SOUTH AUSTRALIA MIGRANT SMALL BUSINESS EXPO

OFFICIAL 2017 PROGRAM

HOSTED BY:

CITY OF ADELAIDE

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It is my pleasure to welcome you back to the South Australia Migrant Small Business Expo for 2017, at our new venue in the heart of the City of Adelaide. For the third year, Community Corporate is delighted to lead this much needed South Australian event to support the growth and development of our hard working and motivated migrant community with their small business endeavours. A strong migrant business community is pivotal to the state’s ability to thrive and flourish and is a cornerstone of our economic future to create real jobs for real people. The expo aims to connect, inform and grow the capabilities of current and aspiring migrants in South Australia.

Employment and trade generated by migrant small businesses is critical for the development and longevity of the Australian business community. Of the approximately 1.1 million small business operators in Australia, 28 per cent were born overseas, including one third of company founders featured on the BRW Fast Starters list. In September 2015, the Australian Bureau of Statistics (ABS) released for the first time, detailed information on the sources of migrant personal incomes in Australia. An interesting key finding was that humanitarian migrants tended to work several jobs in their first few years in Australia in order to finance their own business. Humanitarian migrants display greater entrepreneurial qualities when compared with other migrant groups, with a higher than average proportion engaging in small and medium business enterprises.

Since the initiative began in 2015, in the last two year’s events we have supported over 620 new and existing business owners from migrant backgrounds access key information, support and inspiration to take their business forward. Each year has seen growth in delegate numbers and ongoing interest to continue to deliver this self-funded event reliant on sponsorship and in kind support.

Our ongoing research found that the most significant barrier migrant’s face is accessing meaningful information for starting up or running a small business. Second to this, existing small business owners from last year’s event reported that marketing, digital literacy and income generation advice were the key areas they wanted to access advice and support. Whilst young migrants and refugees under the age of 30 years identified financial capital and lack of access to mentors as the primary issues preventing them from taking their ideas to market. 2017’s program has aimed to reflect this, with the masterclass focusing on ‘Boost your business online’, a key expert panel and speakers from a wide range of industries to share their success stories and journey in business. We are also pleased to run the second Multicultural Women’s Business Networking Breakfast, co-hosted with the Asia Pacific Business Council for Women Inc.

The success of such an event is only been made possible with the strong commitment and support of our new hosts City of Adelaide Council and sponsors Multicultural Youth SA Inc, Australian Migrant Resource Centre, Settlement Services International, Asia Pacific Business Council for Women, WebEdge Marketing, the Department for State Development, Access Community Services, Office of the Small Business Commissioner, Spotless, Scene Change as well as the ongoing involvement of other local, state and federal government departments, the private sector, and multicultural community leaders and organisations across the state.

I also wish to sincerely thank and acknowledge my team at Community Corporate in particular Bridget Pecker, Vivian Rivera and Sava Said who have been instrumental to the success of this year’s SA Migrant Small Business Expo.

On behalf of all the partners and sponsors, we look forward to welcoming you to the 2017 SA Migrant Small Business Expo and hope you find this year’s event a genuine platform to connect with the right people, the right information and the right opportunities to take your next step in your small business dream.

