

# BPW Business Incubator

## ONLINE Training & Mentoring Project

[www.bpwbusinessincubator.com](http://www.bpwbusinessincubator.com)



## BPW NEWS UPDATE - JULY, 2025

**32ND BELMONT & WESTERN AUSTRALIAN SMALL BUSINESS AWARDS 2025**

**Let your business shine brightly**  
 Celebrating the 32nd Belmont & WA Small Business Awards

**NOMINATE NOW**

### 32nd Belmont & Western Australian Small Business Awards 2025 **NOW OPEN!**

Nominate yourself, or another deserving WA small business in the 32nd Belmont & Western Australian Small Business Awards to recognise and celebrate achievements in the small business sector. There are 23 Award categories open to small businesses, individuals, and organisations in Belmont, the Perth metropolitan area and across regional Western Australia.

Gain exposure for you and your business! **FREE ENTRY**, assistance available.

[AWARDS ENTRY FORM](#)

[AWARDS MEDIA RELEASE](#)

[AWARDS HELPLINE](#)

**The 21st  
 designedge  
 innovation  
 FESTIVAL 2025**

**21st designedge innovation FESTIVAL 2025** has launched and runs to 30th September with events, forums, webinars, workshops and networking being staged in Perth Western Australia, nationally and globally ONLINE. Over 135 events will bring together export trade opportunities, cyber security experts, innovators, designers, creatives, global women entrepreneurs, industry and Asian trade networks. All events are **FREE** to Members of BEC and TCF.

[FESTIVAL EVENTS FLYER](#)

[FESTIVAL MEDIA RELEASE](#)



**FEMALE ENTREPRENEURS MAGAZINE, USA** features Carol Hanlon, Founder/CEO, Belmont BEC, TCF & BPW Business Incubator in their latest issue. Carol shares her 55+ yrs small business background, starting her own fashion label in the 70's, her business journey, small business projects with two NFPs since the 90's with insights and business tips.

[Carol Hanlon](#)

[FLIP BOOK](#)

[PODCAST](#)



### **FREE EXPORT ASSISTANCE - NOW AVAILABLE!**

**BEC NATIONAL EXPORT ONLINE Training & Mentoring Project**

**Looking to increase your sales? Export your goods or services?**

**FREE WEBINARS - July 31st - all times AWST (Perth Time)**

- 1) Introduction to Exporting: 9.30-11.30am
- 2) Export Guide for Small Business: 12-2pm
- 3) Writing your Export Marketing Plan: 2.30-4.30pm

Can't make the date? [Request a Recording](#)

Register for [FREE ONLINE Export Mentor](#)

[BEC EXPORT FLYER](#) [EXPORT MEDIA RELEASE](#)



### **Belmont Business 'Ask an Export Expert' Sundowner - 30th July, 6-8pm**

Promote your business, make new trade and business contacts and gain new opportunities. Great Guest Speakers and Networking.

**VENUE:** Firehouse Restaurant, Country Comfort, 249-263 Grt Eastern H'wy, Belmont **FREE ENTRY**, Door Prizes, Nibbles Provided; Happy Hour Drinks, Bar Prices. [BOOKINGS](#)



### FREE @CyberWardens Foundations Webinar

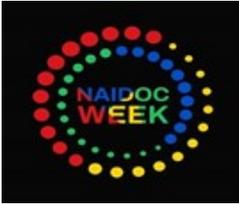
**Tuesday 29 July, 12:00 PM – 12:45 PM (AWST Perth Time)..**

**43% of cyber attacks target small businesses, with each attack costing an average of \$50,000!**

Learn essential cyber security skills to protect your business through this interactive session led by a Cyber Wardens educator. Share the registration link with your clients. We are all in this together in the fight against cyber crime!

**Complete the webinar to receive your official graduate Cyber Wardens certificate - a valuable credential that demonstrates your commitment to security excellence. You will also be eligible to receive FREE Bronze CyberCert certification and go into the draw for a \$250 gift card!**

**Register: <https://cyberwardens.com.au/partner/belmont-bec/>**



### NAIDOC Week, 6-13 July 2025

**"The Next Generation: Strength, Vision & Legacy"** celebrates the achievements of Aboriginal and Torres Strait Islander peoples while looking towards the future, with a focus on the strength and leadership of the younger generations. It recognizes the wisdom passed down through generations and emphasizes the importance of investing in, uplifting, and listening to the next generation of Indigenous leaders.

**NAIDOC FAMILY DAY CELEBRATION, 11-3pm 9 July, Redcliffe Park, Redcliffe.**

**Free Event - Artists, Dancers, Games, Sports, BBQ, Bush Tucker**



### TCF Fashion & Trade Forum – 16th July, 6pm-8pm

Promote your business, make new business contacts and gain new opportunities. Great Guest Speakers and Networking.

