Code	Event	Date	State	Time	Price	Qty
1	BPW Belmont Networking & Dinner	19-Apr	WA	5 - 9pm	\$10/ dinner own cost	
2	Starting a New Business	20-Apr	WA	10 - 12pm	\$20	
3	Pricing & Costing	20-Apr	WA	12.30 - 1.30pm	\$20	
4	Advanced Time Management Tips & Tricks Using Microsoft Outlook 2007	20-Apr	WA	2 - 4pm	\$66	
5	Building Online Customer Bases	21-Apr	WA	9.30 - 12pm	Complimentary	
6	TCF 'Ask an Expert' Forum	21-Apr	WA	6 - 8pm	Complimentary	
7	How to Start Importing /Exporting	27-Apr	WA	10 - 12pm	\$20	
8	How to Increase your Profit through your Website	27-Apr	WA	12.30 - 2.30pm	Complimentary	
9	Fashion Industry IP - How to Protect Your Intellectual Property	27-Apr	WA	3 - 5pm	Complimentary	
10	Managing Your Intellectual Assets in Tough Times	27-Apr	WA	5:30 - 7:30pm	Complimentary	
11	Managing Cash Flow	28-Apr	WA	2.30 -3.30pm	\$20	
12	Official Launch	29-Apr	WA	5 - 7pm	Invitation only	
13	Starting a Fashion Label	3-May	WA	10.30 -12.30pm	\$40	
14	Avoiding Manufacturing Pitfalls	3-May	WA	1-3pm	\$20	
15	Linking with Retailers & Agents	3-May	WA	3 - 4pm	\$20	
16	Starting a New Business	4-May	WA	10 - 12pm	\$20	
17	How to Write a Business Plan	4-May	WA	1 - 3pm	\$20	
18	Convert Phone Enquiries into Profits	4-May	WA	3.30 - 4.30 pm	\$20	
19	First Click - Get Started with Computers	5 - 28 May	WA	9:30-11:30am or 12:30-2:30pm	Complimentary	
20	Second Click - Develop Your Computer Skills	4 - 27 May	WA	9:30-11:30am or 12:30-2:30-pm	Complimentary	
21	Website Development, Online Shops & Ecommerce	5-May	WA	9.30 - 12pm	Complimentary	
22	Marketing for New Businesses	5-May	WA	1 - 2pm	\$20	
23	Understanding How To Really Read Business Financials & Monitor Them To Improve Profitability	5-May	WA	2.30-3.30pm	\$20	
24	Debt Collection and Credit Management	11-May	WA	10 - 12pm	\$20	
25	How to Write a Tender Submission	11-May	WA	12.30 - 2pm	\$30	
26	Meet the Inventors	11 - 14 May	WA	9 - 5pm	Complimentary	
27	Radically Improve Your Business Sustainability	11-May	WA	3 - 4pm	\$20.00	
28	Expert Content Development, SEO & Website Marketing	12 May	WA	9.30 - 12pm	Complimentary	

Code	Event	Date	State	Time	Price	Qty
29	Fashion Industry Ecommerce workshops Brunswick, VIC	17 May	VIC	9.30 - 5.30pm	Complimentary	
30	BPW Belmont Networking & Dinner	17 May	WA	5 - 9pm	\$10/ dinner own cost	
31	Starting a Business	18 May	WA	10 - 12pm	\$20	
32	The Past and Future of Climate and Energy	18 May	WA	1 - 2pm	Complimentary	
33	Pricing & Costing	18 May	WA	3 - 4.30pm	\$20	
34	Insights into the European Fashion Industry	19 May	WA	10 - 12pm	\$20	
35	Fashion Industry Ecommerce workshops Blacktown, NSW	19 May	NSW	9 - 11.30am	Complimentary	
36	Fashion Industry Ecommerce workshops Woollarha, NSW	19 May	NSW	2 - 7pm	Complimentary	
37	TCF 'Ask an Expert' Forum	19 May	WA	6 - 8pm	Complimentary	
38	Fashion Industry Ecommerce workshops Gold Coast, QLD	21 May	QLD	9.30 - 5.30pm	Complimentary	
39	Fashion Industry Ecommerce workshops Brisbane, QLD	24 May	QLD	9.30 - 5.30pm	Complimentary	
40	Starting a Fashion Label	24 May	WA	10.30-12.30pm	\$40	
41	Avoiding Manufacturing Pitfalls	24 May	WA	1-3pm	\$20	
42	Linking with Retailers & Agents	24 May	WA	3 - 4pm	\$20	
43	Fashion Industry Ecommerce workshops Caboolture, QLD	25 May	QLD	9.30 - 5.30pm	Complimentary	
44	How to Start Importing / Exporting	25 May	WA	10 - 12pm	\$20	
45	How to Increase your Profit through your Website	25 May	WA	12.30 - 2.30pm	Complimentary	
46	Begin public speaking confidently in 5 easy steps	26 May	WA	9 - 12.30pm	\$75	
47	Belmont Business 'Ask an Expert' Sundowner	26 May	WA	5 - 7pm	Complimentary	
48	Beyond E-newsletter Is Drip Marketing the New Way?	27 May	WA	9.30 - 11.30am	\$66	
49	Financial Optimisation using Excel Maximising Profits from your Production	27 May	WA	1 - 3pm	\$66	
50	Belmont Clothes Library 'Hand It On' Project: Reuse - Recycle - Donate	28 May	WA	10 - 11pm	Complimentary	
51	Indigenous Textiles and Fashion Design in Australia	28 May	WA	11 - 12pm	Complimentary	
52	TCF Global Community Sewing projects	28 May	WA	1 - 2pm	Complimentary	
53	TCF Forum - Sourcing Databases and Off Shore Linkages Hong Kong, China, India	28 May	WA	2 - 4pm	Complimentary	

