

November 2010

Aussie Host Excellence in Customer Service Workshop Returns; Just In time for Christmas Trading!

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.

**Alison Maughan
CEO**

Small Business Centre
Bunbury-Wellington
15 Stirling Street
BUNBURY WA 6230
Postal Address
PO Box 1341
BUNBURY WA 6231
Tel: (08) 9791 2666
Fax: (08) 9791 6646
Alison@sbcbw.asn.au
www.sbcbw.asn.au

Making sure every customer enjoys the experience of dealing with your business can be an almost unachievable target. Running a business can stretch resources, as well as the patience of a saint. Expecting staff to 'go the extra mile' for customers, especially those who are difficult to handle, can be unrealistic unless they are trained with skills and tools to manage and communicate professionally with them.



Training staff won't ever totally fix problems with customer relations, but it can help them to manage clients more professionally, and to be better skilled in making customers feel more valued and wanted, without necessarily needing more of their time. Often, we hear businesses ask "What if I spend all this time and effort training my staff and they leave?" I suggest it would be a far worse situation for your business if you didn't train them and they **STAYED!**

Business owners need to **TRAIN** staff who deal with customers on a regular basis with customers.

Do you know why customers are like teeth?...because if you don't look after them, you will lose them!

If you would like to know about a simple, inexpensive way to keep more customers,

increase you profits, and make work more enjoyable for you and your staff, go to an Aussie Host workshop. Aussie Host works by concentrating on the major factor that makes customers come back. It's not price. It's not decor.

It's service!

Research has shown that while 9% of customers are lost through price, a whopping 68% are lost through indifference or lack of service. Imagine retaining those customers. Just a 5% increase in customer retention can raise your profitability by 25%. With more customers turning to online buying, it is even more imperative that we capture our customers, with captivating service!

Aussie Host is a one day workshop, conducted locally by service professionals, in a limited group of 10 participants. Participants will experience the latest accelerated learning strategies, blended into an energising, creative and instructive program. They'll come back to work with more skills, more initiative and more confidence. They'll be proud to display their Aussie Host certificate and badge. Places in this workshop are limited to 10.

To book your place, see the flyer on page 10

If you don't look after your customers ... someone else will!

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.

WHAT'S INSIDE THIS MONTH

Aussie Host Workshop	1 & 10
The Australian Consumer Law	2
2010 Seminars and Workshops.....	3
Protecting Your Intellectual Property Online	4
Women In Business Breakfast	5
How to Build Your Website.....	6
Keeping Customers Coming Back and Spending More	7
Self-Managed Superannuation Collie Seminar	8
Promote Yourself to World Markets Online.....	9
Microsoft Excel Full day workshop	11
Selling Online Made Easy.....	12
Latest Tips, Tricks & New Technology.....	13

Quote of the Month

"Excellence is never an accident. It is always the result of high intention, sincere effort, and intelligent execution; it represents the wise choice of many alternatives - choice, not chance, determines your destiny."
"Aristotle"

Research & Development

101 Tips For Your Business

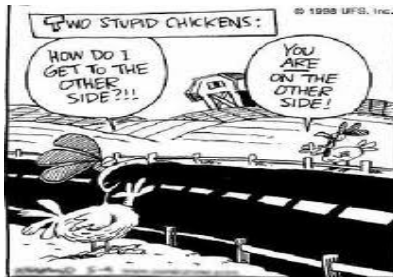
This is allegedly a true story. Engineers at a major aerospace company were instructed to test the effects of bird-strikes (notably geese) on the windshields of airliners and military jets. To simulate the effect of a goose colliding with an aircraft travelling at high speed, the test engineers built a powerful gun, with which they fired dead chickens at the windshields. The simulations using the gun and the dead chickens worked extremely effectively, happily proving the suitability of the windshields, and several articles about the project appeared in the testing industry press.

It so happened that another test laboratory in a different part of the world was involved in assessing bird-strikes - in this case on the windshields and drivers' cabs of new very high speed trains. The train test engineers had read about the pioneering test developed by the aerospace team, and so they approached them to ask for specifications of the gun and the testing methods. The aerospace engineers duly gave them details, and the train engineers set about building their own simulation.

The simulated bird-strike tests on the train windshields and cabs produced shocking results. The supposed state-of-the-art shatter-proof high speed train windshields offered little resistance to the high-speed chickens; in fact every single windshield that was submitted for testing was smashed to pieces, along with a number of train cabs and much of the test booth itself.

