BELMONT BEC NEWS UPDATE - DECEMBER, 2024/JANUARY, 2025



BELMONT BEC - BEC NATIONAL - BEC GLOBAL
BPW BUSINESS INCUBATOR

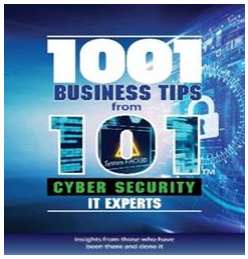
Chair, Directors, Management, Staff and Volunteers
wish all our members and network
- locally, nationally and internationally -
(BBEC & BPW linkages extend to over 120 countries)

MERRY CHRISTMAS
and
HAPPY AND SUCCESSFUL NEW YEAR for 2025

NOTE: BEC office will be closing 13 Dec to 13 Jan 2025

CONGRATULATIONS WINNERS & FINALISTS

31st Belmont & Western Australian Small Business Awards, 2024
Congratulations to all our Winners & Finalists in 31st Belmont & Western Australian Small Business Awards 2024, an exciting night celebrating business excellence and community achievements.
Winners Media Release



1001 Business Tips from 101™ Cyber Security IT Experts

FREE eBook for small business with tips from 101 global cyber security experts to assist small business owners and their staff to remain cybersafe. Media Release
www.mybusinessincubator.com.au/1001
1001 Business Tips was developed by MY Business Incubator® Cyber Security Training & Mentoring Project, a national project delivered by Belmont BEC Inc. - supported by the Australian Government Department of Industry, Science, Energy & Resources through the Cyber Security Business Connect and Protect Program. Published by Belmont BEC Inc.



10 marketing ideas for the Christmas season

As a business owner, having a strong Christmas campaign is essential for sales in the festive season. So, here are 10 awesome Christmas marketing ideas to get your customers into the holiday spirit – and ready to shop! So, get your Santa hat on and grow your seasonal sales with marketing ideas **here**.



BELMONT BEC ONLINE AUCTION – HURRY GRAB A BARGAIN NOW !

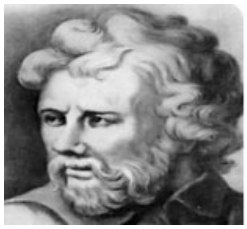
Looking for Christmas gifts - Accommodation, diamond watch, sports memorabilia, dance classes, conference rooms, and heaps more fabulous offers. All proceeds assist BEC & TCF provide small business support services. businesses. **www.becauction.com**





50 small business marketing ideas

Marketing is meant to raise brand awareness and build a pipeline of qualified leads that turn into sales. But getting the word out can be challenging when running a small business. You'll likely have less visibility and fewer resources (like budget or time). However, several strategies can help you scale your small business marketing efforts. Whether you're struggling with a limited budget, a smaller team, or a lack of strategic direction, a marketing plan appropriate for your business can guide you as you scale. **50 ideas**.



Quote of the month

"Wealth consists not in having great possessions,
but in having few wants."
Epictetus 55-135AD - Greek philosopher

Can you Help? Christmas hamper Collections > non-perishable food items

Belmont BEC & BPW Belmont are assisting Jacaranda Community Centre, with their community collection for non-perishable food items to assist in making 350 Christmas hampers for those in need. Hamper items: tinned ham, rice, pasta, jelly, custard, soft drink, anything festive, toys or small gift for disadvantaged women. Drop your donations off at Jacaranda Community Centre,146 Epsom Ave. Belmont **Deadline DEC 6th**



Marjorie Charleson
A Tribute to a Legend of WA Racing

A trailblazer and remarkable woman who played a major role in the golden era of WA Racing in the 70's-80's, recently inducted into WA Racing Hall of Fame. Media Release
Free eBook www.belmontbec.com/marjoriecharleson
Trailblazer, Actress, Media, PR, Documentary Filmmaker, Publisher, Editor, Thoroughbred Racing Promoter An Inspiration to All -Published by Belmont BEC Inc.



Post-holiday sales: 7 tips for giving them a boost

With the right promotions, marketing tactics, and pricing strategies, you can change your after-holiday sales from "blah" to "wow."
It's normal to have a dip in sales after the holiday season. But that doesn't mean you can't try to pick up the pace and keep the ball rolling after. Seven post-holiday sales tips to get back in business after the holidays are **here**.

Top 5 concerns for small businesses in 2025

As 2025 approaches quickly, small businesses are facing a dynamic and rapidly evolving landscape forcing you to reconsider or redesign your business model. From technological advancements to economic uncertainties, the challenges that lie ahead are both exciting and daunting. To stay competitive and thrive, we must all be proactive in addressing the following top five concerns **here**.

