

AUGUST  
1-31

# GEEELONG SMALL BUSINESS FESTIVAL

## PROGRAM

OVER

**40**  
EVENTS

to help you grow,  
connect and improve  
your business

**BOOK ONLINE NOW**  
GSBF.COM.AU #GSBF2019

## NETWORKING

**01 GUY GROSSI: BEYOND THE KITCHEN**  
 Thu City of Greater Geelong  
 6.00pm–8.30pm  
 \$65

Guy Grossi plates up his key ingredients for learning, innovating and thriving in business.

**HIGHLIGHT**

**02 WESTPAC ECONOMIC BREAKFAST WITH BILL EVANS**  
 Fri Geelong Chamber of Commerce  
 7.00am–9.00am  
 \$75–\$85

Hear from Westpac's Managing Director of Economics Bill Evans.

**14 ROAD TO SUCCESS**  
 Wed Geelong Quality Council and City of Greater Geelong  
 9.30am–4.00pm  
 \$50

Find out how your business can improve efficiency and save time using best practice business improvement principles. Hear from Dr Kathy Alexander about her extraordinary leadership and business improvement journey.

**15 CHAMBER AFTER 5**  
 Thu Geelong Chamber of Commerce  
 5.30pm–7.30pm  
 FREE for members only

Meet new contacts, promote your business and raise your personal brand by attending one of the monthly Geelong Chamber of Commerce's After 5 events – Geelong's premier networking opportunity.

**19 THE CITY PRESENTS: IT'S YOUR MONEY: BREAKFAST WITH ALAN KOHLER**  
 Mon City of Greater Geelong  
 7.00am–9.00am  
 \$37.50

ABC's Alan Kohler, one of Australia's most trusted financial experts, will discuss the recent crisis in the banking and financial services industry, where we are now and how to protect and grow your money.

**HIGHLIGHT**

**22 REBRAND OF COMMERCE TORQUAY**  
 Thu Commerce Torquay  
 5.30pm–6.30pm  
 FREE

**30 GEELONG CHAMBER OF COMMERCE BEFORE 9, SPONSORED BY NAB**  
 Fri Geelong Chamber of Commerce and National Australia Bank  
 7.15am–9.00am  
 \$20

Join Dean Pearson, Head of Economics at NAB, and learn insights into what's driving current and emerging consumer and small business behaviour and the opportunities for your business.

“Excellent event and a great choice of speaker who was able to bring a wealth of knowledge balanced with practical applications.”

**97%**  
 OF GREATER GEELONG  
 BUSINESSES ARE  
 SMALL BUSINESSES

## BUSINESS DEVELOPMENT AND SALES

**01 NGARRIMILI – NURTURING ABORIGINAL EXCELLENCE**  
 Thu Ngarrimili  
 9.00am–1.00pm  
 \$54

Learn about the cultural and social benefits of working with Aboriginal and Torres Strait Islander businesses. Discover how 80,000-years of culture and heritage can drive social impact thinking for businesses in our region.

**HIGHLIGHT**

**06 THE ULTIMATE QUOTE FORMAT**  
 Tue The Ultimate Quote Format  
 9.00am–10.30am  
 \$20

Writing quotes is a huge (and often) overlooked opportunity for businesses to land clients. Discover a quote format that will get you more customers, clients and sales. Learn how you can use the formula that has boosted our close rate from 20% to 52%.

**09 COMMERCIALISING YOUR NEW IDEA – OVER 2 DAYS**  
 Fri Business Victoria and City of Greater Geelong  
 10.00am–1.00pm  
 \$75

AND

**19** 10.00am–12.30pm  
 Mon Limited to only 15 attendees, this workshop teaches you everything you need to know to take your innovation or idea from drawing board – to market launch.

**09 BUILDING A BUSINESS CASE FOR ENERGY EFFICIENCY – OVER 2 DAYS**  
 Fri Sustainability Victoria  
 9.00am–1.00pm  
 \$50

AND

**23** 9.00am–1.00pm  
 Fri This interactive training course, run over two half-days, helps you identify, plan, develop and communicate your business case for energy efficiency projects.

