

NSW Small Business Month 2025

TALKS OVER TOAST

North Ryde School of Arts Hall
Thursday 30 October 2025
9:00am – 12:00pm

AGENDA



1. Welcome
2. Acknowledgement of Country
3. City of Ryde: Opening Remarks by the Mayor
4. City of Ryde: Economic Development update
5. Service NSW Business Bureau update
6. Workshop: *Building Your Business Roadmap*
7. Workshop: *Making Connections That Count*
8. Closing Remarks
9. Networking and Entertainment

Acknowledgement of Country

The City of Ryde Council would like to acknowledge the Traditional Custodians of this land, the Wallumettagal (or Wallumedegal) clan of the Darug Nation and their connections to land, sea, and community – and I also acknowledge the Traditional Custodians of the various lands on which you all work today.

We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples.



Photo by City of Ryde Council

Our Council



- Mayor Brown is the City's first popularly-elected Mayor
- Council has 13 democratically elected Councillors (including our Mayor)
- Our Community vision:
"The place to be for lifestyle and opportunity at your doorstep"

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Mai Le

Manager, Economic Development

City of Ryde

City of Ryde: the place to live, work, study and invest

142,318
in 2025



175,080
in 2035



REMPPLAN estimate*



49%

Born overseas



50%

Speak another language at home



19% 0-17 years



68% 18-66 years



13% 67+ years

37 Median age

Home to

14,361

Local businesses



91,764

Local jobs



Total Economic Output of

A\$48.1 billion

Greatest contribution from **Manufacturing**, particularly in the **Life Sciences** sector

