

## DAY 1 - WEDNESDAY 24 MARCH

**8:00am - 8:30am****Registration** - Tamworth Town Hall**8:30am - 9:00am****Welcome** - Tamworth Business Chamber President Stephanie Cameron**Welcome to Country** - Mark Atkins & Len Waters**9:00am - 10:00am****Opening Keynote Speaker** - Carolyn Miller*"Generation Communication"*

What did the disruption from last year mean when it comes to marketing to different generations? There has been more adaption in 12 months than we would ever have thought possible, and there is plenty of opportunity for business.

From video calls to QR codes, tourism to toilet paper - every generation had their own revelations. Gain insights into how to best approach your customers now, from the grandparents to the grommets, the fashionistas to the farmers - make 2021 your year.

KEYNOTE SPEAKER

**10:00am - 11:00am****Morning Tea with Keynote Speaker** - Andrew Griffiths*"Never let a good CRISIS go to waste."*

As we figure out what the world looks like in the aftermath of COVID19, there is no doubt for many of us, that the way we do business has changed dramatically. We've found business models that no longer work, markets disappeared, challenges with our staff, our mental wellbeing and much more. At the same time, new opportunities that we could never have imagined are appearing. Our customers have changed, what they want is different now to what they wanted before. The reality is that crisis is not something new. I've been through so many in my 35 years as a business owner and an entrepreneur, some external, some internal, all have taught me a great deal about doing business. If we are smart about how we approach a crisis, and rest assured there will be more, we can actually come out the other side in a much stronger place. And that is the ultimate way to future-proof ourselves.

KEYNOTE SPEAKER

## DAY 1 - WEDNESDAY 24 MARCH

## WORKSHOPS

**11:00am - 12:30pm**

**A) “Restructuring? Cashing your chips? Or passing it on to the next generation?”** - Paul Williams

Sponsored by **Roberts and Morrow**

This workshop will provide case studies designed to help small and medium business owners maximise the benefit of the capital gains tax small business concessions.

Paul will step through a high-level summary of strategies to take advantage of, and traps to avoid, in the following client-based examples:

1. **Restructures** Transfer of shares to a discretionary trust and retirement of non-deductible debt.
2. **Business sales** Accessing the 15-year exemption and traps to avoid with different share classes.
3. **Retirement and succession planning** Transition of business to the next generation and utilising an SMSF strategy to help tax-effectively fund your retirement.

**B) “Finding people who fit, and keeping them”** - Christine Shwery

Sponsored by **JOBLINK Plus**

When you imagine your workplace in 2025, who do you see? Is the team you have now (especially if it's just you!) going to cut it, or will your business growth be cut off? From emerging leaders through to existing managers and senior leadership teams, this workshop will ask you to be honest about your business culture, and if your business is a place people want to work. Talented people get to choose their jobs, and are increasingly after much more than a competitive salary. If you can get the talent to come to you, will you be able to keep them?

**C) “Employment Law Fundamentals/101”** - Kate Thomson

Australian Business Lawyers & Advisors (ABLA)

Sponsored by **WorkforceXS**

This session would be targeted to small business who don't necessarily have a HR function (or an established one).

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## KEYNOTE SPEAKER

**12:30pm - 1:30pm****Working Lunch with Keynote Speaker****Sponsored by Cloudwize***“Cybersecurity is more than a technical solution”*

Cybersecurity attacks have been growing in number and impact for years, but have ramped up dramatically during Covid. Too often, business leaders assume cybersecurity is solved by their IT team, but cybersecurity is everyone's responsibility.. This workshop will help you to better understand today's cybersecurity landscape and how you can build a cybersecurity aware culture that protects your business and your people.

## WORKSHOPS

**1:30pm - 3:00pm****A) “Branding Masterclass” - Carolyn Miller****The Honeycomb Effect**

How is branding different to advertising? And why should you care? Learn about the power of brand, and how to make it work for your business. Some of the specialist areas include:

- The brand is not just the responsibility of the Marketing Department
- You impact the brand
- The brand has value, in real monetary terms
- Your brand is not defined by you, it is defined by your consumers
- Your brand is not your product, and it is unique to you
- Your brand lives in your product experience as much as your advertising

**B) “Employment Law Update” - Kate Thomson**

Australian Business Lawyers &amp; Advisors (ABLA)

Sponsored by **WorkforceXS**

This session would be appropriate for businesses of all sizes and will give an overview of recent employment law developments.

