

BPW Business Incubator

ONLINE Training & Mentoring Project
www.bpwbusinessincubator.com



BPW NEWS UPDATE - NOVEMBER 2024



CONGRATULATIONS WINNERS & FINALISTS

31st Belmont & Western Australian Small Business Awards, 2024
Congratulations to all our Winners & Finalists in 31st Belmont & Western Australian Small Business Awards 2024, an exciting night celebrating business excellence and community achievements.

[Winners Media Release](#)



NEWSFLASH - GLOBAL LAUNCH - FREE eBook

1001 Business Tips from 101™ Cyber Security IT Experts

FREE eBook for small businesses with tips from 101 global cyber security experts to help small business owners and their staff stay cybersafe. [Media Release](#)

www.mybusinessincubator.com.au/1001

1001 Business Tips was developed by MY Business Incubator® Cyber Security Training & Mentoring Project, a national project delivered by Belmont BEC Inc. - supported by the Australian Government Department of Industry, Science, Energy & Resources through the Cyber Security Business Connect and Protect Program. Published by Belmont BEC Inc.



NEWSFLASH - GLOBAL LAUNCH - FREE eBook

Marjorie Charleson

A Tribute to a Legend of WA Racing

A trailblazer and remarkable woman who played a major role in the golden era of WA Racing in the 70's-80's, recently inducted into WA Racing Hall of Fame. [Media Release](#)

www.belmontbec.com/marjoriecharleson

Trailblazer, Actress, Media, PR, Documentary Filmmaker, Publisher, Editor, Thoroughbred Racing Promoter An Inspiration to All -Published by Belmont BEC Inc.



Belmont Business 'Ask an Expert' Sundowner – Nov 27th, 5pm-7pm Promote your business, make new business contacts and gain opportunities. Guest Speakers, Meet 2024 business award winners & finalists. **VENUE: Firehouse Restaurant, Country Comfort, 249-263 Grt Eastern H'Way, Belmont (Cnr. Hardey Rd)**
[Bookings Essential](#) FREE Entry, Door Prizes.



Global Sourcing Expo Australia, Melbourne, 19-21 November

The Global Sourcing Expo is a must-attend event for industry professionals associated with buying and global sourcing of apparel, textiles, home, and giftware products. This is an opportunity for buyers to learn about sourcing options for their business, and to network with different countries and suppliers. TCF Australia will also be delivering Free Export and Import Workshops during Global Sourcing Expo, Melbourne. [Website](#).



TCF Australia FREE Import & Export Workshops at Global Sourcing Expo, Melbourne. Presenter Paul Smarrelli on behalf of TCF Australia

NOV 20 - Introduction to Importing & Exporting, 10.30-12

[BOOKINGS](#)

NOV 21 - Import & Export Guide for Small Business, 10.30-12

[BOOKINGS.](#)



BELMONT BEC ONLINE AUCTION - PUT IN A BID NOW!

Looking for Xmas Gifts - Accommodation, conference rooms, diamond watch, sports memorabilia, online business development and heaps more fabulous offers. All proceeds assist BEC & TCF provide support services to small businesses. www.becauction.com



International Men's Day - 19 November

International Men's Day (IMD), celebrated annually on November 19th, offers an excellent opportunity to spotlight the challenges, achievements, and contributions of men in society. [Website.](#)



Can you Help?

Christmas hamper Collections - non-perishable food items

Belmont BEC & BPW Belmont are assisting Jacaranda Community Centre, 146 Epsom Ave. Belmont with their community collection for non-perishable food items to assist in making 350 Christmas hampers for those in need. Hamper items: tinned ham, rice, pasta, jelly, custard, soft drink, anything festive, toys or small gift for disadvantaged women. Drop your donations off at Jacaranda or at Belmont BEC, Cloverdale.



A lifetime of giving in a single wrap

Looking to create a bigger impact this Christmas? Perth's newest social enterprise, Giveagain, has just launched its reusable fabric gift wraps made from deadstock cotton and featuring designs by local artists. These wraps are the ultimate eco-friendly alternative to tackle the 150,000 km of single use wrapping paper Aussies waste each year. Better yet, 20% of Giveagain's profits or website [here](#). are donated to local charities, making every purchase count. Contact email [here](#).



