

FAIRFIELD CITY



WHAT'S ON
NOV-DEC 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](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.





CO-WORKING SPACE/ VENUE HIRE

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

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



FAIRFIELD CITY HQ WEBINARS AND EVENTS

GETTING STARTED WITH MAILCHIMP

This webinar will go through the following points in regards to Mailchimp:

- Account setup, fields, notifications
- Tags
- Importing contacts
- Create email campaign / template
- Schedule / broadcast email
- Automations
- Understanding report



Friday 5 November, 9-11am

Sign up here: bit.ly/3mUrp6Z

Free Online Webinar

SUCCESS THROUGH PEOPLE

This workshop has been designed with small businesses in mind and provides the opportunity for participants to:

- Discover the secrets to achieving Success Through People
- Complete the Success Through People Scorecard in advance of (or after) the session, to reveal how your business is presently positioned and what you need to do to improve performance, optimise engagement & sustainability, and build a great culture), and
- Receive practical tips and advice to begin to implement the Success Through People© model in your business (those completing the scorecard will also receive a complimentary 14-page report).

Tuesday 9 November, 10am-12pm

Sign up here: bit.ly/3piLy9R





Free Online Webinar

FAIRFIELD CITY HQ

OPEN DAY

Welcome to Fairfield City Headquarters (FCHQ), our new Business Hub with facilities to support innovation and collaboration. Council invites the business community including entrepreneurs & small-medium businesses, to preview FCHQ before it officially opens on 1 December 2021.

Includes demonstrations of our creative/meeting spaces

-  Tour of Business Hub
-  Tour of Vic Winton Community Room
-  Studio HQ Demonstration
-  Audio HQ Demonstration
-  Video Conference Demonstration

WHEN

Tuesday 16 November 2021, 9.00am - 5.00pm

WHERE

Fairfield City HQ,
17 Kenyon Street, Fairfield NSW 2165

REGISTER

There will be six 45-minute tours throughout the day.

Click on your preferred session to register

9:00 am

10:00 am

11:00 am

2:00 pm

3:00 pm

4:00 pm

Please note: This event will be run in a COVID Safe manner in accordance with NSW Public Health Orders including proof of vaccination and wearing of masks



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 16 November, 10am-12pm

Free Online Webinar

Sign up here: bit.ly/3aOstDH



OPERATING AN ECOMMERCE BUSINESS

In this webinar, we will discuss the many areas of your ecommerce store.

- Evaluating trends and opportunities for new products and markets.
- Understand the technology powering many of today's online businesses.
- What tools to use in order to enhance the user experience or customer journey on your site.
- How to increase conversions to make more revenue.
- What digital marketing platforms are working in today's climate to drive traffic to your store.
- Where else can you sell your product to maintain cash flow.

Thursday 2 December, 10am-12pm
Sign up here: bit.ly/3vod076

Free Online Webinar



CYBER SECURITY TIPS

As the world continues to deal with the economic and operational challenges from the global COVID-19 pandemic, cybercriminals are pivoting their online criminal methods to take advantage of the COVID-19 pandemic.

We talk about five simple yet remarkable effective actions that you can take to immediately improve your cyber security and -even better- that won't break the bank.

Thursday 9 December, 10am-12pm
Sign up here: bit.ly/3ARTtwS

Free Online Webinar

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](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 ONLINE RESOURCES 24/7 (RECORDED WEBINARS)

GETTING GRANT READY FOR THE BUSINESS SECTOR

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

[Click here](#) to view

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.

[Click here](#) to view

FUNDING FUNDAMENTALS (FOR CREATIVES)

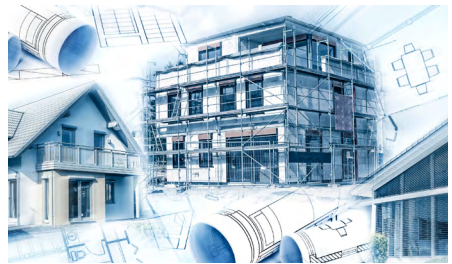
Funding Fundamentals showcases the basics of writing, winning, and acquitting any kind of funding, as well as putting together a funding folder for the future.

[Click here](#) to view

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.

[Click here](#) to view



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.

[Click here](#) to view

BUSINESS CONNECT ONLINE RESOURCES 24/7 (RECORDED WEBINARS)

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.

[Click here](#) to view

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!

[Click here](#) to view

THE SMARTPHONE REVOLUTION

How to make powerful business videos with your smartphone.

[Click here](#) to view

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.

[Click here](#) to view

PREPARE A WINNING RESPONSE TO TENDERS

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

[Click here](#) to view

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.

[Click here](#) to view

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.

[Click here](#) to view

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.

[Click here](#) to view

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!

[Click here](#) to view

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.

[Click here](#) to view

SIX STEPS TO WEBSITE CONVERTING-COVID-19

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

[Click here](#) to view



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.

[Click here](#) to view

**INTRODUCTION BEHIND
USING EXCEL FOR FINANCIAL
MODELLING**

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

[Click here](#) to view

**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?

[Click here](#) to view

**EXCEL BASICS – FINANCIAL
MODELLING IN EXCEL**

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

[Click here](#) to view



**WHAT IS A BUSINESS MODEL?
FINANCIAL MODELLING IN EXCEL**

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

The basic terms of accounting (revenue, expenses, fixed and variable costs, etc) and put them into everyday language, and introduce a basic model.

[Click here](#) to view

**PRICE MODELLING -
FINANCIAL MODELLING IN EXCEL**

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

[Click here](#) to view



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/>



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.