



ShireBiz Bulletin

The Shire Economic Development Alliance Newsletter

18th April 2023

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:

- Advocacy for business investment, traction and job diversity eg projects such as supporting *the development of the ANSTO Innovation precinct*
- Advocacy for infrastructure investment, policy change and streamlining regulatory environments in the Sutherland Shire
- Engaging the community through regular *newsletter*, and *events*

Shirebiz would like to thank our supporters for your support over the last year

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. We would also appreciate feedback on the content.

New Health Tech Innovation Centre to boost local manufacturing

The \$2.4 million Victorian Connected Health Innovation and Commercialisation Centre (CHICC) in Melbourne's CBD will help local health technology manufacturers looking to fast-track the development of their digital or connected products. Delivered by digital health commercialisation experts [ANDHealth](#), [the centre](#) will support up to 500 people from Victorian companies per year and connect them with healthcare organisations, innovators and investors who can help develop their products from idea to being market ready.

Join the Conversation on the Sutherland Shire Leisure Centres

Share [your feedback](#) to help shape our community, environment, culture and future. *Draft Delivery Program 2022-2026 and Operational Plan 2023-2024* Feedback till 14 May. *Draft Use of Public Open Space by Commercial and Fitness Trainers Policy* Feedback till 4 May.

Realise Business: How to create a marketing plan that actually works - Online Workshop Thursday 27th April 12pm - 1.30pm

Have you ever questioned how much you should be spending on your marketing and didn't get an answer? [In this session](#), we will show you how to create an effective marketing plan. Learn how to create an effective marketing plan; Understand where previous marketing plans may have gone wrong; Create a marketing plan with annual goals and 90 day actions.

How can SMEs boost productivity?

Running your own business can be challenging. Unlike large companies, you're doing everything on your own with little backup. Every minute of the day counts, and the more time you can spend growing your customer base, the better. My Business Entrepreneurship Facilitator Chris Mooney said productivity was a critical aspect of any business, and small businesses, in particular, needed to [optimise their productivity](#) to compete effectively

Australian-made, world-first prostate cancer test commercialised

An Australian-developed [prostate cancer check](#) described as "revolutionary" has been successfully commercialised, following a collaborative project led by diagnostic technology company Minomic. Minomic's MiCheck Prostate cancer test uses a blood test, checking for three protein markers, plus a clinical factor to assess the patient's risk of aggressive prostate cancer and whether or not a biopsy is needed.

COSBOA National Small Business Summit 2023

The COSBOA National Small Business Summit 2023, brought together key political

and industry leaders to examine, discuss and workshop [what small businesses need](#) now and anticipate what they might need in the future. Matthew Addison, Chair, COSBOA, said “This event allows us to come together to give small business a much needed voice, a shared voice for policy formation and implementation, a voice to explain the impact of decisions and programs upon small business

New micro-modem enables remote control of robotic vehicles

Cloud Ground Control, developed by Australian artificial intelligence (AI) and robotics innovator Advanced Navigation, has launched of its [cellular micro-modem CGConnect](#). Using 4G/5G networks, CGConnect links any uncrewed vehicle to Cloud Ground Control’s cloud-based drone fleet management platform, enabling live streaming, command and control from a web browser.

Launching the Asialink Business Academy

The [Asialink Business Academy](#) has arrived! A [comprehensive suite of learning](#) programs to build practical skills and connections to grow your business in Asia. Maximising Asia’s potential. Over the next ten years, Asia will deliver two-thirds of global growth, making the region critical to Australia’s economic recovery, business growth and future prosperity. With Asia’s rapid growth and transformation, we see an increasingly competitive and complex landscape

Recording of seminar on a holistic view on how to achieve net zero 2050

Thank you to all who recently attended our event, [A holistic view on how to achieve net zero](#). It was a delight to present this lively discussion on what is needed to meet the Paris Climate Target – from energy scenarios, to actions that organisations are taking, to financing the energy transition. For those who missed the event or would like to revisit the discussion, you can

The 20 most innovative Food Industry Products

Discover the FMCG products that have secured their spot in this year’s top 20 most innovative products list. [The products](#) hail from all corners of the world and some have been crafted using cutting-edge techniques such as AI, 3-D printing, hemp, paper, bamboo and also some good old-fashioned elbow grease. watch the full session recording here.

Building a future-proof sustainability business strategy

[ISO 14001](#) is an internationally-recognised standard that describes the framework for establishing an effective environmental management system (EMS). From its publication in 1996, the standard has grown from an environmental risk management and compliance tool to the development of an Environmental strategy

that takes into consideration the organisation's context, internal and external issues; the needs and expectations of interested parties at a local and global level.

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Join at.



Regards,

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