14 Steps to boost Australia's small and family businesses

Small business owners feel acute pressure to 'do it all' and to keep up the appearance of being fine even when they are struggling with the big responsibility of business ownership and viability, their mental health and team wellbeing. The livelihoods of others – family, business partners, employees, and suppliers – depend on them. [Learn more.](#)



Grants and assistance programs in Australia

Find grants, funding, and support programs from across government to help YOUR business grow and succeed! When searching for funding, keep in mind that you'll generally need to meet certain criteria to be eligible, and that, aside from funding assistance, many programs can help your business by building your skills and knowledge. \

[Do you qualify?](#)



Signs you might be struggling with your mental health as a small business owner or sole trader

The unique challenges you face, those faced by many small business owners and sole traders, can lead to stress. Too much stress, or stress that goes on too long can increase your risk of developing a mental health condition. It can also make an existing mental health condition worse. Prolonged period of stress can lead to burnout. Learn more about the signs and symptoms of burn out [here](#).



Five ways to tackle rising costs in your small business

Around the world, businesses have been suffering the effects of rising costs. Inflation, the pandemic and the war in Ukraine have mounted pressure on the economy, shifting the bottom line for businesses in all industries. According to the Australian Bureau of Statistics (ABS), 97 per cent of Australian businesses anticipating price increases said they were being driven by non-staff related expenses. [5 ways.](#)



10 ways to generate more sales leads for your business

A sales lead is a person or business that could purchase your company's goods or services. A lead becomes a prospect once you've identified their level of interest and fit as a customer for your business. You can use different methods to identify sales leads, including advertising and marketing, cold calling, social media, referrals,

outreach and networking, consultations, and product/service trials. [Like this.](#)



**"Do the best you can until you know better.
Then, when you know better, do better."**

Maya Angelou (1951-2014) American writer, poet and civil rights activist



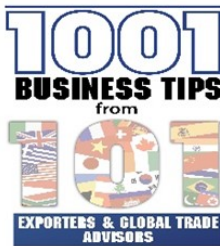
Export Market Development Grants – OPENS NOV 12

Information, including Grant Guidelines and opening dates, are now available for the next EMDG round, Round 4. This gives potential applicants the opportunity to understand the changes and new eligibility criteria, and to prepare to apply. You'll find some of the key information in the newsletter. There's more detail on the Austrade website, including factsheets, videos and webinars...[here.](#)



Inside Small Business Magazine, Spring 2024

With many small businesses doing it tough right now, we hope you'll enjoy hearing some uplifting tales of entrepreneurs who have overcome the odds. This issue, chats with five small-business owners that have fought back against challenges and come out stronger on the other side. [Here](#)



Are you an exporter or global trade advisor?

1001 Business Tips from 101™ Exporters and Global Trade Advisor Experts Would you like to be featured in our new eBook with your 10 tips for Exporters and Global Trade Advisors? Each expert will be allocated two pages. Participation includes additional promotional opportunities as an expert, and you may also be invited as a presenter in future 1001 Business Tips Online Forums. Interested to share your expertise and gain exposure? **Contact [Carol Hanlon](#)**



Doing business in Asia guides

Whatever stage your business is at, Asialink Business can assist, with a national mandate to develop an Asia capable workforce, Asialink Business offers market-leading expertise and is your partner for success in Asia. Guides, case studies, special reports and links to countries are [here.](#)



Facilitation Focus Newsletter

This month covers: **"Building a Winning Culture"** (page 2) and on page 6 we ask **"What Are The Drivers In Your Business?"** Read these articles - and more - [here.](#)



AI for small business: a beginner's guide

With the recent advancements in AI, there's no denying that it's an increasingly powerful and versatile tool that's here to stay. Companies of all sizes have used AI in business to a degree for some time now, but as its capabilities, popularity, and access grow, many are wondering how to implement AI for their small business. [Explanations.](#)



22 modern strategies to increase sales with existing customers

Whether through personalised marketing messages, cross-sells, loyalty programs, or other innovative methods, tapping into your current client relationships opens up a wealth of opportunities. Get ready to transform your approach and unlock new potential within your business! Delve into proven techniques that can help you cultivate stronger relationships with your existing customers, foster loyalty, and ultimately increase your sales. [Here.](#)



Cyber Sushi - (serving up the cold facts, with some phish bytes) In this issue: *The Devil you Know - Cybercrime in a domestic and family violence context. *Scams, Screams and CROC in the Northern Territory. *How IDCARE can help your small business: Free webinar invite. *Why do we believe scammers? Sharing insights with the world. *Behind the Mask: A Guide to New and Trending Scams. *The News and Views You Didn't Want to Miss. [Here!](#)



