

# designedge innovation FESTIVAL 2015

The 11th designedge Innovation Festival 2015 will run from 15th April through to 28th May with events, workshops, webinars, networking and forums being staged in Belmont, Western Australia and broadcasted nationally ONLINE. Over 90 events will be presented during the festival bringing together small business owners, innovators, designers, creatives and community organisations. The 2015 Designedge Innovation Festival is an associate festival of the Australian Innovation Festival and is supported by Belmont BEC, TCF Global, BEC Global, TCF Australia ONLINE Energy Efficiency Training & Mentoring Project, TCFWA, MY Business Incubator, BPW Business Incubator, sponsors, supporters and volunteers.

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# designedge innovation FESTIVAL 2015

## Designedge Innovation Festival Supported by



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### Preparing for a Trade Event - Webinar

May 19, 2:30pm-3:30pm, \$30

Steps to prepare before, during and after a Fashion Trade Exhibition.

### Preparing a Business for Sale - Webinar

May 19, 4pm-5pm, \$30

Look at the sale of your business through the eyes of the buyer.

### Buying or Selling a Small Business - Webinar

May 20, 11am-12noon, \$30

Checklist on buying or selling a business and what needs to be done.

### Tips on using Social Media in your business - Webinar

May 20, 1pm-2pm, \$30

Effectively promote your business across many social platforms.

### Sustainable Sourcing in HK & China\*\* - Webinar

May 21, 9:30am-10:30am, \$15

Sustainable Sourcing via Hong Kong Trade Development Council.

### Strategies for Off Shore Sourcing - Webinar

May 21, 11am-12noon, \$30

Tips on offshore sourcing and risk management.

### Protecting Your Trade Mark in the United States - Webinar

May 21, 1pm-2pm, \$30

How to register your trade mark as a US mark either by using the United States Patent Trademark Office TEAS system or the Madrid System for International Registration presented by Keachea Dixon, IP Lawyer, New York, USA.

### Solar Energy\* - Webinar

May 22, 9:30am-10:30am, Free

How Solar works? How much power does it generate? Saving Energy Costs.

### Tips on Saving Energy in Your Business\* - Webinar

May 22, 11am-12noon, Free

How to make your Business Energy Efficient using quick & easy steps.

### Measuring Energy Usage in Your Business\* - Webinar

May 22, 1pm-2pm, Free

Learn how to understand Energy Use & become Energy Efficient.

### Reduce Office Equipment Energy Costs\* - Webinar

May 22, 2:30pm-3:30pm, Free

Reduce energy use in your office equipment and kitchen facilities.

### Energy Usage in TCF Supply Chains – Upstream & Downstream\* - Webinar

May 22, 4pm-5pm, Free

Reduce upstream & downstream energy usage in your supply chains.

### Monitoring your Energy Bills in Your Business\* - Webinar

May 25, 9:30am-10:30am, Free

Monitor your energy consumption, usage and cost saving practices.

### Reduce Costs in your Air Conditioning\* - Webinar

May 25, 11am-12noon, Free

Up to 70% of savings can be achieved with your air conditioning usage.

### Low Cost Energy Efficiency Accreditation\* - Webinar

May 25, 1pm-2pm, Free

Tips in low-cost & no-cost incentives & energy efficiency accreditation.

### Reduce Lighting Costs in Your Business\* - Webinar

May 25, 2:30pm-3:30pm, Free

Lighting technologies can reduce your energy consumption up to 90%.

### Connect Your Business to Women's Empowerment Principles\* - Webinar

May 26, 9:30am-10:30am, Free

United Nations Global Compact Women's Empowerment Principles.

### Credit Management and Debt Collection - Webinar

May 26, 11am-12noon, \$30

Manage your business cash flow & debt collection.

### Global Platform for Action on Sourcing from Women Vendors\* - Webinar

May 26, 1pm-2pm, Free

Linking women owned businesses around the globe - buying & selling.

### Importing & Exporting - Lower your Risks - Webinar

May 26, 2:30pm-3:30pm, \$30

Lower the risk of failure when you import or export.

### Understanding the Australian Privacy Changes - Webinar

May 26, 4pm-5pm, \$30

Introduction to Privacy Act Amendments.

