

All content is created for information only and is not legal advice, and not necessarily the views of the AMC. It is edited by Lou Szymkow and whilst all care is taken, the editor cannot guarantee the accuracy of information. The editor, guest contributors & guest speakers all volunteer their time for Celebrants.



An update from your AMC South Coast Coordinator, Lou Szymkow

To achieve success, we will continue to grow and do what we can to help each other grow.



Inside this issue:

- Renewals due
- Covid weddings
- Knowledge Base
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- Words to Avoid
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- Humour spots
- Social Media Training
- SEO Training



A Covid Wedding

Covid has been challenging but we adapt.

Today's cover picture is a photo from a park wedding I performed during restrictions. We were only allowed 5 people in total and all had to stand apart and so I made sure we had a fun selfie to remind the couple of what they went through on their special day.

The scary part is of course that although NSW has a very high vaccination rate of around 70%, infection rates and deaths are higher than ever and we no longer have the restrictions in place.

I have had 5 vaccinations including the flu vax but still am very cautious as I need to be fit and well for all my wedding and of course have to protect my couples and their guests by ensuring that I don't carry the virus to them or carry it away from a ceremony. Speaking to one of my couples, I was told the Groom had contracted Covid from his son who picked it up at another wedding. Several of my couples had also been in isolation in the weeks before their wedding because of the virus and sadly, some lost loved ones.

How are you protecting yourself, your family and your clients?

I don't wear a mask at Ceremonies but the precautions I take include:

- Mask worn in crowded areas such as shops
- Keeping a distance whenever possible
- Hand sanitiser always at the ready
- Multiple pens for signing
- Provide couples with sample emails and messages they can send to their guests to ensure safety

For more information, see:

[NSW Health](#)

[Managing Covid at Home](#)

Celebrant Renewal Now Due!

The Marriage Law and Celebrants Section (MLCS) in the AGs, has sent all Commonwealth-registered marriage celebrants an email and/or text regarding the registration \$170 charge for 2022-2023. The invoice will also be in your self-service portal and can be paid there.



Your invoice is due for payment within 60 days from the date of issue and so for most, that is around the 19th -20th September 2022

If you have not received your invoice please contact the MLCS urgently.

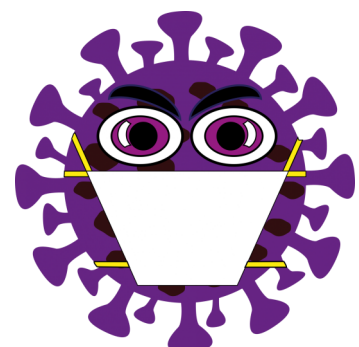
In the 2020/2021, 360 Celebrants were deregistered because of non-payment.

If you do not wish to renew, you must resign your position to avoid the debt.

If your invoice is not paid by the end of the charge payment day, then under section 39FB of the Marriage Act 1961, you will be deregistered, and there is no option for an appeal under the Marriage Act.

If you have any questions, please contact the MLCS at

marriagecelebrantssection@ag.gov.au



OCTOBER 2022 GUEST SPEAKER 1 - NORA DEVAI

COAST WEDDING & FAMILY PHOTOGRAPHER

nora devai



www.devaiphotography.com.au

nora@devaiphotography.com.au

Ph: 0418 640 067

www.southcoastweddingfair.com



Nora is not just the Marketing Coordinator for the South Coast Wedding Fair but is an accomplished and awarded career photographer working across the NSW South Coast for since 2007.

After a cadetship at a Sydney Newspaper she became a Photojournalist before succumbing to the call of the sea when she and her husband, with their two children moved to the beautiful Jervis Bay area.

She has since photographed hundreds of weddings specialising in natural, relaxed, candid, and fun photos in an unobtrusive and documentary style that truly reflect personalities. She aims to evoke emotion enabling couples to relive the moments of the day.

Generously sharing her skill & vast experience, she will guide us on how to work with the photographer to achieve the best results for the couple and the Celebrant to boast client satisfaction and your own image.

