

Small Business Programs & Support



**CITY OF
PARRAMATTA**

Mar to June
2019

Welcome to
PARRAMATTA

There is a great deal of confidence in the future of Parramatta.

The City's economy is booming, and continues to grow, out-performing NSW and the nation across a range of key measures. There is an increase in the

number of jobs and new businesses in the City, and unprecedented investment in commercial, residential and cultural projects.

Start your small business journey with us, and be part of the new Parramatta.



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The City

City Economy Team

Working with local businesses and organisations, our City Economy Team is dedicated to supporting Parramatta's economic sustainability and growth.

The City's *Economic Development Plan 2017-2021* outlines our objectives for growing jobs, attracting investment and providing opportunities for our diverse businesses and industries to grow.

Fostering strategic partnerships with organisations from corporate, education, sporting and cultural, we leverage opportunities for our City's businesses, workers, and residents.

Connect with us today and explore your opportunities in Parramatta.

investparramatta.com.au

cityofparramatta.nsw.gov.au/your-business

economicdevelopment@cityofparramatta.nsw.gov.au



The Services

Services Available for Small Businesses, Micros, and Start-Ups

City of Parramatta works with many partners to find opportunities for our businesses to access the support and services they need to establish, grow and flourish.

Business Connect Department of Industry

Business Connect is a dedicated and personalised NSW Government program that provides trusted advice to help you start or grow your small business.

They provide a range of services and resources, including the Business Connect advisors; experienced professionals who provide confidential advice independently from the NSW Government.

Get in touch with them at:

Website industry.nsw.gov.au

Phone 1300 134 359

E-mail connect@industry.nsw.gov.au

BusinessConnect

Funded by the NSW Government

Easy to do Business Service NSW

Easy to do Business tackles the time, complexity and duplication issues that you can face when starting or growing a business in NSW. It cuts red tape and allows you to focus on your business rather than bureaucracy.

They offer business concierges, 'how-to-guides' and the 'My Business Navigator', an online tool that guides you through what you need to do.

Get in touch with them at:

Website service.nsw.gov.au/easy-do-business

Phone 13 77 88

E-mail easytodo@service.nsw.gov.au



**Service
NSW**





Jobs for NSW Department of Industry

Jobs for NSW provides financial support to start-ups and emerging and fast-growth small to medium enterprises (SMEs) to scale and grow new jobs in NSW.

They provide a range of grants and loans for businesses across a number of industries and sectors. Explore their funding options today.

Get in touch with them at:

Website jobsfornewsw.com.au
Phone 1300 562 679
E-mail enquiries@jobsfornewsw.com.au



Jobs for NSW



The Programs

We offer a diverse range of free business workshops to help you start or grow your small business. Start your journey today.

Small Business Skills Workshops

Marketing and Profit Plan

New

Find out how to plan your next 12 month marketing and profit plan.

Businesses thrive by understanding their customers and using marketing strategies to meet their needs. Today's consumers are overwhelmed by promotional 'noise' so it's essential that your message is the one that 'cuts through'.

In partnership with Western Sydney Business Centre and Business Connect.

Marketing

Planning

When

Mon 11 March
9:50am to 12:00pm

Where

UNE Sydney Campus
232 Church Street,
Parramatta

Cost

Free

Brand Building for Small Business

A 2-hour fast-paced and interactive workshop where you will discover what you really do and why you do it; find out who your true avatar is (and how you should be speaking to them); learn where your unique place in the market is and how to own it; and, uncover your brand's personality (yes it does have one).

In partnership with Western Sydney Business Centre and Business Connect.

Marketing

When

Tue 12 March
9:50am to 12:00pm

Where

UNE Sydney Campus
232 Church Street,
Parramatta

Cost

Free

SEO Basics

As soon as you set up your domain name, you're inundated with people offering SEO services.

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. Learn some basic SEO techniques you can use yourself and some simple tools we can utilise to monitor SEO progress.

In partnership with Western Sydney Business Centre and Business Connect.

Digital

When

Tue 19 March
9:50am to 12:00pm

Where

UNE Sydney Campus
232 Church Street,
Parramatta

Cost

Free

Getting Leads Coming to You

New

So you have a website and a 'subscribe now' email sign up link. How's that working for you?

Find out how you 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.

In partnership with Western Sydney Business Centre and Business Connect.

Sales

Evening

When

Wed 27 March
5:50pm to 8:00pm

Where

UNE Sydney Campus
232 Church Street,
Parramatta

Cost

Free

Social Media Strategies B2B

Find out how you can sell your B2B products or services on social media.

With advanced strategies on Facebook and LinkedIn, you will soon see that your target audience are just waiting for what your business will offer on these platforms. You will learn effective ways of communicating with your audience to capture their attention.

In partnership with Western Sydney Business Centre and Business Connect.

Marketing

Sales

Evening

When

Mon 1 April
5:50pm to 8:00pm

Where

UNE Sydney Campus
232 Church Street,
Parramatta

Cost

Free

SEO Beyond The Basics

Build on the foundations of SEO Basics and learn some additional techniques, both within the website and externally that will help boost your Google ranking. All techniques are above board (white hat) and will improve your search engine rankings. Use the skills yourself or outsource with understanding.

In partnership with Western Sydney Business Centre and Business Connect.