71,000

People working in the area who live outside of the City



65,563

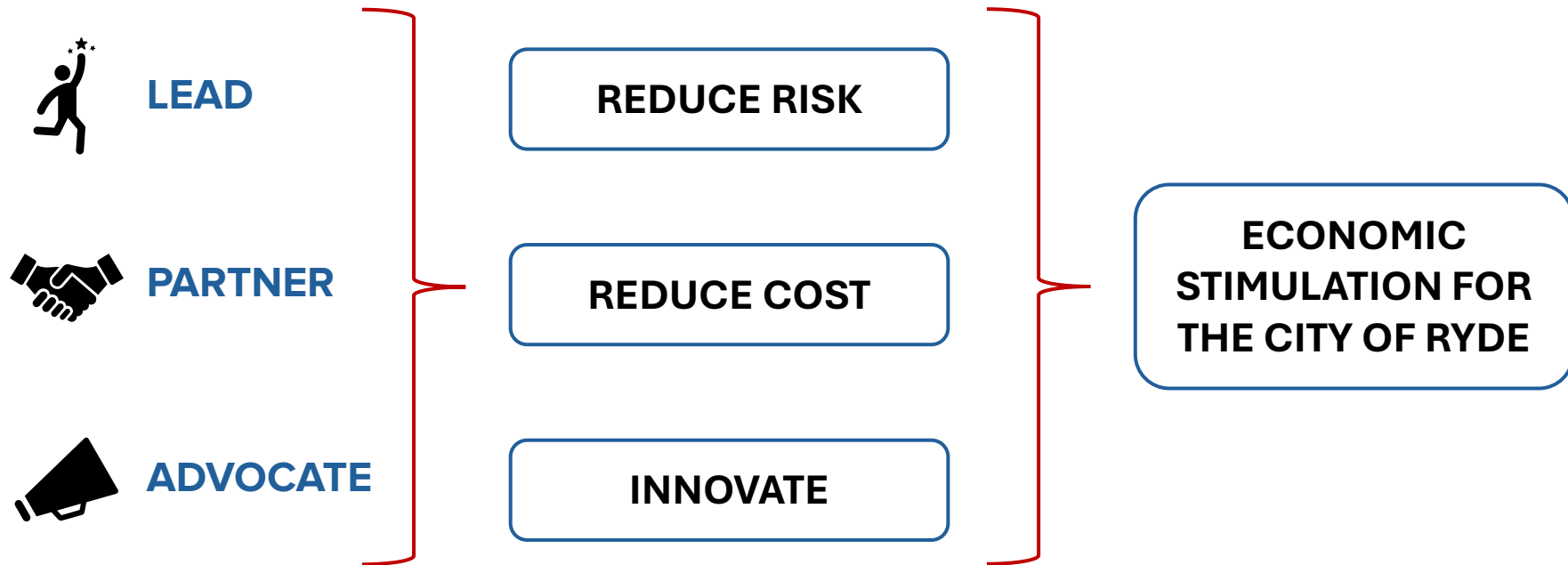
Employed residents



73.41%

of resident workers have a tertiary qualification

Role of Council in economic development



Startups and scaleups are part of the equation



Strategic and deliberate in what we do



Local business focus

Hear from a Local Business eNewsletter Feature

- Participate in our Hear from a Local - Small Business Series
- Share your story and hear from others on their experiences, challenges, and advice for success

Ryde People and Place Business Site Visits

- Gathered insights from over 1,100 business interactions during site visits to small, town, and neighbourhood centres

Pre-design engagement: Blenheim Road Shops Public Domain Renewal Survey

- Initiative under the Neighbourhood Centre Renewal Cluster
- Proposed renewal to enhance amenity, attract visitors, and drive economic growth.



If this eNewsletter was forwarded to you, you can subscribe [here](#).

Hear From A Local

Building Business Resilience: One Step At A Time

This month's Q&A is with [Pane E Prosciutto](#). Rosa and Joe, founders of Pane E Prosciutto in Putney, have built their deli on a foundation of passion, tradition, and community. With Joe's culinary expertise and Rosa's lifelong passion for deli, they've created a warm, authentic space that blends old-school Italian charm with a modern touch.

If you would like to be considered for a business feature in our eNewsletter, please submit an Expression of Interest (EOI) to us via invest@ryde.nsw.gov.au



If you're looking for some simple cost-effective ways to attract and retain staff, while creating a welcoming team culture, this feature is a must-read!

To attract and retain staff, Rosa and Joe focus on meaningful gestures – offering free daily panini and drinks, quarterly team dinners, and creating a supportive culture that encourages young staff to pursue their goals.

Discover how this business keeps staff loyal with heartfelt gestures (and good food!)

[READ MORE](#)

While staffing remains a challenge at Pane E Prosciutto, Rosa and Joe respond by cross-training employees to ensure flexibility and smooth operations. Even with staff shortages, this allows them to be agile and still meet customer expectations.

[READ THE FULL Q&A HERE](#)

Supporting business diversity

Ryde Lingo Project

- Invite local cafés and restaurants to participate and receive free assistance with menu translations – starting with Simplified Chinese and English

Inclusive Employment Toolkit for Employers

- Support businesses to employ people with disability

Empower Ryde

- A peer-led support program designed for people with disability who are living, working, or studying in the City of Ryde
- A safe and supportive space to connect, network, learn, and inspire one another across employment-related matters



We want to hear from you

Community Facilities Strategy

- Your feedback will help us better understand how existing facilities are used and what improvements or additions might be needed
- Have Your Say – closes on 4 January 2026



Collaboration is at the heart of our success



Capability and capacity goes hand in glove



Institute of Applied Technology

TAFENSW



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Lucas Hazelton

Business Relationship Manager

Service NSW Business Bureau



Service NSW Business Bureau

Talks over Toast – City of Ryde

Lucas Hazelton

October 2025

Service NSW Business Bureau

We provide free, ongoing and personalised support for your business



Talk to us on the phone,
in person or online



Online business
resources



Manage government
transactions with our
digital tools



Personalised support

Our teams are based in communities across NSW, and we provide help with:

- navigating government regulations and processes
- applying for licences and permits
- selling to government
- accessing support to expand locally and overseas
- connecting with mental health support for you and your employees
- disaster recovery assistance

Business owners can also build their skills with videos and other online resources on topics such as business planning, marketing and cash flow – a simple way to learn, improve and make day-to-day decisions with more confidence

