**

Delivered as part of the DYOB Coffee Connect business networking series, this informal event is a great opportunity to enjoy a coffee, promote your business and share ideas, while meeting business people from a range of different industries.

Thursday 5 September Tourism Industry networking event

5pm to 7pm

**Heart of Hall,
17 Hall Street, Newport**

We are planning a networking event aimed at connecting all Hobsons Bay tourism operators, retail and hospitality professionals.

To register and to find out more information email business@hobsonsbay.vic.gov.au

Monday 9 September Tax Essentials for Small Business

10am to 12pm

Free

**Hobsons Bay Civic Centre,
115 Civic Parade, Altona**

Are you new to business or thinking of starting a new business?

Delivered by the ATO, this introductory workshop will provide you with all the information you need, including business structures, tax and non- tax registrations and more.

2 to 6 September Melbourne Tourism Week – various events

Look at how we can help grow the visitor economy during Melbourne Tourism Week. Join operators from across Melbourne as the tourism industry comes together for this annual program of events and industry development. Connect and network and hear the latest news and updates from Destination Melbourne and other industry leaders. A full program of events will be announced.

Places are limited. For more information or to register, visit www.hobsonsbaybusiness.com.au

October

Wednesday 2 October

DYOB Coffee Connect

7.30am to 8.30am

Free

Venue to be confirmed

Delivered as part of the DYOB Coffee Connect business networking series, this informal event is a great opportunity to enjoy a coffee, promote your business and share ideas, while meeting business people from a range of different industries.

Tuesday 15 October

Networking 101 for Business

7am to 10am

\$35

Venue to be confirmed

Learn how to network from the front foot with natural ease rather than hanging back or getting nowhere fast. Hosted by BIR Solutions, pick up practical tips, techniques and expert guidance at this essential workshop that will help you build trust and connections in future networking that can grow your business. Registration fee includes breakfast.

Friday 25 October

2019 Hobsons Bay Business Excellence Awards Gala Night

6pm to late

Williamstown Town Hall, 104 Ferguson Street, Williamstown

The Hobsons Bay Business Excellence Awards celebrate inspirational local businesses that demonstrate innovation, excellence and leading work practices. Join local business and industry leaders as they come together and celebrate their achievements.

experience
hobsons bay

Discover and experience

all that Hobsons Bay
has to offer



For things to do, places
to visit and stay go to
www.experiencehobsonsbay.com

For more information contact the
Hobsons Bay Visitor Information Centre

**Hobsons Bay Visitor
Information Centre**
Local people local knowledge
Corner Syme Street and
Nelson Place, Williamstown
Ph. 9932 4310



**Attention Hobsons
Bay tourism operators,
retail and hospitality
professionals**

**Save the date for a Tourism Industry
networking event. More information
will be released soon.**

Date: Thursday 5 September

Time: 5pm to 7pm

Venue: Heart of Hall, Newport

To register and to find out more
information email [business@
hobsonsbay.vic.gov.au](mailto:business@hobsonsbay.vic.gov.au)

Nov & Dec

Wednesday 6 November

DYOB Coffee Connect

7.30am to 8.30am

Free

Bezirk Café,
1 Millers Road, Altona

Delivered as part of the DYOB Coffee Connect business networking series, this informal event is a great opportunity to enjoy a coffee, promote your business and share ideas, while meeting business people from a range of different industries.

Tuesday 12 November BEC@Kangan Small Business Consultations Altona

By appointment

Free

Hobsons Bay Civic Centre,
115 Civic Parade, Altona

Book in for a one-on-one session with an experienced business counsellor from the BEC@Kangan. These consultations are available to new and existing businesses and are a chance for you to discuss any issues you have in regards to commencing your business or improving the performance and operation of your existing business. Appointments are essential as places are limited.

Wednesday 13 November

ASBAS series: Boost Business with Facebook Advertising

5.30pm to 8.30pm

Free
for members

Maribyrnong City Council,
61 Napier St, Footscray

Facebook advertising can take your business to the next level. It is critical to understand the foundations to avoid wasting time and money. Learn the do's and don't's of Facebook advertising and increase traffic, leads and sales by setting your own targeted custom audience for your small business.

See page 17 for more information about the ASBAS program.

Monday 2 December Money Management Tips

6pm to 8pm

Free

Modoras
39 Cabot Drive, Altona North

Come and join Modoras Financial Performance Solutions at this end of year networking event and start moving towards financial security for you and your business and get started on the right foot in the new year.

Business Directory



OPEN

Want to find a local business?

Check out the local business directory at
www.hobsonsbaybusiness.com.au/directory

*Make sure your business is seen.
Create and manage your listing anywhere, anytime.*

www.hobsonsbaybusiness.com.au/directory

Disclaimer: The information provided does not constitute professional or legal advice, nor is the use of any third party resource an endorsement of the information contained, the associated organisation, product or service.

It is recommended that readers obtain appropriate professional and/or independent legal advice to ensure that the material provided is not relied on or is relevant to your particular circumstances.

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**Contact the Economic
Development Unit
Hobsons Bay City Council**

**+61 (0) 3 9932 1000 or
business@hobsonsbay.vic.gov.au**



**HOBSONS BAY
LANGUAGE LINE
9932 1212**

 Hobsons Bay Works – Business Networking Group
 twitter.com/HobsonsBayCC
 facebook.com/HobsonsBayCityCouncil
 www.hobsonsbaybusiness.com.au

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