

# JOIN US

SFA MEMBERSHIP





**BEING IN  
BUSINESS **FOR  
YOURSELF**  
DOESN'T  
MEAN BEING  
IN BUSINESS  
**BY YOURSELF****

# SFA MEMBERSHIP GIVES YOU

HR / employment law &  
essential business advice

Events & networking  
opportunities

Business trends & analysis

SFA Affinity & cost savings

A great platform to  
promote your business

Opportunity to actively  
promote small business at  
national & European level

Regular small business  
specific updates

Discounted training rates





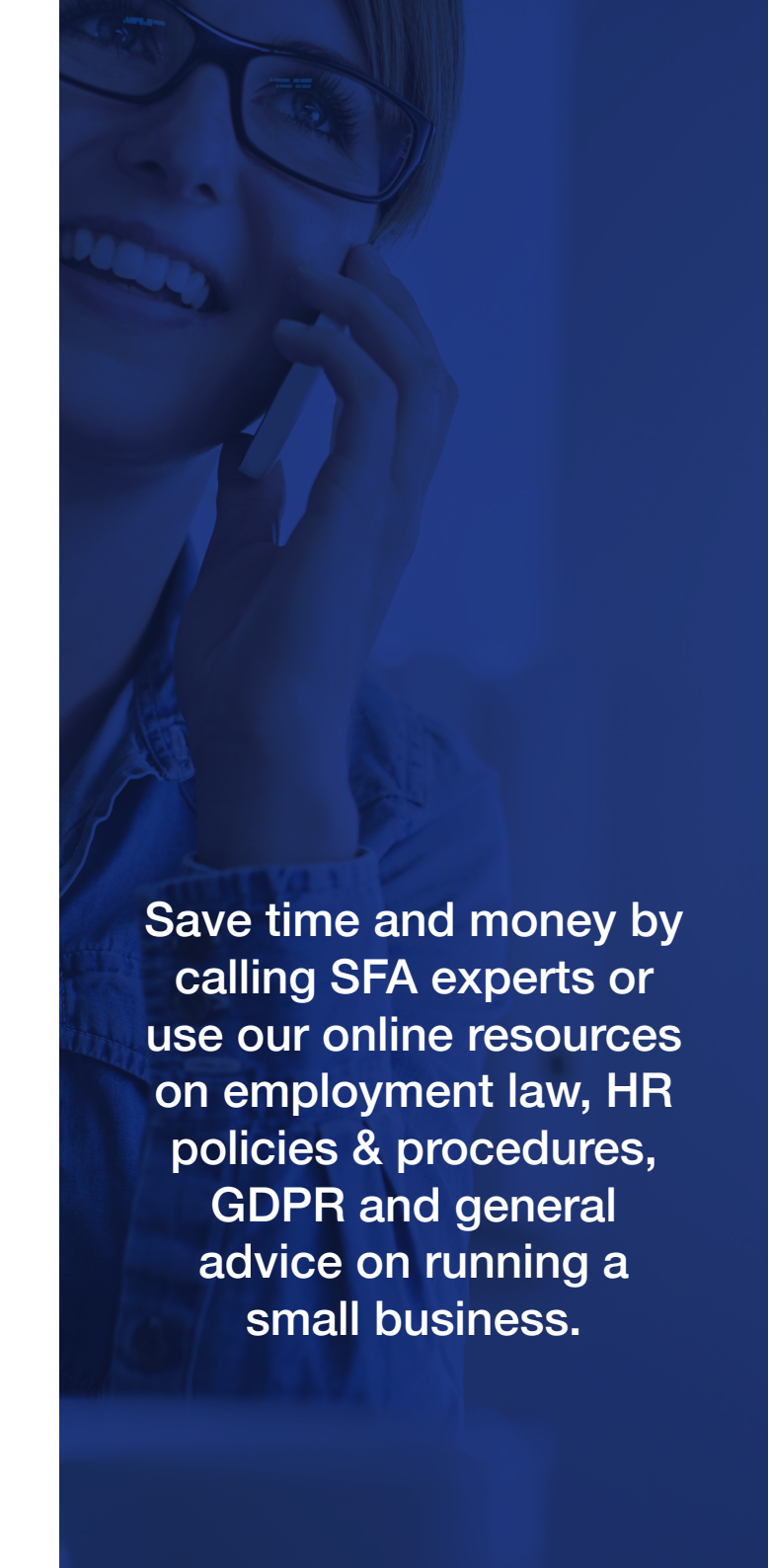
# ESSENTIAL INSIGHTS



“The SFA are a constant support for our business. As well as providing excellent research on all aspects of the business world in Ireland, they provide a real advisory type service whenever new issues arise.”

David Byre, Dualtron Ltd.