Digital tools

Use our digital tools, including the Service NSW Business App and Business Profile, for faster and easier access to government information and services, and to manage transactions



Manage your business licences online



Business vehicle registration



Connect with our team and stay up to date with real time notifications



Book advisors and events, and search for NSW government tenders



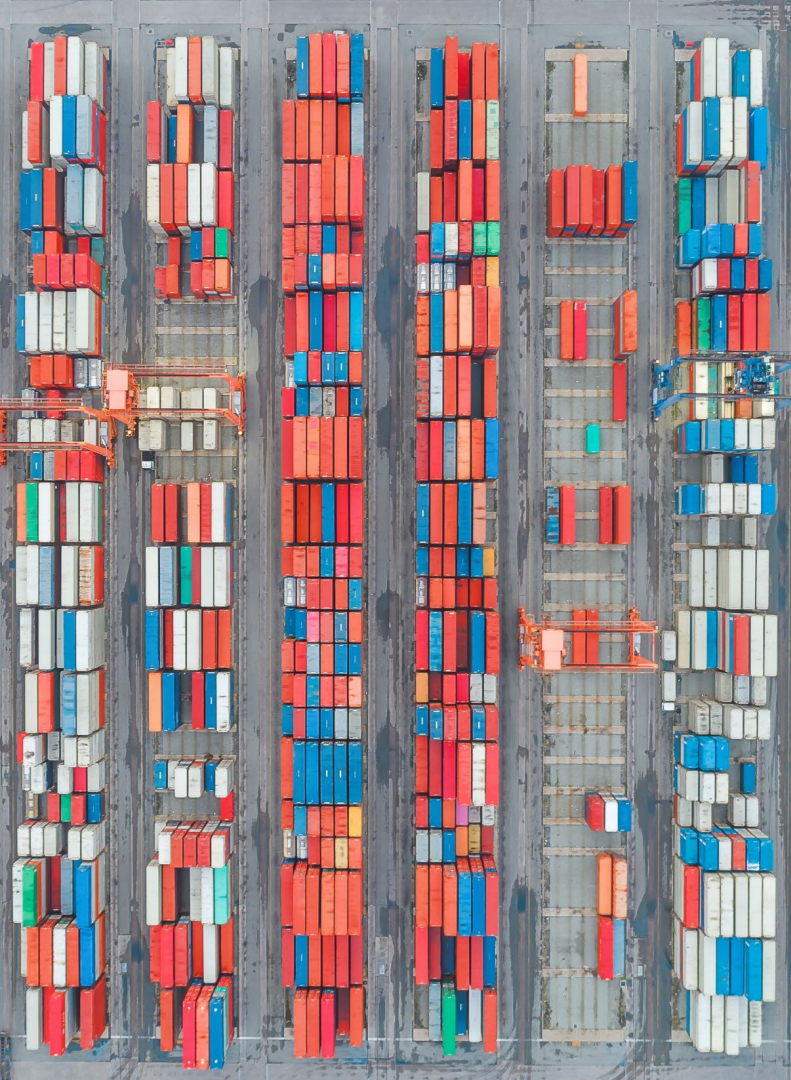
Redeem vouchers, view payment summaries, share transaction reports, and manage your business locations



Helping your business sell to the NSW Government

Our team can help you to:

- check that your business is ready to sell to the NSW Government
- find resources and information about the process
- identify and gather the documentation you need
- register on the Buy NSW Supplier Hub
- explore opportunities to supply goods and services to the NSW Government
- register as a small business to automatically receive faster payments under the NSW Government's Faster Payments Policy



Exporting for small businesses

We can help you reach new customers by selling your goods and services outside Australia

Our team will take the time to understand your business's exporting goals. They can also connect you with the relevant program or support at **Investment NSW**, which may include:

- in-person and online workshops for specific export markets and sectors
- access to export support programs and Investment NSW's international network
- information about upcoming export opportunities
- coaching from a dedicated local export advisor
- access to a global network of businesses and entrepreneurs
- business matching to connect you with potential partners

Protect your business

Our team can help protect you and your customers by connecting you with **ID Support NSW** who:

- assist businesses that have experienced a data breach
- provide practical steps, and guidance to comply with privacy laws and keep your data safe
- provide advice to your customers on compromised identification documents
- give options for additional support and counselling services
- run fortnightly free webinars focused on reducing cybersecurity risks



Work, health and safety support

Small business owners can claim a SafeWork NSW rebate of up to \$1000 to help purchase safety items to improve work health and safety for their workers

Business owners and sole traders who have an ABN and less than 50 full time employees can speak to our team to apply today



Mental health support

We can connect you with a range of mental health supports and resources including SafeWork NSW's mental health at work program

Businesses with < 200 employees or not-for-profit organisations of any size, can access:

- free mental health training
- up to 4 hours of one-on-one coaching
- a step-by-step guide to improving mental health and wellbeing in the workplace

Businesses can also complete a quick Workplace Pulse Check with practical actions you can take to improve your workplace



Support for women in business

Our team is here to help women start, run and grow their business

Connect with our team to access:

- Subsidised online courses through the TAFE NSW Women in Business initiative
- Networking and mentoring opportunities
- Mental health support
- Online resources and toolkits



NSW Seniors Card

With the **NSW Seniors Card program**, you can promote your business to over 1.9 million seniors by offering product and service discounts to new and existing customers

Register your business today and open your doors to millions of active, engaged and appreciative members



Active and Creative Kids

If you're running sport, recreational, creative or cultural activities for school-aged children, you can boost your business with the 2025 **Active and Creative Kids voucher program**

Parents, guardians and carers receiving Family Tax Benefit can apply for two \$50 vouchers for each eligible child per year to spend at an Active and Creative Kids provider



NSW Jobs Connect

Are you looking for staff? Have you considered employing an international student?

The **NSW Jobs Connect program** connects employers with diverse talent and skills and showcases the value of international talent in NSW

Becoming a NSW Jobs Connect employer means:

- Free brand exposure
- Access to diverse talent and skills
- Access to exclusive events and information on the NSW employment market

Further NSW Government support

Independent advocacy and support

The NSW Small Business Commissioner is an independent advocate offering advice and support to help small businesses navigate common challenges. They also provide low-cost mediation services and assistance for disputes with governments, councils, or larger organisations

Support for tourism businesses

The NSW First Program, led by Destination NSW, helps visitor economy businesses to develop, promote and sell world-class visitor experiences. The program provides practical insights for businesses via face-to-face workshops, webinars and online resources

Grants and funding

Find a government initiative, grant or funding program to help support your business using the NSW Government's grants and funding finder

Night-time economy support

The 24-Hour Economy Commissioner's Uptown District Acceleration Program aims to fast-track the formation of local business communities and facilitate the growth of their districts into vibrant going-out hubs. Partner with businesses in your area for a grant

Federal Government support

ATO support

- The small business income tax offset can reduce the tax you pay by up to \$1,000 each year
- The tax time small business toolkit helps businesses with expenses and deductions

Small Business Debt Line

Free, independent and confidential help to small business owners and sole traders in financial difficulty, call 1800 413 828

Fair Work Ombudsman

Tailored information and useful resources to help businesses meet their workplace obligations

Energy savings

The National Energy Bill Relief payment provides \$325 towards small business electricity bills in financial year 2024-25

Learnopolis – case study



- Learnopolis designs eLearning experiences to help businesses upskill staff
- The owner reached out to the Service NSW Business Bureau for help
- One of our Business Concierges provided guidance on procurement opportunities
- Learnopolis won a government contract to develop an eLearning module for disaster recovery and vicarious trauma training



Hot Flush Plumbing— case study

- Hot Flush Plumbing, a Lithgow based business recently switched from being a sole trader to a company
- The owner reached out to a local Business Concierge for assistance on applying for Government and commercial procurement opportunities.
- Our Business Concierge provided support on accessing the ICN program



@ServiceNSWBusinessBureau

For more information
visit **service.nsw.gov.au**

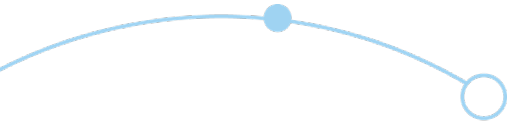


or call **13 77 88**



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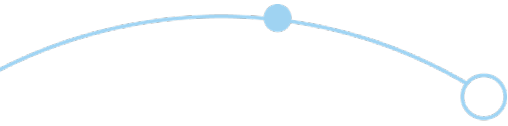
TALKS OVER TOAST



Test Your Knowledge!