The horrified train engineers were concerned that the new high speed trains required a safety technology that was beyond their experience, so they contacted the aerospace team for advice and suggestions, sending them an extensive report of the tests and failures.

The brief reply came back from the aero-engineers: "You need to defrost the chickens...."



Download business.gov.au's new iPhone Application

Access essential business information and resources in the palm of your hand using business.gov.au's free iPhone application.



This application helps you keep up to date with the latest business news and information. You can also search for ABN information using the ABN lookup tool. The app can be customised to add and remove relevant business topics and news feeds from your favourite websites.

The Australian Consumer Law

From 1 January 2011, Australian Businesses will operate under a single, national consumer law: The Australian Consumer Law (ACL). The ACL will replace different national, state and territory laws that set out consumer rights and business obligations when selling goods and services with a single, national set of rules.

The ACL is a national consumer law which is to apply to all business sectors. It covers general standards of business conduct, prohibits harmful practices, regulates a range of consumer transactions, provides basic consumer rights for goods and services and regulates the safety of consumer products and product related services. For further information go to: www.consumerlaw.gov.au.

101 Tips for your Business for 2010 is an eBook from top experts & entrepreneurs, with 101 tips on everything from managing people and Search Engine Optimisation (SEO) through to marketing, cash flow, social media and wealth. To obtain your copy go to; www.smartcompany.com.au.

Here is a piece of advice from investment guru Warren Buffett, who was asked recently "what defines a successful entrepreneur?"

"Run this business like it's the only business that your family can own for the next 100 years. You can't sell it"

"Every year, don't measure it by your earnings in the quarter that year. Measure it by whether the moat around that business, what gives it competitive advantage over time, has widened or narrowed. If you keep doing that for 100 years, it's going to work out very well:

Tips on Marketing:

Tip 1: Research Your Customer

Researching your customers may seem boring, but it is the only way you'll start making progress in the downturn.

You've just run an ad and an additional 100 people have come through the door on day one of the ad. Your marketing has worked—irrespective as to whether or not they have bought your products/service. You could easily have 100 people through the door and sell to one of them.

You don't have a marketing problem, you have a selling problem. Before you run the ad again, you'd better get up to speed with sales techniques, otherwise you're going to get the same results again and again. The marketing worked, you and/or staff didn't.

The flip side of this is when you have 10 people come through the door and you sell to eight of them. There's nothing wrong with your sales and service skills—but the marketing wasn't successful. Measure, measure, measure—so you know where to put your future marketing spend.

-Debra Templar, director of Australian Retail Services.

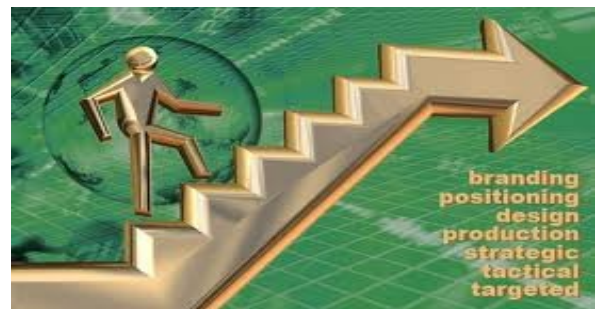
Tip 2: Keep Existing Customers Happy

Make sure that you are looking after existing customers better than usual (if that is possible) because there'll be plenty of hungry competitors out there to do anything to steal them from you.

If you step up first, and raise service levels when everyone is talking doom and gloom, you're going to be a beacon in the dark, and attract both old and new customers alike.

You'll also raise the bar so high, your competitors will waste a lot of valuable resources trying to jump over it.

-Robert Miller, Miller Heiman group founder and author of 'Strategic



Component Pricing

As a small business you need to know that the rules about component pricing changed in May 2009. This may mean that you need to change the manner in which your prices are specified in advertising and other promotional material.

Simply put, component pricing is where a business represents part of the total cost of a product or service to customers. Where no total price is given – for example, where the price of a meal is shown on a menu but does not include a weekend surcharge - consumers may be unaware of the full amount they will have to pay.

To avoid breaching the rules on component pricing, whenever a business advertises part of the total price for a product or service, it must also show at least as prominently the total single quantifiable price payable for the product or services.

Here are four simple examples of different business offers that illustrate the component pricing rules.

1. If a hotel package is advertised at \$399 for one night's accommodation, full buffet breakfast and tour of the local wineries then \$399 must be the total cost of the package. The hotel should not subsequently add on any taxes such as GST, the cost of a fuel surcharge or entry to the wineries.

