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# ShireBiz Bulletin

*The Shire Economic Development Alliance Newsletter*

**24h May 2022**

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## 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](mailto:info@shirebiz.org.au)

## **Realise Business: Grow Your Business With Online And Offline Events Wednesday 25th May from 10.00am - 12.00pm**

Have you seen other businesses using events to attract and engage new customers? Would you like to know how to do it for your business? In this session, Russell Pearson will show you [how to use events](#) as a catalyst for sales growth even if you've never done it before. Learn the structure of a successful sales event, discover what it takes to get people to book and then show up, and how to design a launch-based event strategy for your own business.

## **Four technologies that will drive construction innovation in 2022**

Over the last two years, the engineering and construction industry has experienced a new wave of innovation and digitisation. With the federal government injecting \$124.1 million to lift the nation's AI capability organisations within the sector are waking up to the possibility of [utilising new technologies](#) to solve traditional problems, reduce errors and risk, save time, connect with the right suppliers, and work effectively remotely.

## **ATO announces four areas of interest at tax time**

The ATO has revealed [four key areas](#) it will be focusing on as businesses prepare for tax time. The four areas of focus are: • recordkeeping • work-related expenses • rental property income and deductions, and • capital gains from crypto-assets, property, and shares.

## **Mark Speakman e News May 2022**

In this [issue](#) • School upgrades • Police recruits • Cost of living help • News in brief • Attorney General news in brief • Get flu and COVID vaccinated • Community Building Partnership grants.

## **Packaging, process and progress: series introduction**

The [one-week series](#) on Packaging, process and progress, coincides with Auspack, the long-running processing and packaging industry expo, which runs May 17 – 20 at the Melbourne Convention and Exhibition Centre. Our series will have some

things in common with Auspack, showcasing local innovators in the packaging and processing fields, as well as presenting new technologies that businesses can incorporate to help lift their competitiveness.

## **Webinar: How We Build Now 2022 - Tracking Technology in Construction May 31 3:30-5:30pm**

As costs escalate at an eye-watering pace, construction companies across Australia and New Zealand are looking for new ways to boost profitability and profit. Where should you start? Procore surveyed 1000+ construction leaders from across the Asia Pacific to find out. On Tuesday 31 May we will discuss the findings at the launch of the [\*How We Build Now benchmark report\*](#) and we'd love you to [dial in as our guest](#).

## **Election 22 the real issues – the industry policy dog that didn't bark by Roy Green**

The problem with assessing the policies of the major parties in this critically important area for the future of our economy and society up to now is that there has been little if anything to assess. But the [broad brushstrokes](#) have become more evident in recent days. The Coalition asks us to endorse their current approach, while Labor has announced a range of new initiatives, primarily focused on the revival and reinvention of Australia's diminished manufacturing capability.

## **Protect your business from costly trade mark infringements**

Is your brand identity an important part of your business? Are you unsure about whether or not you should trade mark your brand? Not trade marking your brand can result in tens to hundreds of thousands of dollars in rebranding or legal costs. [Holding a trade mark](#) protects you when selling online, allows you to license your products and increases your business valuation. Registering a trade mark only takes a couple of minutes and can be as cheap as \$330.

## **Feedback sought for NSW demolition regulations**

The New South Wales Government has proposed new demolition licensing regulations that aim to strengthen safety standards and provide greater clarity.

Community feedback is being sought on the proposed changes to ensure that all stakeholders are heard before the new regulations are implemented. NSW Fair Trading Minister Eleni Petinos said that the demolition licensing regulation will move from the repealed Occupational Health and Safety Regulation 2001 (NSW) Act into the Work Health and Safety Regulation 2017 (NSW) Act.

## **Export Update: Roadshow highlights new export opportunities for India**

Austrade and the Department of Foreign Affairs and Trade are hosting an India Market Update across Australia. It will highlight the potential benefits of the new Australia-India Economic Cooperation and Trade agreement. The roadshow will be in Brisbane, Adelaide, Hobart, Canberra and Melbourne during June.

## **Aussie consumers fearful over data security**

The group surveyed more than 1000 Australians about their behaviours around data security and payments following the COVID-19 pandemic. The results showed 90% of consumers admitted their brand loyalty would come into question if their personal data was compromised as a result of poor data security practices, with 38% of people confirming they would avoid purchasing from the firm for a couple of months, 25% would avoid purchasing for several years, while 27% said they would never return to the business in question.

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Join at.

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*Regards,*

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