

FAIRFIELD CITY



WHAT'S ON
FEB - MAR 2022





Welcome to

FAIRFIELD CITY HQ

WHERE BUSINESSES ARE BORN
WHERE BUSINESSES GROW
WHERE BUSINESSES COLLABORATE

The Fairfield City HQ will play a crucial role in upskilling and supporting our diverse community with a strong focus on business growth and the creation of jobs.

The Business Hub will provide users and members with opportunities to cultivate connections and ideas, develop long-term relationships, enrich collaborative potential and position Fairfield City as a desirable place to start up and do business.

OUR VISION

OUR PURPOSE

Fairfield City HQ (the Hub) provides access to a range of facilities including designated areas equipped with hot desks, co-working spaces, lockable lockers, lounges, kitchen facilities, meeting rooms, access to printing, photocopying and Wi-Fi.

The Hub will provide all types of facilities, on going business events, mentoring and incubator programs, workshops, meet-ups and on-site business advisory services to strengthen and create a resilient and sustainable local economy.

The Hub will be a leader in technology by providing additional services including audio-visual facilities for recording, video production, podcasting, a virtual reality space and artificial intelligence tools. These additional services add value to the user's experience, allowing them to explore new prospects and remain current in a competitive industry.

OUR STRATEGY

Our strategic economic objectives include:

- Appeal to businesses, investors, workers, residents, young people and the emerging workforce
- Foster an entrepreneurship environment with new ideas and innovation
- An informed, connected and collaborative business community
- A resilient and adaptable economy
- Identifying and reinforcing workforce talent
- Reducing skill shortages by encouraging vocational education and training
- Facilitation of public events that create job and volunteer opportunities
- Programs to support young people in following sustainable career pathways
- Provide inclusive support programs and connections for residents who are unable to find work
- Confirm Fairfield City HQ as the prime business support facility in South Western Sydney

Fairfield City is a vibrant business community. The Hub is an initiative that will enhance how Council, Governments and local businesses work together to attract investment and facilitate new opportunities.



Community
Business Hub



A Post Production
Audio Suite



An Audio and Video
Recording Studio



Please visit our website www.fairfieldcity.nsw.gov.au/FCHQ to complete a registration form through Open Libraries. Accept the terms and conditions and proceed to sign up for immediate access to our digital resources.



Subscribe to receive our What's On or newsletter:
[www.fairfieldcity.nsw.gov.au/Business/
Fairfield-City-HQ/Subscribe-to-our-Newsletter](http://www.fairfieldcity.nsw.gov.au/Business/Fairfield-City-HQ/Subscribe-to-our-Newsletter)



E-RESOURCES

Access plenty of free business, productivity and self-help resources with your Fairfield City HQ membership!

Learn how to start, finance, or manage your small business. Download sample business plans, how-to guides, articles, and more.

BUSINESS BOOKS

View our collection of 1500 business, productivity and self-help books, eAudiobooks, eBooks and eMagazines.

DATABASES

All Fairfield City HQ members have access to Fairfield City Open Libraries databases.



Gale Business: Plan Builder

Grow, plan, and optimise a business/non-profit. Use development tools and a systematic process to build a business plan.



Gale Business: Entrepreneurship





This is a comprehensive database that covers all aspects of starting and operating a business, including accounting, finance, human resources, management, marketing, tax, and more.

LinkedIn Learning



LinkedIn Learning has over 4,500 online courses on topics in the three main fields of study: business, technology and creative skills.

Please note as a member of Fairfield City HQ, in order to access these resources you are required to complete an Open Libraries registration form and accept our terms and conditions.

 9725 0899
 www.fairfieldcity.nsw.gov.au/FCHQ
 FCHQ@fairfieldcity.nsw.gov.au
 Connect on LinkedIn



COMMUNITY



LOCAL BUSINESS



SUPPORT

Contents

INTRODUCTION

- 3 Our Vision
- 4 Who We Are

CO-WORKING SPACES/VENUE HIRE

- 9 FCHQ Workspace
- 10 Studio HQ
- 11 Audio HQ

WEBINARS AND EVENTS

- 12 Fairfield City HQ Webinars and events
- 16 Business Connect Online Resources 24/7
- 22 Australian Taxation Office Webinars

LOCATION/OPENING HOURS

- 27 Map/Opening hours



DISCLAIMER:

- Information included is subject to change without notice. Fairfield City HQ reserves the right to cancel or change activities.
- Photographs and/or video recordings may be taken during Council-run events and may be used on Council's website, social media and in publications. Council may also send images to media outlets, such as local newspapers, to assist with publicity for Council events. Please notify library staff before the event if you do not want your photo or video taken.



LOOKING FOR AN AFFORDABLE, FULLY EQUIPPED WORKSPACE?

WORK FROM THE HEART OF FAIRFIELD!



