



Small Business Awards 2011

The Small Business Centre Bunbury-Wellington is funded by the Small Business Development Corporation, through the Small Business Centre Network; Federal Government through the Business Enterprise Centre Initiative; City of Bunbury; Shires of Harvey, Collie, Dardanup, Donnybrook-Balingup and Capel. AMD Chartered Accountants; Wrays; National Australia Bank; Southern Districts Estate Agency; Australia Post; McNaughton Gardiner Insurance Brokers; Melsom Robson; Kroon Legal; Lighthouse Beach Resort; Combined Team Services and RSM Bird Cameron Chartered Accountants. We assist businesses with starting up, and with the "if only and what now" questions of existing businesses. We operate a free confidential service available to any small business, to help it to operate more effectively, and to grow.

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If you want to improve your business I highly recommend that you enter our South West Small Business Awards. There is no better way to review your activities and determine clearly, which areas need improvement or revision. By having the timeline of the awards due date, it is an incentive to stick at the task and get it done.



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.

The awards process requires you to address a number of questions covering the following aspects of your business:

- YOUR BUSINESS - About Your Business; Achievements; Growth; Objectives and Winning
- SALES & MARKETING - Strategy, Most Successful Strategy, Products & Services, Uniqueness, What You Do Better
- CUSTOMERS - Research, Service Standards, Business Relationships
- TEAM - Personal Skills, Motivation, Business Values, Demonstration of Values
- INNOVATION - Description, Commercialisation, Growth, Future Development
- SOCIAL RESPONSIBILITY - Your Practice, Why, Development, Involvement, Achievements, Expansion
- FINANCIAL RATIOS
- CORPORATE RESPONSIBILITY

As a result of entering our awards in 2009 , 5 businesses were selected as finalists in the GWN Western Australian Regional Small Business Awards. These were: Loose Goose; D & R Machining; Natural Olive Oil; Geovet Veterinary Hospital and Timbercheck.

A number of businesses (independently) also go on to enter the Telstra Business Awards. A number of the statewide 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 2009 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

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.

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Quote of the Month
 There are two things to aim at in life; first to get what you want, and after that to enjoy it. Only the wisest of mankind has achieved the second.
Logan Pearsall Smith

Creative Problem Solving

A mechanical engineer, a systems engineer, and a software engineer are in a car driving down a steep mountain road when the brakes fail. The driver desperately pumps the brake pedal, trying to control the speeding vehicle around cliff-edge bends, while the passengers do their best not to panic. As the car hurtles towards an impossible corner the driver spots an escape route into a hedge and a haystack beyond, where the car eventually grinds to a surprisingly safe stop. The three engineers all get out, shaken, relieved, and take turns to assess the situation.

'Hmm,' says the mechanical engineer, 'It looks like a brake line was leaking - let's repair the split, bleed the brakes, and we should be able to get on our way...'

The systems engineer thinks for a while and says, 'Maybe we need to contact the manufacturer and the dealer to confirm exactly what the problem is...'

The software engineer slowly climbs into the driver's seat and, gesturing for the others to join him, says, 'How about we get back on the road and see if it happens again?.'



Tips on Search Engine Optimisation (SEO)

Businesses definitely need to be using Google to find out what is popular and take advantage of that. Google is trying to be up-to-date with the live web in order to compete with Twitter, so there is an emphasis on recent results. If you keep up-to-date with recent trends and use those keywords on your site, you'll gain traffic.

- Jim Stewart, CE, Stewart Media.

DMOZ DECISION

It is a really good idea to submit your site to www.DMOZ.org because if you're lucky enough to get your website included, it's a sure fire way to get search engine ranking improvements. This is because Google's algorithm looks highly favourably at a DMOZ inclusion!

The reason is because DMOZ is a human edited volunteer directory—someone has to look at your site and assess its quality before allowing inclusion. That's something Google's algorithm isn't able to do...(just yet!).

Getting your site included in DMOZ is the single most important "off page" SEO activity you can ever do. Period!

More Tips For Your Business

More Marketing Tips For Your Business:

Try Experiential Marketing:

Whether it's bubble wrapping lamp posts, creating pavement art or paying actors to argue in cinemas, experiential marketing (also known as ambient marketing) is on the increase as companies try to reach time-poor consumers.

