



**DISCOVER
THE
DIFFERENCE**

MBEN REPORT

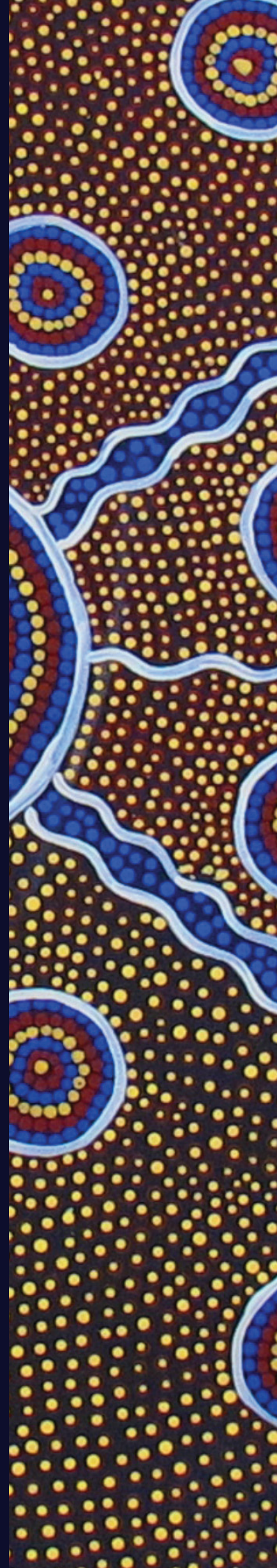
2023 MBEN CONFERENCE REPORT

THEME: DISCOVER THE DIFFERENCE

ACKNOWLEDGEMENT

OF COUNTRY

We acknowledge the Traditional Custodians of Country throughout Australia. We acknowledge and pay our respects to the Kurna people, the traditional custodians whose ancestral lands we live, work, and raise future generations. We acknowledge the deep feelings of attachment and relationship of the Kurna people to country.



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FOREWORD

The inaugural Multicultural Business and Entrepreneur Network (MBEN) Conference 2023 presented a valuable opportunity to engage with South Australia's multicultural business leaders and community. It provided a platform to interact with experts from various multicultural backgrounds, enabling us to gain insights into enhancing collaboration within the State's corporate world.

Access is one of the major challenges faced by many migrant small businesses including access to critical resources and connections required for business growth. The MBEN Conference 2023 served as a crucial bridge offering migrant-owned businesses, entrepreneurs, and solopreneurs the opportunity to connect with the resources they need to expand and thrive within their respective industries.

The conference did not only facilitate networking and collaboration, it also promoted the sharing of expertise and knowledge amongst delegates, allowing for the exchange of innovative ideas and strategies to overcome challenges that are often unique to multicultural businesses, entrepreneurs, and solopreneurs. This collaborative business environment fostered a conducive atmosphere of synergy, benefiting both individual enterprises and the overall business landscape of South Australia. Furthermore, the MBEN Conference highlighted the importance of diversity in the business world with emphasis on how this unique platform can be a driving force for economic advancement and innovation for enterprises, South Australia, and Australia as a nation. The success of such events is a testament to the power of inclusivity and how it can transform our constantly evolving and dynamic business world.

In summary, the inaugural MBEN Conference 2023 played a significant role in uniting multicultural business leaders, entrepreneurs, investors, professionals, and the business world in South Australia. The conference provided a much-needed avenue for partnerships and knowledge exchange, ultimately contributing to the growth and prosperity of businesses within the State.

Possible Diessa

Founder MBEN



WE BUILD --- COMMUNITY

MBEN is a not-for-profit committed to delivering exclusive multicultural networking events, mentorship programs, and business development opportunities through collaboration. In an ever-evolving business landscape, MBEN takes the lead in advancing diversity and inclusion within South Australia's business community. We take immense pride in our mission to provide a platform to accelerate the growth of multicultural businesses and entrepreneurs. MBEN fosters collaboration and growth by assisting individuals from diverse backgrounds in navigating the challenges of business ownership while championing their entrepreneurial journey.