### Preparing Award Submissions, Belmont Small Business Awards\* Workshop

May 27, 1pm-1:30pm, Free

Venue: Belmont BEC, 7 Fairbrother St. Belmont WA., Tips on preparing your Award Submission & impress the Judging Panel.

### App Your Business - Webinar

May 27, 1pm-2pm, \$30

How to get your business into the pocket of your client.

### Belmont Business 'Ask an Expert' Sundowner\* - Event

May 27, 5pm-7pm, Free

Guest Speakers, Networking, Meet Business Experts  
 Venue: 'The Belmont', Cloverdale, WA.

### Specification Sheets for Apparel Manufacture - Webinar

May 28, 9:30am-10:30am, \$30

Prepare your spec sheets for better production, labelling, sizing.

### Italian Fashion Media - How to Get Noticed - Webinar

May 28, 11am-12noon, \$30

Tips on how to get noticed by the Italian Fashion Media

### What Fashion Buyers Are Really Looking For - Webinar

May 28, 1pm-2pm, \$30

Understand today's Fashion Buyer & what grabs their attention.

### Quality Control in Apparel Manufacturing - Webinar

May 28, 2:30pm-3:30pm, \$30

Be better prepared and organised to ensure the best quality controls.



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\* Webinars marked (\*) are Free for small business

\*\* Webinars marked (\*\*) are Free for Friends of Belmont BEC and Members of TCFWA, TCF Australia, TCF Global

Webinars are presentations that require you to have internet access and audio.

Belmont BEC workshops venue: 7 Fairbrother Street, Belmont WA

BOOK ONLINE [www.belmontbec.com/calendar](http://www.belmontbec.com/calendar)

Enquiries: Phone (08)9479 3777  
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All booking and payment facilities are available online.

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**Tips on using Social Media in your Business - Webinar**

**April 15, 1pm-2pm, \$30**

Effectively promote your business across many social platforms.

**Fashioning Sustainability\*\* - Webinar**

**April 16, 9:30am-10:30am, \$30**

Designing 'eco' collections, research sustainable green consumers.

**Strategies for Off Shore Sourcing - Webinar**

**April 16, 11am-12noon, \$30**

Tips on offshore sourcing and risk management.

**Sustainable Sourcing in HK & China\*\* - Webinar**

**April 16, 1pm-2pm, \$15**

Sustainable Sourcing through Hong Kong Trade Development Council.

**Establishing Your Label in the USA\*\* - Webinar**

**April 16, 2:30pm-3:30pm, \$30**

Establish your apparel business goals in the USA.

**Double your productivity with this 1 single action\*\* - Webinar**

**April 20, 11am-12noon, \$15**

Be clear on your target, reduce time wastage to achieve your goal presented by Angie 'Speedy' Spiteri

**Measuring Energy Usage in Your Business\* - Webinar**

**April 20, 1pm-2pm, Free**

Learn how to understand Energy Use & become Energy Efficient.

**BPW Guest Speaker, Dinner & Networking - Event**

**April 20, 7pm-9pm, \$10/Dinner own cost**

Guest Speaker Marjorie Charleson, Racebreed, Networking & Dinner for business women & guests. Venue: 'The Belmont', Cloverdale, WA

**How to Write a Tender or Grant Submission - Webinar**

**April 21, 9:30am-10:30am, \$30**

Develop expertise at writing, submitting tenders & submissions.

**Steps to Starting a Small Business - Webinar**

**April 21, 11am-12noon, \$30**

Checklist and research required to start a new business.

**Marketing on a Budget - Webinar**

**April 21, 1pm-2pm, \$30**

How to make the most of your marketing dollars.

**Preparing for a Fashion Trade Exhibition - Webinar**

**April 21, 2:30pm-3:30pm, \$30**

Steps to prepare before, during and after a Trade Exhibition.

**Preparing a Business for Sale - Webinar**

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Look at the sale of your business through the eyes of the buyer.

**Solar Energy\* - Webinar**

**April 22, 9:30am-10:30am, Free**

How Solar works? How much power does it generate? Saving your energy costs.

**Tips on Saving Energy in Your Business\* - Webinar**

**April 22, 11am-12noon, Free**

How to make your Business Energy Efficient using quick & easy steps.