If it's a unique idea developed from a genuine insight that's well executed, it will achieve cost-effective results.

A great example of an Ignition experiential marketing campaign involved a campaign for a new Ikea Store. One night, Melbourne experiential agency Ignition put 50,000 swing tags on public furniture, and also drove around old Volvos loaded with Ikea furniture.

These engaging brand experience moments will capture the attention, hearts and minds of consumers and present a clear call to action. If experiential is used as part of an overall campaign, then it works brilliantly.

- Nina Hendy, marketing expert.

Target your Market:

The days of the mass marketing campaign is fast diminishing. For example, sending a catalogue or flyer to every home in your area just won't work—instead, you need to target your marketing to the people who you know are actually interested in your product.

Any such campaign will need to be multi-disciplined: online, direct email marketing, and advertisements in appropriate media. A campaign based around a loyalty or rewards type program can be particularly effective, as you can be certain you are targeting those customers who want your goods. Think of ways of giving them a reason to come to you.

- Brian Walker, Principal and founder, The Retail Doctor.



Employee Retention & Engagement Tips

Once again WA finds itself leading the pack with increased demand for labour and the enticement of fly in fly out pay packets. The experts tell us, that wage pressures and sourcing of skilled labour is going to get tough. Many employees are now feeling secure about the economy, enough to consider moving if they feel a lack of engagement with their current employer. Do not despair; there are things you can do now to prevent this from happening:



"Our employees are our greatest asset. I say we sell them."

AHAJOKES.COM

Nine Things Every Manager Needs to Know Now:

1. Value the people who work for you.
2. Pay your employees at the acceptable market rate for the skills they possess. They are your pathway to productivity.
3. Develop your staff internally, show them an area you have in mind and document a way there.
4. Use training as a method to benefit the organisation and staff.
5. Communicate, communicate, communicate!
6. Be inspirational, and an inspiration to your staff! (and if you cannot be inspirational, talk to your Small Business Centre)
7. Performance manage your staff as many times positively as you do negatively and always finish the staff with a positive.
8. Ask your staff to help solve the problem; you may be surprised with the answers.
9. Document every employee interaction you have. Existing legislation places the onus of proof back on to the employer.

Four Critical Steps to Engaging Your Employees.

1. Regularly ask your employees where they see themselves in the next 12 months/two years. Look to assist your employee with these plans. Opportunities for Professional Development are rated very highly by employees.
2. Employees want a company to actively support work/life/balance. Employee polls have constantly shown that flexible work arrangements rate very highly. If you can offer this flexibility you will more than be rewarded with employee loyalty.
3. Mentoring is a great retention tool. By activating a support system you are helping your employees to succeed in their jobs.
4. Keeping employees happy does not need to break the bank. The key is to see your staff as individuals and customise your retention efforts so they are meaningful. Consider surveying your employee's periodically to find out what benefits and programs they would like your firm to add. You will encourage top performers to turn a deaf ear when the competition calls.

Remember that a small investment in time to understand your employees may achieve a significant cost saving when you consider the alternatives of recruiting and training new and unproductive staff.

This information was kindly provided by:

Evan MacRae

Chief Executive Officer

Small Business Centre - Stirling

2010 Seminars and Workshops

AussieHost Customer Service Excellence Workshop	Tues	Dec 7th	8.30am—4.30pm
Winning Business On Line Making the Most from E-Business	Tues	Dec 7th	5.30pm-8.30pm
Women In Business Breakfast	Tue	Dec 14th	7.00am—9am
ACCC Warranties & Refunds	Wed	Dec 15th	6.00pm—8.00pm

We are currently in the process of putting together our workshops for the year 2011. Please read the survey on page 9, and give us an indication of workshops you would like us to run.

This survey is important to find out how we can best assist you, and the workshops we run, are relevant to your needs.

Our presenters are first class in their field, and we try to accommodate a diverse range of business needs.

