

## October 2010

### Developing & Implementing SYSTEMS in Small Business



When a business is very new and very small, it can often survive quite well with very few formal systems, procedures or work instructions in place. This is because everyone knows what everyone is doing, how they do it and the owner is in the business all the time overseeing operations.

As the business grows there is a point where the business owner needs to entrust tasks to others and one day he or she may even want to be able to be absent from the business to have a holiday! Without an agreed system of doing the work of the business, each employee will have their own way of doing things, with variations in quality of the finished product or service.

A written system, including policies and work instructions, gives the business many advantages such as:

**When the owners are on holidays:**  
Even with the most enthusiastic and dedicated staff, the owner of a business often hesitates

from leaving the business because so much knowledge about running the business goes on holidays with the owner. How many times have you heard that business owners take their mobile phone with them on holidays, and at best have a 'part-time' holiday with a continuous

stream of phone calls to and from the business. Business owners who have a system and basic procedures written down for staff to follow are far more confident about decisions and the smooth running of the business while they are away.

**Training New Staff:**

Imagine how much easier it would be to have well written guidelines about how to do many of the tasks and duties in your organisation. When staff are new, the overlap period between new staff and the staff member who is leaving involves intensive learning and skills transfer. Much is forgotten and the cost of training replacement staff can be significant. The cost of errors and reduced capacity can be even greater.

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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; Commercial Realty; 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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**Quote of the Month**

Experience:  
The wisdom that enables us to recognise as an undesirable old acquaintance, the folly that we have already embraced.  
'Ambrose Bierce' 1911

# The Peter Principle

"In a hierarchy every employee tends to rise to his level of incompetence" (Dr Laurence Peter, 1919-90, Canadian academic, from the 1969 book, The Peter Principle, written by Dr Peter and Raymond Hull - Peter was the academic; Hull the writer).

Far from being an indictment of people, Laurence Peter's ideas were mostly focused on the weaknesses of typical organisations, and the threat that they present to the well-being of their people.

Laurence Peter and Raymond Hull's 1969 book The Peter Principle is a study of hierarchies (Peter coined the scientific term 'hierarchyology' and how people behave within them in relation to promotion and competence) Laurence Peter also asserted that, "Work is accomplished by those employees who have not yet reached their level of incompetence", although he places the blame on organisations, not employees, and urges people to prioritise their health and happiness rather than struggle to meet the unhealthy demands of a promotion-too-far, in an uncaring hierarchy.

Although written in 1969, The Peter Principle contains perspectives that resonate even more strongly today.

Notably Laurence Peter observed that bosses who are competent in their roles tend to assess employees according to their output and results, whereas incompetent bosses tend to assess employees according to their input and adherence to rules and policies, etc. This remains a feature of poorly managed organisations and hierarchies.

Peter also suggested that 'super-competence' in an employee is more likely to result in dismissal than promotion, which again is a feature of poor organisations, which cannot handle the disruption. A super-competent employee "...violates the first commandment of hierarchical life: [namely that] the hierarchy must be preserved.." which again is symptomatic of poorly run modern organisations, just as it was back in the 1960's.

Peter also says of leadership in poor organisations: "Most hierarchies are nowadays so cumbered with rules and traditions..... that even high employees do not have to lead anyone anywhere, in the sense of pointing out the direction and setting the pace. They simply follow precedents, obey regulations, and move at the head of the crowd. Such employees lead only in the sense that the carved wooden figurehead leads the ship."

Also included in Laurence Peter's study was his analysis of a survey of general practice doctors who were asked to list the most commonly encountered medical complaints among 'successful' patients. The survey results could easily be found in a modern survey, and included ulcers, colitis, high blood pressure, alcoholism, obesity, hypertension, insomnia, cardiovascular problems and impotence. Peter interpreted such complaints as evidence of 'constitutional incompetence' associated with what he termed 'final placement syndrome'. At the time, Peter bemoaned the fact that the medical profession failed to see the connection between over-demanding work responsibility and people's well-being. Today of course we understand that there is a connection, although the challenge remains for most organisations, and society as a whole, to focus seriously on dealing with the situation. As Peter himself says, "...Truth will out! Time and the increasingly tumultuous social order inevitably will bring enlightenment."

