



Business Grow February 2012

Reach your Business Goals in



So, 2012 has arrived, ushered in with fireworks across the globe. What goals have you set in place for what could potentially be another challenging year?

According to the Australian Bureau of Statistics, Small Businesses account for 95% of all businesses in the State. Estimates show small businesses employ around a third of the states labour force. In other words, the economy would potentially grind to a halt without small businesses.

Today competition is fierce both online and off. People are tightening their belts as the economic downturn continues on its relentless way.

Each and every business, in each local market, could help rejuvenate their local economy, which in turn would help the state economy and the country as a whole.

Take note of the quote "You can't change the direction of the wind, but you can adjust your sails".

As a small business owner, you have the ability to re-animate your local economy by providing excellent products and customer service.

Here are a few tips to help you 'adjust your sails' in the coming year and reach your business goals.

- If you don't have a business plan, think about the direction you want your business to go and develop a business plan.
- Commit to participating in social media—LinkedIn, Facebook and Twitter—at least 10 minutes a day to help brand yourself and your business.
- Consider creating a quarterly E-Newsletter to stay in your clients minds.
- Refresh your website—be sure it is updated with new content and information to help current and potential clients make a decision. Ensure it is user friendly, and has clear contact details on the front page.
- Think about your best possible practises in providing excellent customer service, and also

providing the products your clients need. Survey your clients to be sure you are meeting their needs. Learn about your competition.

- Up-skill yourself and your staff, by attending workshops and seminars pertinent to your business. Not only will you gain new perspectives, but it is also a great way to network and share concerns and challenges with other business owners.
- Take advantage of the free services that your local Small Business Centre Offers. We are here to assist you with every aspect of small business, from benchmarking, to legal to finances and we run some great topical workshops and seminars throughout the year.
- And most of all, don't buy into the rampant negativity.
- Here's to a successful 2012!



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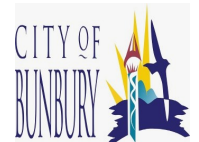
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All New Small Business Awards 2012

2012 Seminars and Workshops



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 will be 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, Bridgetown
- H & H Automotive, Bunbury
- Vintages Accommodation, Margaret River
- Margaret River Veterinary, Margaret River
- Quest Apartments, Bunbury

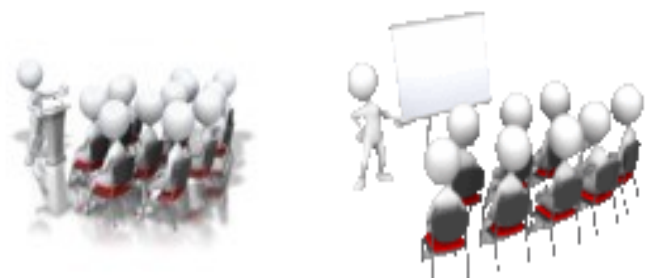
A number of businesses (independently) also go on to enter the Telstra Business Awards. A number of the state wide winners of this competition, did so after entering our South West Small Business Awards.

I would encourage you to look on our website to see the previous winners. If you are interested in finding out more please contact the Centre and what we will do in the first instance is get you to talk to one of the 2011 entrants. They can speak from their experience about what the process did for their business. For further information please contact us on 9791 2666 or email admin@sbcbw.asn.au



So You Want to Go Into Business	Tues	7th Feb	6:00pm-8:00pm
Marketing - Building Your Steps to Future Success	Wed	22nd Feb	6:00pm-8:00pm
Media Marketing Better Brands v Better Products	Tues	28th Feb	7:00am-9:00am
Why Your Business Needs To be on Facebook	Wed	29th Feb	8:30am-4:30pm
Fair Work System Information Sessions	Wed	14th Mar	8:30am-10:00am 10:30pm-12:00pm 1:00pm-2:30pm
Why Your Business Needs to be on Facebook	Mon	19th Mar	8:30am-4:30pm
OSH For Supervisors	Mon	26th March	9:30am-3:30pm
Demystifying Your Balance Sheet & Understanding Profit & Loss	Tues	3rd April	6:00pm-8:00pm
The Benefits of Creative Coaching in the Workplace	Wed	4th April	9:30am-3:30pm
Customer Service Excellence—The Winners Edge	Wed	9th May	9:00am-3:30pm
Demystifying Your Balance Sheet & Understanding Profit and Loss Collie	Tues	15th May	6:00pm-8:00pm
Risk Assessment	Wed	30th May	9:30am-3:30pm
Demystifying Tax for Small Business	Tues	5th June	9:30am-3:30pm
OSH for Supervisors	Wed	19th Sept	9:30am-3:30pm

For further information on any of the above workshops, or if there are any workshops you would like to see us run, please call Sue on 9791 2666, or go to our Website: www.sbcbw.asn.au



Gift Cards/ Gift Vouchers – The Communication Challenge

Gift-giving during the recent festive season and indeed, year-round, has seen the popularity of gift cards soar. A report by CHOICE estimates Australians spent \$1.5 billion on purchasing gift cards in the 2010 financial year alone. Gift cards have strong appeal for retailers as they increase sales, reduce the return of unwanted gifts and build store loyalty. They also have the potential to generate incremental sales, as consumers may spend more than the value of the card.

