

FAIRFIELD CITY

HQ

WHAT'S ON
SEP-OCT 2021





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



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 The State Library of New South Wales 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

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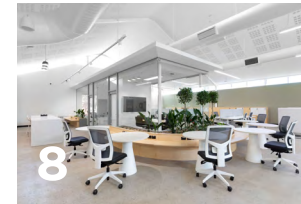
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DISCLAIMER:

- 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.



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).

CO-WORKING SPACE/ VENUE HIRE

- Business Hub
- Community Hub
- Meeting Space
- Studio HQ
- Audio HQ
- Hot Desks



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



CUSTOMER RETENTION AND BRAND BUILDING IN THE NEW NORMAL - A NEW GAME FOR FOOD-BASED BUSINESSES

This webinar is about upping your customer retention and branding game in the competitive and changed world of food experiences. We explore how you can create great staff culture and reward them in inventive ways; we uncover other lesser known tools in your upselling kit; we learn about how the pros retain customers, the building blocks of customer loyalty and demonstrating value; we unpack the needs of solo diners and how to integrate kindness into your brand; and the critical role of trends and the shift in consumer food attitudes.



Monday 13 September, 5-7pm

Free Online Webinar

Sign up here: bit.ly/3E02hnh

BUSINESS PLANNING ESSENTIALS - BUILD YOUR ROADMAP TO SUCCESS

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 2021.

As the saying goes if you fail to plan you plan to fail. However many small business owners are put off by an over the top planning process leaving you with a document gathering dust on a shelf. Who's got time for that! Put your business on the path to long-term success in this essential workshop taking you, step by step, through the vital process of building a short actionable business plan.

Monday 20 September, 2-4pm

Free Online Webinar

Sign up here: bit.ly/3yKcksx



WRITE YOUR OWN POLICIES AND PROCEDURES - NDIS (NATIONAL DISABILITY INSURANCE SCHEME)

This workshop will set you well on the road to mastering the process.

Content:

- What are policies and procedures?
- How do you develop a written policy?
- Creating procedures from them. Using a real example for you to write during the workshop and take home.

Monday 27 September, 2-4pm

Free Online Webinar

Sign up here: bit.ly/3nbDmHn

MARKETING YOUR VALUE - NDIS (NATIONAL DISABILITY INSURANCE SCHEME)

Join us at this workshop and we can help you identify your niche market, build your avatar and construct meaningful messages tailored for your market.

Develop your Why! Why will a client choose you as their service provider?

Content:

- What is unique about your business?
- What is your value proposition?
- Creating your Customer Avatar
- Build your customer experience



Monday 11 October, 2-4pm

Free Online Webinar

Sign up here: bit.ly/3jJzTOj

THE IMPORTANCE OF PROTECTING YOUR INTELLECTUAL PROPERTY AN INTRODUCTION TO I/P

Part 1 - What is Intellectual Property?

- Types of IP: Trade marks, designs, patents, copyright, domain names.
- The power of IP and the importance of protecting your IP for your business.

Part 2 - Branding

- Registering and protecting your brand in Australia.
- Registering and protecting your brand overseas.

Part 3 - Framework

- The importance of a legal framework for a new and existing business.

Tuesday 19 October, 10am-12pm

Free Online Webinar

Sign up here: bit.ly/3jluLcW



GOOGLE ADWORDS - HOW TO GET LEADS ON TAP FROM GOOGLE

Are you looking for a reliable lead generation source? Then look no further than google, the world's largest search engine.

Discover whether your business is suitable for this platform. You will leave this workshop with the knowledge what steps to take before you consider Google Ads and how to set up a campaign.