**VENUE: Firehouse Restaurant, Country Comfort, 249-263 Grt Eastern H'wy, Belmont FREE ENTRY, Door Prizes, Nibbles Provided; Happy Hour Drinks, Bar Prices. [BOOKINGS](#)**



### Quote of the month

There is only one boss. The customer. And they can fire anyone in the company, from the Chairman on down, simply by spending their money elsewhere.

*Samuel Moore Walton (1918 – 1992) - American business magnate best known for founding the retailers Walmart.*



### Heapost – Digital Mail inspired by Australia, Made for All

Inspired by the Australian lifestyle, Heapost offers a unique postal address and an encrypted platform to manage your mail from anywhere. Trusted by over 2,000 users across 19 nationalities, it helps avoid administrative, financial, and legal hassles by ensuring documents are received on time, with instant notifications by text and email. All documents are carefully renamed, organized, and classified by files, making mail management simple, secure, and reliable. **[Further info](#)**



### 11 smart marketing ideas for small businesses

Running a small business poses unique challenges because of increasing competition. Small business marketing assists the owners in establishing an identity in their sector and building a significant online and physical presence to recruit, develop, and sustain strong customer relationships. As a small business owner who wears several hats, the concept of additionally being a marketer may initially seem daunting. However, the good news is that successful marketing campaigns do not require significant expenditures or years of experience. **[How?](#)**



### Small business benchmarks

This website from the ATO offers small business a series of benchmarks to help you compare your business's performance against similar businesses in the same industry. Plus hints with tax returns, and more... **[Here](#)**.



### Keep up to date in the fashion industry

**Sign up for your weekly dose of trends and insights.**

This Friday newsletter is packed full of cross-industry inspiration and trends intelligence. It's also the place to hear about our latest webinar drops, hosted by Stylus trends experts. From sustainability to diversity, our Fashion team look at the big issues affecting the industry and presents them as opportunities - with highly commercial and actionable insights for all. Fashion consumers and their lifestyles also form a focus in their content - encompassing kids and key youth cohorts to older influencers. While a wide variety of seasonal trend forecasts and catwalk analyses deliver year-round inspiration for all kinds of future product development. **[Here](#)**.

**Vital information for all small businesses**  
**Changes for businesses from 1 July 2025**

There will be changes to the National Minimum Wage, registration fees, superannuation, energy bill rebates and reporting obligations for business owners from 1 July 2025. Keep up to date [here](#).



**Future Snoops**

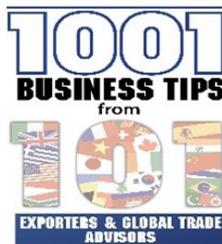
***Future Snoops is a futures agency that helps creators and brands turn inspiration into impact***

Explore interactive trend reports and insights on colour trends and design, create your analyses through a large variety of possibilities, templates, matrix, research, and share with your colleagues and partners. Make your colour cards through digital Pantone colour libraries and save in folders and categories. Endless opportunities to Explore/Create/Share your design research. Through the Future Snoops App, you can check Hot Now reports and upload your images directly into your image bank folders, which you may choose to share with your colleagues. FS SocialLive; discover and track trends across social media and drag-and-drop functions. [Learn how](#).



**News and inspiration for the gift, homewares and lifestyle industry**  
**Trade & Trends**

Trade & Trends is all about making business easier and more successful and staying ahead of the competition. Feel free to contribute content including articles, opinions and stories to circulate in the industry. [Newsletter](#).



**Are you an exporter or global trade advisor?**

**1001 Business Tips from 101™ Exporters & Global Trade Advisor Experts**

Would you like to be featured in our new eBook with your 10 tips for Exporters & 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 stop chargeback fraud from hurting your small business**

Chargeback fraud is a growing problem for online businesses, draining revenue and damaging reputations. This scam happens when a customer disputes a legitimate purchase with their bank to get a refund - without returning the product. Some do this out of convenience, while others exploit chargeback policies to steal from businesses. But chargeback fraud is preventable. By understanding its mechanics, recognising warning signs, and implementing proper safeguards, you can protect your business and reduce risks. An explanation of what chargeback fraud is, how it occurs, and the steps you can take to combat it are [here](#).



**5 marketing strategies to attract millennials**

Move over, Baby Boomers – Millennials are the up-and-coming target audience for marketers! Well, the truth is that Baby Boomers still make up a sizable portion of wealth-holders, and that means Baby Boomers are still one of the keys to a solid marketing strategy; however, that position is rapidly changing. Learn what makes this generation tick, with just five strategies [here](#).



