



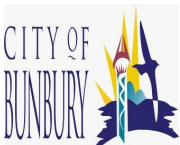
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Business Grow

December 2011/January 2012

The All New Small Business Awards. 2012 Is The Year To Enter!

I am sure many of you have looked at entering the Small Business Awards. However, when you have looked at the questions and the work involved you have just been unable to find the time.

Well 2012 is the year. After a long association with the Telstra Business Awards we have decided to simplify the process to encourage many more of you to enter.

We are currently in the process of simplifying the questions and reviewing the categories and the all new



2012 Small Business Awards will be launched early in the New Year.

You can speak to me, and the staff at the Small Business Centre Bunbury-Wellington. We are very happy to help you through the process and assist you at any stage. We get a lot of enjoyment by the close involvement we have with you at the time. The gala night is our premier public event in which we get to proudly congratulate and acknowledge the

achievements of the businesses in our south west region.

As a result of entering our awards in 2011, 5 businesses were selected as finalists in the GWN Western Australian Regional Small Business Awards. These were: Ford House, Vintages Accommodation, Margaret River Vet Hospital, Quest Bunbury Serviced Apartments and H & H Automotive.

Our February newsletter will have more detail so keep a look out for that. As always our website will also be updated with information. If you have any questions please do not hesitate to contact the office on 9791 2666 or email to admin@sbcbw.asn.au



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Our office will be closed from Friday 3pm, 23rd December 2011. We will re-open at 8.30am on Monday 9th January 2012. Have a safe and fabulous festive season.

The services provided by the Small Business Centre Bunbury-Wellington are partially funded by the Australian Government and the Small Business Development Corporation of Western Australia.



Supporting Sponsors



A Message From the CEO's Desk...



As 2011 draws to a close and we look forward to 2012 it is a good time to take a moment to reflect on the achievements of this year and plan for bigger and better things next year.

A few of our successes for the year were moving into our new premises; once again hosting a very successful Small Business Awards and adding a few new sponsors to our organisation.

Refer to page 1 to read more about the Small Business Awards and to page 1,2 and 3 to find who our sponsors are.

Although we are a non-profit organisation most decisions we make are the same as yours.

- Are we providing the correct services for our client's needs?
- Is our marketing correctly targeting our clients?
- Are we running to budget?
- Do we have the right staff for our business needs?

Sometimes it can get a little overwhelming with all the things that need to be considered. Can I suggest that you might like to consider undertaking a Bizfit Pulse check with us? It will take a couple of hours and is free. From this, a short list of priorities can be set and our Business Development Advisors will work with you to achieve these goals. This is a great first step to improving your business.

The Small Business Centre Bunbury-Wellington is extremely proud of the role it plays in the business community. Our Business Development Advisors: Peter Seeney, Natasha Parsons and Kevin O'Connell have a wealth of knowledge. I encourage you to use them.

To assist us with providing the services you require you will find a survey in this newsletter. Please help us to help you, fill it in, and tell us what we do well and what we need to improve on.

The Mobile Business Facilitators are the public face of the Small Business Centre. Sue Footner and Jude Armstrong go out and about into the region visiting the businesses through the Shires of Harvey, Collie, Donnybrook-Balingup, Capel, Dardanup and the City of Bunbury. Talk with them; find out what services we can provide for you.

Lastly there is administration: Mandy Wojtowicz, Sue Footner (marketing and training co-ordination as well as Mobile Business Facilitation) and Katrina Lorkiewicz. These girls together make sure the bills get paid, the newsletter is prepared, training arranged and hosted on the day, that the phone gets answered, and the clients are booked in.

It is an honour to work with such a wonderful group of people. Their dedication to their role is unquestioned. I am extremely proud of the results we have achieved this year and look forward to

2012.

I give my sincere thanks to my board members, a group of people that give their time freely, to set the strategic direction of the Centre to ensure that we remain effective and relevant. They have supported and guided me during 2011 and together we have continued to provide to the business community in the Bunbury-Wellington region, a service that we are very proud of. We continually strive to be the best Small Business Centre in Western Australia. I look forward to working closely with them in 2012 and what the year will bring. The current board members are: Kevin McDonald (Chairman), Sharon Lomax (Vice-Chair), Stuart Fricker, Beth Ferguson, Geoff Glenn, Jeff Kappler, Lynda Klein, Carrie Trigwell and John Lysaught. Many thanks are given to retiring Board member Terry Pyke.

We will be taking a well earned break over the Christmas New Year period. Our office will be closed from Friday 3pm, 23rd December 2011. We will be open at 8.30am on Monday 9th January 2012.

My best wishes to you all. May you have a safe and Merry Christmas.

Alison Maughan.CEO

Wow! Outstanding Customer Service Awards



Our **WOW** awards are still generating a buzz, and we take great pleasure in recognising those businesses and staff members who do go that extra mile for their customers!

