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LIVERPOOL BUSINESS CONNECT.



JUNE 2017

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MESSAGE FROM MAYOR WENDY WALLER



Mayor Wendy Waller
mayor@liverpool.nsw.gov.au

As work begins on the once-in-a-generation project that is Western Sydney Airport, an array of opportunities open up before the Liverpool business community.

Our CEO Kiersten Fishburn is part of the Forum on Western Sydney Airport, which had its first meeting on 26 May, and is a strong voice for Liverpool in its deliberations. The airport is expected to create 31,000 jobs by 2026.

Greater Sydney Commissioner Lucy Turnbull AO, UOW Chancellor Jillian Broadbent AO and UOW Vice-Chancellor Professor Paul Wellings CBE, joined me to open the new University of Wollongong in April. The partnership between Council and UOW represent another fabulous opportunity – for our city's young people and for the business community who will serve them and, further down the track, benefit from the skills they gain at the institution.

In order to support our business community in this time of opportunity, we have a couple of great programs on offer. The South Western Sydney Business Enterprise Centre Women in Business Mentoring Program is launching in July. This three month program will assist women in developing their business. We are also subsidising two workshops with leading business consultant Robyn Haydon, who will sharpen participants' skills when it comes to writing competitive tenders.

Now is an exciting time to be in Liverpool and Council is here to support the business community in making most of these

opportunities.

LIVERPOOL CHAMBER OF COMMERCE



George Germanos
President

To find out more visit
www.liverpoolchamber.org.au
or call 1300 242 623.

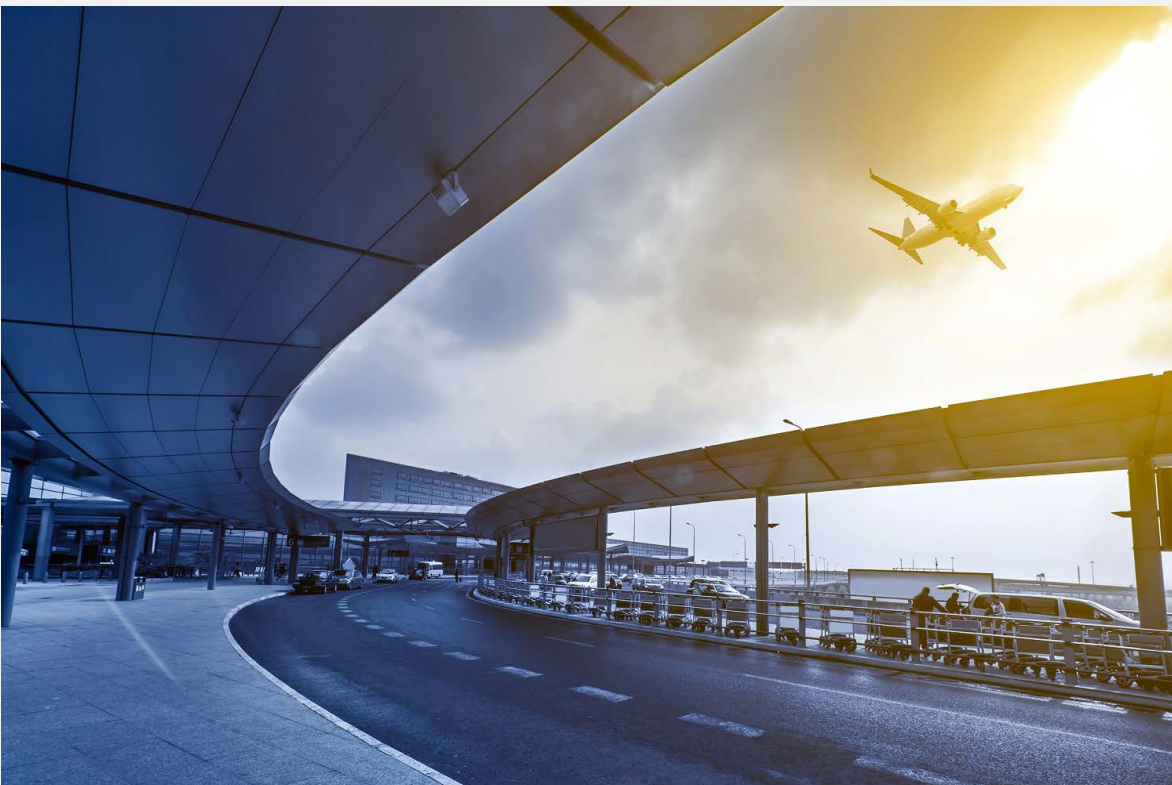
The Liverpool Chamber had our informal drinks at the Warwick on the 11 May. The feedback we received has been positive and we thank all those who attended.