We also value your feedback on the other services we offer which include:

- Access to free consultations with a Business Development Advisor
- Access to legal and accounting services
- Training Vouchers with the Small Business Smart Training Program
- Free monthly newsletters
- Seminars and workshops.
- NEIS (New Enterprise Incentive Scheme)
- Information about entering the Small Business Awards

Please call Mandy on 9791 2666 or email admin@sbcbw.asn.au for further information.

ATO Special Assistance to the People Who Run a Business

The ATO Small Business Assistance Program (SBAP) is piloting a program to engage business owners who may not have the capacity to meet their tax obligations as a result of a life crisis such as illness, injury or tragedy. People in this group will be provided with intensive support from experienced ATO officers who may be able to assist the taxpayer with:

Reconstruction of Tax Records (e.g. after fires, floods etc.)

Lodging outstanding returns that have been missed due to unmanageable circumstances

Establishing a payment arrangement that will limit hardship and provide some surety for future financial management and/or exit the tax system as needed.

This intensive assistance program will be piloted for up to six months and will then be evaluated to determine its effectiveness.

ADVICE:

The ATO has also established a referral process with external organisations that are likely to have the most contact with the taxpayers that need the ATO Intensive Assistance Program—people in crisis. If you consider yourself in this group, or you know someone who is in crisis and they have a tax debt or tax problem, send an email to Alison@sbcbw.asn.au and we will call you back and see if you qualify for assistance, then refer you to the program.



CEO's Christmas Message

As 2010 draws to a close and we look forward to 2011 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. 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?
- Are our accommodation needs met in our current location?

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.

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: Hannah Shalders, Sue Footner (marketing and training co-ordination as well as Mobile

Business Facilitation) and Mandy Wojtowicz. 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 2011.

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 2010 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 2011 and what the year will bring. The current board members are: Kevin McDonald, Beth Ferguson, Stuart Fricker, Terry Pyke, Geoff Glenn, Jeff Kappler, Lynda Klein, Sharon Lomax and John Lysaught.

We will be taking a well earned break over the Christmas New Year period. Our office will be closed from Monday 20th December 2010 through to Friday 31st December 2010. We will be open at 8.30am on Monday 3rd January 2011.

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

Alison Maughan.

CEO
Small Business Centre Bunbury - Wellington

FREE BiZFit Pulse Check!

The BiZFit Program has been designed to help business people sustain their business for the long term—regardless of the business conditions.

- Do you know how healthy your business is financially?
- Can you take holidays when you want?
- Do you sometimes resent your business?
- Is your business growing too fast?

Now you can access a free, comprehensive, one-on-one BIZFIT pulse check for your business to identify its strengths and weaknesses, and discuss with a specialist business advisor the priority actions you can take to grow and strengthen your business.



Call us now, to arrange your free BizFit Pulse Check on 9791 2666 or email us on admin@sbcbw.asn.au.

Small Business Smart Business Training Vouchers Expire this month!

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. But hurry as applications close on 10th December, 2010 and funds are now limited.



Some Timely, Time Management Tips

Time management is one of those skills no one teaches you in school but you have to learn. It doesn't matter how smart you are if you can't organize information well enough to take it in. And it doesn't matter how skilled you are if procrastination keeps you from getting your work done.

Be prepared to make drastic changes. Be creative to find and introduce different ways of doing things. If you need a starting point see the 'Pareto Principle' (80:20 Rule), to assess what efforts and activities are most productive, and which are not.

- Manage your emails and phone calls—don't let them manage you. Ideally check at planned times, and avoid continuous notification of incoming emails.
- The more senior you are, the more selective you need to be about when to be available to receive phone calls.
- Try to minimise the time that you are available to take unplanned phone calls, unless you are in a customer-facing, reactive role (customers can be internal too), and even if you are customer-facing, you must plan some time-slots when you are not available, or you'll never get anything important and pro-active done.
- Challenge your own tendency to say 'yes' without scrutinising the request—start asking and probing what's involved—find out what the real expectations and needs are.
- Really think about how you currently spend your time. If you don't know, keep a time log for a few days to find out. Knowing exactly what's wrong is the first step to improving it.
- Challenge anything that could be wasting time and effort, particularly habitual tasks, meetings and reports where responsibility is inherited or handed down from above. Don't be a slave to a daft process or system.
- Download and use the free time management assessment tool at the free online resources section at www.businessballs.com. This will help you or another person to objectively judge your time management, and underlying issues.
- Review your activities in terms of your own personal short-term and long-term and career goals, and prioritise your activities accordingly.
- Plan preparation and creative thinking time in your diary for the long-term jobs, because they need it. The short-term urgent tasks will always use up all

your time unless you plan to spend it otherwise.

