

WE'RE IN BUSINESS TO SUPPORT SMALL BUSINESS  
CONNECT ENGAGE GROW



Commonwealth Bank

Presents

# smallbizweek

## Information Document

18-19 May 2022

Victory Room, Marvel Stadium, Docklands, Melbourne  
[www.sbexpo.com.au](http://www.sbexpo.com.au)

PRINCIPAL SPONSORS

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[www.smallbizweek.com.au](http://www.smallbizweek.com.au)

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# SMALL BUSINESS EXPO

FEATURE EVENT OF

Commonwealth Bank Presents **smallbizweek**













## SMALL BUSINESS EXPO Feature Zones



**18-19 May 2022**  
**Victory Room, Marvel Stadium**

Small Business Expo provides a opportunity for the small business sector to connect with over seventy exhibitors from Government Agencies, Industry Associations, Chambers of Commerce, brand partners and exhibitors from all industry sectors.

- **Discover** new business opportunities
- **Connect** and re-connect with business leaders at the #1 business event
- **The latest solutions** that will empower your team to break through the noise and improve the way they capture, convert and retain your audience
- **Free seminars & workshops** to develop your knowledge so you can outperform your competitors
- **Learn** from the best at the Small Business Expo 2022 in Melbourne, Australia
- **Innovative** ideas, products, solutions and networks
- **One-stop-shop** Small Business Expo 2022

 <b>Marketing Hub</b>	 <b>Business Opportunity Hub</b>	 <b>Cyber Solutions</b>
 <b>Business Essentials</b>	 <b>Funding Matters</b>	 <b>Ecommerce Hubs</b>
 <b>Corporate Incentives</b>	 <b>E-Invoicing</b>	 <b>Health &amp; Wellness</b>
 <b>Jobs 2022</b>	 <b>Innovation Hub</b>	





# Destination For Business Success



**SmallBiz-Week is the major B2B event showcasing the small business sector across ten high-profile events and functions, and is ideally positioned from 17-18-19 May 2022.**

**SmallBiz-Week** is poised to reach thousands of business owners, senior managements, entrepreneurs and startups. With a six-month event-media campaign commencing in September 2021 to March 2022.

**SmallBiz-Week** is anticipated to host 2,000-3,000 visitors with free online registration to both the Small Business Expo and FINTECH21 Showcase.

**SmallBiz-Week** delegates to attend eight key conferences and functions with anticipated 800-1,000 delegates and corporate tables. In addition, exhibitors and speakers will include 400 plus attendees.

**SmallBiz-Week** is presented post-lockdowns and will benefit from the positive impact on business confidence and the community with mass vaccination.

**SmallBiz-Week** provides SMEs with an excellent platform with a focus on moving across all industry sectors into growth and success in 2022-2023.



**150+**  
EXHIBITORS

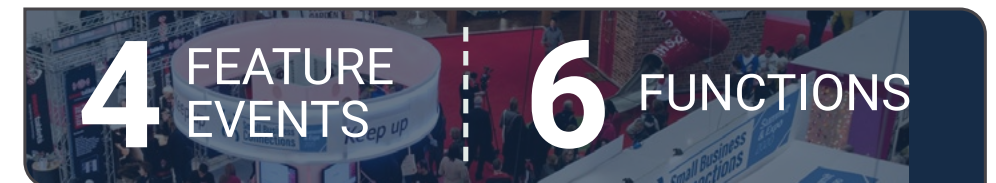
**3,000+**  
VISITORS & DELEGATES

**100+**  
SPEAKERS

**72,000+**  
WEBSITE  
PAGEVIEWS

**48,000+**  
WEEKLY ABF/SBC  
NEWSLETTERS

**16,000+**  
DISTRIBUTION OF  
DIGITAL/PRINT MAGAZINE





Commonwealth Bank Presents

# smallbizweek

## Connecting Business Across Australia

### FEATURE EVENTS

#### SMALL BUSINESS EXPO

Exhibition with 100+ Exhibitors  
SME Business Essentials Seminar  
Exhibitor Awards Function



2500 - 3000 Visitors

#### SmallBizFORUM

Conference

SmallBiz Business Leaders Luncheon  
SmallBiz Mix-At-Six Networking



Alexi Boyd  
CEO COSBOA



Kellie Clenton  
Afterpay



Hon. Tim Watts  
MP



Mick Keogh  
ACCC



Bruce Billson  
CEO, ASBFEO



Mark Stockwell  
ATO

800 - 1000 Delegates

#### smallbiz YOUNG HERO AWARDS

Awards Dinner



Harry Sanders  
CEO & Founder  
StudioHawk



Vivienne Ryan  
SBC TV Host

# 150 EXHIBITORS & 100 SPEAKERS

# smallbizweek

## MEET THE SPEAKERS Speaker Snapshot 2022

Hear from business leaders, industry experts entrepreneurs and senior government representatives providing insights to topics most critical to the small business sector.