Fairfield City HQ (FCHQ) is a dedicated premises in the heart of Fairfield established by Fairfield City Council. FCHQ's mission is to support businesses of all sizes, in all sectors, and at every stage of development. Whether you are an aspiring entrepreneur, a start-up enterprise, a home based business, or an established small-to-medium enterprise, FCHQ has services that will assist you in starting, developing, growing and operating your business.

FCHQ has three distinctive services available in the one location, including:

- FCHQ (Co-working space),
- Studio HQ (Green screen studio) and
- Audio HQ (Podcast, post-production audio suite).



1. FCHQ WORKSPACE

An accessible co-working office space with facilities, resources and opportunities for business growth and collaboration.

Key features include:

- Casual stay hot desks, permanent/dedicated desks, meeting rooms and lockers
- Collaborative/break-out workspaces
- High-speed Wi-Fi
- Scanning, photocopying and printing services
- Complimentary coffee, tea and kitchen facilities
- Latest business-related books, magazines, videos and online resources
- Business start-up workshops and networking events and opportunities, meet-ups with other business owners and entrepreneurs or anyone else with an interest in business
- Referral services to business advisors in community languages
- Business team-building programs
- Advertising and marketing opportunities

2. STUDIO HQ:

Studio HQ is a high-end film and recording studio built for digital content creation. Use this space to film promotional videos, create green-screen special effects, or record interviews.

Key features include:

- Sound-proof facility
- Full green screen room
- Sony FX6 camera for video recording
- Sony A7R iii photography camera
- Lighting, including soft box and video lights
- Wireless studio flash trigger
- Microphones, synthesisers and sound equipment
- High-performance laptops
- Studio quality headphones
- SD memory cards



3. AUDIO HQ:

This service provides you with the opportunity to purely concentrate on creating and editing the ideal content for you to share directly with your listeners and is perfect for podcasting.

Key features include:

- Sound-proof facility
- High-performance laptops
- Production software including Adobe Pro Tools and Adobe Creative Cloud, Audacity, Logic Pro X, Garage Band, Black Magic Davinci Resolve
- Studio monitor
- Dynamic microphones
- USB audio interfaces
- Studio quality headphones
- SD memory cards





STUDIO
HQ

ONE-ON-ONE

CREATIVE SUPPORT SESSIONS

BOOK A ONE-ON-ONE SESSION WITH OUR KNOWLEDGEABLE STAFF SUPPORTING YOUR BUSINESS PROJECTS OR CREATIVE IDEAS.

These sessions will cover setting up and using our high-end photography, videography & studio lighting equipment and post production software to help you get the best outcome for your project.

SESSIONS ARE FREE WITH STUDIO HQ BOOKINGS

SUPPORT SESSION TIMES

TUESDAYS 11AM, 2PM, 3PM
THURSDAYS 11AM, 2PM, 3PM



PHOTOGRAPHY




VIDEOGRAPHY



LIGHTING



SOFTWARE

 9725 0899

 FCHQ@fairfieldcity.nsw.gov.au

 17 Kenyon St, Fairfield NSW 2165

 www.fairfieldcity.nsw.gov.au/FCHQ

 Connect with us on LinkedIn

FAIRFIELD CITY




Fairfield
City
Celebrating
diversity

WHERE BUSINESSES ARE BORN
WHERE BUSINESSES GROW
WHERE BUSINESSES COLLABORATE

FAIRFIELD CITY HQ WEBINARS AND EVENTS

CREATING & DESIGNING A VCARD FOR YOUR BUSINESS

If you have a new business, small business or just want to save on printing costs, a vCard is a contactless method of sharing your contact details directly to potential clients, without having to carry around a bulky stack of business cards. Additionally, they are 100% free to design, create and distribute.

Thursday 17 February, 11am - 12pm

FCHQ Event

Fairfield City HQ, 17 Kenyon Street, Fairfield

Sign up here: bit.ly/3tThjZo

VIDEO PRODUCTION & MARKETING FOR CEOS AND SERVICE-BASED BUSINESSES

Learn cutting-edge tips, tricks and easy ways to create better videos to improve conversions, stand out from the competition and increase sales for your business so you can also...

- Save money doing it yourself instead of hiring professionals
- Save time coming up with video ideas that convert
- Boost your brand authority with quality content



Tuesday 22 February 5pm - 6.30pm

FCHQ Event

Tuesday 22 March 5pm - 6.30pm

Fairfield City HQ, 17 Kenyon Street, Fairfield

Sign up here: bit.ly/3KCEsVF

ADOBE CC BASICS - AN INTRO TO ADOBE ILLUSTRATOR

Adobe Illustrator is the industry standard design app that lets you capture your creative vision with shapes, colour, effects, and typography. This program will introduce you to the basic functions of Adobe Illustrator and give you a foundational knowledge of how it can be used to design collateral to help market your business.

Thursday 24 February, 11am - 12.30pm

FCHQ Event

Fairfield City HQ, 17 Kenyon Street, Fairfield

Sign up here: bit.ly/3FUjGZW

PODCAST BASICS - STARTING A PODCAST

Are you looking to build a genuine connection with your audience? Become a thought leader in your industry? Or are you looking to have fun while sharing and teaching others about an interest you have?