- Use a diary, and an activity planner to schedule when to do things, and time-slots for things you know will need doing or respond to.
- Re-condition the expectations of others as to your availability and their claim on your time—use an activity planner to help justify why you and not others should prioritise your activities and time.
- Manage your environment as a whole—especially at the proposal or actual introduction of new systems, tools, technology, people or processes, which might threaten to generate new



demands on your time. If you accept changes without question—particularly new technology that helps others but not you—then you will open the way for new increasing demands on your time, or new interruptions, or new tasks and obligations. Instead consider new technology and other changes from the point of view of your time and efficiency. Ask yourself—is this going to save my time or add to my burden? Managing your environment—which includes managing, redefining, or reconditioning the expectations of others—is a critical aspect of effective management.

- You must plan time slots for unplanned activities—you may not know exactly what you'll need to do, but if you plan the time to do it, then other important things will not get pushed out of the way when the demand arises.
- Use the 'urgent-important' system of assessing activities and deciding priorities.
- When you're faced with a pile of things to do, go through them quickly and make a list of what needs doing and when. After this, handle each piece of paper only once. Do not under any circumstances pick up a job, do a bit of, then put it back on the pile.
- Do not start lots of jobs at the same time—even if you can handle

different tasks at the same time. It's not the most efficient way of dealing with them, so don't kid yourself that this sort of multi-tasking is good—it's not.

- Be firm and diplomatic in dealing with time allocated for meetings, paperwork, telephone, and visitors etc. When you keep your time log you will see how much time is wasted. Take control. Provided you explain why you are managing your time in this way, people will generally understand and respect you for it.
- Keep a clean desk and well-organised systems. Don't be obsessive about tidiness—busy people often make a mess—but ensure your mess doesn't undermine your effectiveness.
- Delegate as much as possible to others. If you have one, give 25% of your responsibility to your successor.
- You don't need to be a manager to delegate. Just asking nicely is sometimes all that's required to turn one of your difficult tasks into an easy one for somebody else better to do it.
- If you can't stop interruptions when you need a quiet space for planned concentration time-slots, then find somewhere else in the building to work, and if necessary work at home or another site, and fight for the right to do this—it's important for you and the organisation that you be able to work uninterrupted when you need to.
- Set up an acceptable template for the regular weekly or monthly reports you write, so you only need to slot in the updated figures and narrative each time.
- If you can, get a good assistant, secretary or PA.
- Sharpen up your decision making.
- Always probe deadlines to establish the true situation—people asking you to do things will often say 'now' when 'later today' would be perfectly acceptable. Appeal to the other person's own sense of time management: it's possible for anyone to do a good job without the opportunity to plan and prioritise.
- Break the tasks down into stages and plan time-slots for them. Use project management methods.

Winning Business Online

Winning Business Online is a government funded training program to assist small business owners grow their own business and get online.

The Winning Business Online program features a series of 10 online training modules. Each has been specifically designed for businesses who are yet to get online, or those who already have an online presence and want to grow and capitalise on market opportunities. These workshops are self-paced and free if you do choose to do them online. Participants will be able to also attend workshops, and complete each module at their own pace and create an e-business plan tailored to their business, and objectives.

If you prefer a class room situation, the cost of attending workshops will be \$25.00 per workshop. A block of 10 workshops will cost \$250 and is covered by the \$200 training voucher.

The Modules are:

1. Are you ready for E-Business.
2. E-Business in Plain Language.
3. Developing your E-Business Plan.
4. Your guide to free online resources and research.
5. How to build your website.
6. Keeping customers coming back and spending more.
7. Promote yourself to world markets.
8. Selling online made easy.
9. Latest tips, tricks and new technology.
10. Making the most from E-Business.