**12 REDUCING WASTE IN HOSPITALITY BUSINESSES**  
 Mon Barwon South West Waste & Resource Recovery Group  
 10.00am–2.00pm  
 \$30

Love Food Hate Waste? Find out how you can waste less, boost profits and protect the environment. Gain the tools to reduce the significant costs of food waste.

**16 ENTREPRENEURIALISM IN ESTABLISHED BUSINESSES**  
 Thu Geelong Manufacturing Council  
 7.30am–9.30am  
 \$30

A fascinating workshop demonstrating how existing businesses can think like an entrepreneur to innovate their existing products, processes and markets.

**16 INTRODUCING THE CONVERSATION CODE**  
 Fri Marcus Savidis, Savi Solutions  
 9.30am–12.30pm  
 \$37

Learn the conversation code that allows you to avoid the hard sell and take prospective clients from being curious about doing business with you to being compelled to engage with you.

**21 BUSINESS WITH A LIFE OF PURPOSE**  
 Wed Plan it Roxie and City of Greater Geelong  
 7.30am–9.00am  
 \$20

What happens when you journey through the Geelong business landscape and discover its secrets? You realise that community is at the heart of everything we do and the best business is done when you have a life of purpose! Join us for an amazing breakfast at Truffleduck with three amazing Geelong business people who all look at life and business differently.

**HIGHLIGHT**

**21 'CASH IS KING' IN BUSINESS AND NOT JUST PROFITS**  
 Wed McHenry Partners  
 5.30pm–6.30pm  
 \$15

Many profitable businesses have failed because their cash management strategies were weak. This workshop will discuss many aspects of the business that require good financial management.

**22 IS KEEPING YOUR STOCK COOL MAKING YOU HOT UNDER THE COLLAR?**  
 Thu Cleantech Innovations Geelong  
 10.00am–11.00am  
 FREE

Find out how you can reduce energy consumption and save money by identifying and avoiding design and operating issues with your freezer or cool room. Perfect for food or hospitality business owners and operators.

**LIVE**

**23 TACKLING THE BARRIERS TO PEAK PRODUCTIVITY**  
 Thu Get more time  
 7.15am–9.00am  
 \$20

Discover how to find more time in your life. Get back an hour each day, boost productivity and find more balance in your life with this time management workshop for small businesses.

### CORMACH EVANS

NGARRIMILI

Cormach Evans founded Strong Brother Strong Sister in 2016.

Strong Brother Strong Sister is a culturally appropriate safe place for Aboriginal young people to access and thrive. The structure and programs within the space guide, mentor and empower Aboriginal young people to achieve excellence.

The outcomes from these programs not only guide, mentor and empower Aboriginal young people, they also improve Aboriginal young people's health and wellbeing.



FIND OUT MORE: [GSBF.COM.AU](http://GSBF.COM.AU) #GSBF2019

### GUY GROSSI

JOIN US AT THE GEELONG SMALL BUSINESS FESTIVAL LAUNCH 2019.

Guy Grossi has built a culinary empire and achieved international acclaim as a chef, author, TV entertainer, public speaker and consultant.

He's also a socially conscious entrepreneur who has successfully embedded responsible business practices into his growing Grossi Group brand which includes some of Melbourne's most renowned restaurants like Florentino, Merchant and Ombra.

Listen to Guy's personal story to learn about what motivates him and how he's continued to cut through in a fiercely competitive business environment.

### ALAN KOHLER

ONE OF AUSTRALIA'S MOST TRUSTED FINANCIAL EXPERTS

The City of Greater Geelong is delighted to host the ABC's Alan Kohler. With more than forty-five years' experience observing and reporting on the banking and financial services sector, Kohler sees the big picture in a way no-one else can. He will provide insights into his investing philosophy and provide advice on financial planning, how to appraise financial plans, ways to grow your superannuation, and ethical investing.