How to set clear and actionable goals for your business

Whether you're starting a new company, or growing an existing company, you must juggle many tasks. You can defer some tasks until later, but there are a few tasks you

should prioritise immediately. For example, you should establish your overall business goals for the next twelve months. There's a lot of competition vying for people's attention. You'll have to work hard to break through the noise. [Set goals.](#)



Register free for AWS Web Services - range of options

Amazon Web Services (AWS) is the world's most comprehensive and broadly adopted cloud, offering over 200 fully featured services from data centres globally. Millions of customers - including the fastest-growing start-ups, largest enterprises, and leading government agencies - are using AWS to lower costs, become more agile, and innovate faster; exclusive access to these insightful sessions and more is just a click away. Create a free account [here](#).



How to set up digital loyalty programs for success

Digital loyalty programs, or virtual customer loyalty programs, aid businesses in keeping customers interested and committed for the long haul. This post, uncovers the essentials of these programs, explores their benefits, and guides you through effective implementation strategies. This blog is your resource for understanding how digital loyalty programs can enhance customer relationships and drive business success. [Dive in.](#)



Tip by Chani Simms from -

'1001 Business Tips from 101™ Cyber Security Experts

Identify your crown jewels Understand what your most critical assets are - your "crown jewels." These are the assets that, if compromised, could have the most significant impact on your business. Identifying and prioritising the protection of these assets is the first step in building a robust cybersecurity strategy. Ensure these assets are given the highest level of protection and regularly review their security status.



BPW Australia network - taking action for women's equality

BPW (Business & Professional Women) members advocate for issues that affect women around the world today. BPW operates in over 115 countries globally and has consultative status with United Nations Economic & Social Council (ECOSOC). If you wish to connect with like-minded women in Australia visit www.bpw.com.au or globally visit BPW International www.bpw-international.org or contact [Carol Hanlon](#)



Online reviews continue to confound and confuse shoppers

Yelp has been providing a platform for people to share their experiences of businesses ranging from bars to barbershops. In that time the platform has published 287 million user reviews of over 600,000 businesses. No one wants to spend their hard-earned money on a dud product, or fork over cash for a bad meal. So, we'll seek advice from strangers and use various clues to judge if a particular review is authentic and reliable. But sometimes these cues can lead shoppers down the wrong path. Other times, the reviews are simply fake. [More.](#)



Obstacles are opportunities: take your business to the next level

Only after we overcome struggles does it become clear that success can come as a direct result. In fact, dealing with obstacles of varying degrees and urgency is a requirement to succeed in both life and business. Once you get through enough, you realise that even the worst-case scenario can have a positive solution. and see obstacles as opportunities. [Actions.](#)



For business women - win \$30,000 in equity-free funding Register now for the 2025 Kickstarter Challenge

Register your interest now for next year's Kickstarter Challenge and get ahead of the game. Take full advantage of the available resources, and keep pushing the boundaries of what's possible. Check the website [here](#).

Explore their website, where you'll find a wide array of resources designed to help you continue developing your ideas, plus digital toolkits, which are packed with practical tools, templates, and insights to guide you. Register [here](#).



Courier options: a guide to parcel delivery for small businesses

There is an accelerated growth in Australia's e-commerce industry as more and more Australians opt to make purchases from home. And for retailers in this space, there's now plenty of postage and courier options to get these purchases delivered. A guide to the options on offer for start-ups and small and medium businesses is [here](#).



Generative AI for security: Implementing a phased

This eBook offers actionable, tactical guidance for implementing generative artificial intelligence (AI) using a phased approach. Readers will also learn about real-world customer case studies and applications using solutions available in AWS Marketplace. Learn how to identify potential security vulnerabilities, implement appropriate safeguards, and ensure compliance with relevant regulations and standards... download from [here](#).



How to build resilience as a business owner

To survive and thrive as a business owner, you need more than just good ideas and good luck. One of the most important qualities required is resilience. Defined as the ability to adapt to change, get over setbacks and continue despite adversity, resilience has become a buzzword of late. And that's no surprise, given its importance in helping people manage all aspects of their lives. [How?](#)



10 ways to develop incredible charisma (yet still be yourself)

Some people instantly make us feel important. Some people instantly make us feel special. Some people light up a room just by walking in. We can't always define it, but some people have "it" -- they're naturally charismatic. Unfortunately, natural charisma quickly loses its impact. Familiarity breeds, well, familiarity. Fortunately we can all be more charismatic, because charisma isn't about our level of success, or our presentation skills, or how we dress or the image we project -- charisma is about what we do. [Learn how](#).