**C) “Dungowan Dam and Pipeline Project Update”**

Presented by Alex Fisher - Deputy Director - Critical State Significant Infrastructure Projects; Kylie Cochrane - Major Infrastructure Delivery - Senior Manager Communication & Stakeholder Engagement; Meredith Abrams - Project Stakeholder Manager

Sponsored by **Water NSW**

## DAY 1 - WEDNESDAY 24 MARCH

CONTINUED

**D) “Easy to do work health and safety for Small Business”** - Jeremy WhyteSponsored by **SafeWork NSW**

Learn how the Easy to do WHS toolkit can help your small business in becoming safer, healthier and more productive at this SafeWork NSW workshop. If you attend, your business may also be eligible for a \$500 rebate.

Visit [safework.nsw.gov.au/easywhs](https://safework.nsw.gov.au/easywhs) for more information.

**3:00pm - 3:20pm Afternoon Tea****3:30pm - 4:30pm Discussion Panel*****“Avoiding the pitfalls of establishing a business premises”***Sponsored by **Sixhills Group**

Creating awareness of the Pitfalls when establishing a Business Premises, with solutions to avoid catastrophe.

**Key points include:** Permissibility & Consent, Infrastructure, Site constraints Heritage, Flood, Bushfire, Carparking, Accessibility, Fire Safety & the Building Code.

**Other Speakers that form the panel include:**

- Commercial Builder & Fit-out specialist: Stephen McDonald, Managing Director of Formline Group Tamworth.
- Surveying Firm: Andrew Swane, Director Brown & Krippner Tamworth.
- Engineering Firm: Justin Cant, Manager Kelley Covey Group Tamworth.

Andrew Swane will expand on planning issues – What is “Development” in planning terms (legally), categories of development (Exempt/Complying, Permitted/Permissible/Prohibited, Local/Integrated/Designated), planning controls (where to find them and how to interpret them), case studies.

- Title Issues – Adverse possession, easements, case studies.

Stephen McDondald will discuss: Experiences on commercial building projects, with some case studies of issues & solutions.

DISCUSSION PANEL

**4:30pm Thank you and Farewell**

## DAY 2 - THURSDAY 25 MARCH

**8:30am - 8:45am****Registration** - Tamworth Town Hall**9:00am - 10:00am****Keynote Speaker** - Nadine Champion*"10 Seconds of Courage**Changing Lives using Courage in the Moments that Matter"*

In every life there are pivotal moments with the potential to change the future.

10 Seconds of Courage is a mindset tool for that specific moment of choice - to stay in your comfort zone or to bravely step forward. It's the courage to believe in yourself, to fearlessly share your ideas and to embrace new opportunities.

Nadine Champion is a lifelong martial artist with experience standing on the edge of moments with dangerous consequences. As the protege of a legendary master, she has learnt a lot about facing fears and overcoming life's challenges.

Nadine will use martial arts as a metaphor for business and life.

Whether you're attempting to win under pressure, overcoming immense odds or getting up when you've been knocked down - the key often lies in Changing Your Thinking. By altering your mindset in response to a situation, you may be able to powerfully affect the outcome. This becomes even more important when our decisions are responsible for changing the lives and success of others. In times like these we need proven winning strategies and a strong team in our corner.

10 Seconds of Courage is a memorable experience not to be missed.

**10:00am - 10:20am****Morning Tea & Networking****10:30am - 12:00pm****A) "Maximising your accounting system - how to make the most of your financial data"** - Paul WilliamsSponsored by **Roberts and Morrow**

Derek Repp's workshop is centred on how most businesses, even in 2021, continue to use financial data primarily for compliance purposes only, as opposed to turning that data into a performance driving tool for their business'.



## DAY 2 - THURSDAY 25 MARCH

## WORKSHOPS

**B) "Creating future talent through traineeships and apprenticeships"**

- Sam Crebert & Richelle Bukovac

Sponsored by **JOBLINK Plus**

In 2020 opportunities grew to take on trainees and apprentices with government incentives making it easier for business owners to take on a young person or give an experienced worker a chance to change direction altogether. Have you given it much thought? It could be an option to grow and future-proof your business. Joblink Plus Training is well-equipped to help you navigate incentives and the paperwork that comes with them. Traineeships are a great option and present a huge opportunity to pass on your skills and industry knowledge to someone keen and ready to work. A traineeship provides an invaluable opportunity for job seekers to find meaningful employment, and for business owners to give something back to the community.