Question

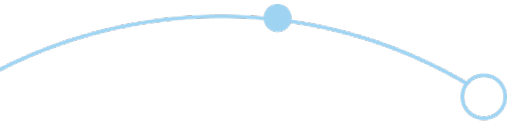
What is the total number parks in Ryde?



Test Your Knowledge!

Question

What is the total number of small and neighbourhood centres in Ryde?



Test Your Knowledge!

Question

What does this logo mean?



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Terry O'Riordan

AusIndustry Regional Manager –
Western Sydney

Department of Industry, Science, and
Resources, Business.Gov



Australian Government
Department of Industry,
Science and Resources

AusIndustry

Building Your Business Roadmap

Terry O'Riordan
AusIndustry Regional Manager



Collaborating to support Australian businesses to expand

- ❖ Referrals
- ❖ Joint business visits
- ❖ Co-presenting at regional events
- ❖ Sharing business and regional intelligence
- ❖ Delivering targeted projects

ABOUT AUSINDUSTRY

Collaborative stakeholder groups

Regional stakeholder groups help to build connections and gain business intelligence. Participation by Regional Managers open conversations about economic development, trade and investment.

Cross-referrals support businesses

Regional Manager work closely with other federal and state government counterparts to make relevant referrals to other government support programs.



Supporting SMEs

Facilitators and Regional Manager working to connect businesses to government support

Regional events

Collaborating on & co-presenting at key regional events creating cross referral and program uptake opportunities

Information & intelligence sharing

Businesses have a seamless and streamlined engagement with Government when Regional Managers share information and Business Intelligence

Overview

1. Innovation Programs
2. Resources to develop your roadmap
 - business.gov.au
 - online business plan tool
3. Making it happen



INNOVATION



R&D Tax Incentive

Innovate and grow through research and development



- Tax offset that covers some of your R&D costs
- Offset rate based on your company turnover
- Refundable when turnover less than \$20 million



- Jointly administered - must register with AusIndustry to claim with the ATO
- Eligibility requirements for companies and R&D activities
- Must keep records



- Can contract or collaborate with a research service provider
- Can claim tax offset if no commercial outcome if eligibility requirements met

Industry Growth Program

The Program is a national initiative to help innovative SME businesses commercialise and grow, and help build Australian manufacturing capability for the future



GET GROWTH ADVICE

Connect with an adviser
focused on your growth
challenges



POTENTIAL FOR FUNDING

via matched grants
to support your growth
journey



INDUSTRY EXPERTISE

aligned with
government priorities
and for the NRF

CSIRO Kick-Start

CSIRO Kick-Start provides matched funding between \$10,000 and \$50,000 for start-ups and small to medium enterprises to help access CSIRO's research expertise.

Research activities included:

- research a new idea with commercial potential
- develop a novel or improved product or process
- test a novel product or material



National Artificial Intelligence Centre

Accelerating AI adoption

Whether you're a budding entrepreneur or a small to medium business exploring how AI can enhance your business, these resources will help you get started.



AI Adopt Centres →

Four Australian Government-funded AI Adopt Centres are ready to help take your business to the next level.



AI Adoption Tracker →

Our data shows how small and medium businesses (SMEs) in Australia perceive and adopt artificial intelligence.



SME business briefs →

NAIC has prepared 3 business briefs for small to medium sized enterprises.



Introduction to AI course ↗

A free TAFE course covering real-world applications, Australian AI case studies, advice to start your career in AI, and more.



