



**PROTECT
GROW PROSPER**

Access a wealth of business resources to
protect and grow your business

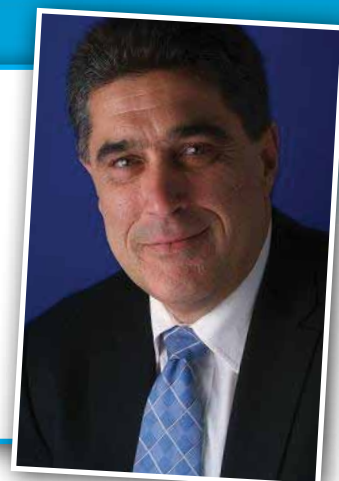


Steer your business to safety and prosperity with the

PROTECT AND GROW

SPECIAL EVENT SERIES

With high calibre presenters this special event series has been designed to educate and entertain our audience. You will take away exclusive insights and techniques to grow your enterprise and protect its value. **Facilitator, Dr Jim Taggart** is a respected business leader and Deputy Chairman of Regional Development Australia. Jim will bring his unique brand of business insights about networking and social capital.



Each event is held over 4 hours from 8.30am to 12.30 pm with optional lunch and networking afterwards. Morning tea and lunch is provided. Attendees receive a comprehensive work book.

Choose from three dates and three locations:

Wednesday 23rd September - BLACKTOWN.

Wednesday 21 October - PARRAMATTA.

Wednesday 11th November - PENRITH.

COST: \$77 per head inc GST

Plan for Prosperity

Each participant receives FREE Business Growth APP to monitor your progress for years to come.

**Tickets limited to
110 per event**

TO BOOK: Go to www.wsba.com.au



Proudly sponsored by Telstra Business Centres West Sydney, Davies Collison Cave and KPMG.

PRESENTERS

KPMG – Paul Van Bergen (Partner)

GAINING ACCESS TO INCENTIVES AND FUNDING

With recently opened offices in Parramatta, KPMG is one of the world's leading professional services firms.

With a practical approach you will learn how to plan, capture and maximise your business' R&D Tax Incentive opportunities and position it to access the multitude of grants available as well as techniques to better manage innovations and protect your IP of your growing business.

Federal and state governments provide significant funding via hundreds of grant programs to assist businesses in a range of endeavours. However, success in applying for a grant is not guaranteed and businesses should seek assistance during the process.

Topics covered include:

- Habits of successful Grant recipients.
- Capturing your R&D knowledge – increase refunds from R&D tax incentives.
- Take stock – maximise the commercial upside from your business improvement efforts.



Damon Henshaw



Paul Van Bergen

**Davies Collison Cave (DCC)
– Damon Henshaw and Will Hird (Partners)**

WHAT IS YOUR IP WORTH?

With a local office in Parramatta, award winning IP firm DCC has been protecting Australian innovation for over 130 years.

With a straight forward approach DCC will deliver insights to help you understand the value of your IP in the context of your business and its commercial objectives over the long term.

Simply investing in your reputation, an innovative design, products or processes won't create valuable business assets, unless you own the IP.

Topics covered include:

- Habits of successful IP managers.
- How to recognise your real innovation/IP.
- Maximise protection and commercial possibilities from your efforts.



Will Hird

**David Newton
- Cloud Solution Specialist, Telstra Business**

LEVERAGING TECHNOLOGY AND THE CLOUD

Telstra is one of the Australia's leading technology services company. Cloud Computing is changing the way business works and becoming the default position for businesses looking to run applications and services. But it is a crowded marketplace. Learn how Telstra's multi-cloud strategy can enable you to make the most of the best global cloud services and technologies. With the right tools, your business can become more efficient, more dynamic and ultimately more successful. Understand why Cloud Computing is the new normal.

Topics covered include:

- Making the most of the new cloud technologies on offer.
- Reviewing Telstra's Multi-Cloud strategy.
- Cloud Security – understanding the threat landscape and mitigation.

MAJOR SPONSOR

Telstra Business Centre West Sydney pride themselves on providing the highest level of Customer Service whilst streamlining business processes by tailoring the right solutions for each customer. With a range of personalised services, including; Mobility Plans & handsets, Data & Tablets / iPads, Fixed Bundles & Phone Systems, NBN & Broadband, end-to-end Office Relocations, Machine-to-Machine & Vehicle Tracking, Professional ICT Services, Mobile Apps, Office365 Licensees & Migration, Cloud Solutions as well as PhoneWords, 1300 & 1800 Numbers. The Telstra Business Centre West Sydney team provides the best solutions in all aspects of Voice, Mobile & Data, for Small, Medium and Large Businesses. They provide you an Account Manager, as a single point of contact to manage all Enquiries, Repairs and Future Recommendations. Join their Family today.



BRANDING PARTNER

DMC Advertising Group combines graphic design, web design, effective advertising and marketing campaigns, creative solutions and concept development with in-house production and distribution capabilities.

We believe in developing strong partnerships with our clients and work to create long lasting valuable relationships. Effectively we become our clients' in-house marketing team and creative centre. From graphic design, web design, through to printing, production, mail processing and even retail sales promotion – everything is available with just one phone call.



MEDIA PARTNER

Western Sydney Business Access is the region's leading business/lifestyle newspaper and website with a monthly readership exceeding 100,000 people.



TO BOOK: Go to www.wsba.com.au