



# Business Adventure 2012

**Business Adventure is our premier learning and development event for our retailers.**

**It will be a great opportunity for professional development to meet and hear from industry specialists, and to network and socialise with peers.**

How do you look at your business? Imagine that your business success is not a destination but a journey... A journey that has never ending possibilities, twists, turns, ups, downs, good and bad moments.

It's time to plan the journey your business is going to take. 'Mapping your success' will help you meet the challenges of the current business environment and emerging new technologies.

Industry experts will help you outline your mission, determine your priorities and give you the tools to map and manage your business success.



Venue and accommodation information



Venue

Astral Ballroom  
Burswood Entertainment Complex  
Bolton Avenue & Great Eastern Highway  
Burswood WA 6100



74 Walters Drive, Osborne Park, Western Australia 6017  
Telephone: 08 9340 5100 Fax: 08 9242 2577

PO Box 1113, Osborne Park DC, Western Australia 6917

lotterywest.wa.gov.au



# Mapping your success

Business Adventure 2012



# Our industry specialists



**Jeff Stiely**  
*Managing Director, Insight*

Jeff is a business consultant with over 20 years experience. He has coached retailers in strategic planning, market and brand positioning, team building and tactical execution.



**Philippa Kiripatea**  
*Co-Director and Chief Social Media Strategy Diva, Social Divas*

Philippa is a passionate advocate for social media and loves to teach and create strategies for Australian small/medium enterprises to help them gain the edge over their larger competitors. She is also a strong believer in brand awareness and knows first hand how much of an impact a great brand awareness campaign can have on a small business.



**Doug Watson**  
*Consultant, Australian Retailers Association*

Doug has 25 years experience working with leading Australian banks and retail service providers. He is a specialist retail executive and trainer with experience facilitating professional workshops and seminars focused on delivering change in behaviours and skills in the retail environment.



**Pandora Court**  
*Leasing Specialist, LNWA Lease Negotiations*

Pandora was involved in the shopping centre industry for 23 years and has managed a wide range of retail property. Since stepping away from property management, Pandora has been assisting retail and commercial tenants with their leasing requirements for the past five years.

## Business Adventure Running order

Time	Map:			
8.00am – 8.30am	<b>Registration</b> (tea and coffee available)			
8.30am – 8.40am	Dr Richard Walley OAM <i>Welcome to Country</i>			
8.40am – 8.50am	Colin Barnett – MLA Premier <i>Welcome</i>			
8.50am – 9.10am	Jan Stewart – Lotterywest <i>Lotterywest 2011/12</i>			
9.10am – 9.50am	Mark Fletcher – Australian Newsagency Blog <i>Newsagency of the future</i>			
<b>9.50am – 10.15am</b>	<b>Morning Tea</b>			
10.15am – 10.30am	Robert Nisbet – Lotterywest <i>Lotteryworks</i>			
10.30am – 11.30am	Brian Greedy – Brian Greedy Business Solutions <i>Raising the bar towards 2020... Energising sales, service &amp; profits</i>			
11.30am – 12.00pm	Janine Harvey – Lotterywest Ronnie Duncan – Meerkats <i>Give luck a chance</i>			
<b>12.00pm – 1.15pm</b>	<b>Lunch / Meet our presenters</b>			
1.15pm – 1.30pm	John Atkins – Chairman of Lotterywest <i>Address and introduction</i>			
1.30pm – 2.00pm	David Eaton – Small Business Commissioner Western Australia <i>New alternative dispute resolution service for small business</i>			
2.15pm – 3.10pm	<table border="0"> <tr> <td>Jeff Stiely – Insight <i>How to develop your own unique selling proposition (USP)</i></td> <td>Doug Watson – ARA <i>Creating financial goals for your business</i></td> <td>Philippa Kiripatea – Social Divas <i>Leveraging social media for more brand awareness and customers</i></td> </tr> </table>	Jeff Stiely – Insight <i>How to develop your own unique selling proposition (USP)</i>	Doug Watson – ARA <i>Creating financial goals for your business</i>	Philippa Kiripatea – Social Divas <i>Leveraging social media for more brand awareness and customers</i>
Jeff Stiely – Insight <i>How to develop your own unique selling proposition (USP)</i>	Doug Watson – ARA <i>Creating financial goals for your business</i>	Philippa Kiripatea – Social Divas <i>Leveraging social media for more brand awareness and customers</i>		
<b>3.10pm – 3.35pm</b>	<b>Afternoon Tea</b>			
3.40pm – 4.35pm	<table border="0"> <tr> <td>Philippa Kiripatea – Social Divas <i>Leveraging social media for more brand awareness and customers</i></td> <td>Pandora Court – LNWA Lease Negotiations <i>Managing your retail lease</i></td> <td>Jeff Stiely – Insight <i>How to develop your own unique selling proposition (USP)</i></td> </tr> </table>	Philippa Kiripatea – Social Divas <i>Leveraging social media for more brand awareness and customers</i>	Pandora Court – LNWA Lease Negotiations <i>Managing your retail lease</i>	Jeff Stiely – Insight <i>How to develop your own unique selling proposition (USP)</i>
Philippa Kiripatea – Social Divas <i>Leveraging social media for more brand awareness and customers</i>	Pandora Court – LNWA Lease Negotiations <i>Managing your retail lease</i>	Jeff Stiely – Insight <i>How to develop your own unique selling proposition (USP)</i>		
4.45pm – 5.00pm	Maree Brown – Lotterywest <i>Final thoughts</i>			
<b>5.00pm – 6.00pm</b>	<b>Networking drinks / Meet our industry specialists</b>			
6.00pm – 9.00pm	Dinner including presentation of certificates to Diploma of Retail Management graduates			

## Meet our presenters



**Mark Fletcher**  
*Author, Newsagency owner and CEO, Tower Systems*

Mark is the author of the Australian Newsagency Blog, owner of several newsagencies in Melbourne and CEO of Tower Systems International. Specialising in business development, strategic planning and negotiation, Mark draws from his 30 years experience in the industry. He is also currently a Director at newsXpress Australia.



**Brian Greedy**  
*Management Consultant, Brian Greedy Business Solutions*

Brian is an award winning business speaker and trainer who has a background in corporate management and retail business. Brian has been a business development consultant since 1988 and now works with many of Australia's top 100 companies and leading franchise groups.



**Ronnie Duncan**  
*Brand Planning Director & Founding Partner, Meerkats*

In 2004, Ronnie co-founded Meerkats, a communications company that was awarded Ad Agency of the Year in Western Australia for both 2009 and 2010. His passion is working with organisations that believe in themselves and make our everyday lives better in some way. In 2011, Ronnie was named Western Australia's Ad Person of the Year.



**David Eaton**  
*Small Business Commissioner (WA)*

Former national manager of commercial services at Australia Post, David was appointed to the role of Small Business Commissioner for WA in January 2012. He is also the CEO of the Small Business Development Corporation (SBDC). David's primary function as commissioner is to receive and investigate complaints about unfair market practices affecting small business.