Digital Solutions: Australian Small Business Advisory Service

Get advice on:

- ✓ digital tools and your small business
- ✓ websites and selling online
- ✓ social media and digital marketing
- ✓ using small business software
- ✓ online security and data privacy.

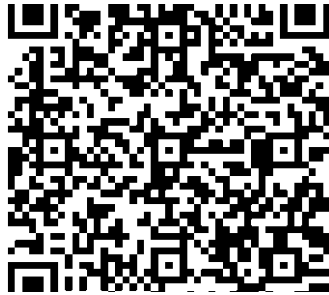


Digital Solutions: ASBAS





GUIDE TO STARTING A BUSINESS



Guide to starting a business

Setting up your own business is exciting. But it can be challenging if you're not prepared. This guide takes you through the main steps of starting a business and helps you understand what's ahead.

1

Before you start

Show ▼

2

Define your business

Show ▼

3

Plan your business

Show ▼

4

Register your business

Show ▼

5

Organise your finances

Show ▼

6

Get customers

Show ▼

7

Hire staff

Show ▼

8

Protect your business

Show ▼

Get the checklist for this guide as a



1. Before you start

Find out what you need to check, decide and do before you start a business.

Check if you're ready

Starting a business takes a lot of hard work and commitment.

You need business skills, a solid idea and funding to get started. But you'll also need resilience and discipline to keep going when things get tough. And despite your best efforts, there's a chance your business might not succeed.

There are [plenty of places to get help](#). But before you start a business, it's important that you're financially and emotionally ready.

Learn more

→ [Are you ready to start a business?](#)

Live chat

On-line Business Planning Tool



What is the
market
opportunity?

Who are my
customers?
Research?

What problem
are we
solving?

Who am I
competing
against?

What do I offer
that's different?



Channels –
how do I reach
customers?

What is my
sales pitch?

Forecast
revenue and
expenditure

Calculate
startup costs



Set key goals
to achieve

Define actions
to achieve this
goals

S SPECIFIC
M MEASURABLE
A ACHIEVABLE
R RELEVANT
T TIME-BOUND

Build your support network

Peer
networks

Family /
Friends

Business.
gov.au

Digital
Solutions
Advisory

Business
Incubators
/ Startup
hubs

Industry
Association
s

Accountant
/ legal

Chambers
of
Commerce

Consultant
s / advisers

Business
Enterprise
Centres

Universitie
s /
Research
partners

Service
NSW

TAFE
College
s



Business tools

- ✓ **Business plan template**
- ✓ **Employee contract tool**
- ✓ **Finance templates and record keeping**
- ✓ **Marketing Plan**
- ✓ **SWOT Analysis**
- ✓ **Risk Analysis**
- ✓ **.....and more!**



Financial tools and templates

Find tools and templates to help you manage, understand and keep track of your business finances.

[Calculate the start-up costs of your business](#)

Work out how much money you need to get your business up and running.



[Key financial terms](#)

Understand the different financial terms used in business.



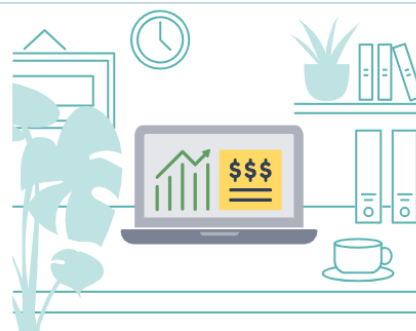
[Set up a balance sheet](#)

Get a picture of your business's current financial health.



[Set up a profit and loss statement](#)

What to include in your profit and loss statement to find how much you're really making.



Live chat 

Grants and programs finder

Easy to use search tool to help you find support relevant to your business.

- Free to use.
- Opportunities from across all levels of government.
- The programs aren't just funding; they also include access to advisers or evaluation services.
- Customer success stories to see what other businesses have done.



business.gov.au/grants-and-programs

**MAKE
IT
HAPPEN**



Planning for Success

“If you don’t know where you're going any road will get you there....”