## 

Once paid this Registration Form also becomes your Tax Invoice Belmont BEC ABN 88 509 376 480 Post your cheque to: BELMONT BEC, PO BOX 370, CLOVERDALE, 6985 or.

Book and **Pay Online at www.belmontbec.com/workshops** or, pay by credit card details below:-

Please debit my credit card No.

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□ Mastercarc	Visacard	Name on card:	
Signature:			

Please note that all confirmations and payments must be completed 48 hours prior to workshop

#### \* TCF Australia Online Training & Mentoring Project is an Australian Government funded initiative under the Small Business Online program and is supported by the Textile Clothing Footwear Resource Centre of WA Inc. (TCFWA) Belmont BEC Inc, designedge fashion incubator, DAFWA, BPW WA, HKTDC, ANM, Create Enterprises, One IT, sponsors, supporters & volunteers.

#### LIMITED SEATING AVAILABLE - BOOKINGS ESSENTIAL FOR ALL WORKSHOPS

FOR ALL BOOKINGS OR ENQUIRIES CONTACT BELMONT BEC Ph: (08) 9479 3777 email: workshops@belmontbec.com BOOK ONLINE www.belmontbec.com/workshops Belmont BEC is partially funded by the Australian Government

## designedge innovation FESTIVAL 2010

Designedge Innovation Festival 2010 will run from 19th April through to 28th May with events, workshops, networking forums and displays being staged in Western Australia, Victoria, Sydney and Queensland. Over fifty events will be presented during the festival bringing together fashion designers, small business owners, inventors, innovators and community groups. The 2010 Designedge Innovation Festival has a strategic link with the BEC Australia Innovation Festival being staged across Australia where both Innovation Festivals are recognised as associate festivals of the Australian Innovation Festival.

www.ausinnovation.org www.designedge.net.au/2010innovation



# designedge innovation FESTIVAL 2010

CF AUSTRALIA ONLINE AINING & MENTORING PROJECT www.tcfaustralia.com

#### www.tcfaustralia.com/online







www.tcfwa.com www.belmontbec.com www.designedge.net.au www.ausinnovation.org

## www.designedge.net.au/2010innovation

#### 1 BPW Belmont Networking & Dinner, 19th April, 5pm – 9pm

A networking evening for business and professional women incl. Guest Speake Venue: 150 East Riverside, Assured Ascot Quays Apartment Hotel, Ascot, WA

#### 2 Starting a New Business, 20th April, 10am - 12pm

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: Belmont BEC, WA

#### 3 Pricing & Costing , 20th April, 12.30pm - 1.30pm

Have you priced your products correctly? Ensuring you have calculated the cost of goods or services is vital for your business survival

#### Venue: Belmont BEC, WA

Advanced Time Management Tips & Tricks Using Microsoft Outlook 2007,

#### 20th April 2pm - 4pm

Learn the very best Tips & Tricks from the very same master trainer who trains Microsoft staff By Chee Wong Netway

#### Venue: Belmont BEC, WA

5 Building Online Customer Bases, 21th May, 9,30am - 12noon

Learn how to build your business online and expand into export markets with the Web. Venue: Belmont BEC. WA