Laurence Peter's ideas of 1969 were keenly perceptive then, and remain so today.

# IP Basics in 10 Easy Steps

**Step 1: Keep your idea confidential:** It's best to keep your idea to yourself until it's protected. If you do need to talk to others, consider using confidentiality agreements to prevent people from revealing details about your idea.

**Step 2: Understand the different types of IP:** A patent protects the way something works, while design registration protects its visual appearance. Trade marks can be a word, phrase, letter number, sound, smell, shape, logo, picture, packaging or any combination of these that promotes your goods and services.

**Step 3: Make sure you have a market:** Every business needs to research its potential market to understand its likely consumers, buyers, licensees, investors, manufacturers and distributors.

**Step 4: Use the IP system to protect your IP:** Protect your innovation, trade mark, design or plant variety by using the IP system. Visit IP Australia's website and seek professional advice to find out what protection is best for you.

**Step 5: Build a prototype of your innovation:** Build a model of your invention, to help prospective financial backers visualise your idea and its market potential. But remember, confidentiality agreements can help you to protect your idea.

**Step 6: Keep track of all costs associated with your innovation:** Keep track of your development and protection costs to help you put a value on your IP. This will give you an idea of how profitable your venture needs to be to recover costs.

**Step 7: Make money from IP:** There are various ways to profit from your IP - you can sell, license or develop it yourself. In some cases, it may be more profitable to outsource manufacture.

**Step 8: Incorporate your IP into your business plan:** Your business probably relies on your IP so it's important to integrate your IP assets into your business plan.

**Step 9: Value your IP:** Treat IP as a business asset by putting a dollar value on it just as you would your tangible assets. You should seek advice from an accountant when valuing your IP.

**Step 10: Watch out for infringers:** Keep an eye out for infringers as they can erode your hard-won market share, while poor quality imitations can ruin your brand reputation. If you believe your products are being infringed you should seek professional advice.



## Telstra Warning on BigPond Scam



Don't let scam emails fool you into providing your personal details.

Telstra has issued a warning following reports of an email scam claiming to be from BigPond.

SCAMwatch has received many reports about scam emails claiming to be from well-known and respected organisations that are actually scams, and advises that you should be wary of all emails sent out of the blue—supposedly from companies you know and trust.

Telstra advises that they will never email you asking for personal details to be supplied by following a link, and that you should only ever provide this information in response to an expected request or one you have initiated.

SCAMwatch urges you to watch out for emails requesting passwords, account verification, credit card numbers or other personal details by asking you to 'click on a link'. Whilst some emails will have tell-tale scamming signs such as misspelt words or poor grammar, others can look like the real thing, using corporate logos and links to genuine looking webpages.

### Protect yourself

- Never respond to requests for personal information in an unexpected email, even if it is supposedly from an organisation you know or trust. If in doubt, contact the organisation using independently verified contact details.
- Do not open suspicious or unsolicited emails (spam)—delete them.
- If you want to access an online account, use a bookmarked link or type the address in yourself—NEVER follow links or open attachments in unsolicited emails as they may contain viruses or other malware.
- NEVER give personal or financial details to anyone you do not know and trust, or enter them into a website unless you are certain it is genuine. Check the website address carefully as scammers often set up fake websites with very similar addresses.
- If you think you have provided your account details to a scammer, contact your bank or financial institution immediately.

### Report

You can report a scam to the ACCC via the [report a scam](#) page on SCAMwatch or by calling 1300 795 995.

You can also report any hoax emails that appear to be from Telstra or BigPond on the [BigPond website](#).

To report spam, visit the [Australian Communications and Media Authority website](#).

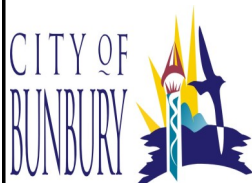
### More information

For more information about how you can protect yourself, check out the [Requests for your account information \('phishing' scams\) page](#) on SCAMwatch.

Telstra has also issued a [media release](#) with more details of the BigPond email hoax.