[www.sfa.ie/advice](http://www.sfa.ie/advice)



**Save time and money by  
calling SFA experts or  
use our online resources  
on employment law, HR  
policies & procedures,  
GDPR and general  
advice on running a  
small business.**

## **Business Advice Centre**

Have you spent valuable time trying to find an answer to a HR query relating to your business? Contact the SFA team and we will help you.

## **Members online advice portal**

Our expert team is supported by our website advice portal, which gives you core information on a 24/7 basis. You can access guidelines and sample documentation on employee relations, employment law, HR policies and procedures, business regulation, health and safety and financial management.

## **Business trends and analysis**

Our surveys and publications give you the latest trends, facts and figures: from labour market analysis, rates of pay, business cost, business sentiment and much more.

# ATTEND OUR EVENTS



- SFA Annual Lunch
- SFA National Small Business Awards programme
- Business Connect
- Business Bytes monthly seminars
- SFA Conference
- Workshops / roadshows
- Webinars
- SFA member evenings
- Regional networking events
- SFA Employment Law Conference

“The strength of the support system provided by SFA to facilitate connections between members is second to none.”

Andrea Linehan, Grid Finance

[www.sfa.ie/events](http://www.sfa.ie/events)

# RAISE YOUR PROFILE

Membership of the SFA provides access to a large community of small businesses, many of which are potential customers for your business.



## Better Business

- Build your brand and drive sales within the small business community through the SFA Affinity programme—it's free and exclusive for SFA members to advertise through this scheme.
- SFA members can also save money and get additional benefits across a range of products and services such as utilities, professional services, insurance and much more.
- Feature your business in the SFA quarterly, award-winning magazine.

[www.sfa.ie/affinity](http://www.sfa.ie/affinity)



Over the past 15 years the SFA National Small Business Awards celebrate achievement, innovation and excellence amongst small firms in all sectors and parts of the country.



## Showcase your business

The six month programme is a fantastic opportunity to promote and showcase your business and enhance your credibility both internationally and nationally through the extensive PR and media profile these awards attract.

“To win the overall SFA Award for 2018 has given great satisfaction to our staff and cements confidence with our customers that they are dealing with a very innovative and progressive company. Customers and clients want to deal with award winning and accredited companies and the SFA Award has certainly put us on the front foot when winning new business.”

David Briody, Briody Bedding - Overall Winner of the SFA National Small Business Awards 2018

## Finalists' prize package

All finalist companies receive a prize package to the value of €50,000 including:

- Media coverage including profile in a specially commissioned Irish Independent Awards supplement
- Strategic management masterclass weekend
- Participation in Awards Village at Business Connect event
- Five invited places to the Awards Gala Ceremony

## Award categories

The Awards are open to all companies with less than 50 employees and there are eight entry categories:

- Manufacturing
- Food and drink
- Services
- Outstanding small business
- Innovator of the year
- Sustainable energy
- Small business exporter of the year
- Emerging new business

[www.sfa.ie/awards](http://www.sfa.ie/awards)



# COMMUNICATIONS



# MEMBERSHIP PACKAGE

## SFA membership

- HR / employment law & essential business advice
- Events & networking opportunities
- Business trends & analysis
- SFA Affinity & cost savings
- A great platform to promote your business
- Opportunity to actively promote small business at national & European level
- Regular small business specific updates
- Discounted training rates

## SFA+ membership

Enhance your SFA membership and get a level of access to your relevant sector. SFA+ membership includes all the perks of SFA membership plus essential industry insights through the Ibec trade associations.

- SFA+ Property
- SFA+ Technology
- SFA+ Food and Drink
- SFA+ Medtech

[www.sfa.ie/joinusnow](http://www.sfa.ie/joinusnow)

# ABOUT US

The Small Firms Association proudly represent a diverse membership of businesses with less than 50 employees; homegrown and spanning every sector of our economy. Our members are found in every town and every city in Ireland.

**SFA is the small business association in Ibec, Ireland's largest and most influential lobbying group.**

## VISION

SFA's vision is that Ireland will be the most vibrant small business community in the world- supporting entrepreneurship, valuing small business and rewarding risk takers.

**We are the trusted partner of small business in Ireland.**

## MISSION

Our mission is to deliver business focused advice and insights to member companies, influence government policy to the benefit of small business and connect our members in a thriving community.

## AIMS

- To be a credible and trusted adviser to members
- To provide thought leadership at government policy level
- To be the hub for sharing, collaboration and networking for small business
- To be the centre of excellence for learning and innovation amongst small business
- To promote recognition of achievement, excellence and innovation in small business



## **SMALL FIRMS ASSOCIATION**

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 [small-firms-association](https://www.linkedin.com/company/small-firms-association)  [@SFA\\_Irl](https://twitter.com/SFA_Irl)