Her awards include:

- 2014 Earned my Associateship with the AIPP for outstanding photographic excellence
- 2013 Silver Award – Wedding – AIPP Australian Professional Photography Awards
- 2012 2 x Silver Awards – Australian Professional Photography Awards (APPA)
- 2012 Bronze Award – International Loupe Awards
- 2011 Silver Award – Australian Professional Photography Awards (APPA)
- 2011 Silver Award – International Loupe Awards
- 2010 Bronze Award – International Aperture Awards
- 2009 1st Place Winner – Shoalhaven Packers Photographic Prize
- 2006 Honourable mention – Picture of the Year Award (POY)

Diary Dates



Currently 7pm meetings for 2022 all have guest speakers scheduled:

Wednesday 26/10/2022 – 2 Guest Speakers

Tentative – Dinner on Monday 12th December 2022 at Mollmook Golf Club

In 2023, Zoom 7pm meetings will be held on the second Wednesday of the third month from February 2023. February has an incredible guests speaker (details in this newsletter) and may members of the Funeral Celebrants Association of Australia (FCAA) will be invited to join us.

Wednesday 8th February 2023 – Guest Speaker

Wednesday 10th May 2023

Thursday 19th July 2023 -50th Anniversary

Wednesday 9th August 2023

Wednesday 8th November 2023

Tentative Friday 8th December 2023 for Dinner at the Mollmook Golf Club



OCTOBER 2022 GUEST SPEAKER 2 - JORDAN WEAVER

Jordan, is an event planner, stylist and coordinator.

But she wasn't always in the business of weddings. After 12 years working in Sydney and London as a corporate publicist, planning events, launches and tours for international film stars, chefs, authors, sports men and women and some of Australia's best-known TV personalities, the job that captured her heart as a 21 year-old had lost its shine.

Wedding planning had always been her dream career 'to-do' list so while juggling her 9 to 5 job (with a young family in the mix!) she dipped her toe into the wedding planning waters, planning and styling events as her 'side hustle.'

After 6 months of working



Saturday and Sunday on weddings with her 9-5 corporate job during the week, she learned two things. Firstly, she has an extremely patient husband (thanks Matt!) and, most importantly, wedding planning and styling was where she wanted to be.

It allowed me to combine her creative styling side with project management skills, and have the honour of working with

Jordan Weaver

Creative Director

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w: jordanweaverevents.com.au

a: PO Box 37 Wahroonga NSW 2076

truly beautiful couples and their families.

Since making the leap into wedding planning and styling she has worked with countless couples from Australia and around the world to create exquisite once-in-a-lifetime celebrations across Sydney, the South Coast, the Southern Highlands, the Hunter Valley and beyond.



I'm here to take the stress, confusion and overwhelm out of planning your wedding day. Simple as that!

ASKING QUESTIONS

As Celebrants, we tend to extract a Love Story from our couples for weddings, or a life history from families of the deceased for funerals & memorials, but we always need to be sure of who we ask, if we are not prepared for the truthful answer.



In a trial, a Southern s m a l l - t o w n prosecuting attorney called his first witness, a grandmotherly, elderly woman to the stand. He approached her and asked, 'Mrs. Jones, do you know me?' She responded, 'Why, yes, I do know you, Mr. Williams. I've known you since you were a boy, and frankly, you've been a big disappointment to me. You lie, you cheat on your wife, and you manipulate people and talk about them behind their backs. You think you're a big shot when you haven't the brains to realise, you'll never amount to anything more than a two-bit paper pusher. Yes, I know you.'

The lawyer was stunned. Not knowing what else to do, he pointed across the room and asked, 'Mrs. Jones, do you know the defence attorney?'