**C) "How to create meaningful campaigns that connect with your community"**

Presented By Scott Keenan - Sponsored by **Mining NSW**

Every business has a purpose. And effectively communicating your purpose in a meaningful way will help you build long-lasting connections with customers and your community.

So what is your purpose and how can you connect with your community?

In this workshop, find out how the NSW Minerals Council developed a purpose-led campaign, including a landmark partnership with the Newcastle Knights, to connect the state's mine workers and their families together, build pride in what they do and demonstrate the strong support for mining across NSW.

**12:00pm - 1:00pm**

**Working Lunch with Keynote Speaker** - Damien Thomlinson

*"Commando For Life"*

Lessons learned while a Commando, that can be used to overcome challenges in daily life. Resilience, leadership, overcoming adversity, adapting to change and owning your own journey.

KEYNOTE  
SPEAKER

## DAY 2 - THURSDAY 25 MARCH

## WORKSHOPS

**1:00pm - 2:30pm****A) "Mental health in the workplace"**Sponsored by **Flourish Australia**

Mental Health issues are one of the leading causes of sickness, absence and long-term work incapacity in Australia. Have you ever calculated what your business might lose in:

1. Lower productivity
2. Increased sick days
3. Loss of employees
4. Cost of replacing employees
5. Cost of training new employees
6. And the big one - Workers Compensation claims and premium increases?

At any one time, one in five people are suffering from a mental health issue, and that can be at any level - be it depression, anxiety, loss or a fully diagnosed medical issue. This costs Australian businesses Billions every year - what is it costing your organisation not to be aware of the mental health of yourself and your staff?

For many years, The National Mental Commission has told us that for every dollar spent on effective mental health actions returns \$2.30 in benefits to an organisation - but what to do?

**B) "Finding people who fit, and keeping them" - Christine Shewry**Sponsored by **JOBLINK Plus**

When you imagine your workplace in 2025, who do you see? Is the team you have now (especially if it's just you!) going to cut it, or will your business growth be cut off? From emerging leaders through to existing managers and senior leadership teams, this workshop will ask you to be honest about your business culture, and if your business is a place people want to work. Talented people get to choose their jobs, and are increasingly after much more than a competitive salary. If you can get the talent to come to you, will you be able to keep them?

**C) "What does your customer want in 2021" - Kylie Walsh**Sponsored by **Rhythm Digital**

Insights from Kylie Walsh around customer experience and how to fundamentally change your marketing strategy for the year ahead.

## DAY 2 - THURSDAY 25 MARCH

**2:30pm - 3:00pm Afternoon Tea**

DISCUSSION  
PANEL

**3:00pm - 4:00pm Discussion Panel**

*"The Future of Blueprint 100"*

Presented by - Jacqueline O'Neill, Gina Vereker, Jason Collins

*Tamworth Regional Council Executive Team*

KEYNOTE  
SPEAKER

**4:00pm - 5:00pm**

**Keynote Speaker** - Cameron George, CEO of Vodafone Warriors

*"Working through adversity - What I have learnt"?*

2020 presented many challenges in the sports and entertainment business. Cameron will outline the key take-aways that have redefined his approach to management during the COVID bubble environment and particularly in regards to the use of technology, planning and management.

**5:00pm - 6:00pm Networking Drinks**

- available to Gold Pass attendees and sponsors

KEYNOTE  
SPEAKER

**6:30pm - 8:30pm Closing Dinner** - at the Powerhouse Hotel by Rydges

*"Resillience"* Warren Davies "The Unbreakable Farmer"

Warren shares his journey and the harsh reality of being a farmer, high interest rates, low commodity prices, flood and drought; and the impact on him, but most significantly, how it affected his mental health. These events all tested his Resilience, Persistence and Determination and had a massive impact on his young family, relationships and finances all culminating with the decision to basically having to walk off the farm.

Although with his skills, work was easy to find, managing large scale operations from Victoria to South Australia, it wasn't the same, he couldn't settle, he assumed that he had lost his identity because not only was the farm his career, it was his home, his life! In his eyes he had failed and carried the guilt of failing as a husband and father. Being an avid reader of books he searched for a better way, he began the journey of piecing back together his life, but the road has been long.

Now as a Keynote speaker, Facilitator and Mental Health advocate, Warren imparts his life lessons and pays forward his unique stories, their moral relevant to all ages, from the country to the city, a farmer or the CEO of a large corporation. His message is simple and so very important at a time when stress is seen as normal and depression is commonplace. Warren will change the thinking and behaviour of your most precious resource, your people.