

Monday 1 September 2014

## **SMALL BUSINESS SEPTEMBER IS ON AGAIN**

Ryde's Small Business September is back again offering free workshops to business owners.

So, if you are currently running a business, or considering starting one in the near future, this is an event not to be missed!

According to the Australian Tax Office, City of Ryde is home to over 10,000 registered and active businesses. Importantly, most of these businesses employ less than five people and are owned and operated by residents with Ryde Local Government Area.

"Small business is really the backbone of our local economy" says Lydia Scuglia, President of Ryde Business Forum. "They employ the most people and make a positive contribution to the community and an event like Small Business September is a really helpful initiative to keep our small business community strong."

Research suggests during a slow-down in the economy the number of people starting small businesses actually increases. This is often due to people being forced to create a job for themselves. However, the first start-up phase is the most critical and small business owners require the most support and advice.

Small Business Coordinator at Northern Sydney Institute of TAFE, Karen Wakefield, said: "All the presenters at Small Business September workshops are qualified trainers with first-hand experience in business."

"The workshops have been devised to be practical and to allow for questions and networking between small business owners. It is a fantastic opportunity for anyone who is starting out in business."

Small Business September is a City of Ryde Council initiative delivered in partnership with Northern Sydney Institute of TAFE and the Ryde Business Forum. This year there will be 14 different free events to support new and existing small business owners, which include:

- WHS & Workers Compensation for Small Business
- New Tax Arrangements & How to Apply for a Business Loan
- e-Marketing & How to Prepare a Press Releases
- Facebook & Twitter for Small Business
- Ryde Business Bootcamp - 4 Evening Workshops
- How to Recruit & Terminate Staff for Small Business
- Accounting for Small Business

- How to do Advertising & Market Research on a Budget
- Small Business Websites & Social Media
- Time Management for Small Business
- How to Prepare a Budget and Managing Cash Flow
- Customer Service and Public Relations for Small Business
- Selling Your Products Online & B-Pay Payment Gateways
- Setting up a Home Business

City of Ryde Mayor, Clr Roy Maggio, added: “Ryde’s Small Business September is an initiative providing practical support to small business owners. I’d particularly like to encourage residents who are new in business to attend one of these free workshops and give themselves the best chance of success.”

For more information on Small Business September or to register for a workshop visit [www.cityofrydebusiness.com.au](http://www.cityofrydebusiness.com.au)

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