2. An advertisement in a colour brochure for a lounge suite package states upfront '6 easy repayments of \$299.95', but obscures the total price of \$1799.70 at the bottom in fine print and a colour similar to the background design. The single price of \$1799.70 is not as prominent as the most prominent component of \$299.95 and is, therefore, unlikely to comply with the component pricing rules.

3. A hairdresser advertises foil colouring services at \$10/foil. However, fine print at the bottom of the page states that a minimum of 10 must be purchased for a total of \$100. This advertisement would not comply with the new component pricing rules as the minimum total cost of \$100 is displayed much less prominently than the \$10 component cost.

4. A café specifies at the bottom of its menu that it charges a 10 percent surcharge on public holidays without the surcharge being incorporated as a single price for each menu item. Whilst the café is free to set the surcharge, the menu would not comply with the component pricing rules **on a public holiday** as it does not prominently display the total single price (with surcharge included) for each menu item. This could be rectified by providing customers with a separate menu or incorporating a price column with the surcharge included for week-ends or public holidays.

The ACCC has produced several publications on this topic. They are available via the ACCC's website at www.accc.gov.au

2010 Seminars and Workshops

Winning Business On Line Program How to Build Your Website	Tues	Nov 2nd	5.30pm-8.30pm
Self Managed Super Funds—Collie	Tues	Nov 9th	6.00pm - 8.00pm
Winning Business On Line Program Keeping Customers Coming Back & Spending More	Tues	Nov 9th	2.00pm - 5.00pm
Excel Training Workshop	Fri	Nov 19th	8.30am—4.30pm
Aussie Host Workshop	Tues	Nov 16th	8.30am—4.00pm
Winning Business On Line Program Promote Yourself to World Markets	Tues	Nov 16th	5.30pm-8.30pm
Women In Business Breakfast	Tues	Nov 23rd	7.00am—9.00am
Winning Business On Line Program Selling On Line Made Easy	Tues	Nov 23rd	5.30pm-8.30pm
Winning Business On Line Latest Tips, Tricks & New Technology	Tues	Nov 30th	5.30pm-8.30pm
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

For information on any of the above workshops, please call Mandy on 9791 2666 or go to our website:
www.sbcbw.com.au

We are currently in the process of putting together our workshops for the year 2011.

If there are any particular workshops you would like to see us run in 2011, please contact us on 9791 266 or email:
sue@sbcbw.asn.au.



Protecting Your Intellectual Property Online

Going Online? Don't Forget To Protect Your Intellectual Property

The World Wide Web is full of opportunities and risks. It provides access to almost unlimited information that can be both empowering and confusing. Without the right strategy, an online adventure for your business can quickly become a nightmare and the viability of your business could be at risk.

Before you begin to offer your products or services online, you should be aware of two major issues:

Because your customer reach will expand once you launch your site, any intellectual property (IP) you include may become more valuable.

Your IP can be infringed by users anywhere on the planet. Even worse— you could be on the receiving end of an infringement claim.

To avoid these risks and maximise your opportunities online, you need to identify all the different forms of IP on your site. You should also make sure you resolve any questions of ownership before you launch your site – such as through a website development agreement. This is a written agreement between a business wanting to build a web site and the site developer that should clearly spell out the rights and obligations of the parties including ownership and use of any IP that is created. It's best to seek legal help with the drafting of website development agreements.

There are two broad categories of IP rights in Australia – registered such as trade marks and patents, and unregistered rights such as copyright.

From an online perspective registered IP rights include:

- **Trade Marks** – to protect the branding elements that distinguish your products or brand in a cluttered marketplace, such as names and logos.
- **Patents** – can protect systems for e-commerce applications – for example, methods enabling electronic applications or

creating links between customers, suppliers and banks.

Unregistered IP rights include:

- **Copyright** – to protect text on your site or original music.

Trade secrets – can apply to hidden aspects of a web site such as confidential graphics, source code, algorithms, programs or other technical descriptions, data flow charts and so on.

Many websites have a wide range of IP that should be protected. For example– Boost Juice's website includes:

- Copyrighted compilations of original literary work, computer programs and compilations of programs.

• Copyrighted designs and drawings, typographical layout and presentation of their written material, such as their 'The World of Fruit Encyclopaedia'.

Registered trade mark for 'Boost Juice Bars' and a number of trade marks incorporating the words 'boost' and 'juice'.

These methods of IP protection strengthen Boost Juice's online competitiveness and ensure that they alone benefit from their brand.