A Guide to balance family and business

Along with professional dedication, entrepreneurship calls for personal sacrifice, especially when it comes to family life. For entrepreneurs, success on the home front hinges on clear communication, active family involvement and striking a balance between personal and professional commitments. By mastering these elements, founders can create the supportive home environment necessary for success in building businesses. **How?**



14 creative customer engagement strategies

With so many brands selling thousands of similar products and services, customers prefer companies that make them feel the most valued. That's why small business owners today need to focus on improving customer experience to strengthen the customers' loyalty to the brand. You need to consistently engage with customers to demonstrate that you care about their needs. **Like this**.

Export Market Development Grants – R4 Closing Soon

Information, including Grant Guidelines and opening dates, are now available for the next EMDG round, Round 4. This gives potential applicants the opportunity to understand the changes and new eligibility criteria, and to prepare to apply. You'll find some of the key information in the newsletter. There's more detail on the Austrade website, including factsheets, videos and webinars…**here.**

Grants and assistance programs in Australia

Find grants, funding, and support programs from across government to help YOUR business grow and succeed! When searching for funding, keep in mind that you'll generally need to meet certain criteria to be eligible, and that, aside from funding assistance, many programs can help your business by building your skills and knowledge.
Do you qualify?

BENEFITS OF BEC MEMBERSHIP – Members can access 30-60 free advisory with an accountant; lawyer; HR specialist; or IP Attorney to discuss your issues.

Members also receive free webinars during the designedge innovation festival, free business sundowners, buying mission opportunities, access to mentoring at discounted rates, supply chain linkages. Bronze, Silver & Gold Levels available. Membership is tax deductible.
www.belmontbec.com/membership
Welcome to our New Members
BEC invites its network to link with its Social Media pages
BEC FaceBook **https://tinyurl.com/2ppkdntz**
BEC LinkedIn **https://tinyurl.com/5yfejnps**



Belmont BEC & BEC Global Business Advisors

Discuss your business issues and concerns with your confidential advisor and develop your action plan for success.
Book by the Hour: Online or Phone Face - Phone

Are you an exporter or global trade advisor?

1001 Business Tips from 101™ Exporters and Global Trade Advisor Experts

Would you like to be featured in our new eBook with your 10 tips for Exporters and Global Trade Advisors? Each expert will be allocated two pages. Participation includes additional promotional opportunities as an expert, and you may also be invited as a presenter in future 1001 Business Tips Online Forums. Interested to share your expertise and gain exposure? **Contact** Carol Hanlon

How to effectively pitch a business idea

You've identified an underserved need and validated your start-up idea. Now it's time to talk about your business to potential investors. Yet, how do you effectively communicate your idea's promise and possible impact on the market?
Pitching a business idea is one of the most nerve-wracking parts of any entrepreneur's journey. It's what stands in the way between your vision and the financing needed to turn it into a reality. Although daunting, there are steps you can take to ensure a greater chance of success.
Such as ….

What is your WHY Statement? 13 examples

Have you ever wondered what encourages you to wake up every day to go to work? Or what fulfils your job satisfaction other than just being able to pay the bills? Or generally speaking, what urges you to take actions and not just talk about the ideas? You see, inspiration is never enough to pull you up from the ground when things get tough and you're on the verge of giving up. You need something to motivate and push you through these arising problems or challenges. Anyone can set out a plan, even long-term, but not every one of them can pursue it till the end. **Learn more**.

Essential guide to a successful business exit strategy

When starting your own business, it's easy to not think about when you'll need a business exit strategy. But as life happens and priorities change, so might your vision for your small business venture.
That's why it's important to have a clear and concise business exit strategy in place; not only to help protect you from unforeseen circumstances but also to ensure that you get the most out of your business endeavour when the time comes to make decisions about how best to move forward with your company long-term - options are **here**.

How to write job descriptions - with examples

Are you responsible for writing a job description for positions in your business? A job description is a brief document that provides a candidate with details about the role for which they're applying. Understanding how to write a job description can help you ensure you

include the necessary information. This article explains how to write job descriptions and shares job description templates and examples you can use as inspiration when writing your own…..**here**.