In this program, we will cover the benefits of starting a podcast, different types of podcasts and how to go about executing your first episode

Thursday 3 March, 11am - 12pm

FCHQ Event

Fairfield City HQ, 17 Kenyon Street, Fairfield

Sign up here: bit.ly/3AxMZEL

FAIRFIELD CITY HQ WEBINARS AND EVENTS

#BREAKTHEBIAS INTERNATIONAL WOMEN'S DAY BUSINESS NETWORKING BRUNCH*

In celebration of International Women's Day, join us as we honour and recognise women in business. This networking event will feature local lifestyle influencer, entrepreneur and restaurateur, Jenny Dinh. Jenny will speak about her journey in the establishment of her businesses and share her experiences.



Tuesday 8 March 10am - 12pm

FCHQ Event

Fairfield City HQ, 17 Kenyon Street, Fairfield
Sign up here: bit.ly/3nSOB8K

PORTRAIT PHOTOGRAPHY - CORPORATE HEADSHOTS

Are you looking to update your Linked-In business profile but keep getting stuck on taking the right photo? This Program will focus on covering photography techniques you can use to enhance your shots and turn your good portraits into great portraits.

Thursday 10 March, 11am - 12pm

FCHQ Event

Fairfield City HQ, 17 Kenyon Street, Fairfield
Sign up here: bit.ly/341en1V

*This networking event may be postponed due to circumstances outside of our control. If this happens you will receive an email notification. A reminder/confirmation email is sent 48 hours prior to confirm the networking event is going ahead.



AFTER 5 BUSINESS NETWORKING EVENT: INTERNATIONAL WOMEN'S DAY*

This event will feature a keynote speaker from the local business community, who will share their career in business and speak about the important role female leader's play in the business community, along with tips on how to run a successful business. There will be a Q&A session and networking opportunities following the speaker's presentation.

Friday 11 March 6pm - 8pm

FCHQ Event

Fairfield City HQ, 17 Kenyon Street, Fairfield

Sign up here: bit.ly/3KDRm5K

ADOBE CC BASICS - AN INTRO TO ADOBE PHOTOSHOP

Have you ever taken the perfect head shot and then realised there was something in your teeth? That landscape photo you took didn't do the scenery any justice? Adobe Photoshop is a powerful tool that can make it easier for both amateur & professional photographers to get the most out of their photos and bring their ideas to life! This program will cover basic functions of Adobe Photoshop, giving you a foundational knowledge on how to enhance and manipulate your images.

Thursday 17 March, 11am - 12.30pm

FCHQ Event

Fairfield City HQ, 17 Kenyon Street, Fairfield

Sign up here: bit.ly/33KcQNQ

FAIRFIELD CITY HQ WEBINARS AND EVENTS

BEGINNER'S GUIDE TO MARKETING

Hosted/ funded by



Small Business Month
1 - 31 March 2022

Participants will follow the steps and learn more about:

- Getting the foundational elements of 'you marketing' right;
- Understanding the client, the competitors, and all other stakeholders for relationship building;
- How to better understand and manage word-of-mouth marketing;
- How to choose your tactics ... and much more!

Resources and templates will also be provided to create a marketing action plan, and make the most of the tactics discussed for a successful real-world and online marketing campaign.

Friday 18th March, 10am-12pm

FCHQ Event

Fairfield City HQ, 17 Kenyon Street, Fairfield
Sign up here: bit.ly/3AqjPmG

VIDEO PRODUCTION & MARKETING FOR CEOS AND SERVICE-BASED BUSINESSES

Tuesday 22 March 5pm - 6.30pm

FCHQ Event

Fairfield City HQ, 17 Kenyon Street, Fairfield
Sign up here: bit.ly/3KAjmY6

VISUAL IDENTITY: WHAT MAKES A GREAT LOGO

Oftentimes, a logo is a customer's first impression of your business, so it helps to make sure that your logo represents your business well. In this program we will talk about the fundamentals of logo design, branding as well as the questions and components you should be considering when putting together your brand's visual identity.

Thursday 24 March, 11am - 12.30pm

FCHQ Event

Fairfield City HQ, 17 Kenyon Street, Fairfield
Sign up here: bit.ly/343mnPD

BUSINESS CONNECT RESOURCES 24/7 (RECORDED WEBINARS)

Explore on demand webinars and resources for practical tips and insights to help you start, run, adapt or grow your small business.



Start your free digital training today via:

[https://business-connect-register.industry.nsw.gov.au/
pages/SearchOnlineContent5.html?webinars=true](https://business-connect-register.industry.nsw.gov.au/pages/SearchOnlineContent5.html?webinars=true)



BUSINESS CONNECT

ONE ON ONE-BUSINESS ADVISORY SESSIONS

Whether you're just starting out with a great business idea or looking to expand and grow your business NSW Government's Business Connect services can help you on your journey. Your initial one-to-one session is absolutely FREE* and will cover all you need to know to get started. Business Connect can also match you to advisors with language and cultural skills in Arabic, Cantonese, Mandarin and Vietnamese.