Balanced Scorecard Model

BALANCED SCORECARD



FINANCIAL

Net profit



CUSTOMER

Customer satisfaction



LEARNING & GROWTH

Skills



INTERNAL PROCESS

Productivity



Bluey's Online Stationery One Page Plan July 2025 - June 2026

Mission / purpose		<i>We connect inspiration to every workspace, making creative tools accessible everywhere</i>	
Perspective	Strategic Objective	Key Measures	Target & Initiatives
Financial	Increase annual revenue	Revenue growth (%)	10% increase by 30/06/2026; launch two new products
Customer	Improve customer loyalty	Customer retention rate	Maintain 90% retention; introduce rewards program
Internal Processes	Streamline order fulfilment	Order processing time	Reduce lead time to 24 hours; automate workflow
Learning & Growth	Upskill team members	Training hours per employee	20 hours training per year; run monthly workshops



*“You can’t manage
what you don’t
measure”*

Revenue

Net profit

Spend per customer

Repeat customers

Return on marketing
investment

Website hits / links opened

Expenditure / revenue

Wages / revenue

Revenue per employee

Inventory turnover

Staff retention

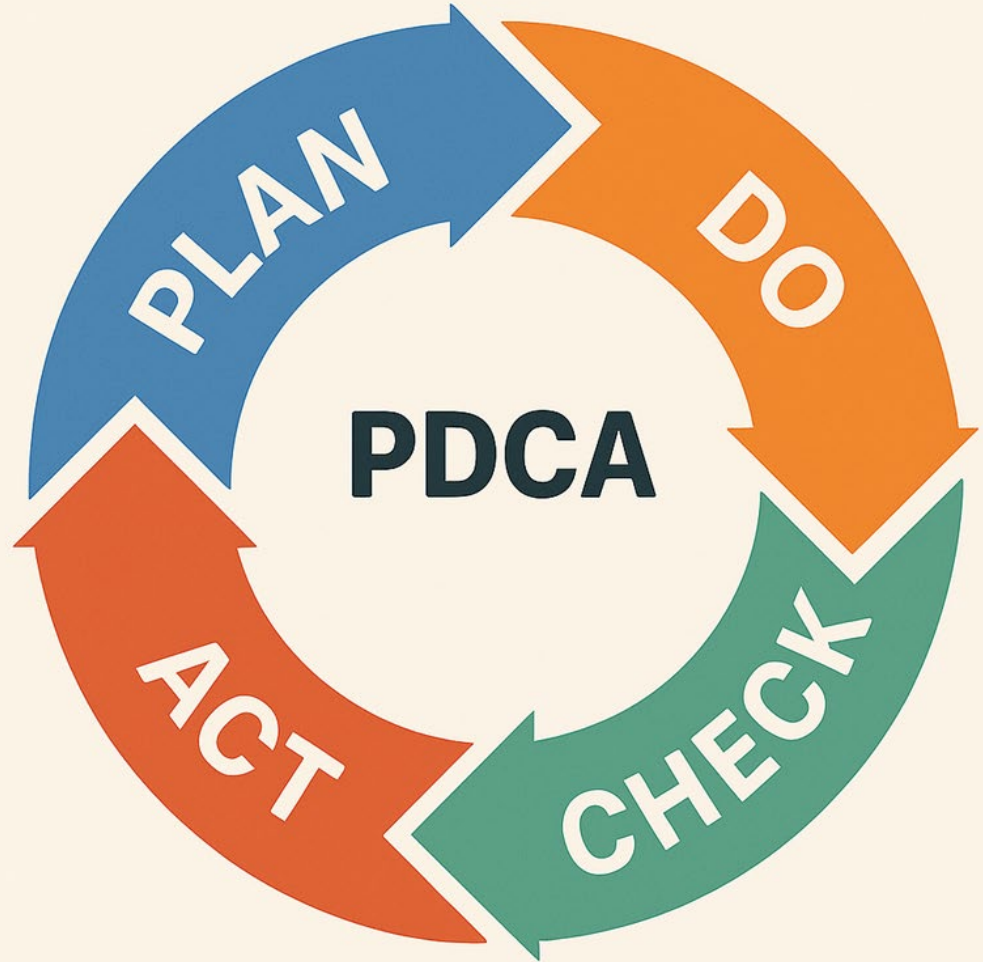
Be prepared to adjust course

Be resilient

- build contingencies
- be prepared to amend your plan if needed!
- reach out to your support network



Develop your
Operating
Rhythm



***“The secret to
getting ahead
is getting started”***

What will be your next step?