30 office exercises to try right now

It can be difficult to fit a long workout into your already packed schedule. If you're struggling to find time to stay active, you may want to try doing short workouts throughout the day instead. Even spending 5 to 10 minutes exercising at your desk can stimulate some midday blood flow and help you push through your mid-afternoon slump. You don't need a rack filled with dumbbells or a treadmill to get in a good workout, a list of 30 office exercises you can try right now with no or minimal equipment is [here](#).



Victoria's Secret is getting slammed

A significant rebrand saw the company replace its Angels with what it termed the VS Collective, described as a group of "trailblazing," diverse women. At the time, Martin Waters, the former head of Victoria's Secret's international business who was appointed chief executive, said, "**We needed to stop being about what men want and to be about what women want**". [Article](#)



What is Enterprising ME?

It is a place for women of all stages of life, with one thing in common – a desire to create and grow a career in entrepreneurship and bring your business ideas to life. It is a space for community and inspiration – whether you have a big idea or are looking for a spark – whether you're already on your journey or merely at the dreaming stage of starting a business. It's your turn to focus on you, your ideas and everything they can be. [Details](#).



Caution small business against "too good to be true"

Nearly 90 per cent of all scams reported by CommBank's business customers in FY24 came from small business, with more than half of their losses going to investment scams. The data, which looks at the number and types of scams reported by CommBank small businesses in the last financial year shows investment scams, phishing, and business email compromise continue to be the most prevalent scams targeting Aussie small business. [Report](#)



Australasian Institute of Business and Enterprise Facilitators

The business advice industry in Australia and in many other countries is self-regulated, and virtually anyone can call themselves a business or enterprise facilitator, advisor, coach, mentor, or consultant. AIBEF provides accreditations for your skills and expertise. Further Info www.aibef.org.au



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SPECIAL OFFER - STORAGE KING PERTH AIRPORT

Winner of the 2023 Facility of the year award
 15% off storage boxes and 50% off the first 2 months of storage. Storage King can ship your parcels to anywhere in the world. Storage King arrange the booking and email consignment notes for clients to attach to their deliveries. We offer a wide range of self-storage options, from lockers to vehicle storage. [Contact or Email www.storageking.com.au](http://www.storageking.com.au)
Our special thanks to Storage King Perth Airport for their great support in sponsoring storage of textiles and sewing machines donated for our next delivery of community village sewing projects.



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Live and Recorded Webinar for Online - Anytime - Fast Track
Members receive one free webinar below during November- [Contact us](http://www.belmontbec.com)
 To book for upcoming events visit www.belmontbec.com/webinars

- [Writing Your Business Plan](#)
- [Pricing, Costing and Cashflow](#)
- [Starting Your New Business](#)
- [Understanding the Australian Privacy Changes](#)
- [Credit Management And Debt Collection](#)
- [How To Write A Tender Or Grant Submission](#)
- [Tips on Building a Successful Business](#)
- [Preparing For A Fashion Trade Show](#)
- [How To Start A Fashion Label](#)
- [Quality Control In The Fashion Industry](#)
- [Importing and Exporting](#)
- [Get Noticed By The Media](#)
- [How To Brief Your Website Developer](#)
- [TESTEX – Textile Accreditation and Labelling](#)
- [Avoiding Manufacturing Pitfalls](#)
- [Marketing On A Budget](#)
- [Strategies for Off Shore Outsourcing](#)
- [Sourcing in Asia via HK](#)
- [Sourcing Textiles & Apparel in India](#)
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- [Understanding your Intellectual Property – Trademarks, Designs, Patents](#)
- [Ethical Fashion and the Triple Bottom Line](#)
- [Italian Fashion Media](#)
- [Preparing a Business for Sale](#)

- [Global Platform for Sourcing From Women Vendors](#)
- [Tips on Using Social Media in your Business](#)
- [Make Customer Experience Your Competitive Edge](#)
- [Understanding Freight Logistics of Importing and Exporting](#)
- [How To Grow Your Business](#)
- [Strategies for Off Shore Sourcing](#)
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- [What Buyers Are Looking For](#)
- [Specification Sheets for Apparel Manufacturing](#)
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