Wednesday 27 October, 5-7pm

Free Online Webinar

Sign up here: bit.ly/3tpveUz

BUSINESS CONNECT ONLINE 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&gclid=EAlalQobChMItbXlZv_S8AIVSnRgCh3HBQkyEAAYASAEgLyr_D_BwE



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

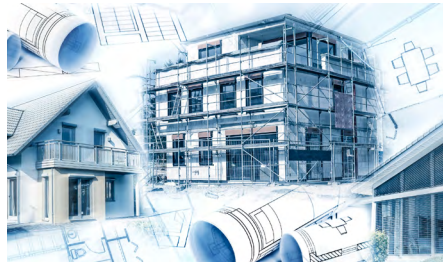
When: By appointment
Where: Customer preference

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.

GETTING GRANT READY FOR THE BUSINESS SECTOR

This webinar will educate you how you can prepare for future grants funding.



WHERE TO FIND HELP - CONSTRUCTION INDUSTRY

For a summary of tips and where to go to for help on various issues in the construction industry in NSW, watch this short video.

EVALUATING, REPORTING AND ACQUITTING GOVERNMENT BUSINESS GRANTS

This webinar is the ideal for any business interested in finding out more about Local, State and Federal Government Funding.

FUNDING FUNDAMENTALS (FOR CREATIVES)

Funding Fundamentals showcases the basics of writing, winning, and acquitting any kind of funding, as well as putting together a funding folder for the future.

SMART PHONE FLAT LAY PHOTOGRAPHY

This workshop is designed for small business owners or anyone interested in improving their photography and flat lay styling skills. Each attendee will leave this session armed with the knowledge and motivation to style and capture better flat lay images.

ESTABLISH AND GROW A REGIONAL BUSINESS

A webcast which was live on YouTube, presenting experienced Business Advisor Pete Hollingsworth who detailed key tips for regional businesses.

LOW COST ONLINE 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!

THE SMARTPHONE REVOLUTION

How to make powerful business videos with your smartphone.

TOP 10 APPS & TIPS TO SIMPLIFY BUSINESS MARKETING

Learn all the tips and tricks of marketing apps and programs to help you stay on track, focused and to simplify your systems and processes.

PREPARE A WINNING RESPONSE TO TENDERS

Helping viewers improve their skills in responding to a tender and increase their chances of success.

ORGANIC FACEBOOK MARKETING

Facebook is the most popular social media platform on the planet. It’s ability to share links back to your website makes it an effective ‘free’ marketing tool for small businesses. Let’s take a look at the ins and outs how you can use it to get more sales.

EVERYTHING YOU NEED TO KNOW ABOUT GOOGLE MY BUSINESS

Join our webinar to learn about where Google is heading, what this means for your business and how to ensure you get found by customers searching for local products and services.

5 MUST DO’S TO SUCCESSFULLY SELL ONLINE

This webinar will give you clarity and direction to help you make an informed decision on selling online.

WHY YOU NEED AN ORGANIC SOCIAL MEDIA STRATEGY

Social media platforms are rapidly becoming pay to play in order to reach your audience, but you can grow your brand through unpaid (organic) social media too!

FOUNDATIONS OF INSTAGRAM

This webinar is ideal for business owners who are new to Instagram, delivering a hands on, step-by-step guide to Instagram.

COVID-19 BRAND BUILDING FOR SMALL BUSINESS

In webinar on brand building, you will discover what you really do and why you do it, you learn where your unique place in the market is and how to own it, uncover your brand's personality and much more.



SOCIAL MEDIA 101 FOR SMALL BUSINESS-COVID 19

This workshop will cover all major platforms from Facebook, LinkedIn, Instagram, Snapchat, Google Plus and You Tube.

SIX STEPS TO WEBSITE CONVERTING-COVID-19

A doable 6 step process to converting your website into sales.

COVID-19 WINNING NEW BUSINESS

Develop confidence in prospecting for new business, learn the importance of account management to make the most of your current customer base.

HOW BUSINESS HAVE PIVOTED DURING THE PANDEMIC (VIETNAMESE)

Trao đổi cùng các doanh nhân về ảnh hưởng và cách chuyển hướng kinh doanh trong khủng hoảng.