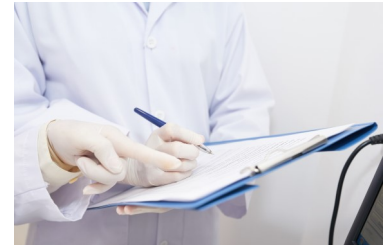
She again replied, 'Why yes, I do. I've known Mr. Bradley since he was a youngster, too. He's lazy, bigoted, and he has a drinking problem. He can't build a normal relationship with anyone, and his law practice is one of the worst in the entire state. Not to mention he cheated on his wife with three different women. One of them was your wife. Yes, I know him.' The defence attorney nearly died.



The judge asked both counsellors to approach the bench and, in a very quiet voice, said,

'If either of you idiots asks her if she knows me, I'll send you both to the electric chair.'

FEBRUARY 2023 GUEST SPEAKER—Mark Simpson



Mark Simpson Principal Educator

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(reg.education provider)

This is an excellent opportunity for new and experienced funeral celebrants to gain a detailed insight into the funeral industry.

Mark Simpson Principal Educator is a retired lecturer in medicine, who has close personal & professional ties to the funeral industry (incl training as an embalmer) but has no allegiance to any funeral company/organisation. He has been involved in public education for 30yrs & 15yrs ago joined with Jan Field (embalmer/mentor, FD & funeral home locum to form the **Australasian Funeral Industry Training Services (AFITS)**, a national training, education & support service.

Mark has written presentations/articles for the BIE (UK), AIE, ASE (US), AFDA (Aust), NFDA (US), Dodge mag, The Mazwell Group, UK Funeral Director/Funeral Service Times



He and Jan, are very happy to take your questions personally or during the presentation.

Prior to the meeting you will be surveyed on topics of greatest interest including;

- The Aust Funeral Industry its functions & disfunctions, regulations/lack of regulations
- The new ACCC Aust. Funeral Industry report – what were the serious concern re: deceptive behaviours.
- The extremes of the funeral industry...from multi-nationals through to shop fronts (only)
- Deceased preparation – what is done/can be done, why, why not
- Coroner’s investigations when, why, why not, autopsy, non-interventional autopsy
- Voluntary euthanasia

If you would like to engage in one of the courses at AFITS, here are some links:

[Funeral Industry Courses - Medical Educators](#)

[Funeral Industry CPD & Educational Seminars - Medical Educators](#)

Email: support@medicaleducators.com.au

Phone: 0431396417



COORDINATOR COMMENTS



I am surprised at just how much information comes across my desk every day. As Celebrants we need to keep up with so much just to ensure we are complying with the law and rather than bombard you with emails, I am putting

everything into a monthly newsletter. I hadn't planned it to be monthly but quarterly would have been too large and far too cumbersome.

As you may know, I am a member of various associations and to me, there is no conflict of interest whatsoever as those memberships are a privilege and offer the benefit of a wider knowledge base and wider exposure. Most Celebrancy associations are members of CoCA and you will see celebrants join us who are members of a CoCA associations, or not, or maybe not even an association member at all. We invite all celebrants to take part because the wider the net, the wider our knowledge base and the greater benefit to us all as Celebrants honing our profession. We can learn and benefit from each other's knowledge and experience.

That is just as important for the more experienced and it is for the novice. When a Celebrant asks a question such as "what can I use for ID", or "Is the NOIM lodged when they sign or when I get it", you might be forgiven for thinking it is a new Celebrant asking but I have seen similar questions asked by Celebrants of many years of registration.

If we want to build trust in the community and encourage people to Civil Celebrants, especially on the South Coast, we need to up the game and be confident that all Civil Celebrants are professionals and that the South Coast is the best place for that Ceremony.



I am always looking for new ideas and different rituals particularly from the diverse cultures and religions we find across the world. We sometimes find interpretations in history, in fiction & non-fiction, as well as in movies and TV programs. I have been known to sit at a screen playing the one movie scene over and over to ensure I get the sentiment

and words just right for a theme wedding or ceremony.

As a science fiction fan, I have used quotes from weddings depicted in Dr Who, Star Trek, Game of Thrones and many others. The Disney programs are also always a great resource. There is however a new player in town in The Orville, created by [Seth MacFarlane](#) and screening on SBS. It also on Disney but oddly they don't show all of the series and so you need to go to SBS which has all episodes..