**Welcome to Friends of Belmont BEC, Hasi Kodagoda, Porter Matthews Metro**  
**BENEFITS OF BEC MEMBERSHIP**

**Members can access 30-60mins 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. [Join](#)

[BEC invites its network to link with its Social Media pages](#)

BEC FaceBook [Link](#)

BEC LinkedIn [Link](#)



**Belmont BEC & BEC Global Business Advisors, Mentors, Business Coaches** - Discuss your business issues and concerns with your confidential advisor and develop your action plan for success. By the Hour: Online or Phone Face - Phone [Bookings](#)



### Searching for what's truly Australian Made?

#### Visit the Australian Made Pavilion! August 2-6, 2025

As the long-time partner of the Australian Made Campaign, we're celebrating what matters most — backing genuine, homegrown Australian businesses. AGHA's popular Australian Made Pavilion returns to AGHA Melbourne Gift Fair, bigger than ever, with over 30 certified Aussie makers already on board. Register free now and be in the running to win\* \$1000 and discover the best in Australia and beyond this August 2-6! [Details](#).



### 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?](#)



### AI for small business from Google's viewpoint

Generative AI is changing the way businesses of all sizes operate. Small businesses can use AI to accelerate research, be more efficient, brainstorm new ideas, organise spreadsheets and more, so that you can focus on what matters most. For [small businesses](#) and [start-ups](#), creativity is at the core. Finding inventive ways to use AI can help level the playing field for small businesses, giving you the tools to work faster. From helping you organise receipts, getting insights into how your business is performing or creating compelling blog posts, AI can help small businesses speed up workflows in smart, responsive ways. [Learn more](#).



### FREE eBook

#### 1001 Business Tips from 101™ Cyber Security IT Experts

FREE eBook for small businesses with tips from 101 global cyber security experts to help small business owners and their staff stay cybersafe. [View eBook](#)



### BPW 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 120 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](http://www.bpw.com.au) or globally BPW International [www.bpw-international.org](http://www.bpw-international.org) or contact [Carol Hanlon](#)



### Will Google's new AI mode crush small business visibility?

Google's new AI Mode is a big leap in convenience by transforming search into something akin to a concierge service, but will this mean small business gets shut out? The tech giant showed off how it's new AI will change how search works. AI Mode has been launched in the USA, and it turns Google Search into an assistant capable of planning, filtering, summarising and even booking on behalf of the user. [Learn more](#).



### Discover proven best practices for comprehensive cloud security

There is no one-size-fits-all approach to cloud security. But following proven best practices can help keep your data, applications, and business secure. By evaluating your requirements, understanding your risks, and applying best practices for secure architecture, you can ensure that security is incorporated throughout your organizational practices - from governance down to operations. Get the eBook [here](#).



### Artificial intelligence may be a game changer for pricing

***But don't expect it to be a panacea on its own. There is a lot of expectation surrounding artificial intelligence (AI), some consider it to be overhyped.*** AI's just the tip of the iceberg. Most effort should be put into extracting, cleaning, normalising and organising data. Remember, embedding AI in an organisation takes time and effort. You need first to make sure that the foundations of your business - your pricing strategy and implementation plan, data, workforce, etc. - are solid so you can introduce AI constructively, beyond the hype. [Learn more](#).



### End of financial year checklist

The end of the financial year (EOFY) is an important time for your business. You'll need to complete bookkeeping, tax returns and plan for the new financial year. Use this checklist to prepare, get your business organised and work smarter in the year ahead.



### Buying wholesale clothing for resale – 6 steps to get started

Starting a clothing boutique is exciting. At first, everyone hopes that the process will be smooth and easy to execute – but there can be some unexpected challenges. And a lot of those have to do with the buying process. If you want to build a successful and long-lasting fashion business, it's important to understand the entire process of buying wholesale clothing for resale, from beginning to end. To help you out, a simple 6-step guide on how to start your fashion business by buying wholesale clothing for resale, so you can fulfill your dreams with no bumps in the road is [here](#).



### The Cyber Sushi

*Here's what's covered in this issue:* Cost-of-Living Pressures - Fuel New Scam Trends \* Can Virtual Reality Be Used to Treat Anxiety or Decrease Pain? \* Behind the Mask: New and Trending scams \* Talking Cybercrime and Human Impact. Learn more and stay safe [here](#).



### Australia women in business conference

*On the Gold Coast, Australia – October 30 to November 1, 2025 Brought to you by Angela Henderson and sponsored by Any Given Tuesday accelerating your business growth. The Women in Business conference* is all about getting in gear to accelerate your business in 2026. We know what it's like to have big dreams and need a little (or a lot of) help getting there. We've got the answers you need to create your best year of business yet! [Learn more](#).