Spanning from solopreneurs to medium-sized enterprises, the role of MBEN is to foster business-to-business opportunities and collaboration for its members. This connection promotes diversity and inclusion in the local, national, and international business landscape while enriching the member experience.

OUR MISSION

To empower multicultural enterprises and entrepreneurs and catalyse the growth of their businesses within a thriving and inclusive community.

SCHEDULE

2023 MBEN CONFERENCE SCHEDULE

Tuesday 10 October 2023 | Adelaide Hilton Hotel | 10:00 am - 3:45 pm

MC 1: Dr Desiree Beekharry, Founder of Desiree Beekharry Coaching

9:30 am	10:00 am	Conference Registration
10:00 am	10:10 am	Housekeeping
10:10 am	10:15 am	Welcome to Country Kaurna Elder, Uncle Rod O'Brien
10:15 am	10:25 am	Opening Remark Possible Diessa, Possible Consulting
10:25 am	10:40 am	Keynote Speaker Hon Zoe Bettison MP, Minister for Multicultural Affairs – Thriving through Multiculturalism (the Charter)
10:40 am	10:55 am	Welcome to the City of Adelaide Deputy Lord Mayor, Phillip Martin
10:55 am	11:15 am	Research Presentation Dr Xin Deng, Executive Co-Director of Centre for Enterprising Dynamics in Global Economies (C-EDGE), University of South Australia – Migrant Women Entrepreneurs
11:15 am	11:25 am	Networking Break
11:25 am	12:20 pm	Panel Discussion – Multicultural Women in Business
		<p>Confronting Gender Bias and the Challenges Faced by Multicultural Women in Business and Leadership</p> <ul style="list-style-type: none"> • Camen Garcia, CEO Community Corporate • Marcela Lastra, Creative Director Longko Salon • Mirsia Bunjaku, CEO Migrant Resource Centre • Sunita Miranda, Director Cornerstone Alliance • Dr Christine Walela, CEO Hands-on Greenhouse Consulting • Marië Chittleborough, CEO EQUALS International <p>Facilitator: Ethel Osazuwa, Possible Consulting</p>
12:20 pm	12:55 pm	Networking Lunch

2023 MBEN CONFERENCE SCHEDULE

Tuesday 10 October 2023 | Adelaide Hilton Hotel | 10:00 am - 3:45 pm

MC 2: Benjemen Elengovan, CEO and Founder of MyGigsters

1:00 pm	1:15 pm	<p>Guest Speaker Heather Croall, Director and CEO Adelaide Fringe – Strategic Mindset for Business Growth</p>
1:15 pm	1:35 pm	<p>The Future of Property Investment and Growth</p> <ul style="list-style-type: none"> Bruce Djite, Executive Director Property Council of Australia SA Hon. Nick Champion MP, Minister for Trade and Investment, Minister for Housing and Urban Development, Minister for Planning <p>Facilitator: Eduardo Donoso, D&S Resources</p>
1:25 pm	2:05 pm	<p>Personal Development for Business Sam Donato, Director Auctus Training and Education</p>
2:05 pm	2:10pm	Networking Break
2:10 pm	2:30 pm	Panel Discussion – Business with a Social Impact
		<p>Investing for the future – Social Objectives</p> <ul style="list-style-type: none"> Freddie Brincat, CEO Community Bridging Services (CBS) Amy Orange, Managing Director and Co-Founder Collab4Good <p>Facilitator: Possible Diessa, Possible Consulting</p>
2:30 pm	2:45 pm	<p>Growing Your Business Andrew Kay, CEO Business SA</p>
2:45 pm	3:05 pm	<p>Entrepreneurial Mindset and the Power of Branding Wendy Perry, Managing Director Workforce Blueprint</p>
3:20 pm	3:45 pm	<p>Intellectual Property Vivek Dahiya, Director IP Guardian</p>
3:30 pm	3:45 pm	<p>Conference Closing Remarks and Networking Afternoon Tea Closing Remarks: Ethel Osazuwa Networking: All</p>
4:00 pm	6:00 pm	Post-Conference Networking with Wendy Perry at The Little Red Door