## 2010 Seminars and Workshops

Developing & Implementing Systems	Tues	Oct 12th	8.30am-4.30pm
Taxation Planning	Tues	Oct 12th	6.00pm-8.00pm
Business Excellence	Wed	Oct 13th	8.30am-4.30pm
Business On Line Program Develop Your E-Business Plan	Tues	Oct 19th	5.30pm-8.30pm
Business Excellence Program	Tues	Oct 19th	8.30am-4.30pm
So You want to Buy/Sell A Business	Wed	Oct 20th	5.30pm-6.30pm
Women in Business Breakfast	Tues	Oct 26th	7.00am—9.00am
Business On Line Program Your Guide to Free OnLine Resources & Research	Tues	Oct 26th	5.30pm-8.30pm
Business Excellence Program	Wed	Oct 27th	8.30am-4.30pm
Business On Line Program How to Build Your Website	Tues	Nov 2nd	5.30pm-8.30pm
Business Excellence Program	Wed	Nov 3rd	8.30am-4.30pm
Self Managed Super Funds—Collie	Tues	Nov 9th	6.00pm - 8.00pm
Business On Line Program Keeping Customers Coming Back & Spending More	Tues	Nov 9th	5.30pm-8.30pm
Business Excellence Program	Wed	Nov 10th	8.30am-4.30pm
Excel Training	Fri	Nov 19th	8.30am—4.30pm
Aussie Host	Tues	Nov 16th	8.30am—4.00pm
Business On Line Program Promote Yourself to Work Markets	Tues	Nov 16th	5.30pm-8.30pm
Business Excellence Program	Wed	Nov 17th	8.30am-4.30pm
Women In Business Breakfast	Tues	Nov 23rd	7.00am—9.00am
Business On Line Program Selling On Line Made Easy	Tues	Nov 23rd	5.30pm-8.30pm
Business Excellence Program	Wed	Nov 24th	8.30am-4.30pm
Latest Tips, Tricks & New Technology	Tues	Nov 30th	5.30pm-8.30pm
Making the Most from E-Business	Tues	Dec 7th	5.30pm-8.30pm
ACCC Warranties & Refunds	Wed	Dec 15th	6.00pm—8.00pm



CAPEL CHAMBER OF COMMERCE INC

# THE KEY TO BUSINESS SUCCESS; A STRATEGIC VIEWPOINT

Long term business success relies on a broad understanding of business, its mechanics and the need for balance in all parts of the business.

In short, from a strategic view point, how you position your business in relation to your competition and in the mind of your customers will ultimately determine the medium and long term success you achieve. This success will be determined by focus and achievement in four areas:

- Finance
- Customers and Capabilities.
- Systems, Processes and Ways of Working.
- People, Structure and Leadership.

Planning and taking action in these areas is critical – not just to ensure your business' short-term success, but in order to lay the foundation of its long-term success. Without a sound strategy in each of these four areas, reactive short term moves and unplanned responses to market conditions only delay the inevitable problems you are or may be facing either now or in the future.

Over the coming months I will explore each of these four areas. Let's now take a look at the first of these in more detail.

## The Financial Perspective

The primary success measure of a business is its financial performance; it's 'the score' and is the market's way of reflecting customer satisfaction. There are three steps required to first understand, then monitor and finally improve your financial performance by imbedding your financial Key Performance Indicators (KPIs) into your management process.

Identifying your financial drivers In order to understand if you have 'won the game' this day, week, month, quarter or year you must first understand the measurement system that reflects the drivers of success in your business and industry.

What are your financial targets, your KPIs? They'll probably include a mixture of revenue, gross profit, overhead, EBIT, EBIT per person, free cash, days to cash outage, debtor days outstanding, creditor days, jobs quoted, jobs won – the list goes on.

You with the help of your accountant can determine the right KPIs and targets for your business. Once these are set you then need to understand what daily and weekly actions drive the numbers. My experience is that some business owners are good with numbers, others are good with strategy and planning and some are just good at doing the task their business promotes.

**The best owners not only measure the numbers, they know how they are constructed and they understand what every day actions make them go up and down.**

Now that you have set KPI's and targets and you understand what actions drive them; the next step to achieving financial success in your business is to monitor and benchmark your results.

Benchmarking provides an objective view of how your business is performing, encouraging you to balance your focus between external (competition, competencies and customers) and internal (products, costs, team) perspectives.