For more information, visit Business Connect, Workary or Fairfield City HQ website.

Arabic: Anas khawam
M: 0401 049 841
E: sba_arabic2@cmrc.com.au

**Cantonese
and Mandarin:** Eric Chan
M: 0497 705 001
E: sba_chinese2@cmrc.com.au

English: Rebecca Di Noia
M: 0434 507 079
E: rebecca@wsbusiness.com.au

Vietnamese: Jolie Linh Nguyen
M: 0425 650 609
E: SBA_Vietnamese@cmrc.com.au

When: By appointment
Where: Customer preference

Details: Registration required
Cost: FREE*

*First four hours of the business advisory session, at no cost; unless clients have already used those hours by speaking with other advisers or attending workshops.

BUSINESS CONNECT WEBINARS AND EVENTS (RECORDED WEBINARS)

RESEARCH & TEST YOUR SMALL BUSINESS CONCEPT

This webinar will step you through the process of researching and testing your business concept before you decide on a name and branding.

- Industry Research
- Competitor Analysis
- Strengths Weaknesses Opportunities and Threats (SWOT) Analysis & Action Plan

Tuesday 1 February 2022, 10am

[Find out more](#)

SEO BASICS

In this SEO basics workshop, we're going to show you that SEO is not a mystery black box and makes a huge difference to the visibility of your website. We'll learn some basic SEO techniques you can use yourself and some simple tools we can utilise to monitor SEO progress.

Wednesday 2 February 2022, 10am

[Find out more](#)

HOW TO START A BUSINESS - SOUTHERN NSW

Have you got a killer idea or an existing business opportunity you want to explore? But you don't know what to do next.

Wednesday 2 February 2022, 10am

[Find out more](#)



LATEST CYBER ALERTS & PHISHING SCAMS

In this webinar we provide an update on recent high alert cyber-attacks and scams and how they are affecting Australian businesses.

Friday 4 February 2022, 10am

[Find out more](#)

BUSINESS CONNECT WEBINARS AND EVENTS

(RECORDED WEBINARS)

USING DATA AND ANALYTICS TO MAXIMISE BUSINESS GROWTH

Google Analytics is one of the most popular digital analytics software. It allows you to track many important metrics. Join our webinar to learn how you can maximise this tool in your business.

Friday 4 February 2022, 12pm

[Find out more](#)

HOW TO START A BUSINESS - WESTERN SYDNEY

This webinar will get you well on your way to starting your business. If you have just started your business it is a great opportunity to check you have covered off the first stages of starting a business

Tuesday 8 February 2022, 1pm

[Find out more](#)

DIY LOW COST MARKET RESEARCH

In this webinar we look at methods and tools to work out if there is enough demand at the price you'll need to offer it.

Monday 7 February 2022, 10am

[Find out more](#)

GET SET FOR SOCIAL

You want to use social media to promote your business, but don't where to start? Join our session to learn more!

Tuesday 8 February 2022, 2pm

[Find out more](#)

REDEFINING WHAT SUCCESS LOOKS LIKE FOR BUSINESS

In this webinar you will learn 6 steps to Maximising your Productivity and how to redefine what success looks like for you and your business.

Tuesday 8 February 2022, 10am

[Find out more](#)

I HATE NETWORKING

A fun and friendly workshop that takes the pain out of everyone's least favourite tactic!

Tuesday 8 February 2022, 5.30pm

[Find out more](#)



MARKETING FOR YOUR BUSINESS - SOUTHERN NSW

Marketing – discover how to understand your target customers – who are they? What are their needs or desires?

Wednesday 9 February 2022, 10am

[Find out more](#)

GETTING LEADS FROM INBOUND MARKETING

In this session we look at why selling your big thing may not be the way to go. We'll cover how we can create compelling opt-in offers or lead magnets to get people wanting to part with their email address, so you generate warm leads and control future communication.

Wednesday 9 February 2022, 10am

[Find out more](#)

INTELLECTUAL PROPERTY IN BUSINESS - IN VIETNAMESE

This workshop is designed to provide you with knowledge about the Intellectual Property of business, the process for registering your brand/ opportunity, and how you can protect your brand at the highest level.

Wednesday 9 February 2022, 10am

[Find out more](#)

HOW TO START A CREATIVE BUSINESS

An in-person workshop that teaches creatives the basics when it comes to starting your own business.

Wednesday 9 February 2022, 1pm

[Find out more](#)

GET YOUR BUSINESS ONLINE FOR FREE USING SOCIAL MEDIA - SOUTHERN NSW

Would you like to be able to navigate your social media platforms with confidence, improve your digital presence and professionally engage with your customers?