Thank you
<table>
<thead>
<tr>
<th>TIME</th>
<th>DETAILS</th>
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<tbody>
<tr>
<td>10:00 am</td>
<td><strong>Expo Doors Open to the Public</strong></td>
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<tr>
<td>10:10 am</td>
<td><strong>Official Welcome</strong></td>
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<td><em>Lord Mayor of Adelaide, his worship Martin Haese</em></td>
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<tr>
<td>10:20 am</td>
<td><strong>Dignitary Speeches</strong></td>
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<td><em>Nicolle Flint, Federal Member for Boothby</em></td>
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<td><em>Representing The Hon Michael McCormack MP, Federal Minister for Small Business</em></td>
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<td><em>Hon Martin Hamilton Smith, State Minister for Small Business</em></td>
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<tr>
<td>10:30 am</td>
<td><strong>Key Note Speakers</strong></td>
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<td></td>
<td><em>Harry Bradford, Managing Director, H.C. Bradford and Associates Pty Ltd</em></td>
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<td></td>
<td>Former RAAF test pilot, has led large and complex Defence and Civil organisations and programs in Australia, the UK, Continental Europe, the USA and Asia. Harry provides strategic commercial and program management advice to the Future Submarine Program via the International Centre for Complex Program Management (ICCPM), a not-for-profit Company he chairs.</td>
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<td></td>
<td><em>Daniel Milky, Director, Argo &amp; Co</em></td>
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<td></td>
<td>The man behind the successful Argo empire including the Argo Cafés on the Parade, Victoria Square, Wellington Square and Juice Bureau. Daniel is a trailblazer and trendsetter in the Adelaide café/food scene.</td>
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<tr>
<td>11:15 am</td>
<td><strong>Panel of Migrant Entrepreneurs</strong></td>
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<td><em>Eman Serhan, Co-Founder, Owner and COO of Emali Childcare Centres</em></td>
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<td><em>Priyanka Nigam, Co-Founder, Augment Space Pty Ltd</em></td>
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<td><em>Goitom Tekle, Founder, African Style Haircut</em></td>
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<td>Facilitator: Robert Taylor, Director of Business Development, Urban Movement</td>
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<td>11:45 am</td>
<td><strong>Morning Tea Break</strong></td>
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<td>12:00-1:00pm</td>
<td><strong>Workshop: Panel of Experts</strong></td>
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<td><em>Randall Ewens, Principal WebEdge Marketing &amp; Corporate Logic</em></td>
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<td><em>Paulette Kolarz, Managing Director, Bespoke HR</em></td>
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<td><em>Alexandra Godfrey, Team Leader, Revenue SA</em></td>
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<td><em>Brian Jackway, Business Advisor, Enterprise Adelaide</em></td>
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<td>Facilitator: Angela Powell, Programs and Services Manager, Multicultural Youth SA</td>
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<tr>
<td>1:00 pm</td>
<td><strong>Lunch Buffet</strong></td>
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<td><strong>Cultural Performance: “We are One”</strong></td>
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<td>Syrian drumming and singing performance by father and son team Ahmad Alsadiq and Mohammad Alsadiq.</td>
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<td>1:20-1:30pm</td>
<td><strong>Address from the SA Small Business Commissioner</strong></td>
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<td>John Chapman, Small Business Commissioner</td>
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<td>1:30-2:00pm</td>
<td><strong>Social Enterprise Showcase</strong></td>
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<td><em>Eugenia Tsoulis, CEO, Australian Migrant Resource Centre</em></td>
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<td><em>Tamara Stewart Jones, CEO Multicultural Youth South Australia and Creative Director of Miss MYSA Events</em></td>
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<td>2:00-2:30pm</td>
<td><strong>Ignite Small Business Start Up Program</strong></td>
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<td>Dina Petrakis, Program Manager, Ignite and IgniteAbility Small Business Start Ups, Settlement Services International</td>
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<tr>
<td>3:00-3:50pm</td>
<td><strong>Master Class: How to Boost Your Business Online</strong></td>
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<td>Bill Marles, General Manager, Katron Creative</td>
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<td>3:50pm</td>
<td><strong>Official Close and Thanks</strong></td>
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<td>4:00pm</td>
<td><strong>End Expo</strong></td>
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**Master of Ceremonies:**
Ms Carmen Garcia, Managing Director, Community Corporate
Message from the Lord Mayor

On behalf of my fellow elected members, it is my pleasure to warmly welcome delegates of the third South Australia Migrant Small Business Expo to the City of Adelaide.

I am very honoured to be able to officially welcome you to this event as I fundamentally believe in the impact small business will bring to building a stronger and more prosperous state for all of us to enjoy. Council is excited and proud to host this event in our beautiful City for the first time.

The City of Adelaide is a vibrant and friendly place to live, build a business and work. It is a community that values the diversity of people, ideas, perspectives and experiences.

With 1.2 million people and a pleasant Mediterranean climate, Adelaide has consistently ranked as one of the world’s top ten most liveable cities over the last decade. Within the city centre there are wonderfully diverse communities, offering fantastic opportunities for new and existing businesses of all shapes and sizes.

Our investment in supporting small businesses continues to be a priority and we have a dedicated team at City of Adelaide’s Enterprise Adelaide. Running a business requires broad skills and we have experienced Business Advisors who can help with free one-on-one advice and support. This service provides information and advice to small business owners within the City of Adelaide area. We can also introduce you to professional advisors, and can connect you to business events, training and networking opportunities.

Finally, I commend the event organisers, Community Corporate and the major sponsors Multicultural Youth SA Inc, Australian Migrant Resource Centre, Access Community Services, Settlement Services International and all the partners for creating such an important platform for us to engage, inform and empower our migrant community to start, grow or manage their own business in our state.