SPEAKERS

PRESENTERS & PANEL DISCUSSIONS

HOST – DR. DESIREE BEEKHARRY



Dr. Desiree Beekharry, Founder of Desiree Beekharry Coaching, works to help women 45 years and over with job coaching and returning to the workforce. She was inspired by her mum who had difficulties returning to her nursing vocation after a career break to raise her children. Dr. Beekharry's opening speech highlighted the need to facilitate and connect multicultural businesses and how women of all cultures play a vital role in contributing to the local business economy.

WELCOME TO COUNTRY: UNCLE ROD O'BRIEN



Uncle Rod O'Brien is a Kaurna Elder and Cultural Adviser from Wirrtu Yarluy Aboriginal Education at the University of Adelaide. During his welcome to country, Uncle Rod spoke of his own multicultural background and shared great wisdom on how to create a successful multicultural society. He spoke on the importance of learning from one another, respecting country, and getting along better with one another to achieve more together. In his words, "if you know your country, you'll care for your country. If you care for your country, the country will care for you."

KEYNOTE SPEAKER: HON. ZOE BETTISON MP



Honourable Zoe Bettison MP, is the Minister for Multicultural Affairs in South Australia's Malinauskas Labor Government. The minister spoke about the difficulties that migrants experience in gaining employment with an overview of the government's efforts to create a smart, sustainable, and inclusive economy. The Minister spoke of South Australia's commitment to maximise untapped potential in onshore migrants and to provide equal opportunities for them to thrive through initiatives such as the Multicultural Women's Migrant Business Fund which supports women in their self-employment journey.

ATTRACTING TOP-TIER PRESENTERS

What we do best

“ *We are in a global fight for talent. How do we make skilled migrants stay in SA?* ”

HON. ZOE BETTISON MP



WELCOME TO THE CITY OF ADELAIDE: DEPUTY LORD MAYOR PHILLIP MARTIN



Deputy Lord Mayor Phillip Martin is a North Ward Councillor for the City of Adelaide. He shared with delegates about his time as a journalist with SBS Australia and its important contribution over the last 4 decades in reflecting the rich cultural diversity of our society. Mr. Martin also shared how the political landscape should reflect the population, society, and diversity of Australia. He was proud to report that almost half of all city council members are from diverse cultural backgrounds, matching 40% of Adelaide's population that is culturally diverse. "We live in one of the greatest cities in the world because we are a society that embraces cultural diversity," states Mr. Martin.

MIGRANT WOMEN ENTREPRENEURS: DR. XIN DENG



Dr. Xin Deng is the Executive Co-director at the Centre for Enterprise Dynamics in Global Economies (C-EDGE) at the University of South Australia, with a recent research output on migrant women entrepreneurs. They conducted interviews with 32 migrant women in Australia and New Zealand who started their business in the last decade to share their achievements, challenges, needs and passions, and what makes their business successful. The female participants started businesses to elevate or transform their career and many achieved external recognition, more control over their life, and new connections. Dr. Deng reported that migrants form a significant portion of our population and own almost 1/3 of small businesses. However, only 22.3% of startup founders are women. She explained how many female entrepreneurs face several barriers such as unconscious gender bias, lack of visibility, less capital, and fewer professional networks. Migrant women also face additional barriers such as unfamiliarity with the host country's business environments, lack of social network, and being stuck in low-skill, low growth sectors. Dr. Deng stated that many of the participants' business successes are due to their ability to navigate three places: 1) local community of the host country; 2) co-ethnic community of the host country; and 3) their home country. In her words, "we should make the most of the migrant talent."