Due to popular demand, we are planning to run a further series of these workshops in 2011, so please let us know, if you prefer a morning session, afternoon session, evening session, half day session, or full day session. Contact Mandy on 9791 2666 or email on admin@sbcbw.asn.au for further information.

The Key To A Successful Social Media Strategy

To set your social media strategy on the right path, consider these actions:



- **Take it step by step.** Start with one social media tool and establish a profile before interacting with social media users.
- **Check your followers or friends represent your target market.** Join conversations and add value without attempting the hard sell.
- **Integrate social media marketing with your other marketing activities.** Either fold your social media plan into the broader marketing plan, or ensure they are harmonised. Add links to your Website from your social media profile, or adding your business' social media contact details to email signatures, business cards, brochures and other collateral.
- **Ensure your branding and messaging is consistent across all platforms:**
- **Set internal goals.** Include specific weekly, monthly or quarterly milestones such as how many friends or followers you want to acquire and engage with and how much time you should spend on social media.
- **Learn to use control.** Your strategy should account for the fact that almost all social media sites are not moderated and impossible to control. Yet giving your customers the freedom and tools to communicate can allow your business to build its brand, or obtain very quick feedback on areas it may need to address.
- **Keep it up.** Social media is a process not an event, so invest time and faith accordingly to nurture your own social media network.

Women in Business Breakfast

This month we welcome Jane Goff from Corporate First Aid. Jane will be speaking on the importance of having first aid knowledge and will give a demonstration on the latest CPR techniques. With summer coming on, and so many backyard pool drownings, this is a great opportunity to gain some valuable knowledge that may be invaluable some day and perhaps save someone's life.

Jane has over 17 years experience as a Registered Nurse, and has worked in Australia, the United States and the Solomon Islands as an educator and clinician.

Jane specialises in Emergency and Pediatric nursing so is able to deliver quality training and education relating to all ages.



When: Tuesday 14th December 2010

Where: Light House Beach Resort

Time: 7.00am—9.00am

Cost: \$30 for a delicious buffet breakfast. Payment to be made before the day.

Small Business Centre Help Survey



How we can help your Business

Please fax this page to 9791 6646

We are currently in the process of organising workshops for the year 2011. Could you please assist us by filling out the survey below, detailing workshops you feel would benefit you and your business. Also your business details so we can update our database where necessary. Thank you.

ABOUT YOUR BUSINESS

Your Name _____

Your Business Name _____

Address _____

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

Phone _____ Fax _____

Email address: _____

Web Address (if you have one) _____

Information and Support

Please tick what would be valuable to YOUR business

- Access to Legal and Accounting Services
- 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)
- Information about entering the Small Business Awards?

YOUR TRAINING NEEDS

Workshops & Seminars etc.

Please indicate which types of training workshops and/or seminars you think would be valuable to YOUR business – and give us an indication of the workshop content you would find valuable in your business. Please also tick the times that would suit you the most, so we can work around these times.

Please tick (✓) as many as you like.

- Money Matters**.....
- Morning 7.00am—9.00am , () 1/2 Day, () 10am—3.00 pm, () Full Day, () Evening 6.00pm—8.00pm
- Human Resource Matters**.....
- Morning 7.00am—9.00am , () 1/2 Day, () 10am—3.00 pm, () Full Day, () Evening 6.00pm—8.00pm
- Business Improvement**.....
- Morning 7.00am—9.00am , () 1/2 Day, () 10am—3.00 pm, () Full Day, () Evening 6.00pm—8.00pm
- Personal Development for Business Operators**.....
- Morning 7.00am—9.00am , () 1/2 Day, () 10am—3.00 pm, () Full Day, () Evening 6.00pm—8.00pm
- IT and Internet**.....
- Morning 7.00am—9.00am , () 1/2 Day, () 10am—3.00 pm, () Full Day, () Evening 6.00pm—8.00pm
- Safety and Risk management**.....
- Morning 7.00am—9.00am , () 1/2 Day, () 10am—3.00 pm, () Full Day, () Evening 6.00pm—8.00pm

Please tell us about any other workshops and seminars you'd like to see available locally which aren't listed in the table. Please also give us suggestions or ideas on information and support the SBC could provide you and your business.