I should point out that The Orville was billed as a comedy and was inspired quite obviously by Star Trek but it has taken on a life of its own, paying homage to other sci-fi while satirising many human customs with gentle humour to avoid offence.

I was incredibly impressed by the final episode of season 3 but do think you might have to watch the entirety of seasons 1, 2 and 3 to get the full impact of the story line and jokes, which you are not likely to do unless a fan, however without giving away too much by way of spoilers, there is a 'renewal of vows' that is surprising in its very harsh demonstration that both parties must genuinely be participants in the relationship and rituals, for both the ceremony and marriage to be successful, despite how many rocks might be thrown (inside joke).

People are often inspired by the romance of ceremony to plan their own events and we all know, in any **wedding** planning, there are always conflicts about what advice to accept, and of course who and how many to invite, particularly when it comes to the custom of inviting relatives and ending up with way too many guests.



Again, I am trying to avoid spoilers but have to admit I belly laughed at a few scenes.

What The Orville tells us in the end however is that relationships define us as a society, that cultural/racial differences cannot obstruct love, and that love inspires.



Registry of Births Deaths & Marriages

the NSW Registry of Births Deaths & Marriages offices in Chippendale and Parramatta will continue to remain **closed** to the general public and are still operating with a reduction in staff for essential services.

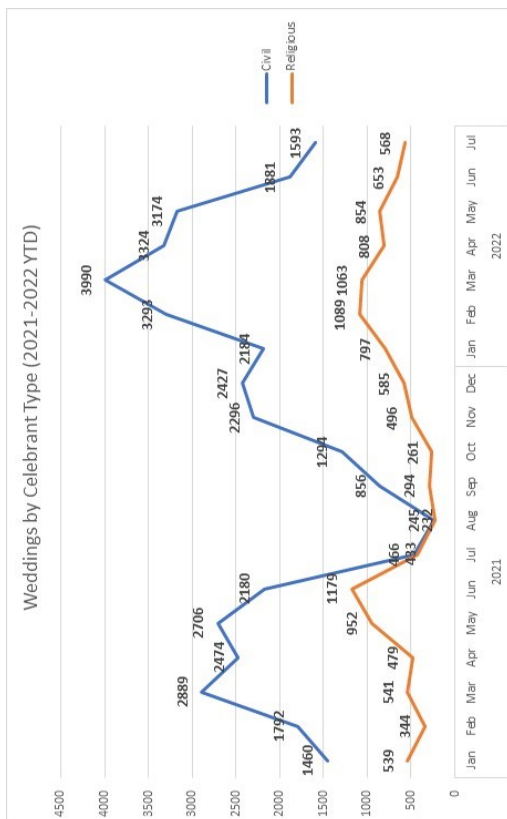
eRegistry tutorial videos will be coming soon. We are hoping our new videos will further assist Celebrants with easy to access resources on our Registry website.

When you use the eRegistry portal, certificate applications are received immediately, processed and in the mail within **48 hours**.

Marriages documents that have been **posted** in are currently taking up to 6 weeks to be processed from the day the Registry receives your documents. This is for marriages that are not registered through the online system.

Processing a paper registration form takes significant time, due to a number of factors including the manual data entry of the form into the system, the manual verification of the details by different staff members, then the manual process of printing the certificate.

To provide your couples with a quicker service and to save you time, contact the BDM to help you register for eRegistry to set up your log in. You may contact us by: Email: eregistry-support@customerservice.nsw.gov.au or Phone: (02) 6885 9332.

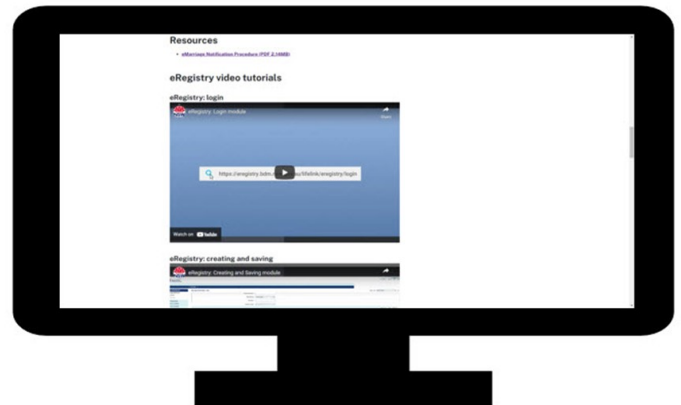


Do you have an error on a Marriage Certificate?

If any errors appear on a marriage certificate issued by the Registry, Celebrants can apply for a correction on behalf of the couple *within 2 months of the marriage being registered*.

To do so you will need to do the following:

- Complete a Correct an Entry Form
 - Obtain the original certificate off the couple
 - Provide 3 forms of identification (can be photocopies, as stated on the form)
 - and provide any evidence to support the request
- All documents will need to be submitted together, please refer to the lodgement options on the form. Please click the following link for the [Application To Correct an Entry](#) form.



eRegistry now has tutorial videos to assist and guide you in your journey of registering marriages online. The videos include:

1. How to login
2. How to create and save a Marriage Notification
3. How to view, edit and delete a Marriage Notification
4. How to print marriage documents
5. How to attach documents
6. How to submit your Marriage Notification
7. How to apply for a Commemorative Certificate package
8. How to pay for an existing transaction

To view the new tutorial videos, please click [here](https://www.nsw.gov.au/births-deaths-marriages/business-partners/marriage-celebrants#toc-eregistry-video-tutorials)

If you don't have access to eRegistry and are interested in registering your marriages online, request access via eregistry-support@customerservice.nsw.gov.au or by calling us on (02) 6885 9332.

KNOWLEDGE BASE

We need knowledge at our fingertips to ensure we can confidently respond to challenges. I will endeavour to provide information in each newsletter to expand our personal knowledge base.

When should an interpreter be used?

Section 112 of the Marriage Act provides that where an authorised celebrant considers it desirable to do so, they may use the services of an interpreter in, or in connection with, a marriage ceremony. It is prudent for an authorised celebrant to use the services of an interpreter when any one person



among the authorised celebrant, parties or witnesses do not understand the language in which the marriage ceremony will be conducted. This includes ceremonies conducted in a sign language, such as Auslan.

The interpreter must be a person other than a party to the marriage, and they must be able to meet the requirements set out in section 112 of the Marriage Act. It is the authorised celebrant's responsibility to decide whether an interpreter is necessary.

Subsection 112(2) of the Marriage Act states that the authorised celebrant must not solemnise a marriage at which the services of an interpreter are to be used unless the authorised celebrant has received a statutory declaration by the interpreter stating that he or she understands, and is able to converse in, the language/s required.

Immediately after the ceremony the interpreter must give the authorised celebrant a certificate of the faithful performance of his or her services as interpreter. The certificate must be in the approved form.^[1] The approved form for the certificate of faithful performance by the interpreter (formerly called the Form 24) is available on the [department's website](#).

The authorised celebrant must forward the statutory declaration and certificate of faithful performance by the interpreter to the appropriate registering authority with the registration copy of the marriage certificate.

CURRENT MARRIAGE FORMS AND CERTIFICATES

It has now been a year since the new forms were introduced on 1st September 2021.

The old NOIM forms signed and submitted to an authorised celebrant (Lodged) before 1 September 2021 remain valid for a period of 18 months from the lodgement date and do not need to be replaced unless due to expiry.

Any NOIM Lodged on or before 31st August 2021 still has validity for 18 months and so a NOIM submitted on 31st August 2021 for example, is still valid until 28th February 2023.

However an old NOIM lodged on or after 1st September 2021, is not valid.

All NOIM forms submitted to an authorised celebrant on or after 1st September 2021, must be on the current (new) NOIM form.

The current (new) Official Certificate of Marriage (OCM) and Declaration of No Legal Impediment to Marriage (DNLIM) forms, must however be used in *all circumstances*, for all weddings solemnised on or after 1st September 2021.

As there were no changes to the ceremonial Form 15 Certificates of Marriage (given by the celebrant to the couple immediately following the wedding), Authorised celebrants can continue to use their existing stock of Form 15 certificates which are also available for purchase from CanPrint Communications.

More information at these links:

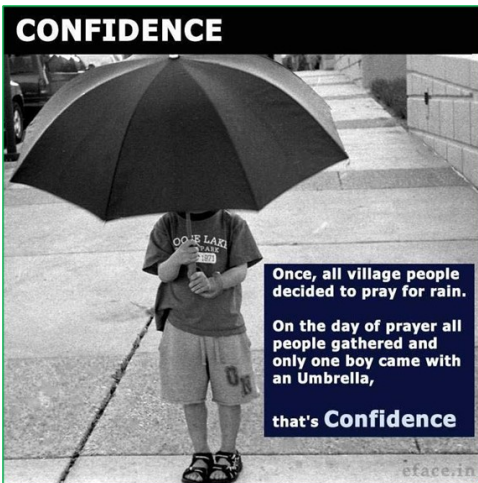
- [Tips for completing a new Notice of Intended Marriage](#)
- [Frequently Asked Questions regarding](#)
- [the current \(new\) forms. Changes to marriage forms](#)

What does 'legally qualified medical practitioner' mean?

A legally qualified medical practitioner means a person who is registered as a licensed practitioner with the Medical Board of Australia. The category is limited to GPs and specialist doctors and so does not include pharmacists or physiotherapists.

See page 41 of Guidelines





1. Always ask more questions than statements you make (it lets the client know that you are listening)
2. Check the address of the venue as venues will list the next nearest town in advertising rather than the actual correct legal address.
3. In case of a typo, unforeseen damage to docs, or a unexpected change of the venue, keep a set of blank back-up docs in your car.
4. If you don't know the answer to a question, simply say "I'll check that" and research until you have a full & correct answer.
5. Perform mouth & vocal exercises just before the ceremony to remove any accidental mispronunciations.
6. Never eat chocolate, or drink anything very hot or very cold just before a ceremony as it can harm your voice.
7. A mint just before the ceremony, improves breath & breathing
8. Avoid bending over at ceremonies) skirts can lift and trousers can split)
9. Before submission to BDM, download the Summary from Lifelink and send it to the couple for checking
10. Always stand upright & exude confidence.

THE UNKNOWN PARENT & LIFELINK ENTRIES

Although a Birth Certificate may have a blank space for an unknown parental name, Marriage Certificates are yet to catch up. There are a variety of reasons that a parental name may not be known or disclosed and questions arise as to the best and most considerate manner of data entry for those circumstances.

Remember that what you enter into Lifelink, is what appears on the BDM Certificate.

Melissa Sheehy looked into this further with the NSW BDM.

If a parental name is unknown or not provided, such as on a Passport, when preparing documents, and when submitting data to Lifelink, we are able to enter the word 'unknown' in place of names but of course surnames have to be in caps and so is 'UNKNOWN' when used in place of the surname. The result however on the BDM Marriage Certificate may be undesirable.

No parental names on evidential Birth Certificate or Passport:

First name	SURNAME	Country of birth	DONLIM	Certificate
Unknown	UNKNOWN	Unknown	Unknown UNKNOWN	Unknown UNKNOWN
Not Stated	NOT STATED	Not Stated	Not Stated NOT STATED	Not Stated NOT STATED

WORDS THAT CAN OBSTRUCT & COST

Objectionable Word/s	How it removes Confidence	Preferable Word/s
Cost / Price	triggers reason to return to research	total investment or total amount
Down payment	triggers reason to return to research	initial amount or initial investment
Non-Refundable Deposit	Triggers fear of cost and/or unethical conduct	Lodgement Fee & deducted from your total investment
Contract	restrictive	Paperwork or agreement or the form
buy	Triggers fear of cost	Own (creates pride)
Sell/sold	Creates objection	Get you involved or Help you acquire
Deal	Creates fear generated by past failures	Opportunity or Transaction
Sign	Can generate procrastination & objection	Could I have your approval or authorisation, or please endorse, or please OK this here
Side Hussle	Triggers fear of unethical conduct/scam	I love being a Celebrant but also have other employment



We missed an opportunity in July to celebrate the 49th anniversary of Civil Celebrancy in Australia.

Ref: [Celebrant \(Australia\) - Wikipedia](#)

On Thursday 19th July 1973, Lois D'Arcy, a 26 year old mother of two babies, a teacher on the Gold Coast, was the first independent civil marriage celebrant ever appointed by the reformist Attorney-General [Lionel Murphy](#). In a 1992 address to celebrants, she described Murphy's personal involvement in using the Act's powers and bypassing the bureaucracy as heroic to the first civil celebrants. Her appointment was followed by fellow Queenslanders **Angela Burns and John Mayne**.



Whilst many Western nations permit civil celebrants to perform a variety of ceremonies, Australia, largely due to the support of the Attorney-General Lionel Murphy in the 1970s, was the first nation to appoint non-clergy celebrants giving civil and religious wedding ceremonies equal cultural status and now around 70-80% of weddings are officiated by Civil Celebrants.



According to former Catholic priest and pioneer civil celebrant [Dally Messenger III](#), he was the first ever to apply to become a Civil Marriage Celebrant under the provisions of the new Commonwealth Marriage Act of Australia (1961), to Sir Garfield Barwick but was refused. When Lionel Murphy became the Attorney General, he was told of the refusal but staff initially could not find the file however a very pleasantly surprised Dally was finally appointed by telegram on the **27/02/1974**

He said:

The civil celebrant program is almost entirely the result of one man's vision. Murphy himself told me the story of how he was opposed by his own staff, the public service, his fellow members of parliament and officials of the Labour Party. He defied all, and, on 19 July 1973, in the dead of night, typed the first appointment himself, found the envelope and stamp, walked to a post box and posted it himself.



It is acknowledged that Lionel Murphy and Australia led the Western world in establishing ceremonies of meaning and substance for secular people. New Zealand in 1977, the United Kingdom c. 1980 and the United States in 2002 have followed the Australian model. Lionel Murphy himself founded the first celebrant organisation on 3 May 1974 when he called all the celebrants he had appointed to that date, to his office in Sydney. He explained to the celebrants who were present that the Labor Party was sure to lose the upcoming election and so Celebrants would

need an organisation so that they could speak with one voice, especially if their very existence was threatened by a conservative (Liberal) government. He appointed a well-known model, Jill-Ellen Fuller, as the inaugural president of the Australian Civil Marriage Celebrants Association (ACMCA). He placed his own personal secretary, Maureen Barron, as temporary secretary but soon officially appointed Dally Messenger III.

After several years the ACMCA broke up into state organisations. **Australian Marriage Celebrants Association (AMC)** continued.

A separate organisation for funeral celebrants, *The Funeral Celebrants Association of Australia*, was formed on 3 May 1977 by Dally Messenger and others. The name was changed to the *Australian Institute of Civil Celebrants* to welcome both Marriage and Funeral Celebrants. Rick Barclay was elected as president, [Dally Messenger III](#) as secretary, and Ken Woodburn as treasurer. They administered the institute until it became the *Australian Federation of Civil Celebrants Inc* in January 1994 (AFCC).^[16] According to Dally Messenger, he was its first President and administrator for 6 years and was made a Life Member along with some 5 other honoured founders who used to appear on the AFCC webpage however the AFCC subsequently revoked life memberships and the honour list disappeared.

A year earlier, in 1993, *the National Council of Celebrants Associations* was formed as an "association of associations" and it later changed to CoCA. AMC was a member for a time but is not currently.



More recently, in the past 12 months or so, more new associations have formed with some having as few as 4 - 20 members while some of these are directly connected to RTOs offering Celebrancy training and so we now have 19 associations listed on the [AG website](#).

I don't have stats on how many of the current, over 9000 celebrants, are members of associations though AMC remains as one of the two largest associations offering a range of benefits to members.

The 25th anniversary of Civil Celebrancy was celebrated in Melbourne in 1998 and was fully funded by the AG. It comprised of a full weekend of activities including a memorial tribute ceremony to Lionel Murphy at which Dally Messenger gave an address.

Next year, 2023 of course will mark the 50th anniversary and discussions are underway at every level and undoubtedly in every associations, as to how we will Celebrate this momentous upcoming event. MLCS are considering a special logo to mark the year though the current Labor government might have some more ideas.

Our AMC is workshopping ideas. Your suggestions are welcome.



Australian Marriage Celebrants

welcomes Jodie McEwen
How to Create Consistent Social Media Content that Drives Enquiries

at 7:00pm - 8:00pm

Tuesday 13th September 2022

Jodie McEwen is the founder and director of [The Marketing Side](#). She works with business owners to create marketing that inspires action. For more than 6 years she's trained business owners on how to DIY their own social media and developed websites for businesses and organisations across NSW.

Social media platforms are a terrific way to get found online and build a digital presence for free. In this presentation Jodie will help you master social media so that your prospective clients fully understand what you do.

Learn how to build social proof so people can know, like, and trust you enough for them to make an inquiry. Find your messaging and the best way for you to articulate your unique qualities **AND BE SEEN!** Have clients wanting to reach out to you and book you for their wedding.

AMC invites Jodie to speak to members about how they can create consistent messaging and conversations on their social media platforms. Social media is always an area in your business that you can't afford to stop learning about.

Join us and share the opportunity to learn together.

To register for all regularly month events, please register here:

<https://us02web.zoom.us/joining/register/tZIkceGorz0qHtQICouP--SqlxhWbZDGZNM>

You will be automatically provided a calendar invite with Zoom link, and a Zoom link a few hours before the event.

Contact

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kelly@homebrandweddings.com.au



WEBPAGES & SEO WHAT AND HOW?

[Drive more traffic to your website through SEO | business.gov.au](#)

[Improve your search engine rankings | business.gov.au](#)

The NSW state government has some great resources or help you in your business. In August, information was published to advise business on webpages and utilisation of SEO. For those who are not familiar with, or are baffled with SEO, there is an explanation of Search Engine Optimization (SEO) along with some tips on how to gain benefit.

A business website can be as simple as a page with your business's brand and contact details to a complete online store.

Some benefits of having a website for your business include:

- having a digital shopfront for your business
- reaching a global audience
- helping your customers to access your services anywhere, anytime
- using it for marketing to sell and promote your products and services
- increasing customer engagement
- creating or enhancing your brand and reputation
- improving your business productivity and efficiency.

It's important to do your research before you build your business website. Choose an option that suits your business and targets your main audience. To stand out from other businesses, find a way to make your online presence unique. Follow the links below to business.gov.au for more detail

[Benefits of a website](#)

[1. Create a digital business strategy](#)

[2. Decide on your type of website](#)

[3. Decide if you want a template or custom website design](#)

[4. Pick and register your domain name](#)

[5. Choose a web hosting service](#)

[6. Build your website](#)

[7. Launch your website](#)

[8. Other online channels](#)

Once you have a webpage you will need drive Drive traffic to your website and one way of doing that is through Search Engine Optimization (SEO).

Search engine optimisation (SEO) can make your website easier to find on search engines such as Google and Bing. Improving your SEO ranking can:

- increase traffic to your website
- increase your reach
- bring more customers to your business.

You can find more information about Search Engine Optimization (SEO) at these links:

[About search engine optimisation](#)

[1. Understand your online customers](#)

[2. Use keywords on your website](#)

[3. Refresh your page content often](#)

[4. Gain referrals from other websites](#)

[5. Use meta tags in your content](#)

[6. Stay up to date on the latest SEO techniques](#)