**Getting into the Productivity Zone\*\* - Webinar**

**April 22, 1pm-2pm, \$15**

Create your environment to concentrate and beat procrastination presented by Angie 'Speedy' Spiteri

**Official Launch - 11th designedge Innovation Festival & 22nd Belmont Small Business Awards - Event**

**April 22, 6pm-8pm , Invitation Only**

Action packed Launch. Venue Civic Centre, City of Belmont, WA

**Avoiding Apparel Manufacturing Pitfalls - Webinar**

**April 23, 9:30am-10:30am, \$30**

Minimise problems before they become a major issue, be prepared.

**Italian Fashion Media - How to Get Noticed - Webinar**

**April 23, 11am-12noon, \$30**

Tips on how to get noticed by the Italian Fashion Media.

**What Fashion Buyers Are Really Looking For - Webinar**

**April 23, 1pm-2pm, \$30**

Understand today's Fashion Buyer & what grabs their attention.

**Quality Control in Apparel Manufacturing - Webinar**

**April 23, 2:30pm-3:30pm, \$30**

Be better prepared and organised to ensure the best quality controls.

**Reduce Office Equipment Energy Costs\* - Webinar**

**April 24, 9:30am-10:30am, Free**

Reduce energy use in your office equipment, kitchen facilities.

**Energy Usage in TCF Supply Chains – Upstream & Downstream\* - Webinar**

**April 24, 11am-12noon, Free**

Reduce upstream & downstream energy usage in your supply chains.

**Bookkeeping for Sole-Traders - Simplify and help run your successful business - Workshop**

**April 28, 9:30am-11am, \$44**

Covering choosing the right system, what to keep, what you can claim, time and money saving tips. Practical solutions presented by Donna-Lee Vincent  
Venue: Belmont BEC, 7 Fairbrother St. Belmont WA

**Processes that profit\*\* - Webinar**

**April 28, 11am-12noon, \$15**

Systems that business needs to delegate, streamline and automate presented by Angie 'Speedy' Spiteri

**Global Platform - ITC Sourcing from Women in Business - Webinar**

**April 28, 1pm-2pm, Free**

Linking women owned businesses around the globe - buying & selling.

**Importing & Exporting - Lower your Risks - Webinar**

**April 28, 2:30pm-3:30pm, \$30**

Lower the risk of problems and when you import or export.

**Understanding the Australian Privacy Changes - Webinar**

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Introduction to Privacy Act Amendments.

**Monitoring your Energy Bills in Your Business\* - Webinar**

**April 29, 9:30am-10:30am, Free**

Monitor your energy consumption and usage and cost saving practices.

**Reduce Costs in your Air Conditioning\* - Webinar**

**April 29, 11am-12noon, Free**

Up to 70% of savings can be achieved with your air conditioning usage.

**Coal To Liquids For Australia\*\* - Webinar**

**April 30, 9:30am-10:30am, \$30**

Australia's liquid fuel security problem can be solved by adopting coal-to-liquids technology to make petrol, diesel & jet fuel from low grade coal sources presented by David Archibald.

**Low Cost Energy Efficiency Accreditation\* - Webinar**

**April 30, 11am-12noon, Free**

Tips in low-cost & no-cost incentives & energy efficiency accreditation.

**Reduce Lighting Costs in Your Business\* - Webinar**

**April 30, 1pm-2pm, Free**

Lighting technologies can reduce your energy consumption up to 90%.

**Steps to Starting a Small Business - Webinar**

**May 4, 12noon-1pm, \$30**

Checklist and research required to start a new business.

**The Keys to Getting Publicity for Your Business - Workshop**

**May 5, 9:30am-10:30am, \$49**

How anyone in business can get free publicity on TV, radio, newspapers, magazines and online and create more sales. Join journalist and publicity expert Sue Papadoulis from Publicity for Profit as she will walk you through the process of getting media exposure for you and your business.  
Venue: Belmont BEC, 7 Fairbrother St. Belmont WA

**Writing Your Business Plan - Webinar**

**May 5, 11am-12noon, \$30**

Write your Business Plan, or review and update your existing plan.

**Tips on Time Management - Webinar**

**May 5, 1pm-2pm, \$30**

Tips to manage your time on a day-to-day basis, be more effective.