You should also consider the following practical measures to help protect your online content:

Tell people your web site content is protected. For example:

Unistraw International, inventors of a unique flavoured straw which can be used to add different flavours to milk, have Copyright Notice on each page of their web site.

They also have a dedicated IP page which alerts would-be copycats that they have IP and are willing to enforce it – see <http://unistraw.com/ip/>

Tell people how they can use your content. For example:

IP Australia outlines its policy on downloading or displaying any material— see www.ipaustralia.gov.au/about/site_disclaimer.shtml

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 Voucher

The WA Department of Education and Training 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.



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. 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.

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.



The modules are:

- 1: Are you ready for E-Business? Tuesday Sept 14th 2010
- 2: E-Business in Plain English. Tuesday Sept 21st 2010
- 3: Developing your Business Plan. Tuesday Oct 19th 2010
- 4: Your guide to free online resources and research. Tuesday Oct 26th
- 5: How to build your website. Tuesday Nov 2nd
- 6: Keeping your customers coming back and spending more. Tuesday Nov 9th 2010
- 7: Promote yourself to world markets. Tuesday Nov 16th 2010
- 8: Selling online made easy. Tuesday Nov 23rd 2010
- 9: Latest, tips, tricks and new technology. Tuesday Nov 30th
- 10: Making the most from E-Business. Tuesday Dec 7th 2010

Workshops will commence on Tuesday 14th September. For further information go to www.winningbusinessonline.com.au or call us on 9791 2666.

Tips on Social Media

Tip 1: Quantity Not Quality

The Trend of gaining as many "friends" and "followers" on these sites will disappear to be replaced by networks of close friends, family and other interesting people who add value to your network.

At the end of the day, we only have time for so many social networks. As a result the big players, (Facebook and MySpace in much of the world), will continue to separate themselves from the pack and see niche social networks evolve within their groups and similar functions. The successful ones will be purposed, targeted and relevant to a relatively small, but richly active community.

-Director of Social Media at Advertising group Doe Anderson.

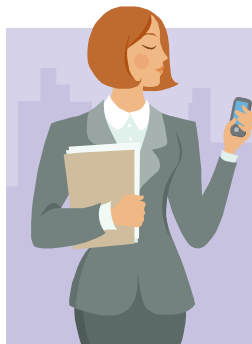
Tip 2: Use LinkedIn

The beauty of LinkedIn is that it is purpose built for professional business networking, unlike MySpace and Facebook. One of LinkedIn's great assets is its free 'group' tool which allows anyone to create a group to exchange all kinds of information which can also send alerts or summaries to your email box. This is invaluable if you want to form or become part of a group that can cross-refer potential suppliers and related information.

- Craig Reardon, found, The E Team

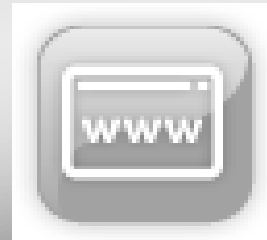
Women in Business Breakfast

This month we welcome Harriet Kersten from Mediloss, as our guest speaker. Harriet has over 20 years Registered Nurse experience in acute and chronic fields, and has UK diplomas in Diabetes management in the Primary Health setting, Marie Curie Cervical Screening and Breast awareness, Travel Medicine and a passion for health promotion. In the past, Harriet has run health promotion, diabetes, smoking cessation, asthma, cholesterol and well women clinics. Harriet's role at Mediloss and Brecken Health Care is diverse! Apart from being an experienced practice nurse and marketer, she is also a fantastic weight loss mentor to many of Brecken Health Care Centre's clients. Harriet will speak to us on many women's health issues that concern us today.



When: Tuesday 23rd November 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.





How to Build Your Website

In this cooperative learning workshop, you will learn how to take advantage of the internet to boost your business. We will look at what E-business is, the advantages and opportunities of E-business and how to harness the power of the internet.

The first thing visitors notice on a website is the design.

It needs to be easy to use, provide the best information and match the style of the business they are promoting. A great website is a vital tool for any company that wants to be online, but it is important to make sure it is cost-effective and efficient.

In this module, we'll explore some of the important things that go into putting a good website together.

The workshop will look at the following topics:

- Writing up a website strategy.
- Thinking about what your site is for and what it will do.
- How much interaction will the visitor have?
- What can a customer do on your website?
- Should you build the site yourself or get a professional web developer?
- Some of the technical aspects of building a site.
- Secret tools and tips of the trade.