The next Liverpool Chamber keystone event is on 22 June at Mounties, Mount Pritchard. The event will be a cocktail style event with guest speaker Amanda Rose who is a well-know entrepreneur and speaker. The event is \$55 for members and \$85 for non-members. To register to attend please follow this [link](#).

The Liverpool Chamber works on promoting Liverpool as an attractive place to do business and to encourage investment in Liverpool for the benefit of our local businesses and residents. We have been working hard on promoting Liverpool as THE place to do business. Your support and attendance at these events will not only help the Chamber, but will assist your fellow local business owners to grow. If you are interested in becoming a member of the Chamber please email us at info@liverpoolchamber.org.au.

LOCAL UPDATES

WESTERN SYDNEY AEROTROPOLIS



Liverpool can expect job opportunities at Western Sydney Airport to take off long before the first planes start using the runway in 2026. Building the airport is going to cost \$5.3 billion and will directly create 31,000 jobs. But that's just the start of the opportunities.

Construction alone is set to create 11,300 jobs and on day one the airport will need 8700 staff. A further 6600 'off-airport' jobs will be created and another 4400 jobs in a new business park that will be established nearby.

Liverpool City Council was given access to these exciting employment projections at the launch of the Forum on Western Sydney Airport (FOWSA) on Friday 26 May at Western Sydney University.

The chair of FOWSA is the Chancellor of Western Sydney University Professor Peter Shergold and its members include the Minister for Defence, Senator Marise Payne, Liverpool City Council CEO Kiersten Fishburn, 10 community representatives, five representatives nominated by local councils, and members representing other stakeholder groups.

DEPARTMENT OF INFRASTRUCTURE COMMUNITY UPDATE

Western Sydney Airport autumn newsletter out now

The latest information on the Western Sydney Airport is now available, with the release of the autumn 2017 Community Update newsletter.

Construction on the airport is expected to start in late 2018, with the airport to open in 2026.

The update includes information on WSA Co, the new Government company to build the airport. There is also information on the Forum On Western Sydney Airport community consultation group and other work being undertaken to prepare the site for construction.

The Western Sydney Airport Community Update and a video of what the Western Sydney Airport could look like are available at www.westernsydneyairport.gov.au. You can also speak to a member of the project team by phoning 1800 038 160.

UOW LAUNCHES SOUTH WESTERN SYDNEY CAMPUS



Liverpool Mayor Wendy Waller has officially welcomed the University of Wollongong – the first major university to bring a campus to Liverpool as a partner in creating a higher learning hub for South Western Sydney.

Chief Commissioner of the Greater Sydney Commission Lucy Turnbull AO, UOW Chancellor Jillian Broadbent AO and UOW Vice-Chancellor Professor Paul Wellings CBE, joined Mayor Waller to officially open the campus.

“Having a university campus right here in Liverpool will make a huge difference to young people in the area. It gives them a chance to build a solid footing for their future without leaving their local support networks and without the burden of a lengthy commute,” Mayor Waller said.

The University of Wollongong Liverpool opened for the 2017 academic year, with programs including arts, business, IT and health management. Currently at level 1/33 Moore St, Liverpool, the campus will move to a long-term purpose-built campus on Scott St in the Liverpool CBD. Up to 7000 students are expected to attend the campus by 2030.

For more information, visit uow.edu.au/swsydney.

INGHAM INSTITUTE APPLIED MEDICAL RESEARCH

World's most advanced equipment for attacking cancer is ahead of schedule

Human trials of a machine which can target cancer cells without affecting healthy tissues are less than a year away after a 'world first' in the global fight against cancer at the Ingham Institute.

The Ingham Institute's flagship cancer program produced the first-ever HUMAN images taken by a MRI-LINAC machine.

In 2015, more than 131,000 cancer patients presented for treatment in south-western Sydney. More than half of patients needed treatment for tumours, including radiation and surgery.

The Institute's MRI-Linac will offer patients image-guided radiation therapy to pinpoint and target the tumours without affecting healthy tissues; a never been done before approach of we 'see what we treat' and 'treat what we see'.