#### 6 TCF 'Ask an Expert' Forum, 21st April, 6pm - 8pm

Networking Forum for Fashion and TCFL Industry, Guest speakers on Ecommerce, IT, Designer Parade, global business opportunities

Venue: LA STRADA - Hyatt Regency Perth, WA

#### 7 How to Start Importing / Exporting , 27th April, 10am – 12pm

Lower the risks of failure when you are importing/exporting topics include market research, freight forwarding, international trade finance, legalities, quarantine and where you can seek help. Supported by Westpac and Sadleirs International Venue: Belmont BEC, WA

#### 8 How to Increase your Profit through your Website, 27th April, 12.30pm - 2.30pm

Get the tips on online web marketing, search optimising, pay per view, navigation and how to improve your web site and make more sales! By David Barton, OneIT Venue: Belmont BEC, WA

#### 9 Fashion Industry IP - How to Protect Your Intellectual Property, 27th April, 3pm – 5pm

Gain a better understanding on how to protect your fashion IP with its Branding, Trade Marks, Design, Licensing, Copyrights. By Watermark.

#### Venue: Belmont BEC, WA

#### 10 Managing Your Intellectual Assets in Tough Times, 27th April, 5:30pm - 7:30pm

General small business owner will get an insight into protecting business in regards to IP -Trade Marks, Patents, Inventions and Design copyrights etc. By Watermark. Venue: Belmont BEC, WA

#### 11 Managing Cash Flow, 28th April, 2.30pm - 3.30pm

Understand the importance of managing cash flow effectively, the impact it can have on a business, and show you what to do in times of trouble. By Marinko Pecotic, Integrated Accounting Group.

#### Venue: Belmont BEC, WA

12 Official Launch - WA Innovation Program, BEC Australia & Designedge Innovation Festival & Launch, 29th April, 5pm - 7pm

Official Launch TCF Australia Online Training & Mentoring Project Action packed Launch featuring fashion parade, VIP Guests Venue - Civic Centre, City of Belmont - 215 Wright St., Belmont

#### 13 Starting a Fashion Label , 3rd May, 10.30am - 12.30pm

10 Steps to starting your own fashion label taking you through the steps of SWOT, sourcing, costing, marketing, fashion cycles

#### Venue: Belmont BEC, WA

### 14 Avoiding Manufacturing Pitfalls, 3rd May, 1pm - 3pm

With the correct guidance and total diligence you can minimize manufacturing problems before they become a major issue. Venue: Belmont BEC, WA

Designedge Innovation 10 Flver 7.indd 2

#### 15 Linking with Retailers & Agents, 3rd May, 3pm - 4pm

What are retailers and agents really looking for? Hear from a retailer and agent 'first hand' about valuable tips and insights.

#### Venue: Belmont BEC, WA

#### 16 Starting a New Business , 4th May, 10am - 12pm

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: Belmont BEC, WA

#### 17 How to Write a Business Plan, 4th May, 1pm - 3pm

Develop a concise business planning strategy to use on an ongoing basis and identify key objectives and a working action plan for your business. If already in business, this will enable you to work ON your business and review and update your current Business Plan. Venue: Belmont BEC, WA

#### 18 Convert Phone Enquiries into Profits, 4th May, 3.30pm - 4.30 pm

Every phone call or walk in is an opportunity & excellent communication and presentation skills will give you the advantage over your competitors. Turn enquiries into customers before they go elsewhere. By Ava Lucanus, Edge Telephone Training Venue: Belmont BEC, WA

#### 19 First Click - Get Started with Computers, 5th May- 28th May, 9:30 - 11:30am or 12:30 - 2:30-pm

Learn the basics in a 4 week course of using a computer, word processing, send & receive emails and surf the net

Venue: Jacaranda Community Centre Inc., Epsom Ave, Belmont WA

#### 20 Second Click - Develop Your Computer Skills, 4th May- 27th May, 9:30 - 11:30am or 12:30 - 2:30-pm

Improve your use of the computer with 4 week course of email, managing documents and using the internet

#### Venue: Jacaranda Community Centre Inc., Epsom Ave., Belmont WA

21 Website Development, Online Shops & Ecommerce, 5th May, 9.30am - 12noon

Discover the Key Design features of Top Ranking Websites and how to set up an Online Shop. An Action packed workshop on everything you need to know about developing a brochure style website or ecommerce website. Venue: Belmont BEC, WA