Small Business case studies are included to demonstrate how the internet has been used to increase sales and reduce costs.

NB: A fee of \$25 will be charged for non-attendance at the workshop. A cancellation fee of \$20 will be incurred if less than 48 hours notice is given.

Making the Internet Work for Your Business

Supported by



An Australian Government Initiative

AusIndustry

Producers:



Koehn's
BUSINESS BUILDERS



**When: Tuesday Nov 2nd 5.30pm—
8.30pm**

Where: 15 Stirling Street Bunbury

Cost: \$25.00 per person includes supper

BOOKINGS: To hold your place at the "How to Build Your website" workshop, fax this registration form back to 9791 6646, email admin@sbcw.asn.au or post this form to the **Small Business Centre Bunbury-Wellington, PO Box 1341, Bunbury WA 6231** with payment (\$25.00 per person). Upon payment this slip will become a Tax Invoice ABN 57 159 166 820

Attendees _____

Email: _____

Business Name: _____

Postal Address: _____

Phone: _____ Fax: _____

Payment Type: Cheque or Credit Card Amount _____ Name on Card: _____

Card Number: Expiry Date: /

Visa Mastercard

Signature: _____



Keeping Customers Coming Back and Spending More

In this cooperative learning workshop, you will learn how to take advantage of the internet to boost your business. We will look at what E-business is, the advantages and opportunities of E-business and how to harness the power of the internet.

The Key to developing a successful online presence is to establish ongoing relationships with your customers. The internet provides an opportunity to increase communication with your customers. The internet provides an opportunity to increase communication with your customers and can help you to better meet their needs.

In this module, you will learn how to keep your customers coming back and spending more by:

- Categorising your customers into groups.
- Understanding what each group wants.
- Collecting and storing relevant and accessible information.
- Understanding your legal and ethical responsibilities.
- Using email effectively.
- Monitoring your website—is it doing what you want it to do?

Small Business case studies are included to demonstrate how the internet has been used to increase sales and reduce costs.

NB: A fee of \$25 will be charged for non-attendance at the workshop. A cancellation fee of \$20 will be incurred if less than 48 hours notice is given.

Making the Internet Work for Your Business

Supported by



An Australian Government Initiative

AusIndustry

Producers:



Kocher's
BUSINESS BUILDERS



When: Tuesday Nov 9th 2.00pm— 3pm

Where: 15 Stirling Street Bunbury

Cost: \$25.00 per person includes supper

BOOKINGS: To hold your place at the “Keeping Your Customers” workshop, fax this registration form back to 9791 6646, email admin@sbcbw.asn.au or post this form to the **Small Business Centre Bunbury-Wellington, PO Box 1341, Bunbury WA 6231** with payment (\$25.00 per person). Upon payment this slip will become a Tax Invoice ABN 57 159 166 820

Attendees: _____

Email: _____

Business Name: _____

Postal Address: _____

Phone: _____ Fax: _____

Payment Type: Cheque or Credit Card Amount _____ Name on Card: _____

Card Number: Expiry Date: /

Visa Mastercard Signature: _____



Self-managed Superannuation Borrowing to Buy Property

Come and find out why it makes so much sense for small business people to have a self managed super fund (SMSF). If you already have one, discover some new strategies including how to borrow in super.

What a lot of people don't realise is:

- Super funds only get taxed at 15% on earnings and 10% on capital gains* whilst you are in the "accumulation" phase.
- Super funds get taxed at 0% (yes that's right, zero) when you are retired and the fund is in "pension" phase. The pension they pay you is tax free too.

This can be of little interest though if you don't have faith in your fund's performance.

You can do something about it.

Start your own SMSF.

Here are just some of the things you will learn:

1. How to get back control of your super which for many people could be their second largest asset. You control what it buys, sells and when;
2. How to transfer your business premises into your own SMSF and potentially do this without incurring capital gains tax and stamp duty;
3. Pay your SMSF commercial rent and get a tax deduction in your business;
4. How to borrow to buy a property in your SMSF and then use your contributions or 9% super guarantee payments to pay off the loan and get a tax deduction;
5. Hear an update from Neil Martin on the Collie property market and its suitability for investment via SMSF;
6. Hear from Travis Ellison how the banking product for borrowing in SMSF works

Venue: Collie Ridge Motel,
185 - 195 Throssell
Street, COLLIE

Date: Tuesday,
9 November 2010

Time: 5.30pm

Fee: \$15 (members);
\$25 (non-members)

RSVP: Please call
Collie Chamber of
Commerce on
(08) 9734 4817 or
admin@colliechamber.
asn.au

Proudly sponsored by:

RSM Bird Cameron
Chartered Accountants

Professionals
southern districts

**SMALL
BUSINESS
CENTRE**
Collie - Margaret

**Collie Chamber of
Commerce & Industry Inc**

**Collie & Districts
Community Bank**

Westpac

www.zsmf.com.au
© RSM Bird Cameron 2010



Aussie Host Customer Service Skills Workshop



Aussie Host is a nationally recognised customer service training program that focuses on interpersonal communications, customer relations and service, applicable to a wide range of customer service businesses and sectors.



