

# FROM SIDE HUSTLE TO SUSTAINABLE BUSINESS

Using technology to make your side hustle a success  
Supporting Women in Business

Pacific Connect Dialogue  
3 December 2020 • Virtual

ICDP is bringing together *Pacific Connect* Community members and new faces from the Pacific and Australia through digital means for our next *Pacific Connect* Network Dialogue. Join us to share and learn how digital connectivity and emerging technologies can help you develop your ideas and expand business opportunities. If you want to be part of this event; and create strong networks, potential business opportunities and collaborations, please register by **23 November 2020**. Places are limited so get in early!

Many entrepreneurs have found success by growing their side hustles — defined as a gig on the side that has turned into something more.

Turning your side hustle into a scalable business is exciting but can also be challenging if you are not prepared. The ongoing COVID-19 pandemic has heightened the need for technology in businesses. Technology can make registering and growing your side hustle easy, affordable and possible. Understanding and taking advantage of technologies and innovations is now a key factor in businesses succeeding in an ever-changing business environment.

If a business has the capacity to scale operations through technology, they are readily able to handle a growing amount of work or sales in an efficient and cost-effective way.

## It's not just one day...

If you are already a *Pacific Connect* Community member – your stories with us have already begun. If you are new to our Community – welcome and enjoy the depth and breadth of knowledge, experience, and warmth. We will be setting up a dedicated channel on 'Slack' prior to the Dialogue so you can meet the speakers and facilitators, connect one-on-one and share your own business ideas. In addition, post-dialogue connections, workshop activities, mentoring and projects will continue – the *Pacific Connect Community* stays active, vibrant and collaborative!

## Our speakers...

**KEYNOTE** - Ms Ginia Sialis, Founder, [TAPIOCA DELIGHT](#) (PNG)  
[Ms Zha Agabe-Granfar](#), Founder & Executive Director, [VERGE](#)  
[Ms Manita Ray](#), Director & Principal Advisor,  
[Capital Human](#) (TBC)

## What are we aiming for?

Through practical, action-oriented discussions and group work, participants will:

- ▶ Learn ways to 'hustle to sustainability'.
- ▶ Enhance business acumen and understanding of how successful businesses operate.
- ▶ Create opportunities to grow their businesses through connecting with tech businesses, entrepreneurs and practitioners.
- ▶ Understand ways to develop their own economically sustainable ventures.
- ▶ Expand their personal and professional networks to find the support they need for ongoing success.

## PROGRAMME

**THURSDAY, 3 DECEMBER 2020**

**Venue: Online and Pacific Hubs (AEDST)**

- 10:00am** Official Welcome/Intros
- 10:20am** Keynote presentation and Q&A  
Ginia Sialis, Founder  
TAPIOCA DELIGHT
- 11:00am** Parallel breakout sessions
- 12:00pm** Network, mingle, eat!
- 12:45pm** 2 x 15 mins – presentations
- 1:30pm** Parallel breakout sessions
- 2:45pm** Outcomes & Next Steps
- 3:00pm** Dialogue Closes – Over to you!

## PACIFIC LOGISTICS

To assist Pacific participants to get online and network, we will convene through our networking hubs.

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## Who are we looking for?

We are looking for people with leadership skills, a positive, 'big picture' outlook, and a record of achievement in their chosen field.

Our participants will be courageous and passionate free thinkers willing to share their own networks and ideas to build a better tomorrow for all. A keen interest in digital technology is necessary, but technical skills are not.

## What is the 'Network Dialogue'?

The *Pacific Connect* Network Dialogue brings together small groups of dynamic emerging leaders from the Pacific and Australia to build business capacity and foster collaboration. Using the unofficial, informal, consultative style of the 'Second Track' process and incorporating the Pacific 'Talanoa', the dialogue aims to set realistic goals in a trusted and safe environment. Facilitators encourage participants to share ideas and develop practical steps to reach them, whilst ensuring different perspectives and the expertise of others is valued in a respectful cultural context.

With this underlying philosophy, the *Pacific Connect* program creates a dialogue to help build business capacity and establish a strong network to support long-term professional and personal collaborations.

So far in 2020, ICDP has convened ten Network Dialogues in the region, which have been supported by issue-specific workshops and regular networking events.

## How to Register, Questions & more info?

Click [HERE](#) to register. Places are limited so get in early! There will be more information provided post registration but if you need to know more please email [pacific\\_dialogue@icdp.com.au](mailto:pacific_dialogue@icdp.com.au)

**Remember, the registration deadline is 23 November 2020.**

## What is 'Pacific Connect'?

*Pacific Connect* was launched by the Prime Minister of Australia in September 2017 to forge stronger, strategic-level relationships between Pacific and Australian leaders across the public, private, academic and community sectors.

*Pacific Connect* is delivered by the International Centre for Democratic Partnerships (ICDP) and sponsored by the Australian Department of Foreign Affairs and Trade. It operates in Australia, Fiji, Papua New Guinea, Samoa, Solomon Islands, Tonga and Vanuatu.

ICDP has designed a program of activities to promote collaboration and business opportunities between Australia and the Pacific in applying digital technology to support sustainable development, with a focus on women and entrepreneurs.

## How will you benefit?

Pacific Connect offers exciting opportunities for outstanding people in Australia and the Pacific to forge new relationships through continued engagement on common challenges.

Opportunities may include:

- ▶ Business capacity building, including opportunities for informal/formal pitches
- ▶ Study tours to experience Australian start-up and entrepreneur communities
- ▶ An invitation to participate in future *Pacific Connect* Dialogues and international forums, including the annual Ideas Exchange
- ▶ Unique networking opportunities with regional entrepreneurs & leaders
- ▶ Mentoring and internships with Australian and Pacific organisations
- ▶ Development of new commercial partnerships
- ▶ Seed funding for select projects