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# ShireBiz Bulletin

*The Shire Economic Development Alliance Newsletter*

**22nd August 2023**

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**If you would like to receive this bulletin on a regular basis  
contact the Secretary on [info@shirebiz.org.au](mailto:info@shirebiz.org.au)**

**LAST CHANCE: Shirebiz Quarterly “The current pressures on the development industry both locally and nationally” Julian Sammut, COO The Sammut Group**

Thursday 24<sup>th</sup> August 5pm Royal Motor Yacht Club, Woollooware

You are invited to the Shirebiz Quarterly on Thursday 24<sup>th</sup> August. Issues to be addressed include Material cost increases; Labour shortages; and Confidence in the development industry. To attend please [REGISTER](#)

**Realise Business: Ready to unlock marketing success without breaking the bank on pricey agency fees**

Achieving impactful marketing doesn't have to require costly agency fees. We get it – crafting the [right marketing mix](#) and resonating with your audience is tough. You probably ventured into business to pursue your passion, not to master marketing. In today's fast-paced digital world, outsourcing marketing might seem like the smart option. While marketing agencies excel in delivering remarkable results, as small business owners, budget constraints can often limit our options

**Webinar – Navigating the tight labour market to make the right procurement decisions – on Wednesday 23 August**

In the face of the current uncertain market conditions, further compounded by labour constraints, making [sound procurement decisions](#) can be daunting. That's why EstimateOne is hosting a webinar – *Navigating the tight labour market to make the right procurement decisions* – on Wednesday 23 August to discuss solutions. EstimateOne Chief Executive Officer Chris Dobbyn; and General Manager, Builder Audience Melanie Bull, will delve into strategies aimed at reducing risk and enhancing the procurement process, expanding business reach to subcontractors and enabling well-informed decision-making to meet the demands of this evolving landscape.

### **Webinar: Asialink Business: Introduction to doing business in Indonesia Sept 6th**

Indonesia is an [emerging Asian giant](#). It is the largest economy in Southeast Asia and steady growth continues on the back of open trade and investment policies and increasing domestic consumption. Indonesia's proximity and emerging global market economy present significant opportunities for Australian enterprise, yet Indonesia remains at an earlier stage of development than some of its neighbours, making it a more challenging place to do business.

### **Webinar Cyber security, debt & deferred payment plans 11 am Sept 12th**

In the dynamic landscape of modern business, one certainty prevails: [cyber security](#) is an imperative investment. The question is not whether you will spend money on cyber security, but rather when and on whose terms you will make that crucial investment

### **Sutherland Council: Join the feedback Aug 2023**

Includes: Como Pleasure Grounds Playground Renewal; Crown Reserves Draft Generic Plan of Management; Draft Voluntary Planning Agreement 137-139 Loftus Avenue, Loftus and Council's Policies under review.

### **Service NSW: Your personal information is important let's protect it**

If you're one of the 97% of Australians who are concerned about the misuse of personal information and identity crime, [ID Support NSW](#) is here to help. ID Support NSW is making it easier to understand how to prevent your identity from being stolen or used fraudulently. They can help you to: • understand cybersecurity risks • create strong passwords • protect your identity documents; and • secure your devices.

### **DigiKey debuts Factory Tomorrow season three video series**

DigiKey has released the [first episode in Season 3](#) of its "Factory Tomorrow" [video](#)

[series](#) focused on the latest innovations driving sustainable change in industrial automation. Sponsored by Schneider Electric and Panduit, the three-episode series will take a closer look at how powering production with alternative energy sources, sustainable operations and more are shaping the next major leap forward for manufacturing

## **Australia's retail 'recession' runs to three consecutive quarters**

New ABS data has revealed a third consecutive quarter of [declining retail sales](#) measured by volume, effectively showing the nation's 'retail recession' has now extended to nine months. Volume data excludes the impact of inflation on retail sales, which have been trending up for much of this year. The last time there were three consecutive quarters of declining retail volume sales was in 2008 – at the time of the Global Financial Crisis.

## **How technology can cut costs for your business**

A completely integrated, [cloud-based business management system](#) gives you all the information you need in one spot so you can streamline your processes, reduce your operating costs, and focus on growing your business. A completely integrated, cloud-based business management system gives you all the information you need in one spot so you can streamline your processes, reduce your operating costs, and focus on growing your business. For most businesses in the verticals that we serve, the monthly savings are considerable, and come about in direct and indirect ways.

## **Crowdsourced shopping: the secret weapon in optimising in-store FMCG sales**

In the fiercely competitive fast-moving consumer goods industry, keeping up to date with competitor activity at the retail store level is even more critical than the raw data of shipments to retailer warehouses and wholesalers. The secret weapon? [Crowdsourced mystery shopping](#) where consumers nationwide monitor in-store activity and report back to a central source for analysis that can be vital in shaping manufacturer campaigns, especially at key peak-sale seasons such as the upcoming Christmas-New Year period.

## **SafeWork inspectors are targeting Sydney manufacturers**

SafeWork NSW inspectors will be out across metropolitan Sydney this week [targeting risks](#) associated with moving plant and machinery often found in workshops, warehouses and manufacturing plants. The most common factors leading to people being killed or seriously injured operating machinery include removing a blockage or jam while a machine is still running, according to SafeWork.

## **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](mailto:info@shirebiz.org.au). We would also appreciate feedback on the content.



*Regards,*

Richard Walker, Secretary, Shirebiz  
Mobile: 0419617510  
Email: [info@shirebiz.org.au](mailto:info@shirebiz.org.au)