MULTICULTURAL WOMEN IN BUSINESS

Panel Discussion

We heard from these six incredible multicultural women in business about their inspirations, business challenges, and advice for success.



FACILITATOR: ETHEL OSAZUWA,
EXECUTIVE MANAGER, POSSIBLE CONSULTING

OUR SPEAKERS



CARMEN GARCIA

Carmen Garcia is the Founder and CEO of Community Corporate. Her mission is to transform people's lives through work.



MARCELA LASTRA

Marcela Lastra is the Owner and Creative Director of Longko Salon. She employs culturally diverse people and donates haircuts to the community.



MIRSIA BUNJAKU

Mirsia Bunjaku is the CEO of Australian Migrant Resource Center. Her organisation provides support services for migrants and refugees.

PANEL DISCUSSION

ADVICE

- 1) Have a strong belief in yourself
- 2) Learn to be comfortable being uncomfortable
- 3) Your network is your net worth

CHALLENGES

- self-doubt
- finding work-life balance
- the misconception that you can do it all

OUR SPEAKERS



SUNITA MIRANDA

Sunita Miranda is the Director of Cornerstone Alliance. Her mission is to break down the barriers that hinder proper access to inclusion and diversity in the corporate world.



MARIË CHITTLEBOROUGH

Marië Chittleborough is the CEO of EQUALS International. She believes that education is a way of unleashing potential, nourishing capabilities, and bringing out dreams that weren't thought possible.



DR. CHRISTINE WALELA

Dr. Christine Walela is the CEO of Hands-On Greenhouse Consulting. A women-led agribusiness that grows and supplies fresh produce using hydroponics.

PANEL

DISCUSSION

FUTURE OF PROPERTY INVESTMENT AND GROWTH

The trio's discussion was on the transformative impact of technology including AI and VR on the landscape of property investment and the opportunities it presents. The panellists also shared insights on the root cause of the housing crisis being a supply issue, which has been compounded by more people aging in place and living alone. A part of the solution is to streamline the market process in developing a pro supply mindset to enable infrastructure and growth.

HON. NICK CHAMPION



Hon. Nick Champion MP is the Minister for Trade and Investment, Minister for Housing and Urban Development and Minister for Planning.

BRUCE DJITE



Bruce Djite is the Executive Director for the Property Council of Australia.

**FACILITATOR:
EDUARDO DONOSO**



Eduardo Donoso is the Executive Director of Donoso, championing innovative solutions in engineering industry.

BUSINESS WITH A SOCIAL IMPACT

Panel Discussion

In this panel discussion, the spotlight was on the social impact within the business realm. The panellists delved into the issue of underrepresentation in numerous white-collar positions, interview panels, and public speaking engagements. They highlighted the critical significance of wholeheartedly committing to inclusion and diversity initiatives, stressing the need to extend a seat at the table to individuals outside of traditional English-speaking backgrounds. The speakers highlighted that when individuals from diverse backgrounds are integrated into teams and actively participate in the economy, there is a significant increase in productivity.



AMY ORANGE

Amy Orange is the Managing Director and Co-Founder for Collab4Good.



FREDDIE BRINCAT

Freddie Brincat is the Founder and Executive Director for Community Bridging Services.



**FACILITATOR:
POSSIBLE DIESSA**

Possible Diessa is the Founder and Managing Director of Possible Consulting.

A SOCIALLY IMPACTFUL ORGANISATION SHOULD

1) TRADE A PRODUCT OR SERVICE

2) GENERATE SUBSTANTIAL INCOME

3) RE-INVEST IN SOCIAL IMPACT

Everyone has a role to play. The world will be a better place and have a better economy if we each play our part effectively.

SPEAKERS

PRESENTERS & PANEL DISCUSSIONS

HOST - BENJEMEN ELENGOVAN



Benjemen Elengovan is the Founder of MyGigsters, a financial services platform for gig workers that aims to make the gig economy financially secure.