Learn how businesses have pivoted during the pandemic in Vietnamese.

SIX STEPS TO WEBSITE CONVERTING-COVID-19

A doable 6 step process to converting your website into sales.

INTRODUCTION BEHIND USING EXCEL FOR FINANCIAL MODELLING

The Introduction looks at the basic ideas behind using Excel to Financial Modelling.

FACT FINDING - FINANCIAL MODELLING IN EXCEL

Part 3 delves into the process of sourcing information about your business. Where should you look for all the information you need?

EXCEL BASICS - FINANCIAL MODELLING IN EXCEL

Part 1 of Financial Modelling in Excel. The basics of Excel.



WHAT IS A BUSINESS MODEL? FINANCIAL MODELLING IN EXCEL

Part 2 steps through the fundamentals of what makes a business model.

PRICE MODELLING - FINANCIAL MODELLING IN EXCEL

Part 5 Linking the cost of production, overheads, pricing, and sales volume to revenues and predicting net profits.





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 \(ato.gov.au\)](https://www.ato.gov.au/Business/Starting-your-own-business/Small-business-webinars-and-workshops/Small-business-webinars/)

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/>



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.

CLAIMING SMALL BUSINESS TAX DEDUCTIONS

Small business can claim tax deductions for most business expenses. This 60-minute session will help you know which deductions you can claim and when you can claim them. The session also covers what records you need to keep.

Tuesday, 5 October 2021, 11am
Sign up here: bit.ly/3DXguro



CASH FLOW FOR SMALL BUSINESS SUCCESS

Cash flow is the life blood for small business. Join this 60-minute session to learn critical cash flow management skills. This session shows you how to use specific tools to manage your cash flow.

You will learn how to map your cash flow cycle and use online tools to:

- work out your current cash flow position
- test whether potential changes in your business will give you the cash flow you want
- track and monitor your cash flow as you work towards achieving your business goals.

On completion of this session, we recommend you sign up for the webinar Strategies for improving your cash flow.

Tuesday, 12 October 2021, 11am
Sign up here: bit.ly/3mVIPSx



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. This 60-minute session explores seven key strategies that may improve the cash flow of your business.

We also recommend you sign up for our webinar 'Cash Flow for small business success' which demonstrates free online tools you can use for cash flow management.

Tuesday, 19 October 2021, 11am
Sign up here: bit.ly/3yz5dD9



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. In this 60-minute session find out what expenses you can claim for tax deductions and how to calculate the amounts you can claim.

Tuesday, 26 October 2021, 11am
Sign up here: bit.ly/2V7JiFE



STUDIO HQ - HOW TO VIDEOS

HOW TO CREATE A CUSTOM VIRTUAL BACKGROUND USING CANVA (PART 1)

This tutorial will help business owners to create a simple Virtual background that is customized with their business logo to be displayed behind them during a teleconference.

Not everyone has a home office or somewhere that they're comfortable displaying during online meetings & teleconferences, having a virtual background tailored to your business means that you can zoom from virtually anywhere.

Monday, 4 October 2021

CREATING & DESIGNING A QR CODE FOR YOUR BUSINESS

QR codes have a variety of different uses & when used correctly, can be a valuable tool for your business. This video will show you how to create & customise a QR code & how you can use it to convey a message, share information & remain contactless.

Monday, 11 October 2021

SOCIAL MEDIA TEMPLATES ON CANVA

This tutorial will show users how to use canva to combine text & images to create eye catching social media content to help boost their business' online presence.