Wednesday 9 February 2022, 2pm

[Find out more](#)

BUSINESS CONNECT WEBINARS AND EVENTS (RECORDED WEBINARS)

WHY YOU KEEP RUNNING OUT OF CASH

Join Wayne Wanders in our 1 hour webinar as he explains why you might keep running out of cash.

Thursday 10 February 2022, 12pm

[Find out more](#)

SETTING UP AN ONLINE BUSINESS

This webinar will cover: what retailing now looks like, the key skills you need to succeed online, core steps to set up an ecommerce business, and tips how to be a success and not a flop!

Monday 14 February 2022, 10am

[Find out more](#)

DIVERSIFY YOUR CREATIVE INCOME

An interactive online workshop covering the various general ways creatives can make money, including practical exercises to help brainstorm those ideas.

Tuesday 15 February 2022, 10am

[Find out more](#)

HR MASTERCLASS

Join our webinar to understand the stages of the HR Lifecycle and the elements that are included in each.

Tuesday 15 February 2022, 10am

[Find out more](#)

BUSINESS PLANNING ESSENTIALS

In this Business Planning Essentials webinar, you'll learn how to plan your next 12 months by building a short actionable business plan to drive your business forward in 2022.

Tuesday 15 February 2022, 6pm

[Find out more](#)

CREATE YOUR 1-PAGE BUSINESS PLAN - SOUTHERN NSW

Are you so bogged down in the day-to-day of your business operations? Spend a little time and take the opportunity to get an overview of your business plan.

Wednesday 16 February 2022, 10am

[Find out more](#)

KICK-START YOUR ENTREPRENEURIAL MOJO

This webinar is all about kick-starting your entrepreneurial mojo and will 'load-you-up' on innovation and marketing opportunities for a thriving future.

Wednesday 16 February 2022, 10am

[Find out more](#)

HOW TO START A BUSINESS - SYDNEY

Get your business off the ground at speed! Do you have a business idea but are unsure where to start? Let's make this year your year for new business success.

Wednesday 16 February 2022, 11am

[Find out more](#)

PRODUCTIVITY AND WELLBEING CHECKLIST - SOUTHERN NSW

The long-term chronic stressed endured by business owners in a pandemic can really take its toll on our wellbeing.

Thursday 17 February 2022, 10am

[Find out more](#)



DIGITAL STORYTELLING

In this webinar you'll learn all the different ways to use stories to attract attention, gather new customer leads and then grow your business.

Thursday 17 February 2022, 10am

[Find out more](#)

WHY CYBER SECURITY IS INTEGRAL TO PROTECT YOUR BUSINESS

It's important for small businesses to have a cybersecurity strategy to protect their own business, their data and their customers from cyber threats.

Thursday 17 February 2022, 12pm

[Find out more](#)

BUSINESS CONNECT WEBINARS AND EVENTS (RECORDED WEBINARS)

SOCIAL MEDIA FOR CREATIVES

This workshop explores how to kickstart marketing using social media, with a focus on the main tools at your disposal and the strategy behind the socials.

Thursday 17 February 2022, 6pm

[Find out more](#)



SALES 101

Do you wish that sales would come more naturally to you? In this workshop you will learn how to increase your sales conversion by understanding what actually motivates your prospects to buy from you.

Friday 18 February 2022, 10am

[Find out more](#)

HOW TO START A CREATIVE BUSINESS

An in-person workshop that teaches creatives the basics when it comes to starting your own business.

Saturday 19 February 2022, 10am

[Find out more](#)

MONEY MANAGEMENT FOR CREATIVES

A practical workshop that teaches creatives how to manage their money.

Saturday 19 February 2022, 1pm

[Find out more](#)

BUSINESS SALES GROWTH

This webinar will showcase low cost and risk free strategies to supercharge your business leads and conversion that will add substantial profit within 30 days.

Monday 21 February 2022, 10am

[Find out more](#)



HOW TO DESIGN A NEW PRODUCT OR SERVICE

Whether you have a suite of products and services or are really just getting started, launching something new into the market is a great way to bring new business in the door

Tuesday 22 February 2022, 10am

[Find out more](#)

RUNNING AN ECOMMERCE BUSINESS

In this webinar, we will discuss the many areas of your e-commerce store. How can we make sure your online store not only survives, it thrives in the years to come.

Tuesday 22 February 2022, 10am

[Find out more](#)

CIRCULAR ECONOMY 101 FOR SMALL BUSINESS

Discover what the Circular Economy is and how your business can create more mindfully manufactured products and e sign and gain a practical understanding of the Core Principles of the Circular Economy.

Tuesday 22 February 2022, 5.30pm

[Find out more](#)



BUSINESS FOUNDATIONS - SOUTHERN NSW

Are you intending to start a new business, or maybe you're in the early stages of operating your business?

Wednesday 23 February 2022, 10am

[Find out more](#)

BUSINESS CONNECT WEBINARS AND EVENTS (RECORDED WEBINARS)



SUCCESS THROUGH PEOPLE

While most business owners and managers understand that effectively managing people and teams can be a cornerstone of business success, it can also be the stumbling block that brings it crashing to the ground.

Wednesday 23 February 2022, 10am

[Find out more](#)

HOW MUCH DOES STARTING A BUSINESS REALLY COST?

Are you looking to start a new business but don't know where to start? Join our to learn how much it's going to cost you to start your new venture.

Wednesday 23 February 2022, 11am

[Find out more](#)

DIY LOW COST MARKETING

How can I market my business for very little or no cost? If you're short on marketing ideas, this is the place for you!

Wednesday 23 February 2022, 6pm

[Find out more](#)

CREATING CONTENT THAT CONNECTS WITH CUSTOMERS

In this webinar you'll learn all the different ways to bring your story to life. You'll put your learning into practice by using your phone to create your own videos for your social channels.

Thursday 24 February 2022, 10am

[Find out more](#)

QUẢN LÝ AN TOÀN THỰC PHẨM (FOOD SAFETY MANAGEMENT)

Kinh doanh ẩm thực tuân thủ quy định Tiêu chuẩn Thực phẩm và sẵn sàng cho các cơ quan chức năng địa phương kiểm tra.

Thursday 24 February 2022, 10am

[Find out more](#)

HOW TO FILM ON YOUR PHONE

You'll learn how to plan, shoot and what gear the pros use to take phone footage to the next level

Friday 25 February 2022, 12pm

[Find out more](#)



HOW TO SELL YOUR SERVICES

Sales is the lifeblood of any business. No matter how much you love helping people, without sales you have a charity not a business. In a service-based business you need to be convinced that the services you offer add significant value to your clients

Tuesday 1 March 2022, 10am

[Find out more](#)



BUSINESS OWNERS GUIDE TO LAW

This webinar will cover:

- Business Structures
- Leasing
- Contract Law
- Employment Law
- E-Commerce
- Social Media
- Intellectual Property
- Consumer Law

Monday 28 February 2022, 10am

[Find out more](#)

HOW TO START A BUSINESS - SOUTHERN NSW

Have you got a killer idea or an existing business opportunity you want to explore? But you don't know what to do next.

Wednesday 2 March 2022, 10am

[Find out more](#)

BUSINESS CONNECT WEBINARS AND EVENTS

(RECORDED WEBINARS)

STREET SMART CUSTOMER COMMUNICATION

This webinar is about upping your game on the tried and tested street-smart low/no cost methods of marketing communications.

Wednesday 2 March 2022, 10am

[Find out more](#)

ADVERTISING ONLINE

Join our 1-hour webinar with SEO expert, Doron Milner, as he introduces you to Google Ads.

Wednesday 2 March 2022, 12pm

[Find out more](#)

BOOKKEEPING BASICS

Do you know bookkeeping basics? Join our session to learn all aspects of bookkeeping to help your business succeed.

Thursday 3 March 2022, 10am

[Find out more](#)

SEO BEYOND THE BASICS

SEO – Beyond the Basics workshop we cover additional techniques, both within your website and externally, that will help boost your search engine ranking. This means more people will see your website.

Thursday 3 March 2022, 10am

[Find out more](#)

FIVE TIPS FOR FREELANCE CREATIVES

An online workshop covering the five basic areas of focus for a new or intending creative business, to get the basics right.

Thursday 3 March 2022, 6pm

[Find out more](#)

사업예산 및 재정전략 (EFFECTIVE BUSINESS CASH FLOW)

Saturday 5 March 2022, 12pm

[Find out more](#)



AUTOMATE YOUR SMALL BUSINESS

How IFTTT, Zapier and all your apps can work together to simplify your day

- What is automation
- IFTTT & Zapier
- Set up a range of productivity automation

Monday 7 March 2022, 10am

[Find out more](#)

MASTERING YOUR WEBSITE FOR BUSINESS SUCCESS

Ensuring a website is set up and optimised is crucial to business success. Join our session to learn more!

Monday 7 March 2022, 10am

[Find out more](#)

CREATIVE BUSINESS: WORK SMARTER, NOT HARDER

In this expert webinar, we talk to Debbie Englin of “The Productivity Hub” to discuss the importance of implementing efficient systems and processes into your business, effective business management, and attaining growth.

Monday 7 March 2022, 6pm

[Find out more](#)

HOW TO START A BUSINESS - WESTERN SYDNEY

This workshop will get you well on your way to starting your business. You will learn everything you need to know

- Business registration
- Legal requirements
- Council requirements
- Insurance
- Market research
- Business planning and more!!

Tuesday 8 March 2022, 10am

[Find out more](#)

BUSINESS CONNECT WEBINARS AND EVENTS (RECORDED WEBINARS)

WHAT'S IT WORTH?

A helpful online workshop that will teach creatives how to put a price on their product.