A comprehensive set of benchmarks should include internal and external historical comparisons (i.e. against your previous years' performance which can be done from three perspectives: month on month, YTD on YTD and by means of a 12 month moving average), and industry standards.

Many businesses stop once they have completed the above two steps, however the most successful business owners go to the next stage and imbed the drivers into the fabric of their management process. They communicate the actions required to achieve KPI targets to employees, allocate individual or team responsibilities for their success and ensure the workforce is engaged and committed to the outcome.

This is perhaps the hardest step, requiring the most ongoing effort, but is also the most critical.

To really achieve the financial performance you are seeking, your benchmarks and financial drivers must have life and breath; they must be in your weekly target sheets, monthly management reports, and quarterly review workshops and be a leading subject of discussion at your annual management retreat.

They must also be shared with your people. Would your employees agree with the following statement?

*I understand our business' key performance indicators, the measures that tell us how we are doing. I understand what we as a team, and I personally, need to do each day to positively improve these performance measures.*

*I gain motivation from the successful achievement of these goals and my reward and recognition is aligned. I am updated at least monthly on the business progress over the year (good or bad). The targets for our business are achievable yet challenging.*

To get the desired outcome, take your team through a workshop to understand the KPIs and how they are achieved, link drivers to employee objectives and individual performance plans and develop management systems to ensure these actions are taken every day.

Next month we will discuss Customers **and Capabilities**.

Acknowledgement: Principal  
Stephen Down  
AMD Chartered Accountants  
Taxation and Business Advisors



# Employing Foreign Workers

With such a shortage of available workers, it is no wonder employers are considering alternative recruitment options. However, while you are considering your options when looking for new recruits, make sure you know the rules that apply, particularly if you are considering overseas workers. The rules applying to foreign workers have been subject to enormous change – this is the general case for all matters pertaining to the workplace in recent times.

There has recently been another case here in the South West of a number of unlawful foreign workers being detained. As employers, we are each responsible for ensuring that we only hire people with the right to work in Australia. There are severe penalties for knowingly or recklessly employing a person who doesn't legally have the right to work in this country.

If you are considering hiring a migrant worker you can check with the Department of Immigration as to what the working status of your potential new employee actually is. The Department has a fax-back facility whereby you can download a form from their website, fill out the details, get your potential employee to fill out their required information, fax it to the Department and they'll fax you back with the required information, usually within 24-hours.

Workwise has had several clients who have had major problems with 457 Visa workers where management has changed and the knowledge of employer obligations goes with them. Employers need to be fully conversant with how to lawfully terminate workers, their obligations with regard to medical expenses and minimum salary payable for the term of their employment.

Alternatively, call us and we can assist you.

Wexford Recruitment Solutions is the recruitment arm of Workwise Advisory Services and because of the number of enquiries we receive in relation to employing migrant workers, we now have migration experts on hand who can offer advice to our clients.

Karina Donohoe  
Workwise Advisory Services  
Wexford Recruitment Solutions  
9721 6678



## 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](http://www.sbcbw.asn.au).

## 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](mailto:admin@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](http://www.winningbusinessonline.com.au) or call us on 9791 2666.

# Developing & Implementing Systems contd...

## Selling a Business:

Having good systems and a procedures manual can make a HUGE difference in the price someone will pay for a business. If the prospective purchaser is confident that he or she will be able to manage the business effectively, retain existing customers and understand the way the business operates, a sale is far more likely at a significantly higher price. If the purchaser is fearful that most of the 'know how' will leave with the previous owner, and that there will be a period of time where chaos will dominate, a sale is far less likely and if it proceeds the price will reflect the situation.

**Franchising your business, improved efficiencies and more confidence to be able to grow your business. The list is endless!**

Glenn Taylor, who has over 10 years experience as a management consultant specialising in Business Improvement, Executive Coaching and Business Mentoring, as well as Leadership and Management Training has been secured to deliver a one day workshop on developing and implementing systems for small business operators. The workshop will be run at our premises on Tuesday 12th October from 8.30am to 4.30pm and costs just \$220 dollars. If you use your training voucher, you will get your lunch for free!

To register your place, simply fax back the form on page 6, or call Mandy on 9791 2666. Why not bring a staff member along with you to help document your business operations!