SmallBiz-Week presents informative keynote addresses, engaging industry panel discussions and hands-on workshops aimed at empowering and educating the SME sector with a focus on 2022-2023.



**Alexi Boyd**  
CEO, COSBOA



**Bruce Billson**  
CEO, ASBFEO



**Hon. Tim Watts MP**  
Shadow Assistant Minister  
for Cybersecurity



**Mick Keogh**  
Deputy Chair  
ACCC



**Mark Stockwell**  
Assistant  
Commissioner, ATO



**Harry Sanders**  
Founder & CEO  
StudioHawk



**Kellie Clenton**  
Senior Director  
Afterpay



**Jaco Veldsman**  
Co-founder, Paytron



**Cath Whitaker**  
CEO, SelfWealth



**Michael Minassian**  
APAC Head of Consumer  
& SME Business



**Grace Wong**  
Co-founder, Liven



**Vivienne Ryan**  
Co-Founder & Director  
Gravia Media



**Leela Cosgrove**  
Founder & CEO  
Iron Cage



**Ashely Breeden**  
Managing Director  
URL Networks



## EVENT SCHEDULE

### BUSINESS EXHIBITIONS

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Small Business Expo 18-19 May 2022

### CONFERENCES

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SmallBiz Forum 18 May 2022  
Business Essentials Seminar 18-19 May 2022

### AWARD FUNCTIONS

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SmallBiz Young Hero Awards Dinner 17 May 2022  
SmallBiz Exhibitor Awards 18 May 2022

### KEY FUNCTIONS

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SmallBiz Business Leaders Luncheon 18 May 2022  
SmallBiz Mix-At-Six Networking 18 May 2022



**SmallBizFORUM**

**SMALL BUSINESS EXPO**

**smallbiz  
YOUNG HERO AWARDS**

## PAST SPEAKERS

SmallBizWeek attracts business leaders and key decision makers from all industry sectors who want to share their expertise with the small-to-medium business community.



### CRAIG GILLIES

Director, Technical Advice and Uplift - Small and Medium-sized Enterprises & Home Users, Protect and Assure Branch, Australian Signals Directorate  
Australia Cyber Security Centre



### MATTHEW SEK

Associate Director of Commercial Strategy  
Airwallex



### DR JANA MATTHEWS

ANZ Chair In Business Growth, Professor & Director  
Australian Centre For Business Growth



### HARRY SANDERS

Founder & Director  
StudioHawk



### DIONNE ALAVERAS

Social and Content Lead  
News Xtend



# SmallBizFORUM

Wed 18th May 2022

Medallion Club, Marvel Stadium, Docklands

[www.smallbizweek.com/forum](http://www.smallbizweek.com/forum)



During the one-day SBC Forum guests can hear from leading business experts on four in-depth topics. Speakers will be presenting their knowledge, tools and original solutions to empower and elevate the small business sector in the post-pandemic era.

- **Future Business Trends:** explore what's next for the small business sector.
- **Cyber Crime:** learn about small business vulnerability and cybersecurity.
- **Funding Options for 2022:** discover new financing and fintech solutions.
- **Digital Marketing Matters:** get ahead of vital digital trends and tools.



# smallbiz YOUNG HERO AWARDS

**Tue 17th May 2022 - Awards Dinner**  
**Medallion Club, Marvel Stadium, Docklands**

[www.smallbizweek.com/awards](http://www.smallbizweek.com/awards)

**SmallBiz Young Hero Awards** acknowledge and showcase entrepreneurs and business leaders under 35 who demonstrate the core values of business innovation, technological achievement, communication and engagement.

**SmallBiz Young Hero Awards** also acknowledge small-to-medium enterprises that implement world-class business initiatives, projects, products and services across ten key categories:



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**smallbizweek**









## CELEBRATING OUR HEROES WITH TEN MAJOR AWARDS

### Four awards categories for individuals

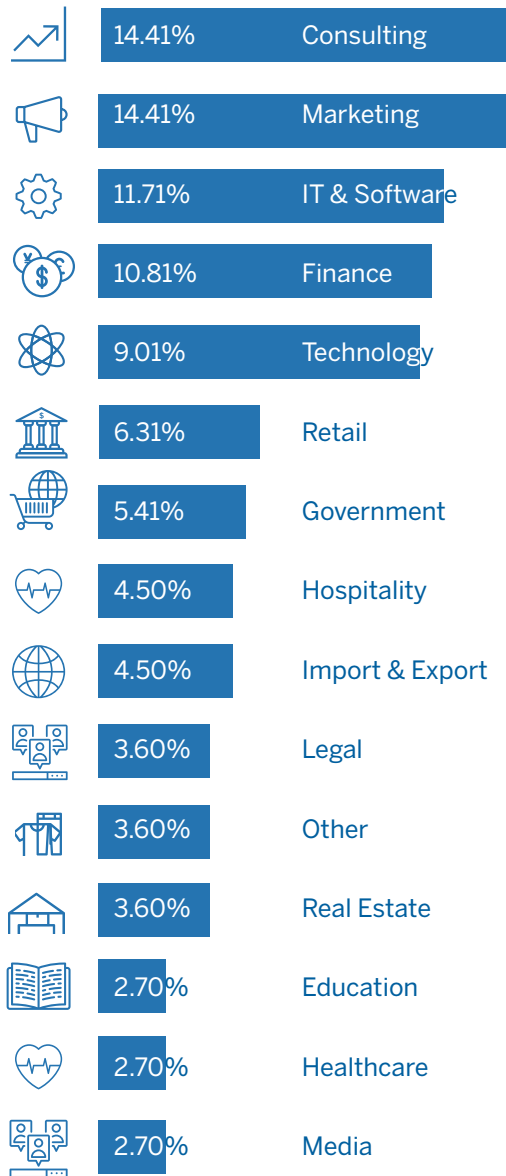
 <b>Young Hero Entrepreneur of the Year</b>	 <b>Excellence in Marketing Award</b>	 <b>Social Media Influencer of the Year</b>	 <b>Rising Star 2022</b>
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### Six award categories for businesses:

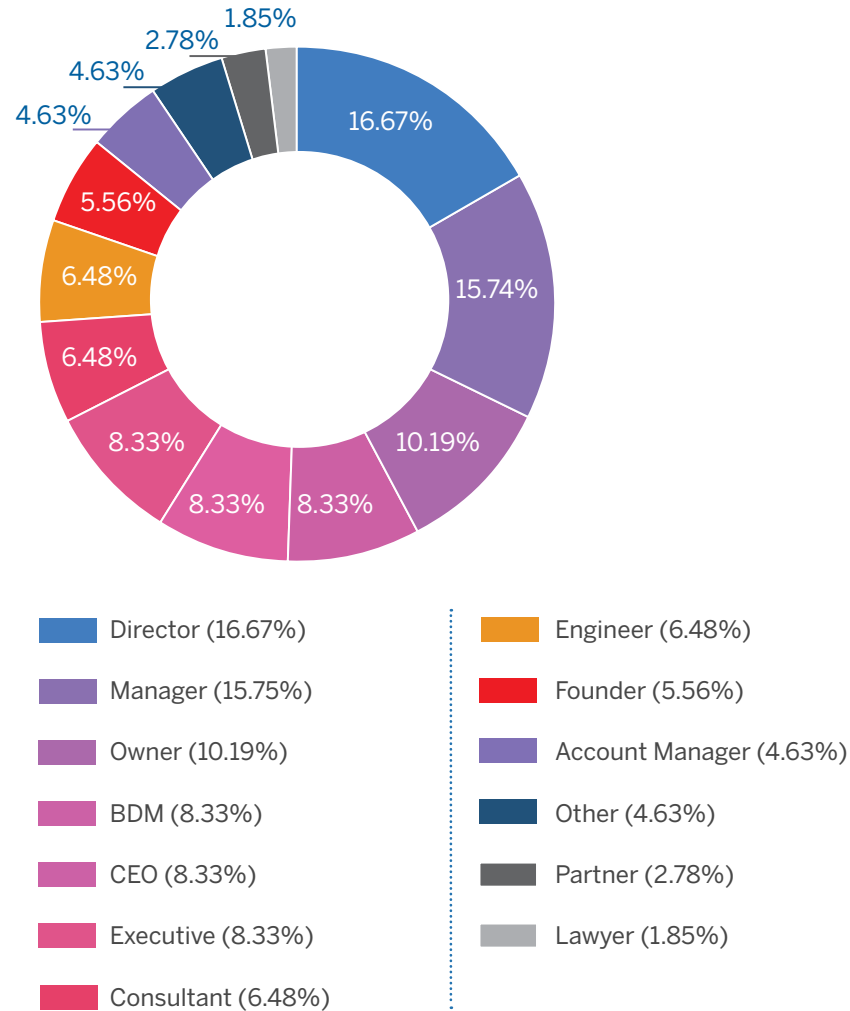
 <b>Startup of the Year</b>	 <b>Brand Matters Award</b>	 <b>Business of the Year</b>
 <b>Customer Service of the Year</b>	 <b>Workplace of the Year</b>	 <b>Socially Responsible Enterprise 2022</b>