I wish you all a successful Expo and hope that if you chose to start a new business you consider our fine city as the place to be!
Daniel Milky

**Director, Argo & Co**

Born in Adelaide, Daniel is the 4th of 8 children who grew up working together with their parents after school in their various snack bars.

The work ethic instilled in him by his parents carried him through school and to university, where he studied health sciences and completed a double masters in accounting and finance. After a time in the corporate world with Price Waterhouse Coopers, the opportunity came up to apply the lessons he’d learnt in the family business and the skills he’d acquired at university to the old Argo continental deli on the Parade in Norwood.

Since they first opened the doors in 2010, Daniel and his sister Melinda have turned the Norwood Argo arguably into Adelaide’s best café, creating a brand that stands for quality, innovation and consistent delivery.

In 2012 the Argo city store opened and is run by eldest sister Dianne. Spinning off of Argo’s success, in 2014 Daniel opened the first Juice Bureau, a fresh juice bar, and a local coffee roastery, Monastery Coffee. 2017 has seen Daniel branch into barber stores and collaborate on a co-working site in the CBD to be launched later this year.

Harry Bradford

**Managing Director, H.C. Bradford and Associates Pty Ltd**

Harry was born in Melbourne and educated in Communications Engineering at Royal Melbourne Institute of Technology. He joined the Royal Australian Air Force in 1967, serving for 20 years as a pilot, flight instructor, test pilot and staff officer. This included a combat tour in Vietnam, Empire Test Pilot’s Course in the UK, and tours of duty in experimental test flying culminating in the award of the Air Force Cross for exceptional service to the RAAF. He retired from the RAAF in 1987 to start his own business in flight test and engineering development. After selling this business he joined Hawker de Havilland as General Manager Australian Aviation College before being recruited by British Aerospace in the UK in 1997 as Managing Director leading the global training portfolio including significant businesses in the US, UK, Continental Europe, Asia and Australia.

Harry returned to Australia in 2001 as Managing Director of the Company’s Solutions and Support business and in 2004 moved to Newcastle to establish the BAE Systems Aerospace business before returning to a corporate role as Chief Operating Officer in 2007. In this role Harry governed the Company’s major programs and held responsibility for Program Management, Information Technology and Business Improvement. In 2010, Harry was appointed to lead the Maritime Business Unit. Harry retired from BAE Systems in March 2012. He has led large and complex Defence and Civil organizations and programs in Australia, the UK, Continental Europe, the USA and Asia. In recent years Harry has conducted in-depth reviews and commercial negotiations of major Commonwealth programs for the Department of Defence and Department of Infrastructure and Transport. Most recently Harry has provided strategic commercial and program management advice to the Future Submarine Program via the International Centre for Complex Program Management (ICCPM), a not-for-profit Company he chairs.
Eman Serhan
Co-Founder, Owner and COO of Emali Childcare Centres

With a Lebanese and Syrian background, Eman is the Chief Operations Officer and co-founder of Emali Early Learning Centres. Challenging the norms of childcare, Eman’s pathway to business success was not linear, challenging the norms and with a strong belief in the importance of developing healthy, happy children, Eman and her brother set out to open an innovative early learning centre where children are respected and acknowledged as individual learners and their uniqueness is valued regardless of their age, gender, race, religion or cultural background. Business has since boomed and you will now find 8 Emali Early Learning Centres across the state. Email have become synonymous with providing high quality early learning for all children aged between 6 weeks and 5 years of age. Their mission is “All great people were once children”. Eman is an inspiring young business women who has enjoyed significant success in the child care sector with Emali Early Learning Centres and is an active advocate for women and girls through the vast range of international and local community projects she is championing.

Priyanka Nigam
Co-Founder, Augment Space Pty Ltd

“Driven to deliver simple solutions...”

Priyanka moved to Australia in 2015 with her husband Akash from New Delhi, India. Priyanka studied chemistry and business and describes herself as “2 parts entrepreneur, 1 part business analyst, 2 parts geek, 2 parts student for life and 3 parts human.”

Priyanka is driven by passion, innovation and immerses herself in emerging technologies such as augmented reality, virtual reality and mixed reality and how they can be applied for better engagement, enhancement and return on investment in all sectors. She believes that “Technology is a tool, it’s about how we use it to make it worthwhile.”