### Explore best practices to help ensure AI security, privacy, and compliance

Generative artificial intelligence (AI) is increasingly popular, but security professionals advise caution. Data privacy, model bias, harmful content creation (such as deepfakes), and the influence of malicious input on models are reasons to approach generative AI adoption with care. [Learn more](#).



### 6 steps to generative AI success

AWS is helping tens of thousands of customers build and scale with gen AI to deliver value, and they've identified common steps that companies of all sizes can use to move fast and confidently with secure gen AI. This eBook outlines that proven path – from taking the first step to measuring results – with insights from real-world examples and AWS experts to help you drive meaningful impact with gen AI. Order eBook [here](#).



### Key changes for SMEs taking effect on 1 July 2025

It's the end of the financial year and there is a slew of legislative changes that took effect on July 1, 2025, that SME owners should know about, so: they've been compiled into a quick-reference list to help you keep track – [here](#).



### Annual Cyber Threat Report

This report outlines the cyber threat posed to Australian governments, critical infrastructure, businesses and households. It shows how malicious state actors and cybercriminals are continuing to adapt their tradecraft to compromise Australian networks. These circumstances underline the significant role that cyber capabilities play in safeguarding our national security and the critical role ASD continues to play in protecting Australians. That is why the Government has committed \$15–\$20 billion to 2033–34 to enhance our cyber domain capabilities as part of the 2024 Integrated Investment Program. [Report](#).



### How to grow, scale and market your small business

Discover the key takeaways from the Small Business Growth Masterclass, presented by Vodafone Business, equipping you with the knowledge to boost revenue, streamline operations, and build a resilient business mindset. Gain insights on how to navigate the complexities of scaling and growing your small business in today's rapidly evolving digital landscape. Register [here](#).



### Recognise dark patterns - shop safely and stay in control

Online shopping is booming - but so are the tactics designed to trick you. Dark patterns are tactics some businesses use to nudge, manipulate or trick you into spending more than you planned, or sharing information you don't need to provide. Let's talk nagging. This tactic is designed to interrupt what you're trying to do – like trying to leave their website after browsing. Redirection or nagging often appear as pop-ups to encourage you to subscribe or set up an account to receive a discount, and in some cases, you may get a series of pop-ups, one after another. Learn more [here](#).



### How and when to lodge a small business tax return

Managing your small business tax compliance obligations is one of your most important responsibilities and a major part of this is lodging your tax return every financial year. How and when you lodge your tax return to the Australia Taxation Office (ATO) depends on the structure of your business. Here's a tax help guide for small businesses on how to lodge a tax return for each type of business structure. [Tips](#).



### Shape of the future for women in business, U.K. 25 March 2026

Following the phenomenal success of our Women in Business lunches, we're taking things to the next level with an electrifying half-day conference designed to fuel your ambition and expand your opportunities. This isn't just another business event, it's a celebration of women's achievements, a platform for growth, and a chance to be part of a thriving community that supports and uplifts one another. Don't miss your chance to be part of something extraordinary. [Info](#).



### Tim Minchin's address to graduating students

Tim Minchin, the former UWA Arts student described as "sublimely talented, witty, smart and unabashedly offensive" in a musical career that has taken the world by storm, is awarded an honorary doctorate by The University of Western Australia. ...listen to his presentation [Click!](#)



### The benefits of hiring part-time permanent employees

Hiring part-time staff can be a great way to increase the capacity of your workforce while meeting your business's needs. Sometimes, a business may not have enough workload or customer demand to justify the cost of hiring a full-time employee, so part-time work opportunities can be a good solution. However, when deciding to expand your workforce in this way, it is important to understand the differences between part-time permanent employees and other types of workers who work fewer than full-time hours. [Learn how](#).



Another tip by Stanley Li -from the now published -

### '1001 Business Tips from 101™ Cyber Security Experts

#### Bring together common objectives with a unified language.

Organisational teams often use different words to describe the same idea, so they do not know what each other means. To fix this problem, we want people to "speak" a single language and collaborate with one another's objectives. Make your data visible and come alive, it will reveal risk trends and allow the organisation to refine objectives and prioritise tasks.



### Do You provide Business Advice, Mentoring or Facilitation Services? Are you Accredited?

Join Australasian Institute of Business and Enterprise Facilitators to have your skills and knowledge certified which will illustrate to your clients your exceptional competence and you will provide integrity, skills, knowledge and trust in all your business and enterprise services, Visit [www.aibef.org.au](http://www.aibef.org.au)



### SPECIAL OFFER - STORAGE KING PERTH AIRPORT

#### Past Winner - 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.

Phone Email W: [storageking.com.au](http://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 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 Training  
Members receive FREE webinar below during July - [Contact us](#)  
[www.belmontbec.com/webinars](http://www.belmontbec.com/webinars)

- [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](#)
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