## MARKETING AND SOCIAL MEDIA

### 02 INSTAGRAM STORIES WORKSHOP – BASICS FOR BUSINESSES

Fri  
A Guide To  
10.00am–12.00pm  
\$35

Limited to 10 people, in this workshop you will learn how to use and create Instagram Stories, what all the buttons mean, how to add and edit images, how to use the in-app creative tools and how to expand your stories reach beyond your followers. Bring your phone and enjoy getting social!

### 02 INSTAGRAM STORIES WORKSHOP – BASICS FOR BUSINESSES

Fri  
A Guide To  
4.00pm–6.00pm  
\$35

Limited to 10 people, in this workshop you will learn how to use and create Instagram Stories, what all the buttons mean, how to add and edit images, how to use the in-app creative tools and how to expand your stories reach beyond your followers. Bring your phone and enjoy getting social!

### 02 SMALL BUSINESS BIG MARKETING

Fri  
Borough of Queenscliffe, O Space  
10.00am–3.00pm  
\$45

Come along to this creative and innovative session and be inspired through clever marketing concepts, case studies and workshops. This high energy event is delivered to you complete with an Xpress lunch at stunning 360Q offering a suite of take home tools to help you be relevant today and beyond.

### 07 MODERN MARKETING: A TRANSFORMATIONAL WORKSHOP MAKING MARKETING SIMPLE AND FUN

Wed  
Rachel Allan  
11.00am–2.00pm  
FREE

Marketing strategies and concepts can change in the blink of an eye. It can be confusing and overwhelming to most people on where to even start. This workshop will make marketing simple and fun with tips to begin your marketing journey.

### 08 CHAMPIONING CHANGE

Thu  
Geelong Women in Business  
6.00pm–8.30pm  
\$30

Building your brand and creating stakeholder experiences is very different in the digital world.

Learn how to win the digital minds and human hearts of tomorrow's customer by building meaningful messaging and a digital presence for your brand.



HIGHLIGHT

### 15 BUILD TRUST WITH KILLER CONTENT FOR YOUR WEBSITE AND SOCIAL MEDIA

Thu  
What Your Customers Want  
7.15am–9.00am  
\$25

The internet plays a key role in most consumer purchasing decisions. That means digital and online marketing is vital for modern businesses. Learn the content strategies to make these channels work for your business.

### 16 LEARN HOW DIGITAL MARKETING CAN WORK FOR YOUR BUSINESS

Fri  
Viewpoint Digital Media  
1.00pm–2.00pm  
\$20

Digital marketing is vital for modern businesses because the internet plays such a significant role in how today's consumer makes purchasing decisions. During this one hour workshop, we will shallow dive into the digital marketing world and learn what strategies can work for your business.

### 20 GOOGLE ANALYTICS FOR YOUR ONLINE STORE

Tue  
Arpstart  
7.00pm–8.30pm  
\$20

Discover why Google Analytics is essential for all online businesses. Learn how it can help you gain a far deeper understanding of your customer and ultimately make better business decisions.

### 22 VIDEO MADE EASY

Thu  
Video Confidence Coach  
5.30pm–7.00pm  
\$15

Harness the power of video and learn how to develop content that's engaging and fits seamlessly into your marketing plan. This workshop will simplify the complexities of video and help you build confidence in front of the camera and behind.

### 28 PODCASTING 101 - A PROFITABLE MARKETING STRATEGY

Wed  
Zoe Hollingsworth,  
Video Confidence Coach and  
Jurgen Strauss, Innovabiz  
5.30pm–7.00pm  
\$15

Learn the basics of podcasting and discover a step-by-step method for planning, writing and recording your own podcast. After the workshop you'll be ready to record your very own.

## ENTREPRENEUR AND START UPS

### 03 MULTICULTURAL BUSINESS WORKSHOP

Sat  
City of Greater Geelong  
12.30pm–4.00pm  
FREE

This workshop is aimed at giving people from the culturally and linguistically diverse community access to practical knowledge and tools to start or grow their business.

### 05 WADAWURRUNG NGARRIMILI ACCELERATE

Mon  
Ngarrilimi  
9.00am–4.00pm  
FREE

An accelerator program designed to inspire future Aboriginal and Torres Strait Islander entrepreneurs. Hear inspiring stories about personal and business growth. Develop the mindset, confidence and tools to take your first step towards creating your own business.

### 06 PRO-PITCHING: TELL YOUR STORY WITH CONFIDENCE

Tue  
Upstart  
7.00am–8.30am  
\$30

Learn techniques to effectively pitch your business to the people who matter. Improve your communication and influencing skills to find more customers, investors and partners to take your business to the next level.

### 06 BUSINESS AS A FORCE FOR GOOD – HOW TO BE A B CORP

Tue  
Cherished Pets, Patagonia and  
Mast Lawyers  
6.00pm–8.30pm  
FREE

Businesses can play a critical role in solving the problems facing our planet. B Corporation is a global certification program for ethical business practice that looks at environmental and social performance indicators as well as profit. Learn about the very real benefits of using your business as a force for good.

### 07 HOW TO DEFUSE FINANCIAL TICKING BOMBS IN YOUR BUSINESS

Wed  
Green Tick Solutions  
9.00am–10.30am  
\$28

Discover essential risk management practices to help your business avoid the common pitfalls that can quickly turn into ticking financial bombs. Hear from experts and learn simple and effective risk management techniques that could save you time and money.

### 07 MOBILE BUSINESS BUS

Wed  
Business Victoria  
10.00am–4.00pm  
FREE

Located at the Belmont Library (off High Street) drop in to receive friendly professional assistance and expert advice from an experienced business mentor.

### 07 LEARN FROM MY MISTAKES AND FAST-TRACK YOUR BUSINESS SUCCESS

Wed  
Business in Heels  
6.00pm–8.00pm  
\$25 members / \$35 non members



HIGHLIGHT

Business in Heels is excited to present Regional Superstars Gillian Costa and Lyndsay Sharp as part of the Small Business Festival. Join us at Wah Wah Gee for a room with a view where we can make connections, enjoy nibbles and learn.

### 12 CONVERSATIONS THAT CONVERT – HOW TO SELL WITHOUT FEELING SALESY

Mon  
Sally Sparks-Cousins from the  
Sparkle Class Academy  
9.00am–11.00am  
FREE



WEBINAR

Understand why mastering your conversations will increase your business conversion rates. With a simple step-by-step formula you will learn how to confidently conduct discovery calls without the fear of feeling sleazy or salesy.

### 12 INGREDIENTS FOR STARTING A NEW BUSINESS SUCCESSFULLY

Mon  
McHenry Partners  
5.30pm–6.30pm  
\$15

We will discuss the important aspects to review and consider before even deciding to start the business. Developing a 'One Page Business Action Plan' is one effective management tool to create and regularly update to work on achieving business improvement and goals.

### 13 TURN THAT IDEA INTO \$\$\$\$ IN 5 SIMPLE STEPS

Tue  
Deb Fribbins  
6.00pm–9.00pm  
\$29

Designed to provide budding entrepreneurs with the tools to turn an idea into a successful business venture in just 5 easy steps. It'll also teach you how to avoid common pitfalls faced by new businesses so you can hit the ground running.

### 20 SETTING UP A HOME-BASED FOOD BUSINESS

Tue  
City of Greater Geelong  
10.00am–11.30am  
FREE

Interested in starting a food business from home? Find out the Food Act requirements you need to know about before setting up a home-based food business as well as info on selling at markets and supplying to cafés or other retail businesses. After the talk there will be the opportunity for questions and to discuss opportunities with our team.

## BAMBI PRICE

### GEELONG WOMEN IN BUSINESS

For over twenty years, as an owner-manager, Bambi has led multiple initiatives in the technology industry. She has a recognised track record of success in evaluating and optimising technology projects for mature businesses and entrepreneurial ventures.

Her primary focus in recent years has been actively assisting new ventures to develop innovative and sustainable early-stage start up initiatives. She also leads mature businesses in developing and furthering their growth by focusing on the introduction of new technologies.

Bambi is passionate about the 21st century economy and the opportunities it provides.

FIND OUT MORE: [GSBF.COM.AU](http://GSBF.COM.AU) #GSBF2019

## BUSINESS IN HEELS

### GILLIAN COSTA AND LYNDsay SHARP

Gillian Costa is the Managing Director of the EMC Group and powerhouse behind many of the Geelong restaurants you know and love.

Lyndsay Sharp heads up all things marketing, sales and customer experience across four of the most dynamic 'products' on The Bellarine Peninsula.

Business in Heels will create an atmosphere for business women to build relationships, collaborate, connect and learn whilst having fun with purpose.



## EMPLOYING AND LEADING PEOPLE

### 01 CREATING HIGH PERFORMANCE 21ST CENTURY TEAMS

Thu  
*Think Strategic*  
7.30am–9.00am  
\$25

Learn the secrets of high performing teams to achieve success in modern business. Create a playful and productive workplace that unleashes the problem-solving potential of all your employees.

### 05 TOUGH TALK: MASTERING DIFFICULT CONVERSATIONS

Mon  
*Cameron Shepherd, Shape HR*  
9.00am–11.00am  
\$28

Having tough conversations can lead to stress and anguish, but these conversations are critical to business success. Develop the tools to be more confident and prepared to handle daunting conversations, such as managing employee performance, terminations and redundancies

“ I definitely took away quite a few key messages which I will implement within our organisation. ”

### 05 MASTERY OF LEADERSHIP – ‘UNIQUE AND DELICIOUS’

Mon  
*The Resilience Method*  
4.30pm–8.30pm  
\$220

Put your leadership skills to the test in the Truffleduck kitchen, then dine on your 3-course creation. Learn how to access the minds of your team members and highlight their unique special qualities. Understand their needs and how to communicate in their individual language, lifting your culture.

### 14 ADDRESSING FLEXIBILITY. HOW SMALL CAN ATTRACT ‘BIG’ TALENT THROUGH FLEXIBLE WORKING ARRANGEMENTS

Wed  
*Harvest Talent Recruitment & People Solutions*  
10.00am–12.00pm  
\$30

Many small businesses struggle to attract and retain key talent to their business. Learn how small businesses are tackling this problem through flexible working arrangements.

### 21 BUSINESS SCALE-AVOIDING HIRING FAIL

Wed  
*Matt Hall, Valued People*  
12.00pm–1.30pm  
\$25

Growing your business beyond yourself can be a daunting experience. Getting it wrong costs you time, money and customers. Effective hiring removes uncertainty and helps you select and keep the right people.

### 29 MY SUPERPOWER IS HELPING YOU FIND YOURS

Thu  
*Roxie Bennett*  
6.00pm–7.30pm  
\$25



HIGHLIGHT

Using mindfulness, positivity, visualisation and an ethos of living ‘above the line’ to guide the presentation, Roxie will give attendees genuine take away tips and skills to tap into your true potential and become the best version of yourself.

### 29 FUTURE-FOCUSED LEADERSHIP

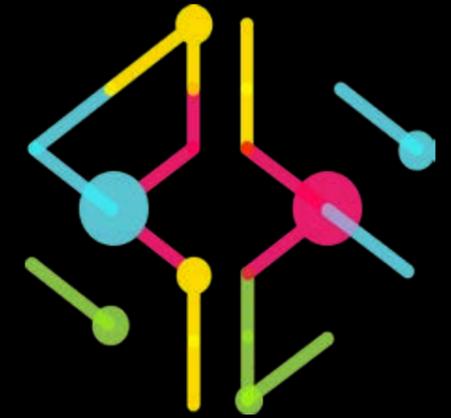
Thu  
*Think Strategic*  
7.30am–9.00am  
\$25

Take your team, business or organisation to a whole new level with dynamic and creative leadership. Discover the secrets of leadership in the 21st century and why innovative millennial leadership is needed in businesses and organisations.