If you know of a business or staff member who has the WOW factor, and do that extra mile, please email us and we will present them with a WOW certificate to proudly display in their business.

Our latest award recipients are:

- Kristy Ramshaw, Graphic Signs and Logos, Collie
- Karen Patterson, The Passionate Baker
- Jordan Bennell, Dick Smith Electronics
- Ian Wyatt, Auto One Bunbury

All were recommended by extremely happy customers. For a full list of award recipients go to: www.sbcbw.asn.au

Email us now with your nomination and tell us why they deserve to receive a **WOW** award. Email sue@sbcbw.asn.

Business Braggers Column

Welcome to our monthly column, where we strive to showcase those businesses who have won awards for their endeavours or reached significant milestones.

Total Telephone.

Their recent award as the 2011 Telstra Business WA State Partner of the Year highlights the company's goal to excel in all areas of business and underlines the high level of respect with which Telstra holds **Total Telephone** to professionally promote their products and services.

This is a fantastic achievement for a local, regional business competing against all other Telstra Dealers in WA.

If you are in business and can't make it to the Bunbury or Busselton showrooms, call '1300 Talking' to arrange a sales professional to visit your business premises. They can evaluate your needs and recommend the best solution for your whole of business telecommunications and IT needs.

For Telstra Award Winning service at either the Bunbury or Busselton showroom or at your business premises, you can't beat the team at **Total Telephone**.



Quest Bunbury Serviced Apartments – won WA Regional Small Business Awards for Best Franchise.

World Kitchen – opening of the Singing Chef's third restaurant World Kitchen

Perkins Builders – won the National Commercial and Industrial Construction Award at the Master Builders National Excellence in the Building and Construction Award. (Perkins won the award for the construction and renovation of the Bunbury Cathedral Precinct.

Harvey River Bridge Estate – took home a GOLD Medal at the 2011 Quanta's Wine Show for it's Harvey River Bridge Estate Shiraz 2008.

Vineyard 28 – won a GOLD Medal at the 2011 Alternative Wineries Wine Show in Mildura,

D&R Machining – was a finalist of the prestigious RSM Bird Cameron Business Enterprise Award at the 2011 Regional Achievement and Community Awards.

The Bull & Bush Tavern – was honoured at the Australian Hotels Association WA awards night, winning the best pub/hotel accommodation award.

Mark Rando – amongst 6 finalists from around Australia including three from WA in the running for the coveted Association of Financial Advisers Adviser of the Year Award.

Collie Florist Studio – celebrated their 5th birthday.

Supporting Sponsors



New Innovation You Tube Channel

The Department of Innovation, Industry, Science and Research now has a YouTube channel!

As the specialist program delivery division within the Department, AusIndustry will utilise YouTube to disseminate key program information.

Video content hosted by our YouTube channel is available in an informative, engaging and flexible format for you to watch at your convenience. The channel offers another exciting way for you to interact with AusIndustry.

The Department created the YouTube channel for a range of purposes, including:

- provide video instructions on how to apply for Departmental grants
 - provide interesting and engaging examples of the Department's work in the community, such as industry or small business case studies
 - raise awareness of the Department's work for educational purposes
 - publicise a key policy or program areas
- disseminate speeches, forums and other presentations given at events hosted by the Department.

Our YouTube channel complements AusIndustry's other social media channels, including our Facebook and Twitter page.



Margaret River Bush Fires

Firstly, we would like to express our deepest condolences to those who have been directly impacted by the bushfires that have devastated parts of the Margaret River region.

What we would like to know is whether your business has been affected or whether you know someone in business who has been affected by the bushfires in Margaret River?

Local Small Business Support

The Small Business Centre South West (located in Busselton) is your primary source of contact to help (with the support of Small Business Minister Simon O'Brien) to businesses struggling in the short term by providing information and guidance on keeping businesses running. The primary contact is Mrs Kyla Clark. She can be contacted on office number 9754 8555, mobile 0400 548 555 or email at kylaclark@sbcsw.com.au

Ask us for whatever help you need and we will do our best to help!

The announcement by Premier Colin Barnett that the fires are natural disasters, may result in some businesses (small business or primary producers) being eligible to claim disaster relief for loss of income and expenditures caused by the fires. There are two tiers of support offered.

Commonwealth

Businesses can contact the commonwealth Natural Disaster Recovery Payment Emergency Assistance Hotline (Centrelink): 180 2266

State WA (WANDRRA)

The state of WA offers assistance to primary producers and can be contacted on Freecall 1800 198 231.

With Thanks to Our Valued Sponsors Where would we be without you!

The Small Business Centre Bunbury-Wellington (SBCBW) is a non-profit body governed by a Board of local business people, who guide the strategic direction of the centre and ensure the viability of the operations. The Board oversees the work of the CEO and staff who carry out the day-to-day activities.

We are part of a network of centres (SBC's) that operate throughout the State to provide information, support and a wealth of services to local business communities.