Wednesday 9 March 2022, 10am

[Find out more](#)

MARKETING FOR YOUR BUSINESS - SOUTHERN NSW

Marketing – discover how to understand your target customers – who are they? What are their needs or desires?

Wednesday 9 March 2022, 10am

[Find out more](#)

HOW TO CREATE YOUR CONTENT PLAN

Ensuring your posting content consistently and professionally is vital for your business success. Join Realise Business Advisor, Megan Hauptfleisch in a 1-hour webinar as she uncovers tools and tips you can use to create a content plan.

Wednesday 9 March 2022, 12pm

[Find out more](#)



HOW TO PRICE & PACKAGE YOUR SERVICES

We look at providing three package tiers to provide easy upsell opportunities, allow for trade-offs if the price is queried, and add value into the packages that will save time and make money.

Thursday 10 March 2022, 10am

[Find out more](#)

HOW TO START A CREATIVE BUSINESS

An in-person workshop that teaches creatives the basics when it comes to starting your own business.

Friday 11 March 2022, 10am

[Find out more](#)

DESIGN ON THE GO FOR BUSINESS

Learn about the apps available to create good looking visuals and video on the go

- Canva
- Animoto
- Layout
- Spark

Monday 14 March 2022, 10am

[Find out more](#)

NEGOTIATION TRAINING FOR BUSINESS OWNERS

Do you feel confident and comfortable when negotiating? Join our session to learn skills to help you win

Tuesday 15 March 2022, 10am

[Find out more](#)

BUSINESS PLANNING ESSENTIALS

In this Business Planning Essentials workshop, you'll learn how to plan your next 12 months by building a short actionable business plan to drive your business forward in 2022.

Tuesday 15 March 2022, 10am

[Find out more](#)

SOCIAL MEDIA MARKETING

This webinar is an interactive session which will assist you in creating your customer avatar and teach you how to market to them. You will learn tips that will help you become a more effective social media marketer which will save you time and money.

Wednesday 16 March 2022, 10am

[Find out more](#)



CREATE AN EFFECTIVE ADVERTISING CAMPAIGN - SOUTHERN NSW

Do you know how to make the most of your short-term advertising budget, while complementing your overall Business Strategy?

Wednesday 16 March 2022, 10am

[Find out more](#)

BUSINESS CONNECT WEBINARS AND EVENTS

(RECORDED WEBINARS)

BUSINESS FOUNDATIONS - SOUTHERN NSW

Are you intending to start a new business, or maybe you're in the early stages of operating your business?

Wednesday 16 March 2022, 2pm

[Find out more](#)



UNDERSTANDING FINANCIAL STATEMENTS

Understanding the information contained in your financial statements can help you make more informed and confident decisions on a day to day basis. Join our webinar to learn more

Thursday 17 March 2022, 12pm

[Find out more](#)

INTRODUCTION TO PODCASTING

Thinking of starting a podcast? Learn best practices and so much more in our session

Friday 18 March 2022, 12pm

[Find out more](#)

CREATE A BRAND YOUR CUSTOMERS WILL FALL IN LOVE WITH

In this webinar I'll take you through my top ten essentials for creating a brand that your customers really will fall for.

Monday 21 March 2022, 10am

[Find out more](#)

HOW TO APPLY FOR BUSINESS GRANTS

This session is the ideal, practical guide to grant writing for any business seeking to attain funding by applying for grants!

Monday 21 March 2022, 10am

[Find out more](#)

HOW TO START A CREATIVE BUSINESS

An in-person workshop that teaches creatives the basics when it comes to starting your own business.

Tuesday 22 March 2022, 12pm

[Find out more](#)

CASHFLOW ESSENTIALS - SOUTHERN NSW

Learn all about cashflow, the operational turnover of a business and its ability to generate revenue.

Wednesday 23 March 2022, 10am

[Find out more](#)

RUNNING AN ECOMMERCE BUSINESS

In this webinar, we will discuss the many areas of your e-commerce store. How can we make sure your online store not only survives, it thrives in the years to come.

Wednesday 23 March 2022, 10am

[Find out more](#)



GET YOUR BUSINESS ONLINE FOR FREE USING SOCIAL MEDIA - SOUTHERN NSW

Would you like to be able to navigate your social media platforms with confidence, improve your digital presence and professionally engage with your customers?

Wednesday 23 March 2022, 2pm

[Find out more](#)

HOW TO START A BUSINESS - SYDNEY

Get your business off the ground at speed! Do you have a business idea but are unsure where to start? Let's make this year your year for new business success.

Thursday 24 March 2022, 11am

[Find out more](#)

BUSINESS CONNECT WEBINARS AND EVENTS (RECORDED WEBINARS)



EXPRESS YOUR ONLINE BRAND

This is not another educational webinar, this is all about ACTION. You'll find helpful examples to learn from and tips and tools to apply to your own business.

Monday 28 March 2022, 10am

[Find out more](#)



CREATE A 1-PAGE BUSINESS PLAN - SOUTHERN NSW

Are you so bogged down in the day-to-day of your business operations? Spend a little time and take the opportunity to get an overview of your business plan.