STRATEGIC MINDSET FOR BUSINESS GROWTH: HEATHER CROALL



Heather Croall is the Director and CEO of Adelaide Fringe and she gave a speech on how to get into a strategic mindset for business growth. She spoke on developing a one-page strategy distilled into three – five main points. For the Adelaide Fringe, they wanted to raise their profile, draw large crowds (locally, interstate, and internationally), serve their artists and venues, and live their culture (values). To achieve this, they focused on defining their core values, creating a manifesto, implementing user centred design, advancing digital transformation, and fostering innovation.

PERSONAL DEVELOPMENT FOR BUSINESS: SAM DONATO



Sam Donato is the CEO of Auctus Training and Education. He spoke on the importance of personal development in creating a successful business. He organised success effectiveness into four areas: self-mastery, technical skills, people skills, and influence. Self-mastery relates to how we see ourselves positioned in the world where we exist and self-awareness is where the problems start to be solved. "We are all born with time and potential," says Donato. How we process negativity and surround ourselves with the right thoughts and information is key to our success. It is important to grow by association, to identify goals, think about what success will look like and who you'll be accountable to. As Mr. Donato states, "people will only deal with you to the degree that they like and trust you." Be present, show genuine interest, listen well, communicate at the same level, have empathy, and be respectful.

“Strategy doesn’t need to be complicated; you just need to find the competitive advantage.”
— ANDREW KAY

GROWING YOUR BUSINESS: ANDREW KAY



Andrew Kay is the CEO of Business SA, which connects and provides business services to the South Australian community. To grow your business, Andrew Kay says that it is important to first discern if you are ready to grow, what you want to grow, and how you might make it happen. It is also vital to take a health check of your business, as you cannot succeed if your fundamentals are not sound. He introduced Igor Ansoff’s growth model, encompassing four key strategies: market penetration, product development, market development, and diversification. His message, “strategy doesn’t need to be complicated; you just need to find the competitive advantage.”

ENTREPRENEURIAL MINDSET AND THE POWER OF BRANDING: WENDY PERRY



Wendy Perry of Workforce Blueprint emphasises four key strategies to developing an entrepreneurial mindset: pro-activeness, positioning, personal connection, and pitching. Pro-activeness entails taking action instead of waiting for opportunities to come your way. When it comes to positioning, it’s about asking questions that align with the presenter’s expertise and that genuinely interest you, all while remaining mindful of the context. Personal connection emphasises understanding what others seek to gain from the relationship. Lastly, pitching involves focusing on the other person, which can lead to significantly deeper and more meaningful relationships and connections.

INTELLECTUAL PROPERTY STRATEGY: VIVEK DAHIYA



Vivek Dahiya is the Founder and Director of Boudhik Solutions. He presented the benefits of patents and trademarks for business growth and valuation. Intellectual property, such as trademarks, patents, designs, and copyrights bring both tangible and intangible benefits. Patents are business tools that provide high valuation and generate revenue. They can provide credibility, business growth, valuation, funding, and monopoly. Importantly, they can also save your business from litigation and provide leverage in negotiation. Mr.Dahiya recommends not only registering your business name with the Australian Securities and Investments Commission but also applying for a trademark. He emphasises that registering your business name does not grant you exclusive rights to it. Trademarks, however, are your registered brand and give you exclusive trading, branding, or ownership rights to your business name in Australia. They also protect your brand, give credibility, and signal that you are serious about your market niche.

TESTIMONIALS



**SALLY
SMITH**

**Mentor/Coach | Business
Development Expert**

Thank you Ethel & Possible for the interesting & inspiring MBEN Conference. I have been to MANY events like this, both in Australia and overseas, and yours is way up there with the best! Love your work. Sal



**TAMARA
SEIF**

**Founder / Director Gravitas
Consulting**

It was a phenomenal and engaging day Possible M Diessa & Ethel Osazuwa. As a new MBEN member and someone who has held numerous recent conversations with you, Ethel and Possible Consulting team - I am humbled by the experience, quality of keynotes, deep dive and honest conversations across a number of topics.