**Why are you Busy and Poor? Your website can break that cycle - Webinar**

**May 5, 2:30pm-3:30pm, \$30**

Increase your customers and profit without working harder.

**Improve your Work & Life Balance - Webinar**

**May 5, 4pm-5pm, \$30**

Improve health, wellbeing and awareness of workplace stress.

**Creating an Online Shop - Webinar**

**May 6, 1pm-2pm, \$30**

Expand your business online, create an online shop with loads of tips!

**Starting a Fashion Label - Webinar**

**May 7, 9:30am-10:30am, \$30**

Starting your label, sourcing, costing, marketing and fashion cycles.

**Accessing Multicultural Markets - Webinar**

**May 7, 11am-12noon, \$30**

Powerful ways to attract and retain the best workers from the full spectrum of cultures and access customers from all walks of life and from all corners of the globe presented by Mary Gurgone.

**Licence your Trademarks & Designs - Webinar**

**May 7, 1pm-2pm, \$30**

Steps of preparing your business to enter into license agreements.

**TCF Global Fashion Sourcing Opportunities for Retailers & Designers - Webinar**

**May 7, 2:30pm-3:30pm, \$30**

Source global fashion trade fairs, travel sponsorships, village projects.

**Connect Your Business to the Women's Empowerment Principles\* - Webinar**

**May 11, 9:30am-10:30am, Free**

United Nations Global Compact Women's Empowerment Principles.

**Every Girl. Everywhere. Period. - Days for Girls\* - Webinar**

**May 11, 12noon-1pm, Free**

Days for Girls empowers women and girls around the globe.

**The Four Key Principles For Maximising The Return On Employee Investment - Workshop**

**May 12, 9:30am-11:30am, \$47**

How to maximise your workforce productivity and profitability, presented by David Osborne. Venue: Belmont BEC, 7 Fairbrother St. Belmont WA

**Customer Service is your Competitive Edge - Webinar**

**May 12, 11am-12noon, \$30**

How to keep customers coming back and boost your business.

**Get Noticed by the Media - Webinar**

**May 12, 1pm-2pm, \$30**

Planning your media strategy and get noticed by the media.

**Pricing, Costing & Cashflow - Webinar**

**May 12, 2:30pm-3:30pm, \$30**

Understand your pricing, profit margins and your cash flow projections.

**7 Essentials to creating Massive Success - Webinar**

**May 12, 4pm-5pm, \$30**

7 Tips to get into your productive flow and create massive success.

**How to Grow Your Business - Webinar**

**May 13, 9:30am-10:30am, \$30**

Focus on what is required to grow your business.

**Brief a Web Developer - Webinar**

**May 13, 11am-12noon, \$30**

How to brief your website developer to your maximum advantage.

**Marketing for a Small Fashion Business - Webinar**

**May 13, 1pm-2pm, \$30**

Develop your Fashion Marketing Strategy and Plan.

**Understanding Freight Logistics of Importing/Exporting - Webinar**

**May 14, 9:30am-10:30am, \$30**

Tips on freight options, airfreight, shipping terms, express couriers.

**Dealing with Fashion Agents and Retailers - Webinar**

**May 14, 11am-12noon, \$30**

Gain an understanding of dealing with agents and retailers.

**TESTEX - Textiles Accreditation & Labelling - Webinar**

**May 14, 1pm-2pm, \$15**

Testing, auditing and certification system for textiles.

**“Spring 2016” It’s all about colour and trends that ‘Sell At Retail’ - Webinar**

**May 14, 2:30pm-3:30pm, \$30**

2016 Colour Trends by Fran Sude, Design Options, Los Angeles, USA.

**Preparing an Award Submission, Belmont Small Business Awards\* Webinar**

**May 15, 12noon-1pm, Free**

Tips on preparing your Award Submission & impress the Judging Panel.

**How to Grow your Fashion Business - Webinar**

**May 18, 1pm-2pm, \$30**

Grow and develop your fashion and TCF related business.

**Goal Setting & Self Assessment of your Business Skills - Webinar**

**May 18, 3pm-4pm, \$30**

Goal Setting, undertake a checklist on your business skills & action plan.

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