



## MEDIA RELEASE

### 20th designedge Innovation FESTIVAL launch

The 20th designedge Innovation FESTIVAL for 2024 was officially launched on June 26<sup>th</sup> by Cassie Rowe MLA, Member for Belmont during the launch of the 31<sup>st</sup> Belmont & Western Australian Small Business Awards at the Empire Bar, Lathlain, WA.

With over 130 events across the festival staged in Belmont, Perth Western Australia, as well as nationally and globally online; the event includes forums, workshops, webinars, and networking, bringing together export trade opportunities, cyber security experts, innovators, designers, creatives, women entrepreneurs, business advisors and Asian TCF trade networks.

Continuing its tradition from previous years, the 20<sup>th</sup> designedge Innovation FESTIVAL 2024 receives unwavering support from a range of organisations including Belmont BEC, TCFWA, BEC National Export Project, BPW Business Incubator 'Women in Business' Project, TCF Australia Export Project, TCF Access Asia, Fortix, City of Belmont, Res-Q, Flintel, VenturD, 1001 Business Tips from 101™, TCF Global, BEC Global, Westways, sponsors, supporters, and volunteers.

CEO of Belmont Business Enterprise Centre Inc., TCFWA Inc. and Founder of designedge Innovation Festival, Carol Hanlon, expressed her appreciation, "In 2024, we are once again delighted by the attention our festival has gained from local and global spokespeople. We look forward to our many guest speakers providing skills opportunities on a wide range of topics."

For 2024, some of our Festival highlights include:

**Worldwide Responsible Accredited Production (WRAP)- Webinar Online, Available 24/7, Free** Evolving trends in social responsibility and increasing significance of social compliance for sustainable business practices.

**Introduction to Exporting - Webinar Online, Available 24/7, Free** Market Research, International Agents, Contracts, Pricing, Incoterms.

**Export Guide for Small Business - Webinar Online, Available 24/7, Free** Finance, FTA's, ATT, Forex, IP, Incoterms, Pricing, Risks, Grants.

**Writing your Export Marketing Plan - Webinar Online, Available 24/7, Free** Trade Events, Exhibitions, Agents, Linkages, Supply Chains, Austrade, Country Insights, Export Grants.

**Keep Cybercriminals out! Ransomware can Affect Anyone - Webinar Online, Available 24/7, Free** Protect yourself against ransomware attacks.

**Cyber Security: Protecting your mobile devices - Webinar Online, Available 24/7, Free** How to protect your mobile devices.

**Innovate to succeed\* - Webinar Online, Available 24/7, Free** Demystify innovation and provide some practical steps to make it happen within an SME environment.



**Writing Your Business Plan\* - Webinar Online, Available 24/7, \$30** Write your Business Plan, or review and update your existing plan.

**Thriving through Tough Times\* - Webinar Online, Available 24/7, \$30** Empower yourself, learn resilience and adaptability to emerge victorious.

**Starting a Fashion Label\* - Webinar Online, Available 24/7, \$30** Starting your label, sourcing, costing, marketing and fashion cycles.

**Steps to Starting a Small Business\* - Webinar Online, Available 24/7, \$30** Checklist and research required to start a new business.

**Instagram - BRAND IT to win it - Webinar Online, Available 24/7, Free** Are you ready to make your business stand out from the crowd and stop the scroll on Instagram?

**Canva Designing for Your Business\* - Webinar Online, Available 24/7, \$30** Save \$\$\$ - Create Your Brand Kit, Social Media Templates and eBooks plus learn secrets to merging AI generated content to Canva.

**Marketing to women : you are your best model - Webinar Online, Available 24/7, Free** If you are a woman and marketing to women, you already know how to attract your clientele.

**Surviving Financial Storms\* - Webinar Online, Available 24/7, \$30** Learn how to navigate and come out stronger on the other side.

**From Struggle to Stability\* - Webinar Online, Available 24/7, \$30** Transform financial struggle into stability with proven tactics.

**Tips on Saving Energy in Your Business - Webinar Online, Available 24/7, Free** How to make your Business Energy Efficient using quick and easy steps.

TIMEZONE FOR ALL LIVE WEBINARS, WORKSHOPS, EVENTS: Australian Western Standard Time (AWST) Recorded Webinars on request to [training@belmontbec.com](mailto:training@belmontbec.com)

\*Webinars marked (\*) are FREE for Members of Belmont BEC, TCF WA, TCF Australia, TCF Global & BPW Business Incubator Women in Business Project.

**BOOK EVENTS & WORKSHOPS** [www.belmontbec.com/events](http://www.belmontbec.com/events)

**BOOK WEBINARS** [www.belmontbec.com/webinars](http://www.belmontbec.com/webinars)

**Festival Enquiries: P: +61 8 94793777 E: [training@belmontbec.com](mailto:training@belmontbec.com)**

[www.belmontbec.com/2024innovation](http://www.belmontbec.com/2024innovation)



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# The 20th designedge innovation FESTIVAL 2024



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### **About:**

**Belmont BEC** is a non-profit community organisation established in 1994, providing training, mentoring, networking, support services and opportunities to over 34,000+ individuals in Belmont, WA, Australia and beyond to start or improve their small business and is a specialist in virtual business incubation. Belmont BEC has originated a large range of well-known projects and programs for the benefit of its small business clients that have included the annual Belmont & Western Australian Small Business Awards, designedge Innovation FESTIVAL, TCF Resource Centre WA, Multicultural Business Support Services, WA Racing Industry Project, Belmont Clothes Library, BPW Business Incubator Online Projects for Women in Business, Count Me IN Disability Employer Awareness, MY Business Incubator Cyber Security Project and the BEC National Export Training & Mentoring Project.

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**TCFWA | TCF Australia | TCF Global** is a non-profit industry association established in 1998, assisting over 7,000 designers, creatives, fashion, and textile. clothing footwear (TCF) related industry small business with fashion business skill development including TCF Australia Export Training & Mentoring Project, designedge Innovation festival, sustainable fashion and circular economy topics, MY Fashion Incubator migrant small business projects, TCF Access Asia project linkages and the global supply chain, international trade missions and industry networks.

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