# Women in Business Breakfast

Judy Harvey, from Corporate Clarity, will be speaking on the subject of Stress Management, the ramifications of continuous stress and how stress affects your health, your home life, your social life and most importantly your work life.

Judith is a psychotherapist, and has a diploma in Stress Management. Judith is also a Clinical Hypnotherapist, a registered and certified trainer and practitioner of Thought Field Therapy, Neuro Linguistic Programming Master practitioner, as well as a Reiki Master, Massage practitioner and trainer.



Where: Lighthouse Beach Resort

When: 7.00am—9.00am Tuesday 26th October

Cost: \$30 includes a delicious buffet breakfast.

To book your place please call us on 9791 2666. Payment must be made before the day.

Incremental and planned efforts create



measurable and exponential results.

## Popular Will Myths

**Myth: My spouse will automatically receive all my assets when I die.**

**Fact:** Not all your assets will automatically transfer to your spouse when you die. If you own any property (such as the family home) with your spouse as joint tenants, your spouse will automatically receive your share of the property. However, any property you own in your sole name will not automatically go to your spouse. If you die without a Will, the laws of intestacy apply. Depending on the size of your estate and whether any other family members are alive after your death, it is unlikely your spouse will be entitled to the whole of your estate. The amount your spouse would receive would vary depending on what other relatives survive you. For this reason, you should have a Will so your assets go to who YOU choose when you die.

Note a de facto spouse may not always be treated the same as a married spouse under inheritance laws.

**Myth: A beneficiary cannot also be executor.**

**Fact:** This is entirely incorrect. An executor may be anybody over the age of 18 with legal capacity, whether they are also a beneficiary or not. You may have more than one executor. When creating a Will and appointing your executor(s), you should choose somebody you trust to competently manage your estate. Common choices for an executor include a spouse, family member, or trusted friend, financial or legal adviser.

**Myth: If I die without a Will all my estate goes to the government.**

**Fact:** If you die without a Will, the distribution of your estate is determined by intestacy laws. The laws strictly stipulate who receives your estate and in what shares. This is generally family members. It is only when a person dies leaving no relatives – that is, no spouse (or de facto spouse), children, parents, siblings, nieces, nephews, grandparents, aunts, uncles or cousins – that the property passes to the State.

**Myth: I don't have many assets so I don't need a Will.**

**Fact:** Everybody over the age of 18 should make a Will so that their assets go to the people they want, and are not distributed according to strict intestacy laws. If you die without a Will, someone, usually a relative, will need to apply to the Supreme Court for Letters of Administration so your estate can be administered. This is a more costly process than simply applying for a Grant of Probate when a person has died leaving a Will.

**Myth: There must be a formal reading of a Will after the death of the Will-maker.**

**Fact:** Contrary to what is often seen on television, it is not necessary for there to be a formal reading of a Will with all the beneficiaries present.



## Knowing Your Facts—An Ironic Story

A shepherd was tending his flock in a field, when a new sports car screeched to a stop on the road nearby in a cloud of dust. The driver, a young man in expensive designer clothes and sunglasses, leans out of the window and shouts over to the shepherd, "If I tell you exactly how many sheep you have here, can I take one?"

The shepherd looks up slowly up at the young man, then looks at his peaceful flock, and calmly answers, "Sure, why not?"

The young man steps out of his car holding a state-of-the-art palmtop pda, with which he proceeds to connects to a series of websites, first calling up satellite navigation system to pinpoint his location, then keying in the location to generate an ultra-high resolution picture of the field. After emailing the photo to an image processing facility, the processed data is returned, which he then feeds into an online database, and enters the parameters for a report. Within another few seconds a miniature printer in the car produces a full colour report containing several pages of analysis and results. The young man studies the data for a few more seconds and returns to the shepherd.

"You have exactly one-thousand five-hundred and eighty-six sheep, including three rams, and seven-hundred and twenty-two lambs."

"That's right," says the shepherd, mildly impressed. "Well, I guess that means you get to take one of my sheep."

The young man makes his choice and loads the animal onto the back seat of his car, at which the shepherd says, almost as an afterthought, "Hey there, if I can tell you what your business is, will you give me back my sheep?"

