





## 1. Official Launch - Designedge Innovation Festival, 27th April, 10.30am - 12.00noon

Official Launch of an action packed Designedge Innovation Festival featuring over 41 events, workshops & displays **Venue** - Deloitte, Level 14, 240 St Georges Terrace, Perth, WA

## 2. Official Launch - Designedge Online Shopping Project 27th April, 10.30am - 12.00noon

Designedge Online Shopping Project provides opportunities for emerging designers to showcase to a global marketplace. Supported by the Australian Government, TCF Small Business Program **Venue** - Deloitte, Level 14, 240 St Georges Terrace, Perth, WA

## 3. Marketing Today Workshop, 30th April, 9am - 5pm

Marketing is about creating the right environment to make the sale, it's about creating awareness of your products or services to the target group to which you want to sell. **Venue** - Small Business Centre Belmont, WA

## 4. Designedge Fashion Incubator - Rosemount Australian Fashion Week 30th April - 4th May, 9am- 6pm

Designedge Fashion Incubator showcases the talent and skill of WA, National & International fashion designers showcasing Summer 2008 @ RAFW. Supported by Australian Government TCF Small Business Program, TCFWA, BBEC, designedge **Venue** - The Source, Overseas Passenger Terminal, Sydney, NSW

## 5. Growing a Business Workshop, 1st May, 10am-12noon

Are you working "IN" or "ON" your business? Set new business goals and develop your business development checklist! **Venue** - Small Business Centre Belmont, WA

## 6. Understanding Aboriginal Culture and Design, 1st May, 1 - 2pm

Gain a cultural insight and better understanding of Aboriginal customs, community awareness, history, music, dialects, communication, social issues and an appreciation of Indigenous designs with Aboriginal artist Barbara Matters. **Venue** - Small Business Centre Belmont, WA

## 7. Starting a Business Workshop, 1st May, 3 - 5pm

Learn how to run your own business with 10 basic steps on what you need to know! conduct a SWOT, develop goals, market research, rules, regulations, IP, licences, insurances, financial budgets, marketing, and business planning. **Venue** - Small Business Centre Belmont, WA

## 8. How to Start Importing Workshop, 2nd May, 12 - 2pm

Lower the risks of failure when you are importing. Topics covered will include: why import, are you ready to import, market research, forwarding arrangements, buying overseas, legalities, quarantine and where you can seek help. **Venue** - Small Business Centre Belmont, WA

## 9. Time Management Workshop, 2nd May, 3 - 5pm

Would you like to find an extra two hours in the day? Take the time to learn how to develop better ways upon which you can manage your time and work more efficiently and effectively. **Venue** - Small Business Centre Belmont, WA

## 10. Pricing and Costing Workshop, 3rd May, 3 - 5pm

Are your products priced correctly? Learn the terms and concepts involved to ensure you can correctly price and cost your products. **Venue** - Small Business Centre Belmont, WA

## 11. Beautifulmind.... Beautifulworld - Community Sewing Project, Bangladesh

Making a difference in the lives of rural poor people in Bangladesh through the production of hand embroidery and craft. Starting with five ladies in 2001, the project founded by two women now supplements the meagre incomes of 60+ people in Bangladesh. **Venue** - Hawker St. Gallery, Bowden, SA

## 12. Growing a Fashion Business Workshop, 7th May, 12-2pm

Are you working "IN" or "ON" your business? Carol Hanlon, Manager TCFWA will assist you to set new business goals and develop your business checklist! **Venue** - Clearly Business, Level 1, 323 Castlereagh Street, Sydney NSW

## 13. Sourcing - Off Shore Workshop, 7th May, 2.30 - 3pm

Understand how to source in Hong Kong, China & Asia; Carol Hanlon will provide insights into the global TCF supply chain; buying missions available, sourcing databases and business matching services **Venue** - Clearly Business, Level 1, 323 Castlereagh Street, Sydney NSW

## 14. International Fashion Opportunities, 7th, 3- 3.30pm

Gain an insight into global fashion marketing. Understand the International Fashion Weeks of Paris, New York, London, Ireland, Dusseldorf and Berlin. **Venue** - Clearly Business, Level 1, 323 Castlereagh Street, Sydney NSW