Monday, 18 October 2021

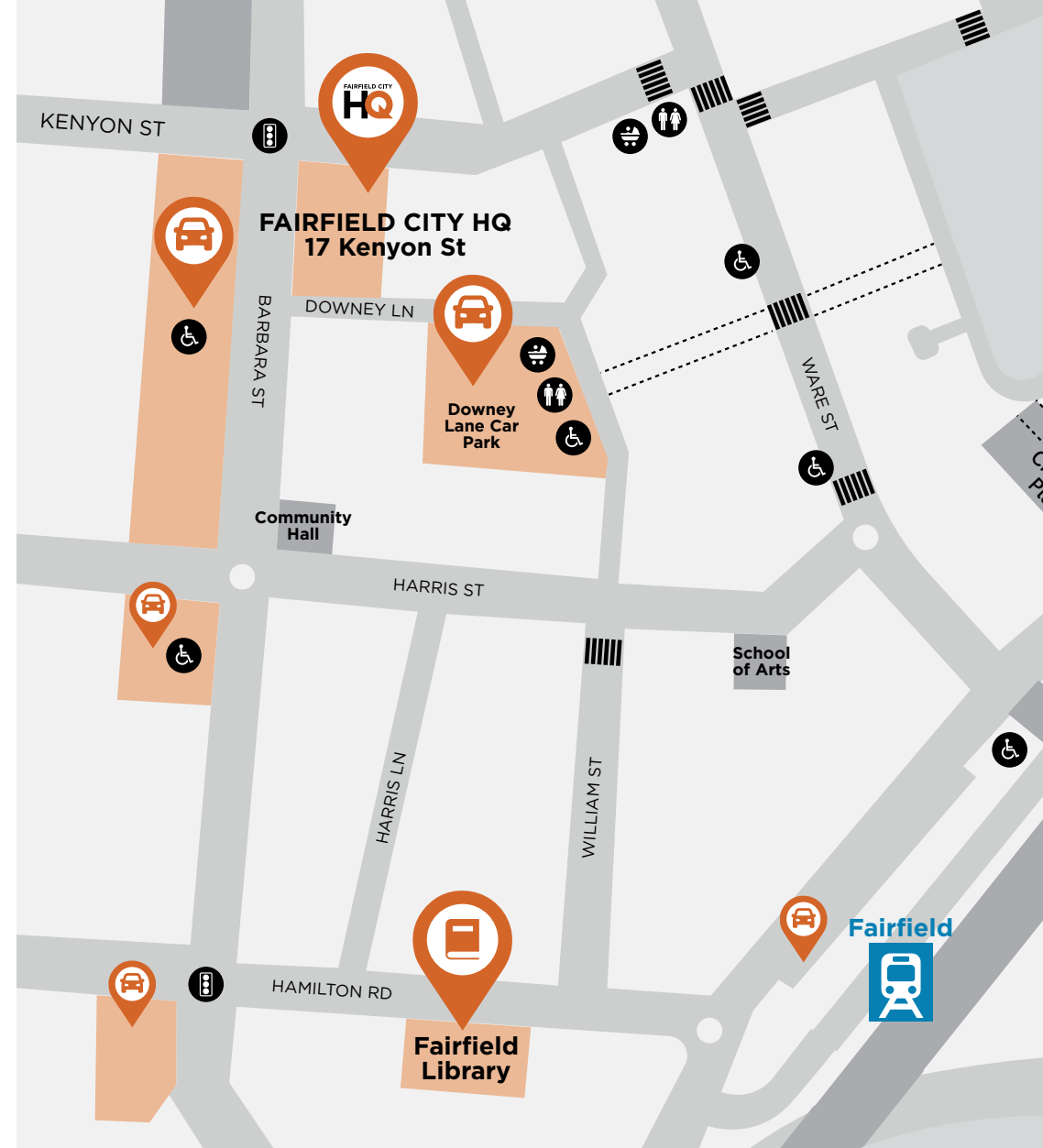
CREATING & DESIGNING A VCARD FOR YOUR BUSINESS

This step-by-step tutorial will show you how to create a custom QR vCard for your business & all its employees, absolutely free.

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.


Monday, 25 October 2021

These videos will be uploaded to FCHQ's Youtube Page



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:
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