**ADITYA
YADAV**

**Aspiring Data Analyst | Business
Analyst**

A wonderful learning & working day at Multicultural Business & Entrepreneur Conference 2023.



**SELMA
BARLOW, MBA, ACECD**

**Economic Development |
Advocate | Strategy Leader**

What an incredible day at the Multicultural Business and Entrepreneur Network Conference 2023 presented by Ethel Osazuwa and Possible Diessa, Possible Consulting.



**MARIË
CHITTLEBOROUGH**

**Chief Executive of EQUALS
International**

Brilliant initiative Multicultural Business and Entrepreneur Network, Ethel Osazuwa, Possible M Diessa and all the energetic, passionate people involved in bringing the 2023 MBEN Conference to fruition. Thanks to you all for a meaningful, inspiring day.



**DR DESIREE
BEEKHARRY TQC**

**Coach / Founder Desiree
Beekharry Coaching**

An amazing day full of thought provoking conversations, presentations and well chosen panels. Great achievement Ethel Osazuwa and Possible M Diessa.



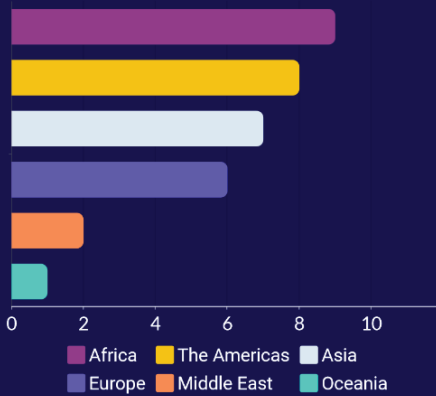
The 2023 MBEN conference was great and listening to the speakers was inspiring. We travelled 7 hours from Port Lincoln to come to Adelaide for this conference because we believe this is important and needed in the business community. The conference inspired us both to keep pushing forward as entrepreneurs and solution providers. We have uncovered valuable information that reinforces our credibility in our business. Our business has won several awards for our community services has been a testament to our dedication. This conference has been eye-opening, and it's fulfilling to know that we're making a positive impact on people's lives. Looking back, we were once international students from the Philippines, and it has been a humbling

journey to see people with similar experience doing well in their respective industries. Diversity is crucial, and in Port Lincoln, we often find that migrants face challenges in finding their place. Many of them turn to our office for assistance. Port Lincoln is a hub of opportunities, especially for newcomers.

Unlocking the Potential of Global Business Ecosystems.

Country Representation

Number of Countries By Region



MBEN.



170 Delegates
30+ Countries Represented



- Argentina
- Australia
- Bosnia and Herzegovina
- Brazil
- Canada
- Chile
- Côte d'Ivoire
- Colombia
- Congo DR
- El Salvador
- England
- Hungary
- India
- Indonesia
- Iran
- Kenya
- Kurdistan
- Malaysia
- Montenegro
- Nepal
- Nigeria
- Philippines
- Rwanda
- Scotland
- Sierra Leone
- Somalia
- Sri Lanka
- Sudan
- USA
- Venezuela
- Vietnamese
- Wales
- Zimbabwe

2023 MBEN Conference Partners

PLATINUM PARTNERS



SILVER PARTNERS



MBEN FUTURE

STRATEGIC THINKERS

Our mission is to attract and engage diverse global business leaders to engage in meaningful discussions that impact our business world and esteemed members' community.



A knowledge HUB

In an increasingly interconnected and dynamic global economy, it is essential for MBEN to serve as a hub for knowledge exchange and networking. By curating conferences that feature prominent diverse figures in business, we offer our members a unique opportunity to gain deep insights into global business trends, opportunities, and partnerships.