## 15. Working with an Agent - What are they looking for? 7th May, 3.30pm - 4.30pm

Understand the do's and don'ts when approaching an agent and preparing your range for wholesale indent orders! Understand Agency Agreements, Commissions, Terms & Conditions **Venue** - Clearly Business, Level 1, 323 Castlereagh Street, Sydney NSW

## 16. Young entrepreneurs - innovative ways to face the challenges of today, 7th May, 12- 2pm

Move over Baby boomer entrepreneurs, Gen Y brings a new wave of business. Internet-savvy, globally connected and socially aware. Alicia Curtis, Young BPW will lead an interactive session to develop your small business. Problem solve your current business challenges. **Venue** - Small Business Centre Belmont, WA

## 17. No More Lamingtons! Forget Fundraising the Hard Way Discover the Village Card! 7th May, 3 - 5pm

What would it mean to your non-profit group, if the key committee people could spend their time on core services instead of always having to source funding. This innovative smart card system will impress you with its simplicity. **Venue** - Small Business Centre Belmont, WA

## 18. Inventions and Innovators Display, 7th May - 12th May, 9am- 5pm

Meet the inventors and innovators of some great new and exciting products. Everything from water saving devices, household inventions, safety, health and medical developments! Hosted by Joe Iovine from Inventors Assistance Australia. **Venue** - Belmont Forum Shopping Centre, Cloverdale WA

## 19. Sourcing - Offshore Workshop, 8th May, 10am- 12noon

Understand how to source in Hong Kong, China & Asia; Sylma Cabrera from Pure Soul Design will provide insights into the global TCF supply chain; buying missions available, find manufactures, spec sheets and buying agents **Venue** - Small Business Centre Belmont, WA

## 20. Working with an Agent - What are they looking for? 8th May, 2-4pm

Learn first hand from leading Perth fashion Agent Barry Silbert the do's and don'ts when approaching an agent and preparing your range for wholesale indent orders! Understand Agency Agreements and Commissions. **Venue** - Small Business Centre Belmont WA

## 21. Indigenous Textile Artists & Designers - Mini Trade Show / Open Forum for Products, 9th May, 9.30am-11.30am

Explore new opportunities to develop collaborative projects and/or new products with Indigenous designers and to link with non indigenous fashion designers across Australia. Understand New Trend Directions and Product Development. **Venue** - Richmond Room, River Street, Ballina, NSW

## 22. Sourcing - Offshore Workshop, 9th May, 11.45am - 12.30

Understand how to source in Hong Kong, China & Asia; Gain insights into the global TCF supply chain; buying missions available, sourcing databases and business matching services. **Venue** - Richmond Room, River Street, Ballina, NSW

## 23. Media & PR Skills Workshop, 9th May, 9 - 10.30am

Improve your understanding of the best ways to deal with the media; Sascha Stone, PMS Marketing will assist with writing media releases, press kits; editorial and public relations; a promotional campaign; tips on handling interviews. **Venue** - Small Business Centre Belmont, WA

## 24. Marketing to Retailers- what are they looking for? 10th May, 10-12noon

Gain an insight into what a retailer is really looking for? Learn first hand from Perth leading fashion retailer, Maria Short from the More Stores, the do's and don'ts when approaching, showing and selling your next seasons fashion ranges! **Venue** - Small Business Centre Belmont, WA

## 25. International Fashion Opportunities, 10th May, 2 - 3pm

Gain an insight into global fashion marketing with Margaret Farrell from Suki Moo. Understand the International Fashion Weeks of Paris, New York, London, Ireland, Dusseldorf and Berlin. **Venue** - Small Business Centre Belmont, WA

## 26. New innovations With Wool, 11th May, 2 - 3pm

Designing and working with wool fibres brings challenges and new opportunities, learn first hand from WA's leading wool innovators and designers working with new wool techniques, wool felting, wool for comfort research projects. **Venue** - Small Business Centre Belmont, WA

## 27. Introduction to Exporting Workshop, 15th May, 12 - 2pm

Lower the risks of failure when you are exporting. Topics covered will include tips and insights into exporting, international trade finance, freight, customs issues and information on government export support programs. **Venue** - Small Business Centre Belmont, WA

## 28. Starting a Business Workshop, 15 May, 3- 5pm

Learn how to run your own business with 10 basic steps on what you need to know! conduct a SWOT, develop goals, market research, rules, regulations, IP, licences, insurances, financial budgets, marketing, and business planning. **Venue** - Small Business Centre Belmont, WA

## 29. Debt Crisis Management for Small Business! 16 May, 3- 5pm

Income fluctuations can have a serious negative impact on small business operation. Divorce, sickness, unexpected pregnancy, uninsured events etc can threaten the survival of the business. Financial Crisis Management will assist you to avoid losing hard-earned assets yet still pay your creditors and keep operations. **Venue** - Small Business Centre Belmont, WA

## 30. New Directions in Fashion Design, 17th May, 12- 2pm

Leading WA fashion designer Rebecca Patterson will outline the trends and inspirations being reflected through fashion & design and share her interpretation of these shapes, silhouettes and detail that will be shaping future design. **Venue** - Small Business Centre Belmont, WA

## 31. Cash Flow Today Workshop, 18 May, 9am - 12.30pm

Improve your Business through more effective CASHFLOW with Accountant John King who will assist you to simplify and better understand how to interpret your financial statements. **Venue** - Small Business Centre Belmont, WA

## 32. Starting a Fashion Label Workshop, 21st May, 10am - 12noon

Learn the beginning steps to starting your own fashion label. Cindee Smith, Manager MFI will assist you to undertake a SWOT, sourcing materials, understand TCF seasons, production schedules, financing, costing & marketing a fashion range. **Venue** - Melbourne Fashion Incubator, Boardroom, Level 2, Melbourne Central Shopping Centre, VIC

## 33. Marketing to Retailers, 21st May, 12noon - 1pm

Gain an insight into what a retailer is really looking for? Learn the do's and don'ts when approaching, showing and selling your next seasons fashion ranges! **Venue** - Melbourne Fashion Incubator, Boardroom, Level 2, Melbourne Central Shopping Centre, VIC

## 34. Growing your Fashion Business, 22nd May, 10am - 12noon

Are you working "IN" or "ON" your business? Cindee Smith, Manager MFI will assist you to set new business goals and develop your business development checklist! **Venue** - Melbourne Fashion Incubator, Boardroom, Level 2, Melbourne Central Shopping Centre, VIC

## 35. Working with an Agent, 22nd May, 12noon - 1pm

Understand the do's and don'ts when approaching an agent and preparing your range for wholesale indent orders! Understand Agency Agreements, Commissions, Terms & Conditions. **Venue** - Melbourne Fashion Incubator, Boardroom, Level 2, Melbourne Central Shopping Centre, VIC

## 36. Starting a Fashion Label Workshop, 22nd May, 12 - 2pm

Learn the beginning steps to starting your own fashion label. Carol Hanlon, Manager TCFWA will assist you to undertake a SWOT, sourcing materials, understand TCF seasons, production schedules, financing, costing and marketing a fashion range. **Venue** - Small Business Centre Belmont, WA

## 37. Protecting Your Intellectual Property Workshop, 22nd May, 5.30 - 7.30pm

Gain a better understanding on how to protect your business in regards to IP-Trade Marks, Patents and Design copyrights conducted by Watermark Patent Trade Mark Attorneys. **Venue** - Small Business Centre Belmont, WA

## 38. Understanding Aboriginal Culture and Design, 24th May, 1 - 2pm

Gain a cultural insight and better understanding of Aboriginal customs, community awareness, history, music, dialects, communication, social issues and an appreciation of Indigenous design with Aboriginal artist Barbara Matters. **Venue** - Small Business Centre Belmont, WA

## 39. Indigenous Textile & Fashion Display, 24th May, 2 - 4pm

View the textile designs and fashion designs from WA & Australia's indigenous designers from Pinjarra, Wickham, Geraldton, Broome, Arnhem Land, Darwin, Derby, Gerringong, Canberra, Cabbage Tree Island, Cape Tribulation. Investigate opportunities to develop collaborative projects or new products with Indigenous designers. **Venue** - TCFWA, Belmont WA

## 40. TCF Global Community Sewing Project, Ormoc Philippines, 25th May, 12-1pm

Assist women to start a business in regional areas of the Philippines, learn how you can assist TCFWA & BPW WA to set up and equip 110 community centres in Ormoc, Philippines with sewing machines, textiles and equipment. **Venue** - TCFWA, Belmont WA

## 41. Aussie Host Customer Service Workshop, 28th May, 9am- 5pm

Build your business through better service! Statistics highlight that 68% of customers are lost through indifferent attitudes and bad service, only 9% are lost through price! **Venue** - Small Business Centre Belmont, WA