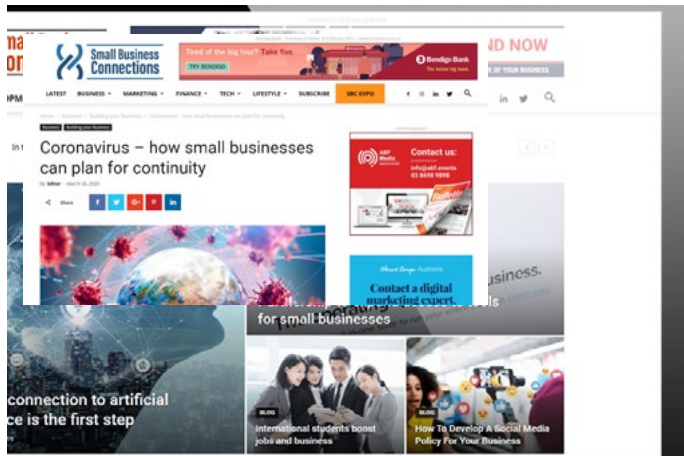
Following a nominations and selection of finalists, the SmallBiz Young Hero Awards will culminate with an awards dinner on Tuesday 17th May 2022, Marvel Stadium's Medallion Club. The evening will be attended by finalists, VIP guests, media and sponsors.

## Industry Breakdown



## Job Titles





SmallBizWeek is supported by the SBC media platform, which delivers strategic content to Australian small-to-medium businesses, entrepreneurs, established business leaders and various stakeholders in the SME sector.

This multifaceted platform comprises an interactive website, digital and print magazines, weekly newsletters and social campaigns. SBC aims to educate, connect and grow small-to-medium enterprises across all industries.

### ABF/SBC Subscribers

**30K+**

Subscriber database

Audience: SME owners and community members throughout Australia, representing all industries. Additional subscribers from the U.S., Pacific and Asia.

### Advertising on SBC

- Digital adverts
- Multimedia adverts
- Sponsored Editorials
- Sponsored Events
- Local Travel and Wine Promotions

### SBC Social Networks



The SBC magazine delivers readers with the latest SME news, events, interviews, trends and inspiring real-life small business stories. The magazine's carefully curated content is designed to help support small-to-medium business growth, reach new markets, discover new tools, scale business and connect with the larger SME community in Australia.

 SBC Vision - TV	 SBC Webinars
 SBC monthly digital magazine	 SBC Print Magazine
 SBC Weekly/Weekend Newsletter	 SBC Digital News Hub
 SBC Partnership & Media Packages	 SBC Podcasts
 SBC Solus eDM	 SBC Social Media Channels
 smallbizweek YOUNG HERO AWARDS	 SBC Events Conference & Networking



## Filming on site

The Small Business Connections (SBC) TV production team was on site and filming at the SBC Summit. The team filmed seminars and panel discussions for the soon to be released Small Business Connections (SBC) TV show. Our host, Vivienne Ryan, also moderated three of the SBC Summit sessions. On the second day our SBC production team interviewed exhibitors for an event wrap up.

## Interviews with SBC TV

Some B2B exhibitors and SBC Summit keynote speakers had the opportunity to be interviewed by Vivienne at the B2B Expo's on site studio. These interviews allowed Vivienne to dive deeper into topics that Australia's vibrant small business community wants answers to, including the small business economic outlook, fintech cloud-based payment solutions, digital marketing strategies for a post covid-19 audience and much more.



**Vivienne Ryan**  
Host of Small Business Connections TV

Vivienne Ryan is an entrepreneur, co-founding director of media agency Gravia Media.



# About us

**ABF Events (ABF)** for over a decade has firmly established itself in Australia as a major organiser of high-profile business events, which are supported through an expansive event-media platform across Australia and Asia.

**ABF Events** connects Australia businesses from the SME-Enterprise business sectors, with a network of brand partners, industry associations and government agencies across all industries sectors.

**ABF Events in 2022 has moved from the presentation of a single event to the launch of three Major Business Events including:**

- SmallBiz-Week
- B2BEnterprise Week
- Australia-Asia Forum

ABF Events is part of the ABF Group. "Connecting Business Across Australia & Asia".

## Contact Us:

+61 3 8689 9898 | [info@abf.events](mailto:info@abf.events)



## Connecting Business Across Australia

### ABF Events - Media Solutions

#### ABF Events

Australia-Asia Forum

Small Business Connections Media

#### Media Platform

EDM's



Weekly  
Newsletters



Monthly  
Digital/Print  
Magazine



Monthly  
TV/Podcast  
Business Program