Priyanka and her husband founded company Augment Space in 2016. Augment Space allows users to create virtual walkthroughs using panorama photos allowing anyone, anywhere to create and share 360 degree virtual tours. Before starting Augment Space, Priyanka also worked with global organisations like Accenture & Sapient.

Goitom Tekle
Founder, African Style Haircut

Originally from Eritrea in the Horn of Africa, Goitom Tekle came to Australia in 1998. In Australia, Goitom completed his undergraduate studies in accounting at Flinders University. Goitom has always aspired to grow a small business from its roots into a successful booming business. After identifying a gap in the market for African haircuts, Goitom decided to open a barber offering stylish African haircuts. His barbershop, African Style Haircut is an African oasis that is buzzing with young people from various cultural backgrounds, Goitom explains “I feel like it doesn't belong to me it belongs to the community that's how I feel about it.”
Randall Ewens
Principal WebEdge Marketing & Corporate Logic

Randall Ewens is an Adelaide business operator with decades of experience in management, organizational design, digital communications, commercial law and policy related fields. His experience spans across both private and government sectors, giving him a comprehensive knowledge of all sides of the business environment. Randall currently serves as the head of WebEdge Marketing; a fully integrated marketing agency that specializes in the digital space.

Paulette Kolarz
Managing Director, Bespoke HR

Paulette Kolarz is recognised as one of Australia’s leading authorities in Human Resource Management and is extremely passionate about partnering great HR platforms and strategies with effective and ongoing Leadership and Management Development. Paulette believes that “you can't have good HR without great leaders” and that these things both go hand and hand.

Having been awarded the Telstra Business Women of the Year, The PricewaterhouseCoopers Young Business Women of the Year and the Hudson Private and Corporate Business Women of the Year in South Australia, she has spoken to thousands of people on the topics of effective leadership, maximising individual and team potential, effective human resource strategies and HR trends to name a few.

Prior to launching BespokeHR, Paulette was appointed a General Manager at Harris Scarfe where she was one of the executives responsible for the resurrection and rebranding of its business.

Today, Paulette leads the BespokeHR team in the areas of HR Consulting, Recruitment and Training and Development, with a mission of empowering businesses to build workplaces focused on happy and productive places to work and high performing teams that are enjoyable to manage.

Alexandra Godfrey
Team Leader, Revenue SA

Alexandra has been working for Revenue SA for over 5 years, first with Property Services and then the Payroll Tax Team. More recently she has been leading a team of Taxation Officers that provide advice and process Job Accelerator Grant applications. The Job Accelerator Grant assists eligible businesses in employing additional full-time, part-time and casual employees in South Australia, with up to $10 000 available for every new job created, and an additional $5000 may be available for eligible apprentices and trainees. The grant aims to create jobs now and build a strong workforce for the future.

Brian Jackway
Business Advisor, Enterprise Adelaide

Enterprise Adelaide’s own Business Adviser, Brian Jackway is an expert in marketing, online strategy, business growth and business planning and is passionate about helping city businesses. Brian is a well-regarded mentor to many small business owners in Adelaide and has helped, coached and advised over 500 businesses over the past decade. In his role with Enterprise Adelaide Brian helps small businesses start or grow their business in the City of Adelaide.
John Chapman
Small Business Commissioner

John Chapman was appointed as Small Business Commissioner on 24th September 2014. He brings to the role extensive experience in public, private and not-for-profit sectors.

Most recently he was Chief of Staff to the SA Minister for Investment and Trade, Minister for Defence Industries and Minister for Veterans’ Affairs Hon. Martin Hamilton-Smith.

Prior to that, John was the Chief Executive Officer of the Motor Trade Association of South Australia for eight years where he played the lead role in assisting members in the areas of advocacy at state and federal levels, industrial relations, industry information, and environmental education. He was responsible for the MTA’s Registered Training Organisation and Group Training Scheme which employed more than 550 apprentices and trainees.

He has held a number of board positions including
• President of Group Training Australia (SA)
• Founding Director of Auto Skills Australia - the automotive industry’s national training body
• Councillor on the National Motor Vehicle Theft Reduction Council

Prior to joining the MTA, he was the General Manager - International Business at Business SA and held a number of executive positions with Insurance Australia Group.

Earlier career history has included senior experience with the South Australian Government including Executive Director in the Department of Premier and Cabinet with responsibilities for all economic related cabinet items, policies and policy implementation including major projects.

John has also worked as a Chief of Staff to former Premier Hon. John Olsen as well as Deputy Premier and Treasurer Hon. Stephen Baker.

