

DAY 1 - WEDNESDAY 24 MARCH

8:00am - 8:30am**Registration** - Tamworth Town Hall**8:30am - 9:00am****Welcome** - Tamworth Business Chamber President Stephanie Cameron**Welcome to Country** - Mark Atkins & Len Waters**9:00am - 10:00am****Opening Keynote Speaker** - Carolyn Miller*"Generation Communication"*

What did the disruption from last year mean when it comes to marketing to different generations? There has been more adaption in 12 months than we would ever have thought possible, and there is plenty of opportunity for business.

From video calls to QR codes, tourism to toilet paper - every generation had their own revelations. Gain insights into how to best approach your customers now, from the grandparents to the grommets, the fashionistas to the farmers - make 2021 your year.

KEYNOTE SPEAKER

10:00am - 11:00am**Morning Tea with Keynote Speaker** - Andrew Griffiths*"Never let a good CRISIS go to waste."*

As we figure out what the world looks like in the aftermath of COVID19, there is no doubt for many of us, that the way we do business has changed dramatically. We've found business models that no longer work, markets disappeared, challenges with our staff, our mental wellbeing and much more. At the same time, new opportunities that we could never have imagined are appearing. Our customers have changed, what they want is different now to what they wanted before. The reality is that crisis is not something new. I've been through so many in my 35 years as a business owner and an entrepreneur, some external, some internal, all have taught me a great deal about doing business. If we are smart about how we approach a crisis, and rest assured there will be more, we can actually come out the other side in a much stronger place. And that is the ultimate way to future-proof ourselves.

KEYNOTE SPEAKER

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WORKSHOPS

11:00am - 12:30pm**A) "Maximising your accounting system - how to make the most of your financial data"** - Derek ReppSponsored by **Roberts and Morrow**

Derek Repp's workshop is centred on how most businesses, even in 2021, continue to use financial data primarily for compliance purposes only, as opposed to turning that data into a performance driving tool for their business'.

B) "Finding people who fit, and keeping them" - Christine ShwerySponsored by **JOBLINK Plus**

When you imagine your workplace in 2025, who do you see? Is the team you have now (especially if it's just you!) going to cut it, or will your business growth be cut off? From emerging leaders through to existing managers and senior leadership teams, this workshop will ask you to be honest about your business culture, and if your business is a place people want to work. Talented people get to choose their jobs, and are increasingly after much more than a competitive salary. If you can get the talent to come to you, will you be able to keep them?

C) "Employment Law Fundamentals/101" - Kate Thomson

Australian Business Lawyers & Advisors (ABLA)

Sponsored by **WorkforceXS**

This session would be targeted to small business who don't necessarily have a HR function (or an established one).

KEYNOTE SPEAKER

12:30pm - 1:30pm**Working Lunch with Keynote Speaker**Sponsored by **Cloudwize****"Cybersecurity is more than a technical solution"** - Emily Carr

Cybersecurity attacks have been growing in number and impact for years, but have ramped up dramatically during Covid. Too often, business leaders assume cybersecurity is solved by their IT team, but cybersecurity is everyone's responsibility.. This workshop will help you to better understand today's cybersecurity landscape and how you can build a cybersecurity aware culture that protects your business and your people.

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WORKSHOPS

1:30pm - 3:00pm**A) "Branding Masterclass"** - Carolyn Miller**The Honeycomb Effect**

How is branding different to advertising? And why should you care?

Learn about the power of brand, and how to make it work for your business. Some of the specialist areas include:

- The brand is not just the responsibility of the Marketing Department
- You impact the brand
- The brand has value, in real monetary terms
- Your brand is not defined by you, it is defined by your consumers
- Your brand is not your product, and it is unique to you
- Your brand lives in your product experience as much as your advertising

B) "Employment Law Update" - Kate Thomson

Australian Business Lawyers & Advisors (ABLA)

Sponsored by **WorkforceXS**

This session would be appropriate for businesses of all sizes and will give an overview of recent employment law developments.

D) "Easy to do work health and safety for Small Business" - Jeremy WhyteSponsored by **SafeWork NSW**

Learn how the Easy to do WHS toolkit can help your small business in becoming safer, healthier and more productive at this SafeWork NSW workshop. If you attend, your business may also be eligible for a \$500 rebate.

Visit safework.nsw.gov.au/easywhs for more information.

3:00pm - 3:20pm Afternoon Tea

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DISCUSSION PANEL

3:30pm - 4:30pm**Discussion Panel***"Avoiding the pitfalls of establishing a business premises"*Sponsored by **Sixhills Group**

Creating awareness of the Pitfalls when establishing a Business Premises, with solutions to avoid catastrophe.

Key points include: Permissibility & Consent, Infrastructure, Site constraints Heritage, Flood, Bushfire, Carparking, Accessibility, Fire Safety & the Building Code.

Other Speakers that form the panel include:

- Commercial Builder & Fit-out specialist: Stephen McDonald, Managing Director of Formline Group Tamworth.
- Surveying Firm: Andrew Swane, Director Brown & Krippner Tamworth.
- Engineering Firm: Justin Cant, Manager Kelley Covey Group Tamworth.

Andrew Swane will expand on planning issues - What is "Development" in planning terms (legally), categories of development (Exempt/Complying, Permitted/Permissible/Prohibited, Local/Integrated/Designated), planning controls (where to find them and how to interpret them), case studies.

- Title Issues - Adverse possession, easements, case studies.

Stephen McDonald will discuss: Experiences on commercial building projects, with some case studies of issues & solutions.

4:30pm Thank you and Farewell