On the flipside, complaints to consumer protection agencies indicate a range of difficulties for consumers using gift cards. Many complaints are the result of poor consumer understanding of the law, misrepresentations by sales staff, poor communication between the retailer and consumer, as well as differing consumer expectations about redemption timeframes or other terms and conditions.

The choice of whether or not to redeem a gift card is a matter for the recipient. However, the value on a card can often unintentionally be lost, with the retailer enjoying a substantial financial benefit where nothing has been provided.

Terms and conditions generally protect the interests of the gift card issuer and may not necessarily benefit the consumer. It is also arguable that some terms and conditions are onerous for consumers. Such terms and conditions should only be included where they are

necessary to protect the trader's legitimate commercial interests, otherwise they may contravene unfair contract terms provisions of the Australian Consumer Law.

Problems are usually encountered by the gift recipient, not the purchaser, and commonly relate to terms and conditions they may not be aware of, including:

- ✦ expiry dates;
- ✦ restrictions on low value use;
- ✦ receiving 'change';
- ✦ fees and charges;
- ✦ limitations on choice of retailers; and terms and conditions in the event of insolvency.

Such issues can be exacerbated in cases where consumers are unaware of their rights.

As a retailer, the challenge therefore lies in ensuring that both the buyer and recipient understand the terms and conditions of your gift card offer.

Unfortunately, significant disparity exists in how traders communicate their terms and conditions, causing further difficulties for the gift card consumer. As the popularity of gift cards grows, understanding the conditions of their use and how consumers can be better protected is becoming increasingly important.

Protection for gift card consumers is provided under Australian Consumer Law (ACL) and the Australian Securities and Investments Commission Act 2001

(ASIC Act).

In addition, Commonwealth, State and Territory Governments have undertaken a range of activities aimed at better informing consumers about their rights when using gift cards. For example, ASIC's MoneySmart website – www.moneysmart.gov.au – offers guidance on the use of gift cards.

The Commonwealth Consumer Affairs Advisory Council (CCAAC) recently launched a review looking at the cause and degree of consumer detriment in relation to gift cards, to determine if a formal policy is required to protect consumers. The review invites feedback from the retail sector and consumers (deadline 5.00pm, Friday, 2 March 2012). To have your say, download the discussion paper, 'Gift Cards in the Australian Market', by visiting www.treasury.gov.au. For enquiries, email CCAAC@treasury.gov.au or contact Mark Frost on (02) 6263 3128.

If you require further information on this or any other consumer issue, please call into the office on the 8th Floor of the Bunbury Tower, 61 Victoria Street, Bunbury, or call on :

(08) 97 222 888 or 1300 30 40 54.
(Consumer Protection is a division of the Department of Commerce)
You can now follow us on Twitter @ConsumerWA or become a fan of our Facebook page - Consumer Protection WA.

Small Business Smart Business Training Vouchers 2012

The WA Department of Training and Workforce Development offers your business a **Small Business Smart Business Training Voucher** up to \$200 towards the cost of training to improve your business management skills. Training costs of \$100 or less will be reimbursed in full. Training costs greater than \$100, will have the first \$100 reimbursed, plus 50% of the balance, to a maximum of a further \$100.

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.

An application form can be obtained from the SBCBW website www.sbcbw.asn.au or email Katrina at admin@sbcbw.asn.au. Or phone Katrina on 9791 2666.



Tourism BOOST— QUICK TIP 1 — Google Places

If your business is location based a good way to help your customers find you is with a GOOGLE PLACES listing. It's quick and easy to set up and it's completely FREE!

Why Google Places?

- It will help with your search engine rankings
- You can add photos and videos
- You can display offers for customers or highlight special promotions
- Interact with your customers by responding to reviews from your Google Places account
- Analyse your customers by learning what keywords they are searching for and where they're coming from

How to get started with Google Places?

- go to www.google.com/places/ to access the Google Places page and then sign in using your Google login details
- Follow the prompts to find your business on Google Maps, usually providing your phone number is enough information to start with
- Complete all sections of the Google Places online form including basic business information, service areas, hours

of operation, customer payment options

- Add photos and/or video
- Add any additional information, such as parking
- Press SUBMIT
- Wait for Google to contact you for verification that you are the business owner.

Estimated time to complete tip = 20 minutes

Difficulty rating = Low



Quick Response Codes—Making it Easier for your Customers!

In business, it is important to make it as easy as possible for your potential customers to find you.

It is no surprise that people are fundamentally quite lazy. Quick Response (QR Codes) make life easier for your customers, which could mean more business for you!

And, they are FREE!



What is a QR code?

Very simply a QR Code is a small black and white image, very similar to a barcode, that can be read by smartphones. People hover over the code and it automatically takes them to a website or landing page.

When would I use a QR Code?

