



The Think Business 2018: Hinchinbrook Economic Development Series offers a number of workshops running from February to November 2018 as well as the Build a Better Business program. This series provides pivotal information that will aide in the growth and development of our regions business community and assist in keeping business transactions and jobs local. Training is delivered locally in the Hinchinbrook Shire and is tax deductible. Individual sessions are \$25.00 each or \$165.000 for the full 10 sessions. Please note all evening sessions will provide a light supper

## Social Media in Business

You will learn about:

- How to build your online presence
- Social media 101
- Develop a social media strategy
- Engage with potential customer
- Generate revenue through digital marketing

**Date:** 26<sup>th</sup> February 2018

**Time:** 5:30pm to 7:30pm

**Venue:** TYTO Conference and Events Centre

**Cost:** \$25 or \$165 for the 10 sessions

## Tax Essentials for Small Business

You will learn about:

- business structures and their different rules, tax rates and obligations
- tax and non-tax business registrations
- allowable deductions, including motor vehicle deductions, depreciation and home-based business expenses
- annual and quarterly reporting requirements
- record keeping principles
- Where to go for help and information when you need it.

**Date:** 12<sup>th</sup> March 2018

**Time:** 2:00pm to 4:00pm

**Venue:** TYTO Conference and Events Centre

**Cost:** \$25 or \$165 for the 10 sessions

## Preparing an Effective Capability Statement

If you want your business to stand out from the crowd and improve your chance of securing contracts, then this workshop is a must for you. This workshop will show businesses how to use a capability statement to market product or service and how it can be used to accompany tender submissions for contracts, upload onto online databases and used to support applications for finance to expand your business.

**Date:** 9<sup>th</sup> April 2018

**Time:** 5:30pm to 8:30pm

**Venue:** TYTO Conference and Events Centre

**Cost:** \$25 or \$165 for the 10 sessions

## Tendering for Government Business Workshop

This workshop will assist you to maximise your chances of competing for government and private sector work, including project opportunities. You will learn the art of developing and submitting a conforming and effective tender, including:

- the principles of government procurement policies and processes
- how to interpret and effectively respond to offer and tender documents
- where to look for current and upcoming tendering opportunities, and
- how to conduct market research to maximise your chances of success.

**Date:** 14<sup>th</sup> May 2018

**Time:** 5:30pm to 8:30pm

**Venue:** TYTO Conference And Event Centre

**Cost:** \$25 or \$165 for the 10 sessions



## Record Keeping for Small Business

Good record keeping is important even before your first transaction occurs. It can save you time and helps you to claim all the deductions to which you're entitled.

You'll learn:

- why good record keeping is important
- what records to keep and for how long
- tips for retaining good records
- where to get help and support.

**Date:** 11<sup>th</sup> June 2018

**Time:** 2:00pm to 5:00pm

**Venue:** TYTO Conference and Event Centre

**Cost:** \$25 or \$165 for the 10 sessions

## Superannuation and Succession Planning

Superannuation and Succession planning can be a minefield of information and options. Come and hear from Bendigo Bank to discover the right solution for you and your staff in regards to superannuation and ensure the next stage of your business journey is securely in place to begin succession planning.

**Date:** 9<sup>th</sup> July 2018

**Time:** 5:30pm to 8:30pm

**Venue:** TYTO Conference and Event Centre

**Cost:** \$25 or \$165 for the 10 sessions

## Accounting in Business

In this session businesses will receive accounting advice from our local firm Coscer Financial Professionals. You will learn about the common traps and issues in business.

**Date:** 13<sup>th</sup> August 2018

**Time:** 5:30pm to 6:30pm

**Venue:** TYTO Conference and Event Centre

**Cost:** \$25 or \$165 for the 10 sessions

## Business Plans and Planning

Come to this workshop and hear from the NAB bank about key things to include in a business plan and how to plan for the future success of your business.

**Date:** 10<sup>th</sup> September 2018

**Time:** 5:30pm to 8:30pm

**Venue:** TYTO Conference and Event Centre

**Cost:** \$25 or \$165 for the 10 sessions

## Small Business Tips

The NAB will provide business guidance for small business on a range of topics from business projects such as merchants, online business banking and business cards to cash flow planning.

**Date:** 8<sup>th</sup> October 2018

**Time:** 5:30pm to 8:30pm

**Venue:** TYTO Conference and Event Centre

**Cost:** \$25 or \$165 for the 10 sessions

## Business and the law

In this session local legal firm Spina Kyle Waldon Lawyers will discuss general traps and issues that face businesses today. Learn how to legally safeguard your business.

**Date:** 12<sup>th</sup> November 2018

**Time:** 5:30pm to 6:30pm

**Venue:** TYTO Conference and Event Centre

**Cost:** \$25 or \$165 for the 10 sessions

To book for any of these events visit <https://www.hinchinbrookway.com.au/tbw>

<https://townsvilletickets.com.au/event/6464>



Australian Government  
Australian Taxation Office



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## Build a Better Business Program

Through the Build a Better Business workshops and mentoring, a **TAFE Queensland Small Business Solutions** business mentor will guide you through critical periods of business development and arm you with the knowledge, skills and confidence you need to clarify your ideas and move into the next stage of business growth. You will learn how to:

- Upgrade your understanding of business finances and be empowered to improve business profitability
- Improve, innovate and grow your business
- Optimise your business with the latest online business planning
- Create a practical, user-friendly business action plan, the must have tool for your business
- Develop an innovative digital marketing plan and grow your connection with customers
- Create new actionable ideas and grow your small business
- Discover your customers in an entirely new way
- Find focus with productivity tools and techniques
- Reduce your stress by actioning a business improvement audit on your business
- Upgrade your mindset and be empowered as a purposeful leader in business

This program consists of:

- 4x3 hours face-to-face group mentoring workshops
- Online learning, support and networking
- 2 hours of one-on-one mentoring to assist with implementation of the business action plan

Eligibility criteria apply. See website for more details. <https://business.tafeqld.edu.au/small-business-solutions>

Hinchinbrook Shire Council will subsidise this program for eligible applicants to **\$250 per business** upon successful completion. For more details see <https://business.tafeqld.edu.au/workshops>

This program will take only 5-10 places with workshops planned for:

### Workshop 1

Saturday 10<sup>th</sup> Mar 9.00 – 1.00pm

### Workshop 3

Saturday 7<sup>th</sup> April 9.00-1.00pm

### Workshop 2

Saturday 24<sup>th</sup> Mar 9.00-1.00pm

### Workshop 4

Saturday 21<sup>th</sup> April 9.00-1.00pm

To book for the Build a Better Business Program visit <https://www.hinchinbrookway.com.au/tbw>  
<https://townsvilletickets.com.au/event/6464>