

PEEL BUSINESS MASTERY EVENT

MANDURAH
PERFORMING
ARTS CENTRE

24 FEB

EVENT PROGRAM

8:30 - 9:00AM

REGISTRATIONS OPEN – Free tea & coffee

9:00AM

Welcome & introduction by Paddi Creevey OAM,
Chair, Peel Development Commission

MAIN FOYER

9:10AM

Welcome to Country – Franklyn Nannup

MAIN FOYER

9:15AM

Special address by Mayor Williams

MAIN FOYER

9:35 - 11:05AM

MORNING WORKSHOP PROGRAM PART I

Choose from 1 of the following info sessions:

1 Build & Grow your Finances with
Ann Maree O'Callaghan
FISHTRAP THEATRE

2 Digital Literacy with Jerry Hoekman
DANCE STUDIO

3 Supplying to the WA Government with
Josephine Quealy
SMALL BOARDROOM

11:10AM

Keynote address by Maree Gooch of
Value Creators

MAIN FOYER

11:40 - 1:10PM

MORNING WORKSHOP PROGRAM PART II

Choose from 1 of the following info sessions:

4 Business Health & Agility Check with
Jasmine Porter
DANCE STUDIO

5 Cyber Security with Simon Carabetta
FISHTRAP THEATRE

6 Supplying to the WA Government with
Josephine Quealy
SMALL BOARDROOM

1:10 - 1:40PM

LUNCH BREAK – Please dine at a business
nearby and support local.

1:45 - 3:15PM

AFTERNOON WORKSHOP PROGRAM PART III

Choose from 1 of the following info sessions:

7 Planning your Social Media
with Julie Broad
FISHTRAP THEATRE

8 How to Prepare Tenders with
Steve Walker
DANCE STUDIO

9 Commercial Leasing with Brian Childs
SMALL BOARDROOM

3:20 - 4:35PM

AFTERNOON WORKSHOP PROGRAM PART IV

Choose from 1 of the following info sessions:

10 Agile Small Business Planning (Lean
Canvas) with Kynan Bright
DANCE STUDIO

11 Effective Marketing with Julie Broad
FISHTRAP THEATRE

5:00PM

EVENT FINISHES

FREE 1:1 SPECIALIST ADVISORY SESSIONS

1:1 Advisory sessions will run throughout the day from 9.30am-5pm in 20-30 minute slots.

HOW TO BOOK:

To get more detail and book into these sessions, please proceed to the 1:1 booking table signposted and located within the venue.

TABLE 1

Shire of Serpentine Jarrahdale Planning & Development

Advisors: Andrew Trosic and John O'Neill,
Shire of Serpentine Jarrahdale

TABLE 2

Financial Literacy

Advisors: Maree Gooch and Ann Maree
O'Callaghan, Value Creators

TABLE 3

Financial Literacy

Advisor: Helen Douglas, HD Solutions

TABLE 4

Digital Specialist

Advisor: Jerry Hoekman, Business Advisory
South West & Peel

TABLE 5

Risk Mitigation

Advisors: Dan Kirkwood and Rob Filmer

TABLE 6

Business Planning

Advisor: Bill Kostandas, Lime Spider

TABLE 7

Business Advisory

Advisor: Jasmine Porter, Business Advisory
South West & Peel

TABLE 8

Business Advisory

Advisor: Steve Walker, Business Advisory
South West & Peel

TABLE 9

Cyber Security

Advisor: Simon Carabetta and advisors,
WA AustCyber Innovation Hub

TABLE 10

Grant Writing

Advisors: Simone Hutton and Therese
Ejsak, Peel Development Commission

TABLE 11

Commercial Leasing

Advisor: Brian Childs, Small Business
Development Centre

TABLE 12

HR Advice

Advisor: Chris Muir-Smith, HR Dept

TABLE 13

Restart Mandurah

Advisor: Natasa Perovec, City of Mandurah

TABLE 14

Co-working & Innovation

Advisors: Megan Humble, Make Place,
and Amandine Trouillet, Community
Manager at Riff

TABLE 15

Business Planning

Advisors: Paul Litwin & Kynan Bright, Skills
Strategies

TABLE 16

Federal Government Programs and Services for Business

Advisor: Roban Clarke, AusIndustry