



ShireBiz Bulletin

The Shire Economic Development Alliance Newsletter

9th April 2024

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contact the Secretary on info@shirebiz.org.au**

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Realise Business April 2024

Includes: Face to face – Marketing without money Apr 12; How to start a business Apr 24; Financial planning for funding success Apr 30. Webinars – Positioning personal brands for business Apr 11; Managing the stresses as a business owner

Apr 16; and Creating the foundation for a successful business Apr 18.

Small Business Connection: Why is nobody speaking about the cost-of-trading crisis?

Includes: Why is nobody talking about the cost-of-trading crisis?; 4 Lead generation strategies that are 'crazy' but pure genius; When an employee is 'missing in action': when can you legally let them go?; a 14% increase in SME cybercrime reports the Australian Signals Directorate; Australia's largest logistics electric vehicle fleet trial and Why are 71% of Australians concerned about moving to a cashless society?

Top 10 Cleantech strategies for 2024

This report answers key questions including:

How much will investment in clean energy technology grow in 2024—and in the years to come?; The average capital expenditure costs for clean energy technology are expected to continue declining in the near term. Where are the growth opportunities?; Oversupply is driving solar and storage manufacturers into a price war. What impacts will that have on the market?; How will the soaring interest in low-carbon hydrogen drive the cleantech market? Clean energy technology manufacturers will make decarbonization core to both products and strategies. What will that look like

CSIRO invests \$20 million to drive SME innovation

The funding will allow CSIRO's SME Connect team to support up to 750 SMEs through a range of programs and initiatives that provide facilitation, training, dollar-matched funding and support to start-ups and SMEs seeking to engage in company-led research projects.

Consultation open on ACCC Designated Complaints Function

Following passage of the Consumer Amendment (Fair Go for Consumers and Small Business) Bill 2024, the ACCC is seeking feedback on its draft determination setting out additional details on the new designated complaints function. Access a copy of the draft determination and provide your feedback to policy@retail.org.au

Autrade Export Update April 2024

Includes: Join a China Wine Market Re-entry briefing; Discover export opportunities in SE Asia; Australian Export Awards open soon; Osana Health exports cancer care to the US and Navy veterans build high-tech watercraft for the US Marines.

How a global wellbeing retailer reduced their early employee churn by 30%

Early churn. It's the enemy of good recruitment and a pain in the proverbial for many retail hiring managers. While the cash cost of churn is real and obvious - lost uniforms, re-advertising, re-training - the cost of early churn is often hidden, with the time of some of your most important people being sucked into re-hiring again and again. Holland & Barrett, a leading global wellbeing retailer, cut their early churn by 30% when they switched from resume screening to using Sapia.ai to interview every retail candidate

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.



Regards,

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