Digital

When

Mon 6 May
9:50am to 12:00pm

Where

UNE Sydney Campus
232 Church Street,
Parramatta

Cost

Free



Digital Marketing Masterclass

Find out the secrets that the digital marketing industry use to gain results for their clients on each platform. Learn what tools they use which can either save you time or money in your own business.

This is not a beginner class. You must already understand one or all of the major platforms from Facebook, Snapchat, LinkedIn and Instagram.

In partnership with Western Sydney Business Centre and Business Connect.

Digital

Marketing

Power of Effective Prospecting

Find out how you can create the leads and enquiries that are easier to close for a faster sale for the business.

You'll learn how to create stronger, warmer leads for the business; how to build a referral based business, and 10 proven strategies for lead generation in networking.

In partnership with Western Sydney Business Centre and Business Connect.

Sales

When

Wed 8 May
9:50am to 12:00pm

Where

UNE Sydney Campus
232 Church Street,
Parramatta

Cost

Free

When

Tue 14 May
9:50am to 12:00pm

Where

UNE Sydney Campus
232 Church Street,
Parramatta

Cost

Free



Marketing Strategies for Service Based Businesses

New

Learn seven marketing strategies that will set you up to attract and book quality clients quickly.

Imagine your business with clients on a waiting list, where your focus is to help each client solve their challenges and move on as quickly and happily as possible, so you can help the next client waiting in line.

In partnership with Western Sydney Business Centre and Business Connect.

When

Mon 20 May
5:50pm to 8:00pm

Where

UNE Sydney Campus
232 Church Street,
Parramatta

Cost

Free

Marketing

Evening



How to Create Wow Sales and Customer Care

Create a culture in your business where clients become raving fans of YOU and your business team.

Learn 5 simple strategies that are easy to implement to transform your sales and your referral business, and walk away with a plan of action and a fresh approach to customer care.

In partnership with Western Sydney Business Centre and Business Connect.

Sales

When

Tue 21 May
9:50am to 12:00pm

Where

UNE Sydney Campus
232 Church Street,
Parramatta

Cost

Free

Google Business Solutions

In this workshops, we look at some of best Google tools for business and learn some great tips along the way.

Find out what is the single best way for a local business to be found online; how Google Analytics and Google Search Console improve your website, how to get to the front page of Google, and more.

In partnership with Western Sydney Business Centre, Business Connect.

Digital

Evening

When

Thu 30 May
5:50pm to 8:00pm

Where

UNE Sydney Campus
232 Church Street,
Parramatta

Cost

Free

6 week
course

How to Start Your Small Business

Are you getting ready to start your own small business?

This **6 week** program gives you the relevant information you need to get started including business registration, finance, and legislation, and offers you practical advice including how to write a business plan.

Participants must register for and attend all 6 workshops.

When

6 May to 17 June
Monday nights
6:00pm to 8:00pm

Where

TAFE NSW
110 George Street,
Parramatta

Cost

Free

Course overview:

Monday 6 May	Introduction to Small Business
Monday 13 May	Business Plans
Monday 20 May	Marketing Fundamentals
Monday 27 May	Market Research
Monday 3 June	Small Business Finance
Monday 17 June	Legal and Risk

In partnership with TAFE NSW.

Planning

Marketing

Sales

Evening

Business Disruption and Risk Mitigation

Disruption to business, from construction, road closures, accidents, or natural disasters could result in loss of customers or inability to trade for periods of time.

Get valuable insight and strategies you can use to manage the effects of disruption on your business and to help mitigate risk.

Talk 1 - 10 Strategies for Success

10 strategies designed to work in a changing business climate to help your business keep sales thriving.

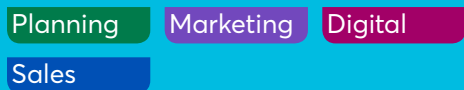
Talk 2 - Open for Business

Find out how digital marketing can assist your business during disruption and how social media can attract new customers.

Talk 3 - From Leads to Loyalty

Get more leads and conversions - find out how to modify your sales funnel to reduce leakage and get repeat sales.

In partnership with Western Sydney Business Centre and Business Connect.



When

Mon 13 May
3:30pm to 5:30pm

Where

Grounded Space
Westfield Parramatta
Transport Interchange
Stand B3

Cost

Free



Register now for our workshops.

Visit **cityofparramatta.nsw.gov.au/your-business** and view our 'Small Business and Employment Programs' page for links to the workshop event and registration pages.

Our website continues to be updated with the latest small business and employment skills programs.

For any enquiries, please e-mail us at:
economicdevelopment@cityofparramatta.nsw.gov.au



The Networks

The Local and Regional Business Chambers

A number of significant business chambers and associations operate in the City and the region. They offer their members important services, and valuable networking opportunities.

Get in contact with them today to find out how they can help your business get connected with the broader business community.

Parramatta Chamber of Commerce

Website parramattachamber.com.au
Phone 9635 0022

Epping Chamber of Commerce

Website eppingchamber.com.au
Phone 9869 8900

Sydney Olympic Park Business Association

Website sopba.com.au
Phone 9746 1200

Sydney Business Chamber, Western Sydney

Website thechamber.com.au
Phone 8838 0400

Notes & Contacts

Keep track of your business needs and any opportunities that become available to you, or list the people you can speak to who can assist with your business.

Start your journey
today with our small
business programs.

Connect with us today and explore
your opportunities in Parramatta.

investparramatta.com.au

cityofparramatta.nsw.gov.au/your-business

economicdevelopment@cityofparramatta.nsw.gov.au



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