

A man with glasses and a beard is sitting at a desk, smiling while looking at a laptop. He is wearing a checkered shirt. The background shows a home office with a desk lamp, a plant, and a bookshelf. The entire image has a dark teal overlay.

SEA Training Pathway

4-Week Training Calendar

Week 1:

Exploring Small Business Workshop

Session	Day 1	Day 2	Day 3	Day 4	Day 5
1	Orientation	Business Idea Validation	Market Research: - Finding information about my customers	Going Digital: - The Basics	The Legal Stuff: - Business Structures
2	Getting Started: Mind Setting	All About the Business: - Branding & Marketing Mix (Place, Products, Pricing) - Sources of Funds	Market Research: - Who am I competing with? - How do I compare with my competitors?	Going Digital: - Creating your digital strategy	The Legal Stuff: - Operational Requirements
3	Business Idea Generation	Identifying your Target Customers	All About the Business: - Marketing Mix (Promotions)	Going Digital: - Finding your online inspiration	The Legal Stuff: - Bookkeeping and other responsibilities

Workshops Daily Start and End Times:

During Non-DST Periods

09:30am – 02:30pm for SA

10:00am – 03:00pm for QLD / NSW / VIC

During DST Periods

09:00am – 02:00pm for QLD

09:30am – 02:30pm for SA

10:00am – 03:00pm for NSW & VIC

NOTE:

Topics, sequence and times may change as may be required by changes in program guidelines and content updates.

Week 2:

Small Business Training

Session	Monday Face-to-face	Tuesday Online	Wednesday Online	Thursday Face-to-face
1	A1.1 Course Introduction	A2.1 Business Planning	A3.1 Sales Channels and Payment Options	A4.1 Market Research
2	A1.2 Understanding Your Why	A2.2 SWOT Analysis	A3.2 Business Hours, Communication Channels and Operational Plan	A4.2 Promotional Strategy
3	A1.3 Your Business Canvas	A2.3 Competitor Analysis	A3.3 Business Structures	A4.3 Weekly Recap 1

Daily Start and End Times:

During Non-DST Periods

09:30am – 01:30pm for SA

10:00am – 02:00pm for QLD / NSW / VIC

During DST Periods

09:00am – 01:00pm for QLD

09:30am – 01:30pm for SA

10:00am – 02:00pm for NSW & VIC

OPTIONAL SESSIONS:

FRIDAY: Session 1: Masterclass (To Be Confirmed)

NOTE:

- Days, topics, sequence and times may change as may be required by factors such as changes in program guidelines, content updates and public holidays.
- Face-to-face location information provided by the respective coaches.

Week 3:

Small Business Training

Session	Monday Face-to-face	Tuesday Online	Wednesday Online	Thursday Face-to-face
1	B1.1 Customer Acquisition and Retention Strategies	B2.1 Workplace Health and Safety	B3.1 Insurance	B4.1 Weekly Recap 2
2	B1.2 Sources of Finance	B2.2 SR Masterclass and iLearn Walkthrough	B3.2 Warranties and Refunds	B4.2 Financial Plan: Introduction
3	B1.3 Revenue Stream & Pricing Strategy	B2.3 Risk & Hazards Management	B3.3 Registrations, Licences & Permits	B4.3 Financial Plan: Budgets & Forecasts

Daily Start and End Times:

During Non-DST Periods

09:30am – 01:30pm for SA

10:00am – 02:00pm for QLD / NSW / VIC

During DST Periods

09:00am – 01:00pm for QLD

09:30am – 01:30pm for SA

10:00am – 02:00pm for NSW & VIC

OPTIONAL SESSIONS:

FRIDAY: Session 1: Masterclass (To Be Confirmed)

Session 2: Assessment Support: Q&A

NOTE:

- Days, topics, sequence and times may change as may be required by factors such as changes in program guidelines, content updates and public holidays.
- Face-to-face location information provided by the respective coaches.

Week 4:

Small Business Training

Session	Monday Face-to-face	Tuesday Online	Wednesday Online	Thursday Face-to-face
1	C1.1 Financial Plan: Business Operations	C2.1 Finance Masterclass Compliance Masterclass	C3.1 Marketing Masterclass	C4.1 Plan Completion and Sign-up
2	C1.2 Financial Plan: Checking Viability	C2.2 Resource Management Masterclass	C3.2 Advancement Session	C4.2 Plan Completion and Sign-up
3	C1.3 Completing the Financials	C2.3 Compliance Masterclass		C4.3 Plan Completion and Sign-up

Daily Start and End Times:

During Non-DST Periods

09:30am – 01:30pm for SA

10:00am – 02:00pm for QLD / NSW / VIC

During DST Periods

09:00am – 01:00pm for QLD

09:30am – 01:30pm for SA

10:00am – 02:00pm for NSW & VIC

OPTIONAL SESSIONS:

FRIDAY: Session 1: Masterclass (To Be Confirmed)

Session 2: Assessment Support: Q&A

NOTE:

- Days, topics, sequence and times may change as may be required by factors such as changes in program guidelines, content updates and public holidays.
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