Use checklist and online tools to prepare your business.

Map your support network.

Set SMART goals – and measure progress.

Understand risks and contingencies.

Use business.gov.au as a starting point – not the end point!

Develop an operating rhythm – set time aside to review progress and act!

And remember strategic planning is also being clear on what you say NO to.....



Australian Government
Department of Industry,
Science and Resources

AusIndustry

Contact: Terry O’Riordan
Mob 0484 016 039
E terry.oriordan@industry.gov.au

Subscribe to the AusIndustry Outreach
newsletter



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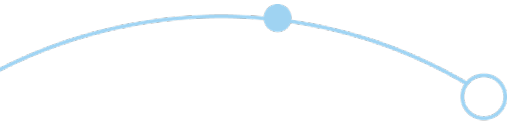
TALKS OVER TOAST



Test Your Knowledge!

Question

What is the total number of local businesses in Ryde?



Test Your Knowledge!

Question

What is the total number of Local Jobs in Ryde?

NSW Small Business Month 2025

TALKS OVER TOAST



Paul Nicolaou

Executive Director

Business Sydney



Making Connections That Count

How to Network?

The Purpose of Networking

- Networking is about opportunity and learning.
- Every person you meet knows something you don't.
- Approach networking with generosity, not self-interest.
- Ask: 'How can I help you?' before 'What can you do for me?'

Three Principles of Great Networking

- Be Authentic – Bring your true self.
- Be Curious – Ask questions and listen.
- Be Consistent – Relationships grow over time.

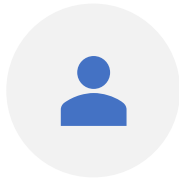
Where and How to Network

- Set clear goals – Know your purpose.
- Make the first move – Start conversations.
- Tell your story briefly – Be memorable.
- Listen more than you speak.
- Follow up quickly and sincerely.

The Power of Giving Before You Get

- Focus on helping others succeed.
- Offer introductions, ideas, and resources.
- Build goodwill – the most valuable currency in networking.
- Give first, and opportunities will follow.

Digital Networking – Online Connections



- KEEP YOUR PROFILE UPDATED.



- SHARE MEANINGFUL INSIGHTS.



- ENGAGE WITH OTHERS' CONTENT.



- REACH OUT GENUINELY, NOT JUST WHEN YOU NEED

Turning Contacts into Connections



STAY IN
TOUCH –
SMALL
GESTURE
S
MATTER.



SHOW
APPRECIATI
ON &
FOLLOW
THROUGH.



INVEST
TIME
AND
SUPPORT
OTHERS.



TRUST &
RESPECT
BUILD
LASTING
RELATIONS
HIPS.

Overcoming the Fear of Networking



Everyone
feels
nervous at
first.

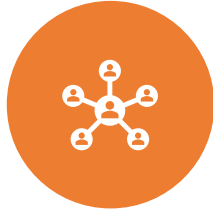


Focus on
being
interested,
not
interesting.



Start with one
smile, one
question, one
conversation.

Networking for a Greater Purpose



- CONNECTIONS STRENGTHEN COMMUNITIES.



- CREATE OPPORTUNITIES FOR INNOVATION AND INCLUSION.



- HELP OTHERS GROW – THAT'S THE TRUE VALUE OF NETWORKING.

Closing Thoughts

Real
connection
starts with

Relationships
need care and

Be Curious –
Everyone has
something to
Network is

not about
quantity – it's
about
connections

Let's Stay Connected



Email: Invest@ryde.nsw.gov.au



Website: www.ryde.nsw.gov.au/InternationalRelations



Phone: 02 9952 8222

Scan Me

