

Small Business Management Foundations Seminars

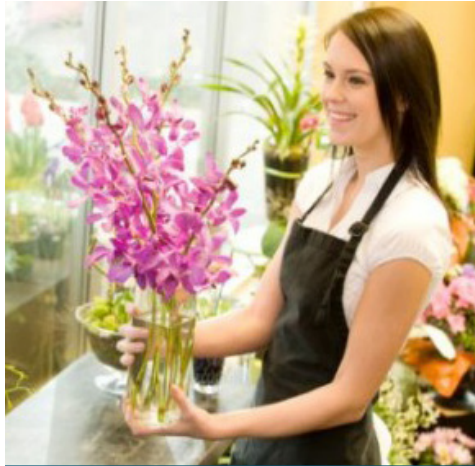
Charles Sturt University and Wagga Wagga City Council are pleased to introduce the Small Business Management Foundations Seminars for 2012.

These two organisations have established a strong partnership over many years which continues to support local business with programs and training opportunities. This year, in particular, the organisations are focussed on supporting practical measures to support small to medium sized business.

The Small Business Management Foundations Seminars is designed specifically for:

- Small business managers or owners who wish to build their understanding of core management practices.
- Individuals who are considering operating their own business.

The Seminar model is designed to deliver short, sharp, and engaging sessions that address the challenges in small business management. Each Seminar is delivered by industry professionals who can meet the needs of participants with engaging, interactive, and best practice materials.



seminar one. marketing

This seminar explores the marketing issues facing small business operators. An overview of common marketing challenges including online consumer behaviour and digital marketing will be covered.

Guest Speakers

Dr Lan Snell
Dr Heather Crawford

14 March 2012
5.30pm – 7.30pm
Wagga Wagga City Council

RSVP to Donna Burton
burton.donna@wagga.nsw.gov.au
by 29 February 2012

seminar two. finance

This seminar explores finance within the context of small businesses. A panel format will address common financial issues facing small business operators. Panel members will also be available to address questions from the audience.

Guest Speakers

Tony New
Mark Frost

18 April 2012
5.30pm – 7.30pm
Wagga Wagga City Council

RSVP to Donna Burton
burton.donna@wagga.nsw.gov.au
by 4 April 2012

seminar three. human resources

This seminar explores human resources issues within the context of small businesses. Using a combination of case studies and research, this seminar offers participants with an overview of common human resource challenges and best practice frameworks.

Guest Speakers

Yasmin King
Dr Debra Da Silva

27 June 2012
5.30pm – 7.30pm
Wagga Wagga City Council

RSVP to Donna Burton
burton.donna@wagga.nsw.gov.au
by 13 June 2012

Small Business Management Guest Speaker Profiles

Profile. Dr Lan Snell



Dr Lan Snell PhD (Sydney),
MEdLdrshp (Macquarie), PG Cert Res
Meth (Macquarie), BBus (UTS)

- Lecturer in Marketing in the School of Business at CSU.
- Extensive teaching experience at Macquarie University, the University of Technology Sydney, and the University of Sydney.
- 12 years experience in senior marketing roles
- Established her own private consulting business specialising in marketing strategy and communication.

Profile. Tony New



Tony New State Manager, Small and
Emerging Business, NAB

- Tony New has been with NAB for over 25 years, beginning as a Trainee Clerk in the Sawtell Branch in 1983.
- Tony was appointed as State Manager Small Business NSW/ACT in January 2009 and took on the challenge of implementing the MyBusiness Model through the increase of 16 new Business Managers – soon to be 63 - along with the successful partnerships between the CSC, CCC & Retail Credit Teams.
- It is Tony's vision to lead cultural change to create a highly motivated, high performing and effective Business Manager Sales Force.

Profile. Dr Debra Da Silva



Dr Debra Da Silva PhD (Sydney),
GradDip Management (UNSW), BA (Hon1),
BEcon (Queensland)

- In 2011, Debra was a Research Fellow with the Institute for Land, Water and Society at CSU.
- Has developed a choice modelling approach to the attraction of employees to regional areas, as well as applying adjustment scales to the retention of employees in regional areas.
- Debra is a member of the Doctoral Students' Committee of the Academy of Management, and a member of the Academy of International Business and the Australian Human Resource Institute.

Profile. Mark Frost



Mark Frost BEc. (UNE), MAppSci
(UWS)

- Mark is Head of the School of Management and Marketing and is based at the Bathurst campus of Charles Sturt University.
- Mark is also undertaking doctoral research examining the nature and strength of the relationship between world commodity prices, the Australian terms of trade, and the Australian exchange rate.
- 16 year 's working with a major Australian bank working in International Trade, Financial Markets, Corporate Banking, and Regional Banking areas.

Profile. Yasmin King



Yasmin King NSW Commissioner
for Small Business

- Yasmin King commenced her role as the inaugural Small Business Commissioner in August 2011 and is a former Associate ACCC Commissioner for small business.
- She has a particular interest in tendering and procurement. Yasmin has been a principal consultant for Scotwork, the world's largest independent provider of negotiation skills training and consultancy.
- Yasmin holds qualifications in Economics, has a Master of Business Administration, is a Fellow Certified Practising Accountant, and a Fellow of the Australian Institute of Company Directors.

Profile. Heather Crawford



Dr Heather Crawford
PhD (UNSW), MBus Int Mktg (UTS), Grad
Cert Research (UWS), BBus (Curtin)

- Recently joined CSU after teaching at the University of New South Wales, University of Western Sydney, Macquarie University, Sydney University, and in a number of universities in China.
- Professional experience in sales and marketing roles in manufacturing, hospitality and tourism, media and business consulting
- She is the co-author of the leading text on International Marketing in the Asia-Pacific