As a journalist, John worked with the Australian Broadcasting Corporation specialising in finance, political and industrial reporting for both radio and TV.

He completed a Masters of Business Administration at the Adelaide University Graduate School of Business in 2004, and is a fellow and graduate of the Australian Institute of Company Directors.

Bill Marles
General Manager, Katron Creative

Over his 31 years as the general manager at Katron Creative, Bill Marles has become a design, marketing and web specialist. Bill and his team at Katron Creative have helped businesses small to large with their marketing needs, from logo design, to stationery, signage; websites; leaflets; radio commercials and so much more. Bill has worked extensively with private and public sector clients, plus numerous not-for-profit and charitable organisations Australia wide.

Join him for our special Masterclass ‘Boost your Business Online’ from 3-4pm at the SA Migrant Small Business Expo 2017.

This Masterclass is aimed at new and developing business owners to gain insights, advice and tips on how to get started and build a customer base through cost effective online platforms. It will help you better understand the risks and myths of online trading and provide practical strategies to build your business and benefit from our digital economy.
Settlement Services International
Ignite Small Business Start Up Program

We are very pleased to have a special workshop to showcase the national award winning Ignite Small Business Start-up program led by Settlement Services International (SSI).

Using Ignite Enterprise Facilitators with specialisation in aligned industries to the start-up small businesses and team of business development experts, Ignite has supported over 75 migrant and refugee entrepreneurs start their business dream.

This workshop will provide an overview of the model and provide valuable advice and tips on how to get started, framed in a culturally specific business development model.

We hope to roll out Ignite in SA in 2018, so this is an opportunity to get in early and find out how NSW is leading the way in small business start-ups for migrant communities.

Australian Migrant Resource Centre
MRC Works

The Australian Migrant Resource Centre will be presenting a workshop on their MRC Works Employment Hub.

Through a Multicultural Employment Hub, MRC Works assists on-arrival humanitarian clients to understand the requirements of the Australian workforce and to prepare for finding employment. Working alongside an employment and training adviser, the clients are able to plan individualised long- and short-term employment goals, including having their overseas qualifications recognised and registered. The hub also organises workplace visits and links to work experience for clients who have completed their AMEP hours.

This workshop will provide an overview of the information and services available from the Australian Migrant Resource Centre for migrant small business owners to help them kick start their business ownership dreams.

Multicultural Youth SA
Miss Mysa Events

This workshop will delve into Miss Mysa Events (MME), a social enterprise of Multicultural Youth SA (MYSA) a leading community-based, not-for-profit organisation that provides a diverse range of services and programs to support multicultural young people and young families living in South Australia.

MME employs refugee young people and provides them with transferable social, interpersonal, practical and job-ready skills through MYSA's “Skilled Up Program”.

Participating in employment is a foundation of social inclusion, and is particularly important to the settlement experience for refugees. MME provides training, work experience, interpersonal skills, and references for young people to secure long-term, stable employment. Further, MME breaks down barriers between refugee young people and the broader South Australian community, providing opportunities to grow, share and connect with people from all walks of life.

This workshop will discuss what it takes to launch a successful organisation or social enterprise and will provide tips for aspiring entrepreneurs.

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Ignite Small Business Start Up Program

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Small businesses need a competitive and fair operating environment to grow and prosper.

- We help small business solve disputes with other businesses, local and State Government.
- We work to resolve disputes covering retail and commercial leases as well as franchising.
- We seek to keep the business community up-to-date on key issues.
- We provide advice to the State Government on small business matters.

To find out how the Small Business Commissioner can help:
1800 072 732 (toll free)
www.sbdc.sa.gov.au
Level 14, 19 Grenfell Street, Adelaide

www.amrc.org.au
SPECIAL THANKS TO OUR EXHIBITORS AND SUPPORTERS

Access Community Services Limited
Asia Pacific Business Council for Women Inc.
Auctus Business Training and Consulting
Australia India Business Council
Australian Migrant Resource Centre
Australian Securities and Investments Commission
Australian Taxation Office
Belle Property
Bespoke HR
BRACE Education Training & Employment
City of Adelaide
Department of State Development
Emali Childcare Centres
Enterprise Adelaide
Epicure
Fair Work Ombudsman
Financial Prospects
Katron Creative
Multicultural Youth SA
NDA Law
Office of the Small Business Commissioner
Polaris Centre SA
Revenue SA
Scene Change
Settlement Services International
Spotless
WebEdge Marketing
Women’s Information Service