You could put a QR Code on your brochure, business card, or in print advertisements such as newspapers, magazines or holiday planners.

Why will it help my business?

Whatever makes it easier for your customers to find and choose your business is a good thing. Let's imagine a tourist is standing in

front of a brochure rack deciding what to do on their holiday.

For ease of travel they don't want to carry lots of brochures, but they do want information about their preferred experiences. How easy would it be for them to scan tourism options into their phone?

How to get started with QR Codes?

Go to www.qrcode.kaywa.com to access a FREE QR Code generator.

Decide where you want your QR Code to link to, for example your website, and type in the details.

Select size, I recommend large as you can re-size it later if you need it smaller.

Your QR Code will be generated.

Right-click on the code and save it as an image or use the code saving option.

Start inserting your QR Code as an image in all your print marketing so that your customers can easily find out more about your business and be directed straight to your website.



For further information email tourism@smallbusiness.wa.gov.au

So You Want to Go Into Business!

RSM Bird Cameron
Chartered Accountants



- **Are you considering starting your own business?**
- **Would you like to know what's involved and what you should know about starting a business?**
- **Are you new to business and want to know more?**
- **Do you know what assistance is available for you?**

It has become normal for people to have several changes in their careers over their working life. More and more people are choosing to run their own business as one or more of these choices. Some simply want to be masters of their own destiny (ie: be their own 'boss'), while others see specific opportunities in the market place.

Recently we have also seen many trades people offered contract work instead of employment, which is likely to be a growing trend.

If going into business is an option for you now or in the future, don't miss this special seminar on the steps and options you have in self-employment and running a small business.

Kingsley from RSM Bird Cameron Chartered Accountants will be presenting this very informative seminar.

When: Tuesday 7th February 2012
Time: 5:45pm reg for 6:00pm-8:00pm
Where: 177 Spencer street, Bunbury
Cost: \$25.00 Includes Supper

To book your place contact Katrina on admin@sbcbw.asn.au or to register go to www.sbcbw.asn.au

Marketing Today—Building Steps to Your Future Success

When: Wednesday 22nd February
Time: 5:45 pm registration for 6:00pm—8:00pm
Where: 177 Spencer Street, Bunbury
Cost: \$25 including a delicious supper



Learn the basic and very logical steps to develop the marketing of your business without having to rely on experts. It is your business, your customers and most importantly, YOUR FUTURE!

Marketing is about matching every part of your business with your customers so that:

- You meet their needs
- They are aware that you meet their needs
- They are motivated to buy from you.
- They are motivated to keep buying from you.

If you don't achieve these outcomes, customers won't buy from you and you will go out of business!

In this workshop you will learn all about:

- Marketing: The big picture.
- Research, research and research!!!
- Evaluation: did it work?
- Biggest mistakes a business makes.
- Marketing on a shoestring.


To register for this workshop go to our website on www.sbcbw.asn.au or contact Katrina on admin@sbcbw.asn.au or phone: 9791 2666.


Why **YOUR** Business needs to be on





- Facebook currently reaches **75% of Australians.**
- The search box on Facebook is used more than Google's search field.
- **2 in 5 Australians now interact with businesses via social media.**
- **By 2015 it is predicted that Facebook will generate \$30 million in business income.**
- Facebook is no longer a tool used by teens to converse, it is now a powerful business tool with a massive reach... so are you connecting?
- **Do you know what consumers are saying about your product and brand?**
- **Are you properly educated to get the best result?**


Enrol in this **6 hour interactive workshop and learn:**


 Why Facebook is one of the best tools for marketing your business in this new mobile marketing economy and how you should be using it.

 How to have your Profile correctly set up to conduct Business.


 How to set up security, friends lists, notifications and the importance of branding your Profile.

 Groups and how they can be used to target specific clients and protect your personal privacy.

 How to set up your Business page to create instant engagement, the importance of knowing your Niche.

 How to Build business and brand awareness.

 How to post correctly and how often to post.

 Welcome tabs and other great Apps.

 Tools for automated posting...and so much more!



NB: A fee of 100% will be charged for non-attendance at the workshop. A cancellation fee of 80% will be incurred if less than 48 hours notice is given.

Facilitated By:  **Regional WA's No 1 Facebook for Business Educator—Cathie Denehy.**

Date: Wednesday 29th February, 2012
Time: 8:30am—4:30pm
Venue: Combined Team Services Training Room 92 King Rd, Bunbury.
Investment*: \$330, includes: Resource workbook morning tea|lunch|afternoon tea.

ENROL TODAY! Limited to only 12 People.

To register go to www.sbcbw.asn.au or contact Katrina on admin@sbcbw.asn.au
*** You may be eligible for a \$200 training voucher**

NB: PREREQUISITE: This workshop is for those who are already familiar with Facebook and have their **own Facebook Profile**. Your business page will be created from this profile (all **privacy will be taught** so your identity can remain anonymous from the Business)

ESSENTIAL REQUIREMENTS: This is an interactive fully educational workshop. **Your own laptop** with **wireless** connection for internet is required.