#### 22 Marketing for New Businesses, 5th May, 1pm - 2pm

Marketing strategies for businesses starting out or with a limited budget, and how to make the most of your marketing dollars. By Suzie Haworth, Calder Design. Venue: Belmont BEC, WA

#### 23 Understanding How To Really Read Business Financials & Monitor Them To Improve Profitability, 5th May, 2.30pm - 3.30pm

The importance of financial statements for a business, what they are, how to really read them, and how knowing the right information can help a business make the right decisions that will lead them to growth. By Marinko Pecotic, Integrated Accounting Group. Venue: Belmont BEC, WA

#### 24 Debt Collection and Credit Management, 11th May, 10am - 12pm

Find out about the most important components of efficient and quick debt collection systems. Topics include "Contracts", "Terms and Conditions" and "Credit Application" forms. Ways to increase payment of bills and Telephone Tips for dealing with slow payers. Venue: Belmont BEC. WA

#### 25 How to Write a Tender Submission, 11th May 12.30pm - 2pm

Increase your success rate with tenders submitted: how to approach a writing the tender bid, coordinating key people in your organization, the features of a good Tender submission, and Tips for writing good Tender submissions and proposals. Venue: Belmont BEC, WA

#### 26 Meet the Inventors, 11th May to 14th May, 9am - 5pm

Meet the inventors and innovators of some great new and exciting products: water saving, household, safety, health, and medical developments, etc. By Joe Iovine, Inventors Assistance Australia

#### Venue: Belmont Forum Shopping Centre, Cloverdale WA

#### 27 Radically Improve Your Business Sustainability, 11th May, 3pm - 4pm

How to get more customers, close more sales, get your clients to spend more, keep your clients loval, and boost your cashflow, By Chad Zani, Bartercard, Perth North, Venue: Belmont BEC, WA

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#### 28 Expert Content Development, SEO & Website Marketing, 12th May, 9.30am - 12pm

Develop keyword campaigns and achieve top rankings on the search engines in record time with expert SEO content and a 'kick ass' online marketing campaign. Venue: Belmont BEC, WA

#### 29 Fashion Industry Ecommerce workshops - Brunswick VIC, 17th May, 9.30am - 5.30pm

Expert Content Development, SEO & Website Marketing, Building Online Customer Bases TCE 'Ask an Expert Forum'

#### Venue: Brunswick Business Incubator, Brunswick VIC

30 BPW Belmont Networking & Dinner, 17th May, 5pm - 9pm

A networking evening for business and professional women including Guest Speaker Venue: 150 East Riverside, Assured Ascot Quays Apartment Hotel, Ascot, WA

#### 31 Starting a Business, 18th May, 10am - 12pm

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: Belmont BEC, WA

#### 32 The Past and Future of Climate & Energy, 18th May, 1pm - 2pm

David Archibald - Perth-based scientist & author - predicts the Earth's atmosphere will cool by 2.0 degrees next decade due to solar effects and increased atmospheric carbon dioxide is wholly beneficial. Gain an insight into future Energy options. Venue: Belmont BEC, WA

#### 33 Pricing & Costing , 18th May, 3pm - 4.30pm

Have you priced your products correctly? Ensuring you have calculated the cost of goods or services is vital for your business survival Venue: Belmont BEC, WA

#### 34 Insights into the European Fashion Industry, 19th May, 10am - 12pm

Marketing, events and manufacturing Paris, Portugal, Spain and Italy; including Prêt a Porter, Paris. Presented by Clarisse Reynoso, TCFWA Venue: Belmont BEC, WA

35 Fashion Industry Ecommerce workshops - Blacktown, NSW, 19th May, 9am - 11.30am

Website Development, Online Shops & Ecommerce

Venue: Basi Blacktown, NSW

36 Fashion Industry Ecommerce workshops - Woollarha NSW, 19th May, 2pm - 7pm

Expert Content Development, SEO & Website Marketing, TCF 'Ask an Expert Forum' with Hong Kong TDC, Bonnie Shek, Director Australia & NZ Venue: Hughenden Boutigue Hotel, Woollarha NSW

#### 37 TCF 'Ask an Expert' Forum, 19th May, 6pm - 8pm

Networking Forum for the Fashion and TCF Industry, Guest speakers Ecommerce, IT, Designer Parade, Global business opportunities Venue: LA STRADA - Hyatt Regency Perth, Perth WA

#### 38 Fashion Industry Ecommerce workshops - Gold Coast QLD, 21th May, 9.30am - 5.30pm

Expert Content Development, SEO & Website Marketing, Building Online Customer Bases, TCF 'Ask an Expert Forum'