# Digital Innovation Festival Victoria

23 August – 6 September 2019

[dif.vic.gov.au](http://dif.vic.gov.au)



The Digital Innovation Festival (DIF) demonstrates and promotes technology innovation across every sector of the economy and society.

Join in and celebrate the ‘Victorian Difference’ that drives industry, entrepreneurs and community to not only be different but make a difference through digital technology.

DIF encourages a learning mindset whether you are a digital innovation novice or someone considered an expert in their field, there are events for everyone across the community @DIF2019.

#DIFvicGeelong  
Emerging tech  
Future jobs  
Digital inclusion



5,673  
PEOPLE ATTENDED  
THE 2018 GEELONG  
SMALL BUSINESS FESTIVAL

## ROXIE BENNETT

### LIFE CHANGER

Roxie Bennett is a master coach, radio personality, keynote speaker, MC, entrepreneur, influencer and life changer.

Her positivity is infectious, her smile lights up a room and her determination to see her clients succeed gives them the confidence and courage to become the very best person, team, business or organisation they can be.



FIND OUT MORE: [GSBF.COM.AU](http://GSBF.COM.AU) #GSBF2019

## ADAM ELLIOT

LITTLE BLOBS OF CLAY - AN EVENING WITH OSCAR AWARD-WINNING ANIMATOR ADAM ELLIOT

TUESDAY 27 AUGUST  
6.00PM – 8.30PM  
\$40

Adam Elliot is one of Australia’s most celebrated stop-motion animators and certainly our most successful short filmmaker. His six short films have been viewed by millions of people and have built his international recognition as a master storyteller.

Through creativity, big dreams and sheer hard work, Adam took on the giants at Disney, Pixar and Fox to win an Academy Award for his clay-animation Harvie Krumpet. With the release of his next film in 2022, Adam will share his insight into how groundbreaking technology and innovation is transforming the animation industry.



FIND OUT MORE: [DIF.VIC.GOV.AU](http://DIF.VIC.GOV.AU) #DIFVICGEELONG

## MESSAGE FROM THE MAYOR

Small businesses are the backbone of our clever and creative city, making up almost half of all local employment and helping us build our reputation for innovation and enterprise.

We want our small business owners to have the confidence and skills to thrive and grow, because if you succeed, so will Geelong's economy.

The 2019 Geelong Small Business Festival features an exciting and varied program of more than 45 seminars, events and networking opportunities.

Of the more than 5,600 attendees last year, 90 per cent said they changed their business practices as a direct result.

We thank the state government and all sponsors for their support, and look forward to seeing big turnouts throughout this fantastic month of events.

CR BRUCE HARWOOD  
Mayor, City of Greater Geelong



## 2019 HIGHLIGHT EVENT GUY GROSSI: BEYOND THE KITCHEN

THURSDAY 1 AUGUST  
6.00PM – 8.30PM, THE PIER GEELONG

Guy Grossi plates up his key ingredients for learning, innovating and thriving in business.

With a passion for his heritage and desire for excellence, Guy Grossi has built a culinary empire and achieved international acclaim as a chef, author, TV entertainer, public speaker and consultant.

He is also a socially conscious entrepreneur who has successfully embedded responsible business practices into his growing Grossi Group brand which includes some of Melbourne's most renowned restaurants like Florentino, Merchant and Ombra.

Hear Guy's personal story to understand what motivates him and how he's continued to cut through in a fiercely competitive business environment.

FIND OUT MORE: [GSBF.COM.AU](http://GSBF.COM.AU) #GSBF2019

“ This festival is such a valuable platform to upskill small business people and their staff.

It gets better every year. ”

### ECONOMIC DEVELOPMENT

T: 03 5272 4888

E: [ecodev@geelongcity.vic.gov.au](mailto:ecodev@geelongcity.vic.gov.au)

W: [geelongaustralia.com.au/business](http://geelongaustralia.com.au/business)

Eco Dev Geelong

Eco Dev Geelong

The City of Greater Geelong acknowledges the contribution of our sponsors in delivering the festival:

**CLEANTECH  
INNOVATIONS  
GEELONG**