The young man, feeling confident, agrees.

"You're a consultant," says the shepherd.

"Wow, that's right," says the young man, taken aback, "How did you guess that?"

"No guessing required," answers the shepherd, "You showed up here even though nobody called you. You took a fee for giving me an answer that I already know, to a question I never asked, and you know nothing about my business. Now give me back my dog."

## Fake Grants From a Fake Government Department

SCAMwatch and the Department of Infrastructure, Transport, Regional Development and Local Government are warning Australians of scammers who call offering fake grants from a fake government department.

Scammers claim you have received a government grant and then request a fee of \$199 to release the grant funds to you. They may also request \$4000 to 'contribute to charities to pay off government debt'.

Be alert—scammers claiming to represent the fictitious "Australian Government Grants Department" may fool you into believing they are legitimate as they may already have your personal details.

The scammers also claim that they operate the Government GrantsLINK directory website, <http://www.grantslink.gov.au/>. This website is a legitimate Australian Government website run by the Department of Infrastructure, Transport, Regional Development and Local Government. It does not provide grants funding and is not affiliated with the scammers.

**Protect yourself**

- Be suspicious if you receive a call about a grant you did not apply for. Hang up immediately! The Government does not cold call offering grants and does not charge a fee to release grant funds.

- Be cautious if you are contacted out of the blue by ANY government department requesting personal information—it may be a scam. Always contact the department independently before responding using contact details from a trusted source.

- Never send your personal, credit card or banking details in an email or over the phone—scammers will use your details to commit identity fraud or steal your money.

- If you think you have provided your account details to a scammer, contact your bank or financial institution immediately.

**Report**

You can report scams to the ACCC via the [report a scam](#) page on SCAMwatch or by calling 1300 795 995.

You can also call the GrantsLINK call-centre on 1800 026 222 if you have received a suspicious call about grants.

**More information**

For more information about how you can protect yourself, check out the [Requests for your account information \('phishing' scams\)](#) and [Up-front payment scams](#) pages on SCAMwatch.

The Department of Infrastructure, Transport, Regional Development and Local Government has issued a [media release](#) about the scam.

Stay one step ahead of the scammers. Explore [SCAMwatch](#) for more tips on how to recognise and protect yourself from scams.



Do You Want to know about...

# Tax Matters for Small Business?

- ◆ New or recently started in business?
- ◆ Would you like to know more about:
  - ⇒ the different forms of business Taxation and GST?
  - ⇒ How you can minimise the Tax you have to pay?
  - ⇒ and how to best protect your assets?



### Income tax

A detailed plain English description of each tax structure ie companies, trusts, partnerships and sole traders – the pros and cons of each. Some simple examples showing how the tax for each is calculated, and how that relates to drawings and living expenses. Plus other factors relating to your choice of structure such as protection from creditors and damages claims.

What are the key features of the Simplified Tax System and how it works, and what is immediately deductible vs what is capital when first setting up your business?

Plus: How to finance your business acquisition or start-up in the most tax effective manner.



**PAYG** – when do taxes need to be paid? How the ‘Pay as You Go’ system works and the timing of all other common tax obligations. This is vitally important to cashflow planning.

### Capital Gains Tax

How Capital Gains tax works for small business and how “roll overs” work so as your business grows your structure can grow and evolve without causing capital gains tax to be paid.

### FBT

What is Fringe Benefits Tax? Some simple examples. Who has to pay? What can be done to avoid being exposed to it if you wish to avoid cost and extra administration.



### GST

How does the GST work? Who pays it, and how do you get your credits back? Hear what can be done to minimise the cashflow effects and bookwork. Finally some advice on what to look for in computerised bookkeeping program.

The Presenter is Kingsley Smith from RSM Bird Cameron Chartered Accountants.

This seminar should put you in a position where you can speak to your accountant with some confidence and good background knowledge.

We will cover all the main taxes most small businesses stand to be involved with some good “nuts and bolts” tips on how keep both your tax bills and administration time to a legal minimum.