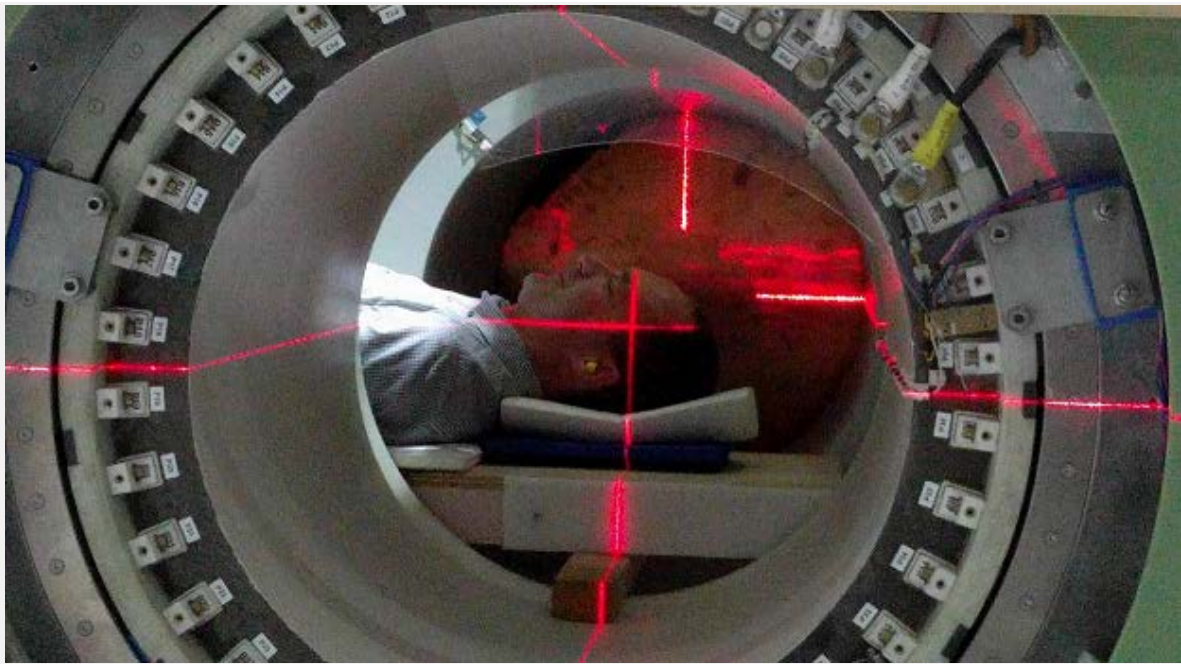
The MRI-Linac is a combination of a Linear Accelerator, X-rays that kill or damage tumours to stop them from growing and an MRI scanner, to view tumours amongst organs and tissues and track their change in location caused by movements such as breathing or swallowing.

The first milestone was to get an image. This was completed in January 2016. A year later, our researchers achieved a quality image using a sphere of water which represents human tissue.

The first HUMAN image was taken in April with the Institute's very own Associate Professor Gary Liney as the test subject. The successful image taken of Associate Professor Liney's brain paves the way for the first patient treatment trial is in reach, less than 12 months away.

There are only four, MRI-Linac machines in the world and one is based here, in Liverpool.

[The Ingham Institute welcomes you to tour our facility and speak with our leading researchers on how we are changing cancer treatment on a global scale.](#)



UPCOMING EVENTS AND WORKSHOPS

STAND OUT ON SOCIAL BOOTCAMP

Date: Thu. 15 June 2017

Time: 9:15am - 5:00pm

Venue:

[Western Sydney Business Centre](#)

Register [here](#).

A one-day immersive workshop to help you fast-track social media set-up and go from good intentions to great results. The number one roadblock to stand out social media is getting started. And then, getting on with it.

What you'll experience in the program:

- Establish your personal brand and how to reflect that through the content you create and posts you share.
- Craft a content plan that will set the routine for what you post each week.
- Draw on expert advice on how to create persuasive video posts, and how to craft content that gets clicks.
- Online support and the opportunity to connect and learn from other businesses just like yours.



Presented by Kirryn Zerna

For over a decade, Kirryn Zerna has worked with small and large businesses to create remarkable brand communications, and now she builds that capability into the organisations that she works with. She combines her deep experience of corporate communications and copy writing with the latest research of social media management to deliver a tailored approach for her clients. Kirryn empowers business owners and leaders to create stand out social through 1-day workshops and an online coaching program.

BRIDGING THE INNOVATION GAP



Department of Industry



LAUNCH PAD
Technology Business Incubator

Date: Fri. 16 June 2017
Time: 7:45am - 3:00pm
Venue: [Werrington Park Corporate Centre](#)
Register [here](#).

Industrial IoT & Industry 4.0

Hear from world leading experts in digital transformation to understand how you can build your manufacturing business for future competitiveness and sustainability through Industrial Internet of Things (IIoT) technology and Industry 4.0.

Gain insights into how connecting your products through IIoT can generate new services and revenue streams. Understand how you can leverage the collection, analysis and integration of different data sources with automation to create a smart factory that can lift productivity, efficiency and quality.



LAUNCH PAD

BRIDGING THE GENDER GAP IN MALE DOMINATED INDUSTRIES



Working with men and women on bridging the gender gap in male dominated industries.



Amanda Rose
Guest Speaker

VENUE MOUNTIES
101 Meadows Road,
Mount Pritchard NSW

DATE 22 JUNE 17
5:30PM - 7:30PM

\$55 Members
\$85 Non-members

PLATINUM SPONSOR



GOLD SPONSORS



Date: Thu. 22 June 2017
Time: 5:30pm - 7:30pm
Venue: [Mounties](#)
Register [here](#).

Working with men and women on bridging the gender gap in male dominated industries

Amanda Rose is Australia's only Strategic Connector. Publisher of Business Woman Media and Co-Founder of Western Sydney Women.

As one of the most influential people on LinkedIn, Amanda Rose (#BossLady) is quoted as an "internet winning blogger" by TIME.com and contributes regularly to HuffingtonPost, Sydney Morning Herald, SkyBusiness and



SmartCompany.com.au on how to master a successful brand, career and business.

A passionate keynote speaker, Amanda Rose works with The Australian Defence Force, CPA Australia, Law Institute, UTS, ANZ, Western Sydney University and the Royal Australian Navy.

WRITING WINNING TENDER BIDS



Date: Tue. 27 June 2017

Time:

8:45am - 12:30pm

1:15pm - 5:00pm

Venue:

Blue Gum Room - Level 5

[Liverpool City Council](#)

Register [here](#).

**LIVERPOOL
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Increase your win rates and learn how to get higher evaluation scores

Differentiate your proposals to win work at better margins

Get valuable tools that refresh your submissions process and save you time and work

Boost your productivity by investing your time where it will help you win

Learn from an experienced mentor to accelerate your success

In this half-day workshop, you will learn how to write compelling proposals that win business. The workshop will cover how to:

1. Craft key messages that represent what the customer most wants, what you can best deliver, and what positions you most favourably against competitors
2. Understand the "question behind the question" and tell buyers what they really want to know
3. Write Executive Summaries
4. Sell the value in your fees
5. Substantiate your claims with persuasive evidence
6. Approach customers for high-value testimonials and case studies

7. Structure your writing for clarity, readability and impact, and
8. Target your effort and energy where it will help you to win

Participants will receive a workbook, plus a copy of Robyn's book *The Shredder Test: a step-by-step guide to writing winning proposals* in either iBooks or Kindle format.

AUSTRALIAN TAXATION OFFICE FREE WORKSHOPS

TAX ESSENTIALS FOR SMALL BUSINESS

Date: Tue. 27 June 2017

Time: 10:30am - 1:00pm

Venue: [Liverpool Library](#)

Register [here](#).

Are you thinking of starting a business or new to business?

Register now for this free event run by ATO staff.

Come along and learn about:

- business structures - which is best for you
- registering your business
- record keeping - understanding how to keep track of your business
- reporting online to save time
- business life cycles - why they're important
- help and more information - where to go when you need it
- networking with other new business owners in your area

We will show you how to use our online tools and resources to make things easier.

RECORD KEEPING FOR SMALL BUSINESS

Date: Tue. 27 June 2017

Time: 2:00pm - 5:00pm

Venue: [Liverpool Library](#)

Register [here](#).

Are you new to business or thinking of starting a business?

It's important to get your record keeping right.

Come along to a presentation by ATO staff where you will learn about:

- keeping good records
- record keeping tips and traps
- how money flows through a business
- work through case studies and examples
- completing records, statements and other forms
- stock takes and associated records

WOMEN IN BUSINESS MENTORING PROGRAM



Date: from Wed. 19 July 2017
Time: 5:30pm - 7:30pm
Venue:
[Liverpool City Library](#)
Register [here](#).

Liverpool City Council has partnered with the South West Sydney Business Enterprise Centre to deliver a three month mentoring program that will assist women in developing their business. The program is for people that have been in business for at least 12 months and includes regular face to face meetings and mentoring sessions.



The program includes:

- 4 x Business Presentations
- 2 x Networking Opportunities
- 6 x One-on-one Mentoring Sessions
- Online forum for participant and mentor discussions

Participant Outcomes:

- Produce a workable business plan for a sustainable business covering the above points
- Track business employment and sales growth over a 12 month period

Registration Closes: 11 July 2017

For more information email business@liverpool.nsw.gov.au.

AN EVENING WITH ALAN JONES A.O.

BUSINESS EVENT OF THE YEAR 2017

An Evening with Alan Jones A.O.

THE CUBE
26th July 2017
 6.00pm for 6.30pm start

SPEAKER Alan Jones
From Oxford & Queensland University (Barrister in Town), to Prime Minister's Senior Adviser, to Australian Ambassador (South), to Australia's Top Radio talk and current affairs personality as well as TV commentator. Also from Alan Jones about his life's journey, the wonderful experiences he has had throughout his career and his many Covered Awards along the way.

Major Prize Trip for 2 to Rome
 PLUS!! 4 other exciting prizes to be won!!

MC Larry Emdur

Tickets on Sale @ www.beoty.com.au
Tickets \$900 for table of 10 or \$95 each.

Sponsorship opportunities still available contact sponsorship@beoty.com.au

Date: Wed. 26 July 2017
Time: 6:00pm - 10:00pm
Venue: [The Cube](#)
Register [here](#).

Business Event of the Year 2017

Come join the Liverpool Chamber of Commerce & Industry for an evening with Alan Jones as the Guest Speaker at the Cube on the 26th July 2017.



Four great prizes to be won on the night including a Trip for 2 to Rome.

Larry Emdur will be MC on the night, book your tickets now for a Great NIGHT!

INVEST LIVERPOOL 2017 - LIVERPOOL GOES GLOBAL



Date: Thu. 3 August 2017

Time: 11:30am - 3:30pm

Venue: [CPAC](#)

[Register your interest](#)

SAVE THE DATE

Liverpool City Council is hosting its annual *Invest Liverpool* event on Thursday 3 August 2017 at the Casula Powerhouse Arts Centre.

Liverpool Goes Global will bring together business leaders, developers and key regional stakeholders to promote Liverpool as a mature market open for business on the world stage.

Join us for a panel discussion with global education, manufacturing, finance, logistics, property and infrastructure experts.

Followed by a developer forum discussing planning and development issues and opportunities in the Liverpool LGA.

OTHER NEWS

TENDER FOR BUSINESS CONNECT SPECIALISTS

The NSW Department of Industry is seeking contractors to deliver two specialist business advisory services - **Access to Finance and/or Procurement support** to small businesses across NSW.

These services will be delivered as part of the NSW Department of Industry's [Business Connect](#) program.

This opportunity is open to commercial and not-for-profit organisations based in NSW.

If you are interested in delivering these services as part of the Business Connect program, please view the full details of the [Request for Tender](#) (Reference DI-SBC-17-113).

To submit a response, your organisation will need to register on the NSW Government's [e-tendering website](#).

The tender closes at 2pm Thursday 8 June 2017.

THE CHANGING FACE OF LIVERPOOL



The Economic Development team were proud winners of the **Excellence in Local Economic Contribution at the Local Government Excellence Awards.**

The 'Changing Face of Liverpool' is a cutting edge approach to city centre renewal.

The approach involves multiple layers of action through physical change to the city environment, activation of public spaces in new and exciting ways and leading the conversation on a positive image of Liverpool for business, residents and across Sydney and beyond.

The 'Changing Face of Liverpool' is proud to say that the project has achieved outstanding results. In 2016 Liverpool attracted more than 6000 new business registrations for the year, two new university campuses opening in 2017/18 and is positioned as one of the top three places for commerce in Australia.

Council was a finalist in three other categories:

- *Excellence in Innovative Leadership and Management* - Nada Mardini, Manager Community Standards
- *Special Project Initiative* - Creating a Heart for Liverpool (Macquarie Mall)
- *Special Project Initiative* - Liverpool Animal Shelter

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LET US KNOW WHAT YOU THINK

[Liverpool Business Connect E-Newsletter Survey](#)

OTHER USEFUL LINKS

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[jobactive Youth Jobs PaTH](#)

[Business Connect](#)

[Western Sydney Airport](#)

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