Venue: Lakeland Golf Club, Merrimac QLD

#### 39 Fashion Industry Ecommerce workshops - Brisbane QLD, 24th May, 9.30am - 5.30pm

Expert Content Development, SEO & Website Marketing, Building Online Customer Bases, TCF 'Ask an Expert Forum' Venue: AusIndustry, Brisbane QLD

#### 40 Starting a Fashion Label , 24th May, 10.30 - 12.30pm

10 Steps to starting your own fashion label taking you through the steps of SWOT, sourcing, costing, marketing, fashion cycles Venue: Belmont BEC, WA

#### 41 Avoiding manufacturing pitfalls, 24th May, 1pm - 3pm

With the correct guidance and total diligence you can minimize manufacturing problems before they become a major issue. Venue: Belmont BEC, WA

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#### 42 Linking with Retailers & Agents, 24th May, 3pm - 4pm

What are retailers and agents really looking for? How do you reach them? Get valuable tips and insights.

#### Venue: Belmont BEC, WA

43 Fashion Industry Ecommerce workshops - Caboolture QLD, 25th May, 9.30am - 5.30pm

Expert Content Development, SEO & Website Marketing, Building Online Customer Bases, TCF 'Ask an Expert Forum'

Venue: Carboolture BEC, Caboolture QLD

44 How to Start Importing / Exporting , 25th May, 10am - 12pm

Lower the risks of failure when you are importing/exporting topics include market research, freight forwarding, international trade finance, legalities, guarantine and where you can seek help. Supported by Westpac and Sadleirs International Venue: Belmont BEC. WA

45 How to Increase your Profit through your Website, 25th May, 12.30pm - 2.30pm

Get the tips on online web marketing, search optimising, pay per view, navigation and how to improve your web site and make more sales! By David Barton, OneIT

#### Venue: Belmont BEC, WA

#### 46 Begin public speaking confidently in 5 easy steps, 26th May 9 - 12.30 pm

A workshop designed to help people who don't normally undertake public speaking, who are unsure how to structure a presentation or who have a fear of public speaking. You will be equipped with the tools, strategies and confidence to get started. The presenter, Peter Dhu, is an experienced and acclaimed speaking trainer and coach. Venue: Belmont BEC, WA

#### 47 Belmont Business Sundowner, 26th May, 5pm - 7pm

Networking event for small business owners, management and staff to develop new business contacts and promotional opportunities

Venue - 150 East Riverside, Assured Ascot Quays Apartment Hotel, Ascot, WA

48 Beyond E-newsletter - is Drip Marketing the New Way?, 27th May, 9.30am - 11.30am

So you've built up a large following for your E-newsletter. It's time to try drip marketing to convert clickers into buyers! Presented by Chee Wong from Netway Venue: Belmont BEC, WA

49 Financial Optimisation using Excel - Maximising Profits from your Production, 27th May, 1pm - 3pm

Should you produce 3000 or 5000 pieces? Should you manufacture your own items or outsource? Excel has all the answers for every scenario. By Chee Wong, Netway Venue: Belmont BEC. WA

50 Belmont Clothes Library, 28th May, 10am - 11am

Update on the Belmont Clothes Library, "Hand It On" Project of corporate dressing for the unemployed and disadvantaged, Reuse-Recycle-Donate, Presented by Carol Hanlon, Belmont BEC

#### Venue: Belmont BEC WA

#### 51 Indigenous Textiles and Design in Australia, 28th May, 11am - 12pm

Uncover opportunities for new product development with Australia's indigenous designers by Carol Hanlon, TCFWA

#### Venue: Belmont BEC, WA

52 TCF Global Community Sewing projects, 28th May, 1pm-2pm

Update on TCF Ormoc, Philippines, TCF PNG, TCF Mauritius, TCF Bali, TCF Sri Lanka, TCF Global sewing projects by Carol Hanlon, TCFWA

#### Venue: Belmont BEC, WA

53 TCF Online Forum, Sourcing Databases and Off Shore Linkages, 28th May, 2pm-4pm

Understand how to source from Hong Kong, China and India, Buving Mission opportunities for airfare & accommodation.

Venue: Belmont BEC, WA

FOR ALL BOOKINGS OR ENQUIRIES CONTACT BELMONT BEC Ph: (08) 9479 3777 email: workshops@belmontbec.com BOOK ONLINE www.belmontbec.com/workshops

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