Wednesday 30 March 2022, 10am

[Find out more](#)



CUSTOMER SERVICE ESSENTIALS

This Short n Sharp Training session is appropriate for those in roles that need to provide quality service to internal and/or external “customers”, as well as those in need of a refresher.

Wednesday 30 March 2022, 10am

[Find out more](#)

SOCIAL MEDIA MADE EASY

Learn how to create content that gets engagement, getting set up on social and so much more!

Wednesday 30 March 2022, 10am

[Find out more](#)

AUSTRALIAN TAXATION OFFICE WEBINARS

ATO (Australian Taxation Office) are committed to delivering a better client experience for small business. Helping you to improve your skills and knowledge to be successful in your small business venture is an important part of this commitment.

The ATO are offering free webinars on a variety of topics. There are general topics that suit all small businesses and others that are specific to particular industries or circumstances. Some are also offered in Chinese, Arabic and Vietnamese.

When registering for a webinar the times listed will be in:

- Australian Eastern Standard Time (AEST)
- From October to March, Australian Eastern Daylight Time (AEDT).

The webinars are interactive online seminars presented by experienced tax officers. They are live and you can ask questions to help you apply the information to your situation. If you register for a webinar, make sure you're online by the start time as the session will be locked 10 minutes after the webinar begins.

Link to the Australian Taxation Office small business webinars: [Small business webinars | Australian Taxation Office \(ato.gov.au\)](#)

To register for any of the ATO small business webinars, please scan the below QR code or see the link below:

<https://www.ato.gov.au/Business/Starting-your-own-business/Small-business-webinars-and-workshops/Small-business-webinars/>



AUSTRALIAN TAXATION OFFICE WEBINARS

INSTRUCTORS



NICK

With over 30 years experience in the ATO, Nick is committed and passionate about improving the small business client experience and builds positive engagement by offering tailored and easily accessible educational information that will assist small businesses to understand and interact with the tax and super systems more effectively.



MATTHEW

With years of experience in the ATO, Matthew has a broad knowledge of the taxation and superannuation systems. He breaks tax and super topics down to a digestible and easy to understand format. He makes tax and super sound like a breeze and is committed to assisting small business clients meet their obligations in a timely manner.



CONSIDERING YOUR SMALL BUSINESS VIABILITY

Are you at a business crossroads? Unsure whether you should continue trading? In this 45-minute session you will learn how to use our Business Viability Assessment Tool.

[Click Here](#) to register

RUNNING A HOME-BASED BUSINESS

Running your small business from your home may cost you more in expenses such as electricity, gas, phone, furniture, and cars.

[Click here](#) to register

DIGITAL OPTIONS FOR YOUR SMALL BUSINESS

There are many online services and digital systems that can help you perform your business activities such as marketing, sales, accounting and reporting.

[Click Here](#) to register

CONNECTING ONLINE WITH THE ATO: SOLE TRADERS

This session is for sole traders who want to know how to manage their tax and super commitments online.

[Click Here](#) to register

CONNECTING ONLINE WITH THE ATO: BUSINESSES

This session is for companies, partnerships and trusts who want to know how to manage their tax and super commitments online.

[Click Here](#) to register

CLOSING YOUR SMALL BUSINESS

If you have decided to close your business this session is for you. The closing process can take time depending on your business size and complexity.

[Click Here](#) to register

STRATEGIES FOR IMPROVING YOUR CASH FLOW

Cash flow management is critical to the success of any business, but it's not always easy to find ways to improve your cash flow.

[Click Here](#) to register

INTRODUCTION TO BUSINESS RECORDS

Are you starting a new small business? In this introductory 60-minute session you'll learn about which business records to keep, the legal requirements and how long to keep your records.

[Click Here](#) to register.

BUDGETING FOR YOUR COMMITMENTS

In this 60-minute session you'll learn a straightforward five-step process to stay on top of your regular financial commitments.

[Click Here](#) to register

CASH FLOW FOR SMALL BUSINESS SUCCESS

Cash flow is the life blood for small business. Come along to this 60-minute session to learn critical cash flow management skills.

[Click Here](#) to register

EMPLOYERS: SINGLE TOUCH PAYROLL


This 60-minute session is for small businesses that are new to employing people and paying them for their work.

[Click here](#) to register



FAIRFIELD CITY HQ

 17 Kenyon St. Fairfield NSW 2165

 Monday to Friday 8am-7pm
Saturday 9am-4pm
Sunday CLOSED

FAIRFIELD CITY

HQ


Fairfield
City Celebrating
diversity

FAIRFIELD CITY HQ
WHERE BUSINESSES ARE BORN
WHERE BUSINESSES GROW
WHERE BUSINESSES COLLABORATE

Please call on 9725 0899 or visit our website:
www.fairfieldcity.nsw.gov.au/FCHQ to receive
What's On for upcoming workshops and more.