Effective communication in the workplace: 11 tips

Effective communication is the foundation of successful organisations and human relationships. Leaders need to articulate their vision so that managers and teams can work toward the organisation's mission and goals, and team members must express ideas clearly and listen actively to prevent misunderstandings and foster collaboration. **Read how.**

BPW Australia network - taking action for women's equality

BPW (Business & Professional Women) members advocate for issues that affect women around the world today. BPW operates in over 115 countries globally and has consultative status with United Nations Economic & Social Council (ECOSOC). If you wish to connect with like-minded women in Australia visit **www.bpw.com.au** or globally visit BPW International **www.bpw-international.org** or contact **Carol Hanlon**

Preventing workplace sexual harassment

In a small business, there are often close working relationships where workers are on familiar terms with one another. Sexual harassment might come from co-workers, supervisors or managers, but it may also come from third parties like your customers, clients or other businesses you work with, like suppliers. You must treat the risk of sexual harassment just as you would other workplace risks by using a risk management approach to eliminate or minimise risks so far as is reasonably practicable. **Information.**

Expression of interest

Global Growth Accelerator Program - Critical Tech

Invest and Trade Western Australia (USA) is excited to invite you to participate in this new 3-month hybrid Global Growth Accelerator Program: WA Critical Tech to the US. Designed to fast-track entry into the US market for Western Australian start-ups, scale-ups and companies, the program will culminate in a customised business mission to Austin, Texas and participation in the South by Southwest (SXSW) 2025 conference (3 – 11 March 2025). **Details**.

Australia Financial Complaints Authority

The Australia Financial Complaints Authority provides consumers and small businesses with fair, free and independent dispute resolution for financial complaints about: Credit, finance and loans; Insurance; Banking deposits and payments; Investments and financial advice and Superannuation. **Website**.



Another tip by Bibi Rouksar Dussoyea

'1001 Business Tips from 101™ Cyber Security Experts

Security awareness training It's often argued that "humans are the weakest link in cyber security" due to issues mostly linked to human error such as misconfigurations, weak passwords, or falling victim to cyber-attacks like ransomware. To address the problem at the source, it's essential to promote cyber security awareness so that employees understand the significance of their role in protecting the organisation against hackers and cyber-attacks. (Bonus tip: Cyber security gamification makes training more fun and interactive!)

Set up a cash flow statement

A cash flow forecast is an estimate of your future sales and expenses. It is a useful tool to help you understand if you will have enough income to cover your expenses. This will help you prevent cash shortages and avoid debt.
You can use the cash flow statement template to create a cash flow forecast by entering your estimated figures for each future period. **Details and template**.

9 steps when your business is hit by a ransomware attack

Any company—no matter its size or public profile—that manages any of its processes digitally is a potential target for a ransomware attack. While it's essential to minimise the risk as far as possible, some businesses will inevitably be successfully hit. A ransomware attack isn't just disruptive; it puts the valuable data of the company and its

customers in danger and, if not addressed immediately and thoroughly, can damage a business' reputation. **Learn how**.

5 easy ways to user-generated content in your social strategy

Are you struggling to come up with original content? Are your company social media accounts not connecting with the audience? Don't worry! Social media marketing isn't a "one man for the job" type of field. Coming up with the best ideas and executing the best plans always requires a group effort, so what if I told you that your business might be leaving a huge group of people out of your content creation strategy? Sometimes your best resource for new content isn't another brainstorming session with your marketing team, it's your audience and the user-generated content they can provide. **Learn how**.



Is it legal to require employees to wear uniforms?

You CAN require your employees to wear uniforms. However, uniforms can't be discriminatory. If any person is required to wear a different uniform, or is required to wear one when others aren't, this can amount to discrimination. This may be due to the person's gender, age, disability or race. Dress code policies must target all workers. **The law is ….**

Small business in 2025 – implications for owners and what to do about it

Modern businesses have shifted their focus towards a tailored approach, noticing a growing trend towards providing 'done-for-you' services. This is when customers turn to external businesses to solve their problems for them. In this competitive environment, innovation will play a key role, and the businesses who offer products and services, or who are prepared to solve real problems in an efficient and cost-effective way, will thrive. A business is a machine with lots of moving parts, and it has to adapt to the market's needs very quickly. Adaptable businesses who are not afraid to pivot will succeed in this new business environment. **Read more.**

What is eInvoicing?

eInvoicing is the digital exchange of standardised invoice information between suppliers' and buyers' software through the secure Peppol network.
eInvoicing is a more efficient, accurate and secure way, and is different to, sending and receiving invoices as PDFs and emails. **Information**.

