



ShireBiz

Bulletin

The Shire Economic Development Alliance Newsletter

21st December 2021

About ShireBiz

ShireBiz is a not for profit organisation dedicated to the Economic Development of Southern Sydney to enable sustainable business development which provides employment opportunities for the local community.

Our strategic pillars are:

- **Job Creation** through projects such as *Supporting the development of the ANSTO Innovation precinct*
- **Advocacy** such as *Improving Shire transport links*
- **Connecting the Community** through regular *newsletter*, and ZOOM and in person *events with prominent speakers*

Shirebiz supporters are invited to continue to support Shirebiz by becoming members. [Join at](#) If you want to regularly receive this Bulletin Contact the Secretary at info@shirebiz.org.au

The Shirebiz Board wishes all our members and supporters an enjoyable and safe festive season and looks forward to a prosperous New Year. We thank you for your

on-going support for Shirebiz activities.

Note This is the last Bulletin for 2021 and it will resume on Tuesday 11th January.

How do Voluntary Carbon Markets work?

Driven by increased demand from corporations looking to offset carbon emissions in pursuit of Net Zero goals, the [Voluntary Carbon Markets](#) look set for double-digit growth by 2030. S&P Global Platts Voluntary Carbon Market price assessments are the most in-depth in the market, covering the best range of different projects. They are designed to bring much needed transparency to a market looking to scale and fulfill its potential as an important tool in the mission to achieve 2050 climate targets.

How will China impact Australia's ecommerce industry?

A [new white paper](#) from FedEx explores the impact that digital megatrends occurring in China will have on Australia and the Asia-Pacific region. The white paper, *E-commerce Megatrends to Watch*, examines the drivers behind the current shift in consumer behaviours and attitudes and reveals the trends that businesses should consider while mapping out their long-term e-commerce strategies.

Study shows Australian Manufacturer's 10-Minute test as sensitive as PCR for detecting COVID

Drug and alcohol testing kit manufacturer Alcolizer has announced successful results from an international study of its ten-minute, saliva-based [antigen tests](#) for Covid-19.

New speakers announced for the lading retail conference of 2022

Join us as we bring together the boldest ideas, greatest minds and most visionary future thinkers of Australian retail into an epic [one-day event](#). Participate in unmissable conversations from [keynote speakers](#), CEO panel sessions and fire-side chats with key industry leaders

Mark Speakman December Update

In this issue • Merry Christmas! • COVID-19 update • Construction begins at Sutherland Hospital • M6 construction starts • Elouera Surf Club upgrade • Grants awarded to community organisations • Sutherland to Cronulla Active Transport Link • Kamay Botany Bay National Park update • Clean local beaches • [Attorney General update](#) • Woman of the Year nominations open • Rebates and savings • Make the most of your Seniors Card.

Social media marketing trends for 2022

It's that time again! New social media platforms and trends emerge as 2021 closes in. If your business is using social media, it's imperative to keep tabs on the ongoing and forthcoming trends to weave them into your marketing. So, what can we expect to see in 2022 for social platforms? Let's take a deep dive into [how social media](#) will transform the marketing practices in the year ahead

Alan Kohler: The tragedy of Australian manufacturing

As Australian cricketers walk back out onto the Gabba today, as many as half of them will be holding an Australian-made bat, but you wouldn't know it. The bats all have other company's labels on them, often Indian firms like MRF, which doesn't make bats at all, only tyres. It's just one example of the [problems](#) that beset Australian manufacturers.

New bushfire spread prediction model keeps firefighters ahead of the firefront

Australia's national science agency CSIRO and the NSW Rural Fire Service have released Australia's most [advanced model](#) for predicting the speed and behaviour of eucalypt forest fires, helping to save lives and property during bushfires. Eucalypts make up more than 70 per cent of Australia's forests and some of Australia's most extreme fire events, such as the 2009 Black Saturday fires and the most severe of the 2019/20 bushfires, occurred in this type of vegetation

Government launches AI centre for businesses

The Morrison government has launched the [National Artificial Intelligence Centre](#) to help unlock the potential of AI for business by co-ordinating Australia's AI expertise and capabilities.

Updated product safety mandatory reporting guidance for suppliers now available

Today the Australian Competition and Consumer Commission (ACCC) published its updated [Mandatory Reporting Guideline](#) to help businesses understand and comply with their mandatory reporting obligations. The updated guideline also recommends voluntary reporting of incidents that do not meet the mandatory reporting requirements, such as near misses, to help provide the ACCC with an early indication of product safety issues.

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[Join at.](#)



Regards,

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