Small Business Futures
A BECA Initiative

TOPICS FOR
2013
Small Business Futures Program 2013

Small Business Futures provides an opportunity for the small business community to tune into a series of live-streamed events focussing on the issues which may impact on their businesses.

The event will be hosted by Professor Ron Johnston, Executive Director, Australian Centre for Innovation (ACIIC) at the University of Sydney.

Professor Johnston will be joined each month with a topic expert, a small business owner with relevant experience and an appropriate government representative from regulatory authorities such as ATO, ACCC, ASIC or Fair Work Australia.

Each session will provide a short interesting talk with specific learning outcomes for the participant, followed by a discussion by the panel. Participants will be able to log in and ask specific questions relevant to the topic.

The event is live-streamed at 6pm EST for 1 hour.

Small business can participate by joining in with their local BEC in a group session where they can also benefit by networking with their small business peers or alternatively they can log in from home.

The cost of participating from home will be $35 per event and the cost of attending at the BEC may vary depending on the nature of the networking event hosted by the individual BEC.

Business Enterprise Centres Australia

BEC Australia (BECA) is the peak body for Business Enterprise Centres, and through the network 300,000 Micro and Small Businesses (MSBs) across Australia.

There are 95 BECs with 120 locations and covering approximately 85% of Australia.

BECA is the only network in Australia working exclusively with the micro and small business community, providing on the ground mentoring and other support services to each local area.

BECA provides a national framework for the BEC network, focusing on developing national resources, data and trend analysis, quality control and representation at the state and federal levels.
Events for 2013

6pm EST - Wednesday 10 April
Small Business - competition, marketing, advertising and selling - top tips and the do’s and don’ts.

Under Australian competition and consumer laws, small businesses have a range of rights against other businesses they deal with on a day to day basis, as well as having a number of obligations to both businesses and consumers.

Deputy Chair Schaper will deliver an important training session to explain to small businesses how they are protected under these laws. This training session will provide helpful tips to small businesses about what they can and can’t do when promoting and advertising their products, including the use of Social Media.

The session will also help small businesses understand the new national consumer protection laws and how they apply when small businesses are dealing with their customers.

6pm EST - Wednesday 8 May
Contract Law and the common pitfalls in drafting and signing contracts.

A business contract is a legally binding agreement between two or more parties to do or not to do certain things. There are many different types of contracts including:

- the sale and purchase of a business agreement;
- partnership agreements;
- leases of business premises;
- leases of plant and equipment; and
- employment agreements.

Sounds like a really dry topic and most want to avoid it, and yet so many small business owners find themselves caught up in contracts that they have not understood.

Tune in to get a better understanding and some basic tools to help you avoid the pitfalls.

6pm EST - Wednesday 12 June
How will the Federal budget impact micro and small business?

Each year the small business sector waits to see how the budget will impact upon them. You are invited to a live interactive briefing presented by the Minister for Small Business on the 2013/14 budget initiatives and other economic measures designed to support the small and micro business sector in Australia.

Be ready to ask questions and keep in mind this is an election year!

6pm EST - Wednesday 10 July
Social Media and why you need to embrace it.

Small businesses are either unsure or too busy to fully capitalise on the potential of social media, an industry analyst says, after it was revealed only 27% of SMEs are utilising social media.

Business owners are told repeatedly if they don’t
engage they will be slowly eradicated but most simply find Social Media overwhelming and just don’t know where to start.

Tune into this session and get some tips from BECA’s Social Media Expert - Lara Kilborn.

6pm EST - Wednesday 14 August
Managing risk in your business.

Risk is a part of everyday life. In business, Risk can be defined as the chance of something happening that will impact upon objectives.

There are many types of risk that will be encountered in business, and business owners choose to take risks every day. Some risks will have a minimal impact and are easily managed. Other risks can threaten the longevity of a business.

Understanding the principles and processes of effective risk management will help a business owner make the decisions necessary to ensure the best possible outcomes for their business.

Join this session to get some practical risk management tools.

6pm EST - Wednesday 9 October
What is a Business Model, Really?

A business model is simply the way you conceive and manage your business to deliver a product or service your customer values.

Once, business models changed slowly. A newsagent built their business around newspapers, magazines, stationery. Today they will include a wide range of gambling services, all electronic, and possibly smallgoods delivery as well. And the newspaper business is steadily evaporating.

Competitive pressure requires even micro business owners to regularly review their business model to see whether they can deliver the same service better, or an entirely new one.

Tune into this session to get a set of handy hints on what your business model actually is, and how to update it.

6pm EST - Wednesday 13 November
People - your best asset or worst nightmare - how to get this right.

As your business grows you may need to employ additional staff with different skills or
even employ staff for the first time. Making the right choice and ensuring you meet your obligations to your employees can ensure your business continues to succeed.

Before you employ anyone new you really need to do your homework on the type of person that you want and not just from a skills perspective - perhaps the most important question is what kind of person fits into the culture of your organisation.

Tune into this session to listen to not only your obligations but some insights into choosing the right person for you and your business environment.
For further information regarding Small Business Futures please contact:
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