**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.

Presented by:

**RSM Bird Cameron**  
Chartered Accountants

**When: 5.45pm registration for 6.00pm– 8.00pm Tuesday**

**12th October 2010**

**Where: Small Business Centre, 15 Stirling Street Bunbury**

**Cost: The cost of \$25.00 per person includes a delicious supper.**



**BOOKINGS:** To hold your place at the “Tax Matters for new Small Business?” seminar, fax this registration form back to 9791 6646, or email [admin@sbcbw.asn.au](mailto:admin@sbcbw.asn.au) or post this form to the **Small Business Centre Bunbury-Wellington PO Box 1341, Bunbury 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: \_\_\_\_\_

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Visa  Mastercard  Bankcard Signature: \_\_\_\_\_



## Developing Your E-Business Plan

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.

Creating a great online business is all about planning and this module goes through the different types of plans available as well as the types of websites that can be created. It also looks at how to decide whether or not an idea is viable as an online business and how to gain an understanding of the competitive landscape.

The workshop will look at the following topics.

- Different e-business models.
- How to develop an e-business plan.
- Research what you need to do before you get started with your online venture.

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

Making the Internet Work for Your Business

Supported by



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AusIndustry

Producers:



Kocher's  
BUSINESS  
BUILDERS



**When: Tues 19th Oct 5.30pm— 8.30pm**

**Where: 15 Stirling Street Bunbury**

**Cost: \$25.00 per person includes supper**

**BOOKINGS:** To hold your place at the "Develop Your e-business plan" workshop, fax this registration form back to 9791 6646, email [admin@sbcbw.asn.au](mailto: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

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# So You Want to Buy or Sell a Business!!

Make sure you are fully informed with the key facts BEFORE you make the step into buying a business.

Hear more from a banker, a business broker and an accountant, who will provide concise and detailed information that you cannot afford to miss.

This will be the best 45 minute investment you will ever make as a business owner or potential owner.



Buying or selling a business seem confusing?

We can help.

- Are you ready for a change?
- Would you like to know what's involved ?
- Do you know what assistance is available?

The topics covered will include:

- Tax implications- how can I sell my business FREE of any capital gains tax?
- How much is my business really worth -or do I know if I am paying too much?
- What is the best way to approach a bank for a business loan- and what will they need?
- Should I start my own business—or buy one "off the shelf" - what is a better solution?
- Are banks lending to businesses at the moment and what are their preferred industries?
- Why would I need an accountant to look over a business—and what can he tell me?
- How much will I really earn from a business?

Presented by:

**RSM Bird Cameron**  
Chartered Accountants

  
**Professionals**  
southern districts

**When:** 5.15pm registration for 5.30pm - 6.30pm

**Wednesday 20th October 2010**

**Where:** 15 Stirling Street Bunbury

**Cost:** No cost, refreshments provided.

**RSVP:** Monday October 18th, 2010

**bankwest** 

 **SMALL BUSINESS CENTRE**  
Bunbury-Wellington

**BOOKINGS:** To hold your place at the "So you Want to Buy/Sell A Business?" seminar, fax this registration form back to 9791 6646, email [admin@sbcbw.asn.au](mailto:admin@sbcbw.asn.au) or post this form to the **Small Business Centre Bunbury-Wellington, PO Box 1341, Bunbury WA 6231**

Attendees \_\_\_\_\_

Email: \_\_\_\_\_

Business Name: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

# WINNING BUSINESS ONLINE



## Your Guide to Free Online Resources

In this co-operative 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.

One of the best things about the internet is how much free stuff you can get your hands on. There's free market research and free industry data, as well as lots of free information about what the leaders in your industry sector are doing. It's also free to write a blog and contribute to industry forums, you can even make phone calls for free on the web. It makes you wonder how we ever did business without the Internet.



This module will give you an insight into lots of great free business resources.



### Making the Internet Work for Your Business

Supported by



An Australian Government Initiative

**AusIndustry**

Producers:



Koehn's **BUSINESS BUILDERS**



**When: Tues 26th Oct 5.30pm— 8.30pm**  
**Where: 15 Stirling Street Bunbury**  
**Cost: \$25.00 per person includes supper**

**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.

**BOOKINGS:** To hold your place at the "Develop Your e-business plan" workshop, fax this registration form back to 9791 6646, email [admin@sbcba.asn.au](mailto:admin@sbcba.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

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