

WA Racing Industry Business Development Project



WA Racing Industry Business Development Project will provide small business mentoring, guest speaker forums and a series of specialised business workshops to assist small business operating within the WA Racing Industry. The project will include business support to trainers, jockeys, breeders, farriers, vets, transport, feed & gear merchants and those associated within the WA Racing Industry sector.

WA Racing Industry Business Development Project is supported by the Small Business Development Corporation, Small Business Centre Belmont, Race Breed Magazine, Gannon's on Ascot and Belmont Park, WA Trainers Association, Belmont BEC, City of Belmont, TCFWA, Australia Post, sponsors, supporters & volunteers



Are you running a small business in the WA Racing Industry?

- Agistment Parks, Breeders, Bookmakers, Farriers, Feed Merchants, Greyhound Trainers,
- Gear Wholesalers, Harness Manufacturers, Horse Breakers, Horse Clipping, Horse Chiropractors,
- Horse Dentists, Horse Dealers, Horse Sales, Horse Transport, Horse Artists, Feed Supplements
- Horse Studs, Jockeys, Jockey Silks, Jockey's Riding Gear, Racing Journalists,
- Saddlery Manufacturers, Racing Retailers, Racing Photographers, Racing Magazines,
- Racing Syndicates, Stable Supplies & Equipment, Horse Trainers, TAB franchises, Track Riders,
- Trophy Suppliers, Trotting Drivers, Veterinarians, Veterinary Hospitals.

WA Racing Industry Business Development Project



Expression of Interest

WA Racing Industry Business Development Project will provide small business mentoring, guest speaker forums and a series of specialised business workshops to assist small business operating within the WA Racing Industry. The project will include business support to trainers, jockeys, drivers, breeders, farriers, vets, transport, feed & gear merchants and those associated within the WA racing industry sector.

Register your interest in any aspect of the WA Racing Industry Business Development Project below

You will receive our email or fax updates when workshops, forums will be held

Complete form online - www.sbcbelmont.com/racing.html

Phone 08 94793777 Fax 08 9479 3888 Mobile 0418954431 VoIP 08 62624239

WA RACING INDUSTRY BUSINESS DEVELOPMENT PROJECT - (Tick your area of interest)	YES	NO	MAYBE
WA RACING INDUSTRY BUSINESS SKILL WORKSHOPS: 2hrs – Topics will be held based on demand			
1) Business Management – are you working IN or ON your business, undertake your business checklist			
2) Cash Flow Management – develop better cash resources, credit control and financial management			
3) E Commerce – learn the basics of using ecommerce in your business - email, web sites, b2b			
4) Environmental Management – undertake checklists on water, waste, EPA and eco friendly practices			
5) Legal Issues – understanding contracts, leases, syndicates, taxation, GST, rules and regulations			
6) Media & PR Skills – develop your own media profile; learn the skills to deal with media and owners			
7) Marketing – develop a promotional and marketing campaign to attract new clients and build your business			
8) Pricing & Costing – understand the actual costs of providing your services and rates charged			
9) Risk Management – covering insurances, occupational health and safety, equine flu, staff and employment issues			
10) Time Management – save time and money in your business and control time wasters			
WA RACING INDUSTRY FORUMS: 2hrs - Topics will be held based on demand			
1) Environmental Management – new techniques, products and services to help you manage your business			
2) Future Trends & Directions – new techniques in managing a small business in the racing industry			
3) Innovation & Technology – new equipment and technology that can save you time and money in your business			
4) Industry Legends – gain tips and knowledge from national racing experts and legends			
5) Surviving a Crisis in the Racing Industry – tips and strategies from those that have faced a crisis & survived!			
OTHER WA RACING INDUSTRY BUSINESS DEVELOPMENT PROJECT INITIATIVES			
Business Diagnostic – would you like a confidential business improvement update on your small business?			
Business Mentoring – would you like 1hr business mentoring support – provided one/one, phone or online?			
Media Profile – would you like a media profile prepared on you and your business?			
Computer Skills – would you or your office manager like to undertake computer and/or email training?			
Racing Business Support Network – like to join a 'virtual' online business support network for your Racing business?			

FAX FORM TO 08 9479 3888 EMAIL racing@sbcbelmont.com Phone 08 9479 3777

Return completed form to Small Business Centre Belmont, PO Box 370, Cloverdale WA 6985 Complete form online - www.sbcbelmont.com/racing.html

WA RACING INDUSTRY BUSINESS DEVELOPMENT PROJECT – Expression of Interest

Contact Person/s: _____

Business Name: _____

Business Address: _____ State _____ P/Code _____

Phone: _____ Fax: _____ Mobile: _____

Email: _____ Web Site: _____

YOUR RACING INDUSTRY SECTOR

Description of Business: _____

Main product/services _____ ASIC Code/s _____

Other products/services _____ ASIC Code/s _____

Do you agree to be listed in the WA Racing Industry Directory Yes No

Signature _____ Date _____