Each SBC is provided with core funding from the State Government through the Small Business Development Corporation. The Small Business Centre Bunbury-Wellington is also currently in receipt of funding from the Federal Government.

While we raise a small amount of funding by running workshops and seminars, through project management and other fee for service activities, we aim to keep the costs of attending at a minimum to ensure the widest possible access for business people.

Each SBC needs to attract additional funds from within its local community in order to provide the wide range of services demanded by a diverse and growing small business sector which operates in a constantly changing economic environment.

With the strong support of local sponsors, the SBCBW has been able to provide a level of service in the South West that is the envy of many regional and metropolitan SBC's.

The SBCBW Board would like to recognise the support of our local sponsors, some of which have had a long involvement with the Centre and others that have committed to the Centre this year. Their logos appear in this newsletter. Without their involvement the service we provide to our business community would most certainly diminish. We encourage you to support the businesses that support our centre.

Training Vouchers Due to End 15th December.

To be eligible for a **Small Business Smart Business Training Voucher**, your business must have an ABN, employ less than 20 people (full & part-time) and have the training approved by your local SBSB Administrator, such as The Small Business Centre Bunbury-Wellington, **before you start the training**. Reimbursement can't be made without an authorised voucher.

All training is to be paid directly by the small business. We will reimburse the agreed amount after the completion of training and upon receipt of the training voucher with supporting training receipts.

To avoid delay in processing your voucher, please send supporting documents in before the 15th December.

For further information please contact Katrina on 9791 2666 or email admin@sbcsw.asn.au



Improve your business skills Develop your business plan



Many business operators are highly skilled or qualified in the “technical” side of their business, but simply don’t have the time to attend normal training in business management! They also struggle finding the time and help they need in putting together a practical easy to follow Business Plan to guide them in the future development of their business and find balance in life. Sound like you?

The South West Institute of Technology in partnership with the Small Business Centre Bunbury Wellington offer you this innovative solution where you can get develop your own Business Plan and gain a formal business qualification in the process. The program is extremely flexible with up to 10 months to complete and having the support of a business advisor working one on one with you all the way.

On completion of the program you will have a finished, personalised BUSINESS PLAN and have a Nationally recognised QUALIFICATION (Certificate IV in Small Business Management), along with a range of MANAGEMENT SKILLS acquired along the journey.

For more information come to this FREE information evening or email Charlotte Brown on Charlotte.Brown@swit.wa.edu.au

When: Tuesday 24th of January 2012 from 5:30 to 6:30pm 177 Spencer Street, Bunbury

BOOKINGS: To book your place at this Business Planning & Small Business Management Information Session, fax this registration form

Back to 08 9792 5386, e-mail admin@sbcw.asn.au or post this form to the Small Business Centre Bunbury Wellington, PO Box 6343 Bunbury WA 6231

Attendees (1): _____

(2): _____

(3): _____

(4): _____

Business Name: _____

Small Business Centre Survey



How we can help your Business

We are constantly reviewing our services to ensure that we provide the assistance you need. Please help us to help you by filling in this survey and also to update our records to ensure your information is correct.

Please scan it to admin@sbcbw.asn.au or fax to 9792 5386

ABOUT YOUR BUSINESS

Your Name _____

Your Business Name _____

ABN: _____

Address: _____

Brief Description of your business (e.g plumber, clothing manufacture etc)

Phone _____ Fax _____

Email address: _____

Website _____

Information and Support

Please tick what would be valuable to YOUR business

- Information about entering the Small Business Awards?
- Access to Free consultations with a Business Development Advisor
- Training vouchers under the Small Business Smart Training program
- Free monthly newsletter
- Seminars and Workshops
- NEIS (New Enterprise Incentive Scheme)
- Access to Legal and Accounting Services

YOUR TRAINING NEEDS

Please indicate below Training and Workshops you would find valuable for your business and you personally.

- Financial Matters:** e.g. Benchmarking Budgeting Cashflow Profitability Tax Matters
- Human Resource Matters:** e.g. Employing Staff Resolving staff issues Customer Service
- Business Improvement:** e.g. Marketing
- Personal Development for Business Operators:** e.g. Time Management Management Skills
- IT and Internet:** e.g. Online Sales Website Development Facebook for Business
- Safety and Risk management:** e.g. OHS Work Health and Safety
- Other** - Merchandising for Retailers Succession Planning Exporting overseas— how to's
 Importing from overseas—how to's Contract law & legal issues for small business
 Valuing a Business (What is your business worth?) Retirement /Superannuation planning etc.
- Preferred times for workshops:** 7:00am—9:00am 10:00am—3:00pm 1/2 Day (9:30am—1:00pm)
 Full Day (8:30am—4:30pm) Evening 6:00pm— 8:00pm
- Would you like information on becoming a valued sponsor of the Small Business Centre Bunbury-Wellington?**

Any Further Comments or Suggestions on how we can Improve our Service:
