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SMALL BUSINESS SUPPORT

Start | Grow | Prosper

BUSINESS FORUM
Thursday 21 March 2019
Welcome

Mr Garry Hunt
CHIEF EXECUTIVE OFFICER
City of Joondalup
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### City of Joondalup Employment & Occupation by Sector, 2016

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Private Sector Employment</th>
<th>% Private Sector</th>
<th>Total Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managers</td>
<td>3,626</td>
<td>87.2%</td>
<td>4,156</td>
</tr>
<tr>
<td>Professionals</td>
<td>7,335</td>
<td>68.1%</td>
<td>10,772</td>
</tr>
<tr>
<td>Technicians and Trades Workers</td>
<td>4,562</td>
<td>92.2%</td>
<td>4,950</td>
</tr>
<tr>
<td>Community and Personal Service Workers</td>
<td>5,897</td>
<td>79.5%</td>
<td>7,414</td>
</tr>
<tr>
<td>Clerical and Administrative Workers</td>
<td>4,685</td>
<td>80.2%</td>
<td>5,845</td>
</tr>
<tr>
<td>Sales Workers</td>
<td>7,239</td>
<td>99.0%</td>
<td>7,312</td>
</tr>
<tr>
<td>Machinery Operators</td>
<td>990</td>
<td>93.5%</td>
<td>1,059</td>
</tr>
<tr>
<td>Labourers</td>
<td>3,529</td>
<td>91.7%</td>
<td>3,849</td>
</tr>
<tr>
<td>Inadequately described/Not stated</td>
<td>353</td>
<td>54.4%</td>
<td>649</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>38,210</strong></td>
<td><strong>83.0%</strong></td>
<td><strong>46,015</strong></td>
</tr>
</tbody>
</table>

*Source: ABS Census 2016, Working Population Profile*

- Private sector jobs in 2011 - 32,235
- Private sector adds around 1,200 jobs per annum
- Public sector adds around 300 jobs per annum
City of Joondalup Innovation Fund
New Categories Launched

Three grant categories:
• ‘Explore’ for Digital StartUps at initial idea stage – up to $5,000
• ‘Expand’ for Digital StartUps in pre-revenue prototype or at minimum viable product/service stage – up to $10,000
• ‘Enterprise’ for Digital Business Innovation in post-revenue stage businesses – up to $20,000.

Recent Grant Recipients

Elio Adragna, CEO and Founder of M3B Labs
Jugglr App

Garry Hunt, CEO, City of Joondalup and Russell Scott, Co-founder, Cognetic Technologies

Find out more at joondalup.wa.gov.au (Business section)
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Thursday 21 March 2019
Mayor
Hon. Albert Jacob JP

City of Joondalup
Department of Water and Environmental Regulation relocated to Joondalup
Key Joondalup City Centre Developments

Arthouse Apartment Complex

Quest Apartment Hotel
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Thursday 21 March 2019
Training needs of businesses

- Internet marketing (34%) and Sales & Marketing (33%) were the most frequently mentioned training needs for business over the next two years. One in five businesses (20%) indicated they have no training needs.
Online Marketing of businesses

- The most frequently mentioned online marketing tools used by businesses located in the City of Joondalup are having a website (63%) and a Facebook account (48%) for their business. Around a fifth (21%) of business have no online presence.

- Chart showing the percentage of businesses using various online marketing tools: Website (63%), Facebook (48%), LinkedIn (31%), Email marketing / direct email promotions (28%), Search Engine Optimisation (SEO) (19%), Online advertising (i.e. Google AdWords) (18%), Instagram (17%), Google My Business (formerly Google Places) (14%), Twitter (11%), Online directories and sales listings (Yellow Pages, HiPages, Gumtree) (2%), Other (1%), None (21%).
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Small Business Friendly
An initiative of the Small Business Development Corporation
Business and Economy

Articles
- Business approval requirements
- Business publications and news overview
- City business support contacts
- Local business advice and support
- Local business training, workshops and events
- Start and grow your business
City of Joondalup Website – Business Events

- **The Small Business Toolkit | March - April 2019**
  - 25 March 2019
  - Venue: Edith Cowan University - Building 8 Room 204
  - Categories: Business Support, Homepage Business

- **Small Business Safety Requirements for Supplier Qualification**
  - 29 March 2019
  - Venue: ECU Business Centre (ECUBIC)
  - Categories: Business Support, Homepage Business

- **Eat That Frog! Boosting Productivity and Performance - Business workshop**
  - 10 April 2019
  - Venue: ECU Business Centre (ECUBIC)
  - Categories: Business Support, Homepage Business

- **How To Sell Online - a workshop for small business**
  - 16 April 2019
  - Venue: Joondalup Business Association
  - Categories: Business Support, Homepage Business
Recent Business Development Workshops
Join the conversation:

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Mr Garry Hunt

CHIEF EXECUTIVE OFFICER
City of Joondalup
Keynote Speaker

Mr David Eaton

SMALL BUSINESS COMMISSIONER FOR WESTERN AUSTRALIA
AND CHIEF EXECUTIVE OFFICER
Small Business Development Corporation
Closing Address

Mr Garry Hunt

CHIEF EXECUTIVE OFFICER
City of Joondalup
Economic Development Team

- The City’s Economic Development team - here to support local business development
- Contact the team at business@joondalup.wa.gov.au
- Call 9400 4000 to be put through to the team
- Subscribe to Joondalup Business Online e-newsletter
- Connect with team members at today’s Forum:

Claire Creamer
A/Economic Development Advisor

Michael Faulkner
International Economic Development Advisor

Lou Hendricks
Economic Development And Communications Officer

Julie Macey
Economic Development Officer
Please enjoy the remaining 30 minutes to network.

Keep connected to the City of Joondalup through:

Facebook: [facebook.com/cityofjoondalup](http://facebook.com/cityofjoondalup)

Twitter: [twitter.com/City_Joondalup](http://twitter.com/City_Joondalup)

LinkedIn: [linkedin.com/company/city-of-joondalup](http://linkedin.com/company/city-of-joondalup)


YouTube: [youtube.com/cityofjoondalup](http://youtube.com/cityofjoondalup)