Doing business in Asia guides

Whatever stage your business is at, Asialink Business can assist, with a national mandate to develop an Asia capable workforce, Asialink Business offers market-leading expertise and is your partner for success in Asia. Guides, case studies, special reports and links to countries are **here.**



How to promote staff wellbeing in your organisation

Work-life balance is a concept that took off since the advent of knowledge work. Knowledge workers are required to work on tasks that combine both creativity and grunt, which can often lead to exhaustion and burnout unless a balance is maintained. Much of this balance hinges on productivity and stress levels at work, where professionals spend the majority of their waking hours. This puts the spotlight on workplace wellbeing since it directly impacts employees' morale and work-life balance. **Learn more**.

Six tips on how small businesses can take action on climate change

Every business can help tackle climate change, whether they're a billion dollar multinational or a small business with only a handful of employees.
Traditionally, a lot of sustainability resources have been designed for the big end of town and focused on public reporting and disclosure. **Tips**.

Invitation to visit India under sponsored Reverse Buyer Seller Meet

The Federation of India Export Organisation (FIEO) India, jointly with Govt. of Andhra Pradesh and Govt of Tamil Nadu, is organising an International Buyer Seller Meeting (RBSM) as per the details given below …..
In Andhra Pradesh - 18th & 19th February, 2025

Agri and process food, including spices, textiles and garments, coir & coir products , engineering, auto components & parts, pharma & health care products, medical equipment's, consumable etc, aqua & animal feed & supplements. construction materials, organic and in organic chemicals. **Register here.**

In Tamil Nadu - second week in March,2025

Engineering, auto components & parts, agri and process food, including spices, pharma products, medical equipment, health care & cosmetic products, textiles, ready-made garments, home textiles etc., leather & leather products, chemical and allied products, plastic and related products. **Register here.**

Australasian Institute of Business and Enterprise Facilitators

The business advice industry in Australia and in many other countries is self-regulated, and virtually anyone can call themselves a business or enterprise facilitator, advisor, coach, mentor, or consultant. AIBEF provides accreditations for your skills and expertise. Further Info **www.aibef.org.au**

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SPECIAL OFFER - STORAGE KING PERTH AIRPORT

Winner of the 2023 Facility of the year award

15% off storage boxes and 50% off the first 2 months of storage. Storage King can ship your parcels to anywhere in the world. Storage King arrange the booking and email consignment notes for clients to attach to their deliveries. We offer a wide range of self-storage options, from lockers to vehicle storage. Contact or Email www.storageking.com.au

Our special thanks to Storage King Perth Airport for their great support in sponsoring storage of textiles and sewing machines donated for our next delivery of community village sewing projects.



FOR HIRE - Training and Meeting Rooms at Belmont BEC

Fully equipped training room, catering and refreshments available. Unit 3, 216 Belmont Ave., Cloverdale - **Contact Belmont BEC**

Business Skills 'On Demand' Sessions



Live and Recorded Webinar for Online - Anytime - Fast Track your Traning
Members receive free webinar below during December & January - Contact us

- Writing Your Business Plan
- Pricing, Costing and Cashflow
- Starting Your New Business
- Understanding the Australian Privacy Changes
- Credit Management And Debt Collection
- How To Write A Tender Or Grant Submission
- Tips on Building a Successful Business
- Preparing For A Fashion Trade Show
- How To Start A Fashion Label
- Quality Control In The Fashion Industry
- Importing and Exporting
- Get Noticed By The Media
- How To Brief Your Website Developer
- TESTEX – Textile Accreditation and Labelling
- Avoiding Manufacturing Pitfalls
- Marketing On A Budget
- Strategies for Off Shore Outsourcing

- Sourcing in Asia via HK
- Sourcing Textiles & Apparel in India
- Buying Or Selling A Business
- Fashioning Sustainability Diverse Perspectives
- Balancing Work And Life
- Credit Management And Debt Collection
- How To Write A Tender Or Grant Submission
- Tips on Building a Successful Business
- Connect your Business to the Women's Empowerment Principles
- How To Grow Your Fashion Business
- Understanding your Intellectual Property – Trademarks, Designs, Patents
- Ethical Fashion and the Triple Bottom Line
- Italian Fashion Media
- Preparing a Business for Sale
- Global Platform for Sourcing From Women Vendors
- Tips on Using Social Media in your Business
- Make Customer Experience Your Competitive Edge
- Understanding Freight Logistics of Importing and Exporting
- How To Grow Your Business
- Strategies for Off Shore Sourcing
- Establishing Your Label in the USA
- What Buyers Are Looking For
- Specification Sheets for Apparel Manufacturing
- Marketing for Small Fashion Business

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