© Original Artist
Reproduction rights obtainable from
www.CartoonStock.com

This one day, fun and interactive workshop focuses on the following key subject areas:

- What is customer service excellence?
- Workplace and personal presentation
- Excelling in communication skills
- Effective telephone communication
- Handling customer complaints and dissatisfaction
- Who is your customer?

Certification: Following successful completion of the AussieHost Customer Service Fundamentals Workshop, participants will receive an internationally recognised AussieHost certificate. This AussieHost workshop has been mapped against the relevant units from SIR07/SIT07.

Each participant will receive a 56 page workbook.

Learning Outcomes:

- Understand that the customer is the lifeblood of the company.
- Communicate effectively.
- Avoid assumptions and change customer perceptions for the better.
- Give the customer a quality experience and demonstrate how that benefits everybody.
- Meet, greet and remember names and faces.
- Listen actively and ask open questions.
- Handle complaining customer and solve service related problems.

NB: A fee of \$295 will be charged for non-attendance at the workshop. A cancellation fee of \$236 will be incurred if less than 48 hours notice is given"

When: Tuesday 16th Nov
8.15 registration for
8.30am—4.30pm
Where: 15 Stirling St, Bunbury

\$295

Includes: morning tea, lunch, afternoon tea and workbook

BOOKINGS: To hold your place at this Aussie Host workshop fax this registration form back to 9791 6646, email admin@sbcbw.asn.au or post this form to the **Small Business Centre Bunbury-Wellington, PO Box 1341, Bunbury WA 6231** with payment (\$295.00 per person). Upon payment this slip will become a Tax Invoice ABN 57 159 166 820

Attendees _____

Email _____

Business Name: _____

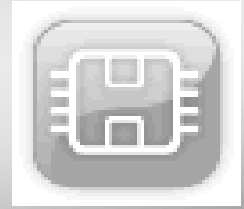
Postal Address: _____

Phone: _____ Fax: _____

Payment Type: Cheque or Credit Card Amount: _____ Name on Card: _____

Card Number: Expiry Date: /

Visa Mastercard Signature: _____



Latest Tips, Tricks & New Technology

In this cooperative learning workshop, you will learn how to take advantage of the internet to boost your business. We will look at what E-business is, the advantages and opportunities of E-business and how to harness the power of the internet.

The internet is all about sharing ideas, collaborating and getting your message to a global audience.

Web 2.0 is all about some of the newest and most popular parts of the internet such as social networking, blogs and online communities.

There are dedicated networks for different industries and business professionals to help people connect and share ideas.

In this module, we look at some of the ways you can use Web 2.0 technology to grow your e-business.

We look at:

- Web2.0
- Social Media
- Viral Marketing
- Success Story—Sassi Sam

Small Business case studies are included to demonstrate how the internet has been used to increase sales and reduce costs.

NB: A fee of \$25 will be charged for non-attendance at the workshop. A cancellation fee of \$20 will be incurred if less than 48 hours notice is given.

Making the Internet Work for Your Business

Supported by



An Australian Government Initiative

AusIndustry

Producers:



Koehn's
BUSINESS BUILDERS



When: Tuesday Nov 30th 5.30pm-8.30pm

Where: 15 Stirling Street Bunbury

Cost: \$25.00 per person includes supper

BOOKINGS: To hold your place at the "Latest Technologies" workshop, fax this registration form back to 9791 6646, email admin@sbcbw.asn.au or post this form to the **Small Business Centre Bunbury-Wellington, PO Box 1341, Bunbury WA 6231** with payment (\$25.00 per person). Upon payment this slip will become a Tax Invoice ABN 57 159 166 820

Attendees _____

Email: _____

Business Name: _____

Postal Address: _____

Phone: _____ Fax: _____

Payment Type: Cheque or Credit Card Amount _____ Name on Card: _____

Card Number: Expiry Date: /

Visa Mastercard

Signature: _____