A Global PLATFORM

Our conferences are platforms where members interact with industry visionaries, thought leaders, and entrepreneurs who have navigated the complexities of the local, national, and international business landscape. These leaders bring with them a wealth of experience, practical wisdom, and innovative ideas that can spark new possibilities and strategies for our MBEN members.



We foster CONNECTIONS

We believe that by fostering connections with leaders, our members can expand their horizons, gain fresh perspectives, and find inspiration to reach new heights in their own entrepreneurial journeys. Our commitment to providing a space for meaningful dialogue and collaborative exchange ensures that our members are well-equipped to face the ever-evolving challenges and opportunities in the global business arena.



We aim to EMPOWER

Our ultimate aim is to empower our MBEN community with the knowledge, and networks to thrive in their businesses and contribute to the growth and success of their respective industries on a global scale. Together, we can drive innovation, promote sustainable practices, and make a lasting impact in the world of international business.

MBEN 2024 Conference Partnership Opportunity

Partner with us to deliver the next biggest multicultural business event.



PLATINUM Partner Package

\$6,000

- Business logo and name displayed prominently on all MBEN conference marketing materials.
- Business tagline to be shown on venue screens intermittently.
- Exhibition table with sponsor's own collateral and two representatives in VIP front seats.
- Acknowledgement in press releases for the event on various social media platforms.
- Business banner to be displayed at the venue (banner provided by sponsor).
- The host makes a live mention of a business product or service and introduces a representative to the entire audience.
- Marketing collaterals placed on tables (to be provided by sponsor).
- Opportunity to provide a grab bag for attendees (provided by sponsor).



GOLD Partner Package

\$4,000

- Business logo and name displayed prominently on event marketing materials.
- Business banner to be displayed at the venue (banner provided by sponsor).
- Exhibition table and two representatives in VIP front seats.
- Business tagline to be shown on venue screens intermittently.
- Live mention of a business product or service and introduction of a representative to the entire audience by the host.



SILVER Partner Package

\$2,000

- Business logo and name displayed prominently on event marketing materials.
- Business banner to be displayed at the venue (banner provided by sponsor).
- Business tagline to be shown on venue screens intermittently.
- Two representatives in VIP front seats.

MBEN MEMBERSHIP

Join the biggest multicultural business platform in South Australia and unlock your business potential.



BUSINESS CORPORATE MEMBER **\$2,500**

- Be on MBEN event marketing materials*
- Discounted sponsor offers for events
- Be listed on MBEN website
- Be Promoted at two MBEN events – Except the yearly MBEN conference



SMALL BUSINESS ENTERPRISE **\$135**

- Priority Sponsorship offers for events
- Access to MBEN business leaders network
- An opportunity to be a guest speaker
- Exclusive members discount with partner organisations



SOLOPRENEURS **\$95**

- Discounted tickets to MBEN events
- Business to business Introduction*
- Investment opportunities
- Opportunity to get a business mentor
- Get emails on business opportunities
- Subscribe to MBEN newsletters

MBEN. | **MEMBER**
Multicultural Business & Entrepreneur Network



THANK YOU

SUMMARY

The 2023 MBEN conference proved to be an inspiring and insightful event for all delegates who attended. Throughout the conference, delegates had the opportunity to engage with a diverse array of thought-provoking presentations and discussions led by a wide range of speakers and presenters. These engaging sessions covered a variety of critical topics and offered valuable insights into current trends and issues affecting their business. Delegates left the conference informed and motivated to apply the knowledge and ideas gained to their respective business endeavours, making the 2023 MBEN conference an invaluable experience for all who participated.

OUR VALUE

BE PART OF THE GLOBAL CONNECTION

... IN CASE YOU MISSED IT:

MULTICULTURAL BUSINESS & ENTREPRENEUR NETWORK

MBEN is the biggest multicultural business platform in South Australia.



MBEN. | MULTICULTURAL
Business & Entrepreneur Network