

# Networking



# Hobsons Bay Business Calendar

2020

## January to June



Hobsons Bay City Council invites business professionals from across Hobsons Bay to come together for *Coffee Connect* business networking. These informal events are a great opportunity to promote your business and share ideas, while meeting business professionals from a range of different industries. Enjoy a coffee at the same time!

Free

**Coffee Connect networking sessions are held on the first Wednesday of the month.**

**7.30am to 8.30am**

### **Wednesday 5 February**

Duchess of Spotswood,  
87 Hudsons Road,  
Spotswood

### **Wednesday 6 May**

36 Bank Café,  
36 Aberdeen Road,  
Altona

### **Wednesday 4 March**

The Jolly Miller,  
Shop 522, Central Square  
Shopping Centre,  
Altona Meadows

### **Wednesday 3 June**

Porters,  
49 Nelson Place,  
Williamstown

### **Wednesday 1 April**

Robbie Lynnz Café,  
451a Melbourne Road,  
Newport



Events  
workshops  
networking  
and more



 Hobsons Bay Works – Business Networking Group  
 [twitter.com/HobsonsBayCC](https://twitter.com/HobsonsBayCC)  
 [facebook.com/HobsonsBayCityCouncil](https://facebook.com/HobsonsBayCityCouncil)  
 [www.hobsonsbaybusiness.com.au](http://www.hobsonsbaybusiness.com.au)

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](mailto:business@hobsonsbay.vic.gov.au)

**HOBSONS  
BAY CITY  
COUNCIL**



# Workshops, seminars and mentoring

Places are limited.  
For more information or to register visit  
[www.hobonsbaybusiness.com.au](http://www.hobonsbaybusiness.com.au)



## Small Business Bus

Free

**Monday 10 February**  
Central Square,  
Altona Meadows

**Tuesday 17 March**  
Borrack Square,  
Altona North

By appointment

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.

## ASBAS series: Low Cost Marketing Tools for your Small Business

Free for members\*

**Thursday 27 February**

9am to 12pm

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

Countless tools exist to assist with your online marketing. Whatever your need, there is likely a tool to help you create high-quality visual content, optimise landing pages, review analytics, manage social media posts, and much more. Many such tools are free or low-cost. Delivered as part of the ASBAS Digital Solutions program, this workshop will walk you through the best and most affordable

tools to assist with your online marketing, including Hootsuite for scheduling and posting on social media, Canva for creating attractive designs, and Unsplash for a range of free stock photos.

## VillageWell Retail Precinct Seminars

**Tuesday 17 March**  
Louis Joel Arts & Community Centre,  
5 Sargood Street, Altona

Free

**Tuesday 24 March**  
Punt Hill Williamstown,  
4-18 Ferguson Street,  
Williamstown

6pm to 8pm

Bookings essential  
via eventbrite

Hobsons Bay City Council is hosting an event for local retailers and hospitality industry professionals in Altona and Williamstown. Placemaker and retail industry professionals, VillageWell, will assess the two main activity precincts, and provide suggestions on what we can do to make the retail precincts the best possible place for shopping, visiting plus providing tips for retailers to keep up with trends.

## BEC@Kangan Small Business Consultations

Free

**Tuesday 24 March**

**Tuesday 19 May**

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.

## ASBAS series: Social Media Marketing 101

Free for members\*

**Wednesday 8 April**

6pm to 9pm

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

Social media can help your small business maintain customer connections. Build significant networks by establishing a presence where your potential customers congregate on social media. Delivered as part of the ASBAS Digital Solutions program, this workshop will walk you through 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.

## Cash Flow for Small Business

Free

**Thursday 16 April**

10.30am to 11.30am

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

Cash flow is the life blood for small business. Find out how to identify issues and use a range of tips to help maximise your cash flow. Delivered by the Australian Tax Office, this 60-minute session will provide critical knowledge and cash flow management skills.

## Modoras Federal Budget Breakfast Workshop

Free

**Wednesday 13 May**

9am to 12pm

**Modoras, 39 Cabot Drive,  
Altona**

Join the 2020 Federal Budget Breakfast as Modoras experts provide their thoughts and analyses on the key changes across the tax and superannuation terrain and the possible implications/opportunities for you post the 2020 Federal Budget. Attend the discussion over breakfast and make well-informed financial decisions, every step of the way. It is an insight not to be missed!

## ASBAS series: Content Creation – How to Create and Plan content for your Business

Free for members\*

**Tuesday 26 May**

9am to 12pm

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

As a small business online, you'll never stop creating content. Website copy, product images, blog posts, social media posts, marketing videos, event listings, business articles—the list goes on. It's all important but can quickly feel like it gets in the way of running your business. Delivered as part of the ASBAS Digital Solutions program, this workshop will show you simple and effective online tools for planning, creating, and managing your content. Attend this workshop to discover ways to generate effective content for your online business.

## ASBAS series: Cyber Security for Small Business

Free for members\*

**Wednesday 3 June**

6pm to 9pm

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

It's critical that small businesses have cyber security measures in place. Delivered as part of the ASBAS Digital Solutions program, this workshop will help you

understand the potential threats to your business posed by cyberattacks, prepare a cyber security plan, securing your website information, protecting customer information and much more.

## Employer Essentials

Free

**Tuesday 16 June**

9am to 10.30am

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

Delivered by the Australian Taxation Office, this workshop is essential for any business owners who have or are thinking of employing workers/staff. Participants will develop an understanding of tax and super obligations as employers, including valuable information such what to do when you hire workers and how to determine whether they're employees or contractors, PAYG, fringe benefits and much more.

\*Australian Small business Advisory Services (ASBAS) deliver low cost, high-quality digital advisory service for Australian small businesses. The program has a one-off membership fee of \$55. More information visit [asbas.melbourneinnovation.com.au](http://asbas.melbourneinnovation.com.au) or telephone (03) 9490 1402.